



Bachelor of Business Administration
B.B.A (ISM) Semester-IV

Course Code	UM04ABBS71	Title of the Course	Corporate Communication-- II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To acquaint the learners with the skills necessary to draft effective Press Reports with precision and clarity• To demonstrate the impact of nonverbal aspects of communication in the process of communication• To acquaint the learners with the skills necessary to draft effective speeches and make short Presentations/Speeches using proper body language• To equip the learners with the skills necessary to draft effective Business Reports; Notices, Agendas and Minutes of Corporate Meetings.
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Course Content (Theory)		
	Description	Weightage
1.	A. Press Reports Drafting of Press Reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)	13%
	B. Non-verbal aspects of communication (Kinesics, Proxemics, Chronemics, Paralanguage) (General questions / short notes may be asked)	12%





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2.	A. Business Reports Drafting of Individual and Committee Reports on the following topics: Selection of Site (Feasibility Report); Labour and Personnel Problems; Decline in Sales; Fire and Accidents	25%
3.	Drafting of Speeches Speeches on the occasions like inauguration, welcoming, condolence, farewell, celebration of important days and national holidays, Chairman's speech at the Annual General Meeting, vote of thanks)	25%
4.	Notice, Agenda and Minutes of Corporate Meetings Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Board Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company and Annual General Meeting)	25%

(Practical)		
	Description	Weightage (%)
I.	Note Taking/Note Making	33%
2.	Oral Expression / Group Discussion	33%
3.	Review Writing (A Novel/a Biography/an Autobiography)	34%





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Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	10 marks
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	20 marks
3.	University Examination	70 marks

Note:

- The examination will be conducted in two parts: Written and Practical. Both will carry equal weighting in internal as well as external examination in the ratio of 70:30.
- The total number of marks obtained by a candidate out of 140, i.e., the total of written and practical examination shall be divided by two so as to get marks out of 70 at the external examination.

Course Outcomes: After completion of the course, the learner	
	<ul style="list-style-type: none">• Develops effective writing skills in drafting of Press Reports• Understands the importance of non-verbal aspects of communication and subsequently improves his/her ability to relate, engage and establish meaningful interactions in everyday life• Makes better Presentations and is able to deliver short speeches using proper





	<p>body language</p> <ul style="list-style-type: none">• Develops effective writing skills in the drafting of Business Reports; Notices, Agendas and Minutes of Corporate Meetings, etc.
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Sr. No.	References (Theory)
	<ul style="list-style-type: none">• Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)• Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)• Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)• Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)• Effective Business Communication – M V Rodriques (Concept Publishing House)• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
	<p>Books/Programmes recommended: (Practical)</p> <ul style="list-style-type: none">• Starting Business English BBC (Video)• Follow Through BBC (Video)

On-line resources to be used as and when required.

