

## SARDAR PATEL UNIVERSITY

<b>M.COM. (BUSINESS STUDIES) SEMESTER-II</b>		
<b>Paper Code</b> PB02ACOM53	<b>Title of the Paper</b> <b>CORPORATE COMMUNICATION-II</b>	<b>Total Credit</b> <b>04</b>
<b>Course Objectives</b>	To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.	

<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>01</b>	<b>Corporate Presentation</b> Preparing the presentation: (Purpose, People, Place, Seating, Equipment) Presenting yourself, Using your voice & Profile of a good presenter Timing & Use of audio-visuals Body language during Presentation Presentation phrase, Pre & Post Evaluation of Presentation	<b>25%</b>
<b>02</b>	<b>Managerial Writing Skills</b> Introduction Objectives of Written Communication Clarity – Style & Tone Language of Corporate Writing: Avoiding business Jargon, Dealing with Technical Terms, Meanings and Associations of Words, Essentials of Effective Written Communication Committee report writing	<b>25%</b>
<b>03</b>	<b>Corporate Relationship</b> Introduction Objective of CR, The Need for CR, The ‘Publics’ of PR Internal & External PR The Public Relations Society of India (PRSI) Image Building , Use of Mass & Social Media for CR	<b>25%</b>
<b>04</b>	<b>Corporate Communication in the New Millennium:</b> Corporate Communication – Yesterday, Today and Tomorrow Global communication, Crisis Communication Information Technology in Corporate Communication Word processor – Telex – Facsimile – e-mail – voice mail – Intranet - Multimedia – Teleconferencing – Video conferencing. ( Meaning, Advantages & Disadvantages)	<b>25%</b>

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

<b>Teaching-Learning Methodology</b>	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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<b>Evaluation Pattern</b>		
<b>Sr.No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	University Examination	<b>70%</b>

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

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	To know and understand about basic of corporate presentation.
<b>2.</b>	To know and understand about managerial writing skills.
<b>3.</b>	To know and understand about corporate and public relation.
<b>4.</b>	To know and understand about corporate communication in new millennium.

<b>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)</b>	
<b>Sr. No</b>	<b>References</b>
<b>1.</b>	Pradhan Homni & Pradhan N. S., “Business Communication”, Himalaya Publishing House, Mumbai.
<b>2.</b>	Rao Nageshwar and Das Rajendra “ Communication Skills”, Himalaya Publishing House, Mumbai.
<b>3.</b>	Anne laws, Presentations, The Business Skills Series Published by Orient Black Swan ISBN 10: 8125041575
<b>4.</b>	Rai Urmila and Rai S. M. “ Managerial Communication”, Himalaya Publishing House, Mumbai.
<b>On-Line Resources available that can be used as Reference Material</b>	
	➤ <a href="https://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/foredragsnoter/lecture-notes-all-lectures-corporate-communication/730409/view">https://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/foredragsnoter/lecture-notes-all-lectures-corporate-communication/730409/view</a>