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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 |