

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism & Travel 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.

<b>Paper Code: UM08FBBT01</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Corporate Management</b>	

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

