

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. Govt 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 - II

Course Code	PG02ACOM03	Title of the Course	CORPORATE COMMUNICATIONS-II
Total Credits of the Course	04	Hours per Week	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.
	➤ To know and understand about basics of corporate presentation.
	➤ To know and understand about managerial writing skills.
	➤ To know and understand about corporate and public relation.
	➤ To know and understand about corporate communication in new millennium.

Course Content		
Unit	Description	Weightage (%)
1.	Corporate Presentation 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	25 %
2.	Managerial Writing Skills 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	25 %
3.	Corporate Relationship 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	25%

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4.	Corporate Communication in the New Millennium: Corporate Communication – Past, Present and Future 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)	25 %
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*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching- Learning Methodology	<ul style="list-style-type: none">➤ Lecture➤ Class discussion➤ Case-study➤ Seminars➤ Problem solving and➤ Student's 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.	External 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.	Identify and comprehend about basics of corporate presentation.
2.	Acquainted with and understand about managerial writing skills.
3.	Familiar with and recognize about corporate and public relation.
4.	Understand about corporate communication in new millennium.

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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	Anne laws, Presentations, The Business Skills Series Published by Orient Black Swan ISBN 10: 8125041575
4	Rai Urmila and Rai S. M. “ Managerial Communication”, Himalaya Publishing House, Mumbai.

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-corporatecommunication/730409/view>
