



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus with effect from the Academic Year 2025-26



**Master of Commerce
M.Com Semester – I**

Course Code	PC01ACOM03	Title of the Course	Corporate Communication-I
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none"> • Understand the significance, objectives, functions, forms of corporate communication, and distinguish between myths and realities of communication using the 7Cs framework. • Analyze the nature and stages of negotiation, identifying key strategies and factors that influence successful negotiation outcomes. • Demonstrate appropriate assertive behavior by applying principles of interpersonal communication, behavior types, and rights. • Evaluate the effectiveness of written communication by identifying key characteristics, common problems, and comparing traditional and electronic writing formats. • Design strategies to develop emotional intelligence by integrating its types, scope, and psychological correlates into personal and professional communication.
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Course Description		
Unit	Description	Weightage
1.	Corporate Communication: An Overview <ul style="list-style-type: none"> • Introduction • Importance of Corporate Communication • Objectives & Functions of Corporate Communication • Forms of Corporate Communication • Myths and realities of Communication • 7Cs of Communication (Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy & Correctness) 	20%

2.	Negotiation Skills <ul style="list-style-type: none"> • Introduction • Nature of Negotiation • The Need for Negotiation • Factors affecting Negotiation • Stages in the Negotiation Process • Negotiation Strategies 	20%
3.	Assertiveness <ul style="list-style-type: none"> • Introduction • Types of Behaviour • Nature of Assertiveness • Types of Assertiveness • Assumptions and Rights in Interpersonal Communication 	20%
4.	Written Communication <ul style="list-style-type: none"> • Introduction • Characteristics of Written Communication • Objectives of Written Communication • Written Communication Process • Communication Problems of Writers • Tips for Improved Writing • What is E-writing? Difference Between Traditional and Electronic Writing 	20%
5.	Emotional Intelligence <ul style="list-style-type: none"> • Nature and Significance of Emotional Intelligence • Scope and Types of Emotional Intelligence • Correlates of Emotional Intelligence • Strategies to Enhance Emotional Intelligence 	20%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	Lecture, class discussion, case study, seminars, problem solving and students presentation based learning methodology adopted for teaching all units in this course.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	End Semester Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to

1. Understand the importance, objectives, functions, and effective practices of corporate communication using the 7Cs.
2. Analyze various negotiation situations by identifying influencing factors and applying appropriate strategies.
3. Demonstrate assertive communication by recognizing behavior types and applying interpersonal rights and assumptions.
4. Evaluate written communication for clarity, effectiveness, and correctness, and differentiate between traditional and electronic writing.
5. Create a personal development plan to enhance emotional intelligence using suitable psychological and behavioral strategies.

Suggested References:

Sr. No	References
1.	Chaturvedi, P. D., & Chaturvedi, M. (2011). Business communication: Concepts, cases, and applications (2nd ed.). Pearson Education India.
2.	Laws, A. (n.d.). Presentations (The Business Skills Series). Orient Black Swan.
2.	Lesikar, R. V., Flatley, M. E., Rentz, K., Lentz, P., & Pande, N. (2015). Business communication: Connection in a digital world (13th ed.). McGraw Hill Education.
3.	Pradhan, H., & Pradhan, N. S. (2005). Business communication (4th ed.). Himalaya Publishing House.
4.	Rai, U., & Rai, S. M. (2007). Managerial communication (9th ed.). Himalaya Publishing House.
5.	Raman, M., & Singh, P. (2009). Business communication (13th ed.). Oxford University Press.
6.	Rao, N., & Das, R. (2014). Communication skills (2nd ed.). Himalaya Publishing House.
7.	Wadkar, A. (2016). Life skills for success. SAGE Publications India Pvt. Ltd.

On-Line Resources available that can be used as Reference Material

- <https://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/foredragsnoter/lecture-notes-all-lectures-corporate-communication/730409/view>



**Chairman
BOS of English
Anand Commerce College**



**Academic Coordinator
Anand Commerce College**



**Principal
Anand Commerce College**