



B.COM. SEMESTER – 1		
4	MDC 1	CORPORATE COMMUNICATION – 1

Name of the Course: **Corporate Communication – 1**
 Course credit: **04**
 Teaching Hours: **60 (Hours)**
 Total marks: **100**

Objectives:

Looking at the diverse backgrounds & abilities of the threshold students, the syllabus aims at;

- Imparting the Basic English Language competency of the learners.
- To gain knowledge of basics of communication.
- To make students familiar with the modern means of communication.

To develop skills of effective corporate communication.

Learning Outcomes:

PARTICULAR	NO. OF LECTURES
UNIT NO. 1	
Basics of Corporate Communication <ul style="list-style-type: none"> ● Introduction to Corporate Communication. ● Definitions and Meaning of Corporate Communication. ● Importance of Corporate Communication. ● Process of Corporate Communication. ● Objectives of Corporate Communication. 	10
UNIT NO. 2	
Channels of Corporate Communication <ul style="list-style-type: none"> ● Internal Channels of Communication ● Formal Channels (Vertical, Horizontal, Diagonal) ● Informal Channel (Grapevine) 	08
UNIT NO. 3	
Reading Comprehension (Practical Only) <ul style="list-style-type: none"> ● Reading Part A Theory <ol style="list-style-type: none"> 1. Importance of Reading Skills in corporate communication. 2. Types of Reading. 3. Traits of Effective Reading. 4. Reading Etiquettes. ● Part B Practice <ol style="list-style-type: none"> 1. Reading Comprehension. 2. Data Interpretation (Chart, Graph, Table etc.) 	15
UNIT NO. 4	
Internal Correspondence (Practical Only) <ul style="list-style-type: none"> ● Part A : Note Taking ● Part B Notice, Agenda, Memo, and Minutes 	12





UNIT NO. 5	
Lateral and Soft Skills in Communication and Managing Self... <ul style="list-style-type: none"> ● What is Lateral? ● Thinking the lateral way ● Vision and Communication ● Lateral leadership skills: Characteristics ● Creativity and Lateral Thinking ● The art of Excelling at Work ● IQ and EQ 	15
Total Lectures/Hours	60

Suggested Readings:

- 1) Technical Communication (Principles and Practice) – Meenakshi Raman and Sangeeta Sharma – Oxford University Press, New Delhi.
- 2) Business Communication – Sathya Swaroop Debasish and Bhagban Das – PHI Learning.
- 3) Business Communication – Rai & Rai, Himalaya Publishing House, Mumbai.
- 4) Business and Managerial Communication – Shailesh Sengupta, PHI Learning.

Note: Learners are advised to use latest edition of text/reference books

Semester end examination

Question No.	Detail	Options	Marks
1	Long Question/Short Notes (Unit -1)	½ OR 2/4	20
2	Long Question/Short Notes (Unit -2)	½ OR 2/4	20
3	Reading Comprehension (Unit-3)	½	20
4	Prepare any one of the followings. (Practical Only) (Unit-4)	½	20
5	Long Question/Short Notes (Unit -5)	½ OR 2/4	20
Total Marks			100

