

Subject Code: 2CM1010404	Subject Title: Corporate Communication -2
	COURSE TYPE : CORE COURSE

Course Objective:

- To make the students aware of the communication in organizations and modern modes of communication.
- Ability to make quality speeches to improve their employability skills.

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	Drafting Resolutions - What is a resolution, types of resolution, How to draft a resolution, Auction Notice - What is an auction, Types of auction, conditions for an auction, How to draft a notice for auction Tender notice - What is a tender, Types of tenders, Conditions of a tender, How to draft a tender	9	25%
2	Productive Language skills: (Written Communication) - E-mail and memorandum What is an e-mail, Guidelines and drafting an email, introduction of a memo, guidelines for drafting a memo - Preparing press reports What is a press report, parts of a press report, matters to keep in mind while drafting a press reports. - Drafting speeches What is a speech, preparation before delivering a speech, things to consider while delivering a speech - Advertisement drafting Introduction, Definition and importance of advertisement in business, Parts of an advertisement	9	25%
3	Productive Skill: Writing and Speaking: Basic Communication Skill – III- Speaking: Importance of Speaking as a language skill; Basic Speaking Skills; Paralanguage for Effective speaking ; Strategies for oral Communication; Extempore and Public speaking Basic Communication Skill – IV – Writing: Importance of writing as a language skill; process of writing; Pre Writing; Drafting, Revision, Editing, Publication, 7Cs of Writing; Sentence construction- Complex, Compound, Paragraph development, letter writing (Academic Context)	9	25%
4	Practical(class room activities) - Expert Lecture by a banker - Speech by students in classroom - Preparation of press reports on college activities - Drafting advertisement contest	9	25%

Reference Books:

1. Business Communication Today – Bovee and Thill: Tata McGraw Hill
2. Commercial Communication-I
3. Commercial Communication-II
4. Commercial Communication-III
5. Effective Technical Communication by M Ashraf Rizvi (TMH Publication)
6. New International Business English by Jones & Alexander (Oxford University Press)
7. www.investopedia.com for business terms