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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **3** |
| **TITLE OF THE SUBJECT** | **Advanced Corporate Communication** |
| **COURSE CODE** | **04MB0362** |
| **DURATION** | **28 hrs. ( 28 session of 60 minutes each)** |
| **CREDITS** | **2** |

**Course Outcomes:**

* Develop oral and written skills required in the corporate world.
* Learn language functions required for interactions at a workplace.
* Make an effective oral presentation on a topic.

# Course Contents:

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| ***UNIT*** | ***TOPIC*** | ***CONTACT HRS.*** |
| **1**  **Communication**  **Verbal & Non-Verbal** | ***Elements of Communication***   * Introduction * Face-to-Face communication * Tone of Voice * Body Language * Verbal Communication | ***3*** |
| ***Interpersonal Communication***  Functions:   * Accepting and declining the invitation * Making requests * Giving suggestions | ***2*** |
| ***Telephone Skills***   * Making business calls * Short talks over the calls * Active Listening Skills | ***3*** |
| **2**  **Business Correspondence** | ***Written Discourse***   * Introduction to Basic Writing * Styles of writing * Significance of Writing * Do’s and Don’ts of good writing | ***2*** |
| ***Article Writing***   * What is an article? * Essential elements of Article Writing. * Format * Practice | ***3*** |
| ***Report Writing***   * What is a Report? * Essential elements of Report Writing * Kinds of reports  1. Report for a Meeting 2. Report for a Newspaper 3. Report for a Magazine  * Format * Practice | ***4*** |
| ***Email Writing***   * Elements of a formal email * Cohesive devices to used in writing formal email * Format * Kinds of emails * Practice | ***4*** |
| ***Writing formal Letters***   * Types of letters  1. Circulars 2. Promotional Content 3. Sales  * Format * Practice | ***3*** |
| **3**  **Presentation Skills** | ***Spoken Discourse***   * Introduction to Basic speaking * Styles of speaking * Significance of speaking * Do’s and Don’ts of good speech | ***2*** |
| ***Using Powerpoint***   * Preparing effective slides * Using images, graphs and charts etc., * Delivering an effective presentation * Do’s and Don’ts of Power Point | ***2*** |

# Evaluation:

**The students will be evaluated on a continuous basis and broadly follow the scheme given below:**

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|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Quizzes /  Class Participation etc.) | 0% (C.E.C.) |
| B | Internal Assessment | 50% (I.A.) |
| C | End-Semester Examination (Practical/Viva) | 50% (External assessment) |

**Text Books:**

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| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | Edition and Year |
| **T-01** | Dr.J.Jethwaney | Corporate Communication: Principles & Practices | OXFORD Higher education | 2016 |
| **T-02** | Klement Podnar | Corporate Communication: Marketing Viewpoint | Taylor & Francis Ltd | 2019 |