

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: III

**CORPORATE COMMUNICATION AND INTERACTIONAL
PRACTICE**

Course Code: 18BB301

No. of Hours: 60

COURSE OBJECTIVES:

- To develop both oral and written communication skills concerning the various business needs.
- To help students understand the ever evolving channels technology based mode of corporate communication.
- To introduce and familiarize students with the various forms of communication in organizations.
- To create awareness of the soft skills required to plan and pursue a career in any form of business and to empower students with employability skills.

LEARNING OUTCOMES:

- To enable the students in enhancing their interactional skills focusing on presentations and public speaking skills.
- To help students in enhancing their written and oral communication according to the modern channels of corporate communication.
- To ensure students are well groomed and industry ready in terms of social and business etiquettes.

UNIT 1: Elements of Communication

10 HRS

Meaning, importance, objectives and principles of communication, types and forms of communication, process and barriers to effective communication.

Listening - meaning, types, principles of good listening and barriers to listening.

UNIT 2: Non Verbal Communication

08 HRS

Meaning and importance, types- kinesics, para language, proxemics, physical context, cross cultural dimensions of business communication, business and social etiquettes.

UNIT 3: Public Speaking

05 HRS

Meaning, importance and principles of effective speech, elements of a presentation, presentation aids, making and delivering a powerful presentation.

UNIT 4: Interviews and meeting

10 HRS

Interviews: meaning and importance, art of conducting and giving interviews.

Meetings: meaning and importance, meetings opening and closing, participating and conducting group discussions, brain storming and e-meetings, minutes of meetings.

UNIT5:Formal Communication

23 HRS

E-mail

Parts of e-mail, e-mail format, principles for writing effective e-mails.

Letters

- a) Internal Communication - types of internal communication, memoranda, office orders, circulars & notes, correspondence with branch.
- b) External communications - Letters of inquiry. Quotations, Order, cancellation of orders, complaints and adjustments, status inquiry, calling for interviews, appointment orders, termination orders.
- c) Sales letters - drafting of sales letters, circular letters, status enquiries.

Reports

Reports by individuals & committees. Preparation of reports for different business situations, preparation of press note.

UNIT6 :Public Relations Communication

04 HRS

Meaning, importance and elements of public relations, press releases, corporate brand building & image management.

SKILL DEVELOPMENT

- Case studies on barriers to effective communication and importance of non verbal communication.
- Group discussions on importance of business and social etiquettes and cross cultural dimensions of business communication.
- Prepare and display the presentation aids to be used for a presentation on a given topic.
- Participate in a brain storming session.
- Write a letter for a job, prepare and attach a resume with a cover page.
- Conduct a mock interview and prepare an interview schedule, also present your observations on the role of non verbal communication in an interview and business etiquettes.
- Prepare and present a committee report.

- Imagine your company to launch a new product and prepare a press release.

REFERENCES:

1. R.C. Sharma & Krishna Mohan: Business Communications & report writing, TMH, New Delhi.
2. Ramesh & Pattanshetty: Effective Business English & Correspondence, R. Chand & Co.
3. Urmila Rai: Business Communication, Himalaya Publishing House.
4. A. Ashley: Oxford Handbook of Commercial Correspondence, (Indian Edition) Oxford University Press.
5. Sangeetha Magan: Business Communication, International Book House Pvt Ltd, IInd edition.
6. Varinder Kumar: Business Communication, Kalyani Publishers
7. Corporate Communication, Varinder Kumar, Kalyani Publishers
8. Soft Skills for Business, Urmila Rai, Himalaya Publishing House