

COURSE TITLE	CORPORATE COMMUNICATION
COURSE CODE	04AH0108
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Recall and define key communication terms and concepts such as active listening, verbal and non-verbal communication.
- 2 Explain the importance of effective communication in personal and professional relationships.
- 3 Demonstrate active listening skills in various communication scenarios to enhance understanding and connection.
- 4 Analyze barriers to effective communication and propose strategies to overcome them in different contexts
- 5 Develop and present a clear and organized written or verbal communication piece using appropriate communication techniques.

Pre-requisite of course:none

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction Corporate Communication Foundations of Corporate Communication: Introduction to corporate communication and its importance in organizations, Understanding the role of communication in building relationships with stakeholders, Internal Communication Strategies Developing effective internal communication channels and methods Enhancing employee engagement through transparent and timely communication	15
2	Advance Communication In Corporate External Communication Practices Managing external communication with customers, suppliers, and the public Cultivating a positive organizational image and reputation through external communication, Crisis Communication and Reputation Management Strategies for handling communication during crises and managing organizational reputation Implementing crisis communication plans and protocols	15
Total Hours		30

Textbook :

- 1 Communication skills training, Ian tuhovsky, Rupa Publications India., 2015
- 2 Communication skills by collaborative learning, James luotto, Edwina stoll, Kristian Tedford, Kendal/hunt publishing company, 2018

References:

- 1 Nonviolent Communication, Nonviolent Communication, Marshall rosenberg and deepakchopra, Puddledancer press, 1999

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00