

<b>Program: Bachelor of Commerce (Economics)</b>	<b>Semester: II</b>
<b>Course: Corporate Communication</b> <b>Academic Year: 2023- 24</b> <b>Batch: 2023- 27</b>	<b>Course Code:</b>

Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (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	<u>Activity based learning</u> Group discussions Mock interviews Exercises in Reading skills	15 Hours
	<b>Total</b>	<b>30 Hours</b>
	<b>The course will be taught through theory and case studies</b>	

Module	Topic	No. of Hours/Credits
<b>Module1</b>	<b>Interviews:</b> Planning and Preparing for a Selection Interview <b>Group Discussions:</b> Types of GD, Process, Evaluation, Mistakes to avoid in a Group Discussion.	<b>05 hours</b>
<b>Module2</b>	<b>Meetings:</b> Need and Importance of Meetings, Types of Meetings, Conduct of Meeting/ Role of the Chairperson, Role of the Participants. Drafting of Notice and Agenda	<b>03 hours</b>
<b>Module3</b>	<b>E-mail writing:</b>	<b>05 hours</b>

	Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Consumer Grievance Letters	
<b>Module4</b>	<b>Reading Skills</b> Reading with fluency and speed Skimming and scanning Identifying relevant information	<b>02 hours</b>
<b>Module5</b>	<b><u>Activity based learning</u></b> <b>Group discussions</b> <b>Mock interviews</b> <b>Exercises in Reading skills</b>	<b>15 hours</b>



## **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*. Illinois.
- 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:

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

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

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

<b>QuestionNumber</b>	<b>Description</b>	<b>Total Marks</b>
Q1	Essay type (Any 1 out of 2)	10
Q2	Drafting of Trade Letters (Any 2 out of 3) <ul style="list-style-type: none"><li>• Letter of Inquiry</li><li>• Letter complaint/claim/Adjustment</li><li>• Consumer Grievance Redressal letter</li></ul>	10
Q3	A. Case Study B. Drafting of Notice and Agenda of meetings	10(5+5)
	<b>Total Marks</b>	<b>30</b>