



B. J. VANIJYA MAHAVIDYALAYA
(Autonomous)
(Grant-in-Aid)
(Affiliated to Sardar Patel University)
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC
Syllabus with effect from June - 2024

Master of Commerce (M.Com.)
Semester - I

Course Code PB01ACOM53	Title of the Course Corporate Communication - I	Total Credit 04
Course Objectives:	<ol style="list-style-type: none"> 1) To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholders. 2) To discuss the activity of negotiation and process of decision making. 3) To acquaint the students with meeting, conference and memorandum. 4) To extend the understanding of business world by explaining case study. 	
Course Description		
Unit	Description	Weightage
1.	Corporate Communication: An Overview <ul style="list-style-type: none"> • Importance of Corporate Communication • Objectives, Functions & 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 <ul style="list-style-type: none"> • Features of Negotiation • 4Ps of Negotiation (Purpose, Plan, Pace & Personalities) • Factors for ideal Negotiation & Steps for Negotiation • Language of Negotiation & Elements of Effective Negotiation 	25%
3.	Meetings, Conference & Memorandum <ul style="list-style-type: none"> • Circulars, Notices & Agenda • Meetings, Conference, Seminars & Workshops • Purposes and golden rules for Meeting • Good vs. Bad Meeting • Conduct of Meeting (Conduct a Mock Meeting) • Minutes, Orders, Notification, Tender & Memorandum 	25%



4.	Case Study <ul style="list-style-type: none"> • Concept and Objectives of Case Analysis • How to analyze a Case? • Process & Limitations of Case Analysis • Barriers of Communication during Case Analysis 	25%
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Teaching-Learning Methodology	Lecture, Group Discussion, Doubt Solving, PowerPoint Presentation, Case Study, Real Life Company Examples, & Seminar
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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 Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum 40 % to pass the course.

Course Outcomes: Having completed this course, the students will be able to:	
1.	Know and understand basics of Corporate Communication and 7Cs of Communication.
2.	Know and understand about Negotiation and Decision Making.
3.	Know and understand about Meeting, Conference and Memorandum.
4.	Know and understand about use of Case Study.

Suggested References:	
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.	Devaraj A & Antonysamy K, "Executive Communication" 4 th Edition, Tata McGraw Hill Education Private limited.
4.	Popat Parul & Kotadia Kaushal, "Practical Techniques to Develop Communication Skills", Pothi Prakashan.
5.	Website: http://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/lecture-notes-all-lectures-corporate-communication/730409