BEHAVIOURAL SCIENCE - II
(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: MBABS 10202 Credit Units: 01

Course Objective:
This course aims at imparting an understanding of:
Process of Behavioural communication
Aspects of interpersonal communication and relationship
Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication
Scope of Behavioural Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships
Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships
Elements of satisfying relationships
Conforming and Disconfirming Communication
Culturally Relevant Communication
Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication
Imperatives for Interpersonal Communication
Models – Linear, Interaction and Transaction
Patterns – Complementary, Symmetrical and Parallel
Types – Self and Other Oriented
Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development
Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:
• Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
• Julia T. Wood. Interpersonal Communication everyday encounter
• Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
• Harvard Business School, Effective Communication: United States of America
• Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.