

Subject Code: 2CM1010304	Subject Title: Corporate Communication -1
	COURSE TYPE : CORE COURSE

- **Course Objective:** To enable the students to acquire satisfactory competency to use English in corporate world effectively and handle various professional communication situations efficiently.
- To make them understand various banking and technical terms to help them in their future jobs.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	-	-	3	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Communication in English for Business • Role of English in business • Differences between General English and Commercial English • English as a global business language for communication • Importance of body language in business communication • English involves language skills as well as business skills	9	25%
2	Productive Language Skills: (Oral communication) • Presentation skills Definition of presentation, components of presentation, planning to prepare an effective presentation, • Group Discussion Definition and Nature of group discussion, Characteristics of group discussion, Do's and don'ts in group discussion	9	25%
3	Receptive Skills: Listening and Reading: • Basic Communication skill I – Listening Importance of listening as a language skill; Basic listening skill; Types of listening ; Barriers to Listening; Strategies for Effective listening; Listening practice • (B) Basic Communication Skill II – Reading Importance of Reading as a language skill; Reading strategies; skimming; scanning, Intensive Reading; Extensive Reading; Strategies for Effective Reading Comprehension, Reading Practice.	9	25%
4	Practical(class room activities) • Group discussion sessions • Seminars by experts • Preparing Presentations • Business telephonic talks	9	25%

Reference Books:

1. Business Communication Today – Bovee and Thill: Tata McGraw Hill
2. Effective Presentation Skills- Robert Dilts, Meta Publication
3. Effective Technical Communication by M Ashraf Rizvi (TMH Publication)
4. New International Business English by Jones & Alexander (Oxford University Press)
5. Oxford English for Careers: Technology1: Students' book by Eric Gandenning
6. www.investopedia.com for business terms