

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.