

**SARDAR PATEL UNIVERSITY**  
**B. Com. (Honours) (3 Years)**  
**Specialization in International Accounting and Corporate Banking & Insurance**  
**Semester: IV**  
**Syllabus with effect from: December 2016**

<b>Paper Code: UB04FCOH01</b>	<b>Total Credits: 3</b>
<b>Title of Paper: Advanced Language &amp; Communication Skills</b>	

Unit No.	Description in Detail	Weightage
<b>1</b>	<b>Introduction to Corporate Communication</b> <ul style="list-style-type: none"> <li>• Meaning and Definition of Corporate Communication</li> <li>• Types of Employee Communications</li> <li>• Strategic Communication Plans</li> <li>• Modern means of Communication (Fax, Email, Video-conferencing)</li> </ul>	<b>25%</b>
<b>2</b>	<b>Public Relations</b> <ul style="list-style-type: none"> <li>• Meaning and Definition of PR</li> <li>• Internal PR and External PR</li> <li>• Ethical Consideration in PR</li> </ul>	<b>25%</b>
<b>3</b>	<b>Publicity</b> <ul style="list-style-type: none"> <li>• Meaning and definition of Publicity</li> <li>• Merits and Demerits of publicity through print media</li> <li>• Merits and Demerits of publicity through electronic media</li> </ul>	<b>25%</b>
<b>4</b>	<b>Business Maharajas by Gita Piramal (selected ones)</b>	<b>25%</b>

**Evaluation : Internal : 40 Marks (Theory)**  
**: External: 60 Marks (Theory) – Two Hours Examination**

**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)
- 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)
- *Business Maharajas* by Gita Piramal