

	<p>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 effective from December-2024</p>
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Master of Commerce (M.Com.)
Semester - II

Course Code PB02ACOM53	Title of the Paper Corporate Communication-II	Total Credit 04
Course Objectives	<ol style="list-style-type: none"> 1. To train the learner to enhance oral communication skill in the corporate world. 2. To develop effective writing skills to write in clear, concise, persuasive and audience centered manner. 3. To discuss the concept of corporate relationship. 4. To acquaint the learner with the use of electronic media for communication. 	

Course Description		
Unit	Description	Weightage
1.	<p>Corporate Presentation:</p> <ul style="list-style-type: none"> • 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 	25%
2.	<p>Managerial Writing Skills:</p> <ul style="list-style-type: none"> • Introduction • Objectives of Written Communication • Clarity-Style & Tone • Language of Corporate Writing: Avoiding Business Jargon, Dealing with Technical Terms, Meanings and Associations of Words 	25%
3.	<p>Corporate Relationship:</p> <ul style="list-style-type: none"> • Introduction, Objective of CR, The Need for CR. • Internal & External PR • The Public Relations Society of India (PRSI) • Image Building, Use of Mass & Social Media for CR 	25%

4.	Corporate Communication in the New Millennium: <ul style="list-style-type: none"> • Corporate Communication-Yesterday, Today and Tomorrow • Global Communication • Crisis Communication • Information Technology in Corporate Communication: Word Processor- Telex- E-mail- Voice Mail- Intranet - Multimedia - Teleconferencing - Video Conferencing 	25%
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Teaching- Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point 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 Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

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

Course Outcomes: Having Completed this course, the students will be able to:	
1.	Know and understand about basic of corporate presentation.
2.	Know and understand about managerial writing skills.
3.	Know and understand about corporate and public relation.
4.	Know and understand about corporate communication in new millennium.

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.	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.
5.	Website: https://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/foredragsnoter/lecture-notes-all-lectures-corporate-communication/730409/view
6.	On-Line Resources available that can be used as Reference Material

