

SARDAR PATEL UNIVERSITY

(Effect from June, 2021-22)

M.COM. (BUSINESS STUDIES) SEMESTER-I		
Paper Code PB01ACOM53	Title of the Paper CORPORATE COMMUNICATION-I	Total Credit 04

Course Objectives	To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.
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Course Description		
Unit	Description	Weightage
01	Corporate Communication: An Overview Introduction Importance of Corporate Communication Objectives & Functions of Corporate Communication Forms of Corporate Communication Myths and realities of Communication 7Cs of Communication (Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy & Correctness)	25%
02	Negotiation and Decision Making The features of negotiation 4Ps of Negotiation (Purpose, Plan, Pace & Personalities) The ground realities of negotiation The factors for ideal negotiation Steps for Negotiation The language of negotiation Elements of effective negotiation	25%
03	Meetings, Conference & Memorandum Meetings, Conference, Seminars, Workshops & Training Events of Meeting Purposes and golden rules for Meeting Good vs. Bad Meetings Conduct of Meeting (Conduct a mock meeting) Circulars, Notices, Agenda, Minutes, Orders, Notification Tender & Memorandum	25%
04	Case Study: Concept and objectives of case analysis. How to analyze a Case? Process of Case Analysis. Limitation of Case Analysis. Role of Manager during the Case Analysis. Barriers of Communication during Case Analysis.	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	Lecture, class discussion, case-study, seminars, problem solving and students presentation based learning methodology adopted for teaching all units in this course.
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	To know and understand about basic of Corporate Communication and Seven C model for communication.
2.	To know and understand about negotiation and decision making.
3.	To know and understand about meeting, conference and memo.
4.	To know and understand about use of case study

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Pradhan Homni & Pradhan N. S., “Business Communication”, Himalaya Publishing House, Mumbai.
2.	Rao Nageshwar and Das Rajendra “Communication Skills”, Himalaya Publishing House, Mumbai.
3.	Devaraj A & Antonysamy K, :Executive Communication” 4 th Edition, Tata McGraw Hill Education Private limited
On-Line Resources available that can be used as Reference Material	
➤ https://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/foredragsnoter/lecture-notes-all-lectures-corporate-communication/730409/view	