

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: VIII
Syllabus with effect from: December - 2013
Theory (Credit – 3)

Objectives:

- To Train Students in Effective Corporate Communication Skills.
- To Impart Training to the Students With a view to Developing their Corporate Communicative Competence.

Paper Code: UM08FBBH01	Total Credit: 4
Title Of Paper: Corporate Communication	

Unit	Description in detail	Weightage (%)
I	Introduction to Corporate Communication Meaning and Definition of Corporate Communication Types of Employee Communications Strategic Communication Plans	25%
II	Presentation Skills Stages of preparing a presentation Overcoming presentation fears Use of audio-visual aids in presentations	25%
III	Publicity Meaning and definition of Publicity Types and functions of Mass media Communicating with media	25%
IV	Public Relations Meaning and Definition of PR Internal PR and External PR Ethical Consideration in PR	25%

Laboratory: Credit – 1

Group Presentation by the students. The Presentation Contents are Recorded in the Journals Maintained by the Students.

Basic Text & Reference Books:-

- Communication for Business A Practical Approach Shirley Taylor (Pearson Education)
- Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
- Corporate Conversations – Shel Holtz (Prentice-Hall of India Pvt. Ltd.)
- Business Communication Today – Bovee, Thill, Schatzman (Pearson Education)
- 50 Ways to Improve Your Presentation Skills in English – Bob Dignen (Orient BlackSwan)
- Effective Public Relations in Public and Private Sector – G. C. Banik (Jaico Publishing House)
- Principles of Advertising – Monle Lee, Carla Johnson (Viva Books Private Limited)
- Public Relations for Your Business – Frank Jefkins (Excel Books)
- Effective Public Relations (eighth edition) – Scott M. Cutlip, Allen H. Center, Glen M. Broom (Pearson Education)
- Public Relations – Principles, Cases and Problems (ninth edition) – H. Frazier Moore, Frank B. Kalupa (Surjeet Publications)

