



Programme: BBA (ISM) Semester: III

Course Code	UM03AEBBS01	Title of the Course	Corporate Communication- I
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ul style="list-style-type: none"> • To acquaint the learners with creative use of the English language and make them attain excellent command of the English language, and imbibe core values that build strength of character • To acquaint the learners with reading comprehension strategies and skills that facilitate their understanding and analyzing of written texts effectively and easily • To explain the facets of various formal communication channels operating in different business models; the various methods of communication and the barriers to effective communication • To develop skills in drafting effective business letters in the area of Sales Promotion.
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Course Content		
Unit No.	Description	Weightage
1.	<p>Developing Effective Listening Skills Introduction, Importance of Listening, Active and Passive Listening, Process of Listening, Advantages of Listening, Types of Listening, Effective and Ineffective Listening Skills, Barriers/Blocks to effective Listening, Guidelines for effective Listening, Role of Listening in Leadership Styles, Profile/Traits of a Good Listener (General questions/short notes may be asked)</p>	50%
2.	<p>Communication</p> <ul style="list-style-type: none"> • Types (Channels) of Communication (Downward/ Upward/ Horizontal/ Consensus–Informal Communication: the Grapevine) • Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic and Socio-psychological) • Overcoming Barriers to Communication <p>(General questions / short notes may be asked)</p>	50%





Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%
*Students will have to score a minimum 40(forty) percent to pass the course.		

Course Outcomes: After completion of the course, the learner	
1.	<ul style="list-style-type: none">• Understands and appreciates creative English and is able to refine his/her oral and written expressions• Actively thinks about what is happening in a text while reading it, and mentally interacts and constructs meaning from the text• Uses formal channels and methods of communication, and is able to overcome the barriers to effective communication for effective operation of a business organization• Drafts effective Sales Promotion letters.





Sr. No.	References
	<ul style="list-style-type: none">• Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)• Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)• Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)• Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)• Effective Business Communication – M V Rodriques (Concept Publishing House)• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)• Business Communication second edition –Meenakshi Raman and Prakash Signh (Oxford University Press New Delhi)• Business Communication Making Connection in a Digital World –Raymond V Lesikar, Marie E Flatley, Kathryn Rentz and Neerja Pande Eleventh Edition (Tata McGraw –Hill New Delhi)• Developing Communication Skills – Krishna Mohan and Meera Banerji, second edition (Macmillan Publishers India Ltd Mumbai)

On-line resources to be used as and when required.

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