

SARDAR PATEL UNIVERSITY  
 Programme: M.COM. (CBCS)  
 Semester: III  
 Syllabus with effective from: JUNE-2017

Course Code: PB03SCOM03		
Course Title : Corporate Communication-		
Objective: To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.		
Unit	Description in Detail	Weight age
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%

**Basic Text Books:**

- Pradhan Homni & Pradhan N. S., "Business Communication", Himalaya Publishing House, Mumbai.
- Rao Nageshwar and Das Rajendra " Communication Skills", Himalaya Publishing House, Mumbai.
- Devaraj A & Antonysamy K. :Executive Communication" 4<sup>th</sup> Edition, Tata McGraw Hill Education Private limited
- Anne laws "Negotiations". The Business Skills Series by Orient Black Swan

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