

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Master of Commerce (MCOM)

Semester - I

Course Code	PG01ACOM03	Title of the Course	Corporate Communication - I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.
	2. To know and understand about basic of Corporate Communication and Seven C model for communication.
	3. To know and understand about negotiation and decision making.
	4. To know and understand about meeting, conference and memo.
	5. To know and understand about use of case study

Course Content		
Unit	Description	Weightage (%)
1.	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 %
2.	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 %
3.	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%

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4.	Case Study: Concept and objectives of case analysis. How to analyse a Case? Process of Case Analysis. Limitation of Case Analysis. Role of Manager during the Case Analysis. Barriers of Communication during Case Analysis.	25 %
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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 Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Course Outcomes	
1.	Understand about basic of Corporate Communication and Seven C model for communication.
2.	Realize about negotiation and decision making.
3.	Identify about meeting, conference and memo.
4.	Discern and apprehend about use of case study

Suggested References	
Sr. No.	References
1	Pradhan Homni & Pradhan N. S., “Business Communication”, Himalaya Publishing House, Mumbai.

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2	Rao Nageshwar and Das Rajendra “ Communication Skills”, Himalaya Publishing House, Mumbai.
3	Devaraj A & Antonysamy K, :Executive Communication” 4th Edition, Tata McGraw Hill Education Private limited
4	Anne laws “Negotiatins”, The Business Skills Series by Orient Black Swan

On-line resources to be used if available as reference material

<https://www.studocu.com/da/document/copenhagen-business-school/corporatecommunication/foredragsnoter/lecture-notes-all-lectures-corporatecommunication/730409/view>
