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| **Program: B.Com. (Economics and Analytics)** | | | | | | | **Semester: II** | | | |
| **Course: Corporate Communication**  **AY: 2023-24** | | | | | | | **Course Code: UCNMBCM204** | | | |
| **Teaching Scheme** | | | | | | **Evaluation Scheme** | | | | |
| **Lecture (Hours per week)** | | **Practical (Hours per week)** | | **Tutori al (Hours**  **per week)** | **Credit** | **Continuous Assessment (CA) (Marks - 20)** | | **Semester End Examinations (SEE) (Marks- 30**  **in Question Paper)** | | |
| 2 | | - | | - | 2 | 20 | | 30 | | |
| **Outline of Syllabus: (per session plan)** | | | | | | | | | | |
| **Module** | **Description** | | | | | | | | | **No of Hours** |
| **1** | **Interviews and Group Discussions** | | | | | | | | | **05** |
| **2** | **Meetings** | | | | | | | | | **03** |
| **3** | **Business Correspondence** | | | | | | | | | **05** |
| **4** | **Reading Skills** | | | | | | | | | **02** |
| **5** | **Activity based learning**  **Group discussions**  **Mock interviews**  **Exercises in Reading skills** | | | | | | | | | **15 Hours** |
|  | **Total** | | | | | | | | | **30 Hours** |
|  | **The course will be taught through theory and case studies** | | | | | | | | |  |
| **Module** | | | **Topic** | | | | | | **No. of Hours/Credits** | |
| **Module 1** | | | **Interviews:**  Planning and Preparing for a Selection Interview  **Group Discussions:**  Types of GD, Process, Evaluation, Mistakes to avoid in a Group Discussion. | | | | | | **05 hours** | |
| **Module 2** | | | **Meetings:**  Need and Importance of Meetings, Types of Meetings, Conduct of Meeting/ Role of the Chairperson, Role of the Participants. Drafting of Notice and Agenda | | | | | | **03 hours** | |
| **Module 3** | | | **E-mail writing:**  Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Consumer Grievance Letters | | | | | | **05 hours** | |
| **Module 4** | | | **Reading Skills**  Reading with fluency and speed  Skimming and scanning  Identifying relevant information | | | | | | **02 hours** | |
| **Module 5** | | | **Activity based learning**  **Group discussions**  **Mock interviews**  **Exercises in Reading skills** | | | | | | **15 hours** | |

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| **Suggested Reading:**  A Handbook Of Commercial Correspondence. (1992). *Ashley,A.* Oxford University Press. .  Alien, R. (1970). *Organisational Management through Communication. .*  Balan, K. a. ( 1996). *Effective Communication.* New Delhi: Beacon .  Benjamin, J. (1993). *Business and Professional Communication Concepts and Practices.* New York: Harper Collins College Publishers.  Bovee Courtland, L. a. (1989). *Business Communication.* New York, Taxman: McGraw Hill Publication.  Frailley, L. (1982). *Handbook of Business Letters, Revised Edn.* Prentice Hall Inc.  French, A. (1993). *Interpersonal Skills.* New Delhi: Sterling Publishers.  H., W. F. (2012). *Soft Skills Training: A Workbook to Develop Skills for Employment.* London: Create Independent Pub.  Hamilton, C. (2011, 2008, 2005). *Communicating for Results: A Guide for Business and the Professions, Ninth Edition.* Wadsworth: Cengage Learning, Lyn Uhl.  Lesikar, R. V. (1994). *Business Communication: Theory and Application.* Ilinois.  Locker, K. O., & Kaczmarek, S. K. (2014). *Business Communication: Building Critical Skills, Sixth Edition.* New York, NY: McGraw-Hill/Irwin  Monarth, H. (2014). *Breakthrough Communication.* McGraw-Hill Education.  Mukerjee, H. S. (2012). *Business Communication: Connecting at Work.* Oxford University Press.  P. D. Chaturvedi, M. C. (2013). *Business Communication, Skills, Concepts, and Applications Third Edition.* Dorling Kindersley (India) Pvt. Ltd.  Quintanilla, K. M., & Wahl, S. T. (2017). *Business and Professional Communication, Third Edition.* Los Angeles: Sage. **Evaluation Pattern** The performance of the learner will be evaluated for 50 marks in two components. The first component will be a Continuous Assessment with a weightage of 40% of total marks per course. The second component will be a Semester end Examination with a weightage of 60% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below: |

#### **a). Details of Continuous Assessment (CA)**

40% of the total marks per course:

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| --- | --- | --- |
| **Continuous Assessment** | **Details** | **Marks** |
| **Component 1 (CA-1)** | Class Test (MCQ)  Mean score of two class tests of 10 marks | 10 |
| **Component 2 (CA-2)** | Group Discussions | 10 |

#### **b). Details of Semester End Examination**

60% of the total marks per course. Duration of examination will be of one hour.

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| **Question Number** | **Description** | **Total Marks** |
| Q1 | Essay type (Any 1 out of 2) | 10 |
| Q2 | Drafting of Trade Letters (Any 2 out of 3)   * Letter of Inquiry * Letter complaint/claim/Adjustment * Consumer Grievance Redressal letter | 10 |
| Q3 | 1. Case Study 2. Drafting of Notice and Agenda of meetings | 10(5+5) |
|  | **Total Marks** | **30** |