

SARDAR PATEL UNIVERSITY
B. Com. (Honours) (3 Years)
Specialization in International Accounting and Corporate Banking & Insurance
Semester: IV
Syllabus with effect from: November / December -2019

Paper Code: UB04ACOH21	Total Credits: 3
Title of Paper: Advanced Language & Communication Skills	
Objectives : 1. Learning how to speak and dress professionally 2. Creating more effective communications skills with public. 3. Managing conflicts with coworkers 4. Communicating more effectively internal and external 5. How to deal with modern means of communication.	

Unit No.	Description in Detail	Weightage
1	Introduction to Corporate Communication <input type="checkbox"/> Meaning and Definition of Corporate Communication <input type="checkbox"/> Types of Employee Communications <input type="checkbox"/> Strategic Communication Plans <input type="checkbox"/> Modern means of Communication (Fax, Email, Video-conferencing)	25%
2	Public Relations <input type="checkbox"/> Meaning and Definition of PR <input type="checkbox"/> Internal PR and External PR <input type="checkbox"/> Ethical Consideration in PR	25%
3	Publicity <input type="checkbox"/> Meaning and definition of Publicity <input type="checkbox"/> Merits and Demerits of publicity through print media <input type="checkbox"/> Merits and Demerits of publicity through electronic media	25%
4	Business Maharajas by Gita Piramal (selected ones)	25%

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