



<b>B.COM. SEMESTER – 2</b>		
<b>4</b>	<b>MDC 2</b>	<b>CORPORATE COMMUNICATION – 2</b>

Name of the Course: **Corporate Communication – 2**  
 Course credit: **04**  
 Teaching Hours: **60 (Hours)**  
 Total marks: **100**

**Objectives:**

- 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 communication

**Learning Outcomes:**

After completion of the course, learners will be able to:

<b>PARTICULAR</b>	<b>NO. OF LECTURES</b>
<b>UNIT NO. 1 :</b>	
<b>Barriers in Corporate Communication</b> <ul style="list-style-type: none"> <li>● Barriers to Corporate Communication               <ol style="list-style-type: none"> <li>1. External Barrier</li> <li>2. Semantic Barrier.</li> <li>3. Socio- Psychological Barrier.</li> <li>4. Organizational Barrier.</li> <li>5. Cross-Cultural Barrier.</li> </ol> </li> <li>● Overcoming Barriers to Communication.</li> </ul>	<b>12</b>
<b>UNIT NO. 2 :</b>	
<b>I.C.T. (Information, Communication, and Technology) for Corporate Communication.</b> <ul style="list-style-type: none"> <li>● Introduction to I.C.T. based Communication Tools.</li> <li>● Facsimile (Fax).</li> <li>● E-Mail.</li> <li>● Teleconferencing.</li> <li>● Video-conferencing.</li> <li>● Blog.</li> <li>● Telephone Answering Machine.</li> </ul> Security Concerns in I.C.T. based Tools.	<b>12</b>
<b>UNIT NO. 3 :</b>	
<b>Listening and Speaking Skills</b> <ul style="list-style-type: none"> <li>● <b>Listening</b> <ol style="list-style-type: none"> <li>1. Importance of Listening Skills in corporate communication</li> <li>2. Types of Listening</li> <li>3. Characteristics of Good Listeners.</li> <li>4. Listening Etiquettes.</li> <li>5. Barriers in Listening.</li> </ol> </li> </ul>	<b>12</b>





6. Overcoming Barriers in Listening. <ul style="list-style-type: none"> <li>● Speaking (Practical) <ol style="list-style-type: none"> <li>1. Preparing an Effective Speech</li> <li>2. Conversation based on the given Situation.</li> </ol> </li> </ul> Prescribed Topics for Speech and Conversation: (Situations based on the Corporate World).		
<b>UNIT NO. 4 :</b>		
<b>Presentation Skills in Corporate Communication</b> <ul style="list-style-type: none"> <li>● Importance of Environment in Presentation.</li> <li>● Use of Body Language in Presentation.</li> <li>● Use of Speech in Presentation.</li> <li>● Understanding Audience.</li> <li>● Use of Technology in Presentation</li> </ul>	<b>12</b>	
<b>UNIT NO. 5 :</b>		
<b>Employability Skills</b> <ul style="list-style-type: none"> <li>● Resume and Covering letter (Practical)</li> <li>● Preparing for the Interview</li> <li>● Planning for the Interview</li> <li>● Frequently asked Questions</li> <li>● Manners and Etiquette at the time of Interview</li> <li>● Mock Interview and its Importance</li> </ul>	<b>12</b>	
<b>Total Lectures/Hours</b>		<b>60</b>

**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	Short Notes (Unit-2)	2/4	20
3	Draft Conversation(s) based on given situation (Unit-3) (Practical Only)	2/4	20
4	Long Question/Short Notes (Unit -4)	½ OR 2/4	20
5	Long Question/Short Notes (Unit -5)	½ OR 2/4	20
<b>Total Marks</b>			<b>100</b>

