



(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 – II**

Course Code	PC02ACOM03	Title of the Course	CORPORATE COMMUNICATION-II
Total Credits of the Course	4	Hours per Week	4

<b>Course Objectives</b>	<ul style="list-style-type: none"><li>Develop and deliver structured oral reports and business presentations using appropriate techniques, planning, and visual aids.</li><li>Demonstrate the ability to compose business messages with a positive tone using conversational style, courtesy, and ethical emphasis.</li><li>Explain the objectives, types, and significance of corporate relationships and public relations using mass and social media.</li><li>Analyze various technology-enabled communication tools and evaluate their suitability in different business communication contexts.</li><li>Apply self-management and social competency strategies to enhance workplace effectiveness and goal achievement.</li></ul>
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Course Description		
Unit	Description	Weightage
01	<b>Delivering Oral Reports and Business Speeches:</b> Introduction-Mastering Formal Speaking-Reporting Orally- Planning the Oral Report-Giving Speeches and Presentation- Choosing the Presentation Method- Preparing Yourself to Speak- Supporting Your talk with Visuals-Delivering Web-Based Presentation-Giving Team Presentation	25%
02	<b>Writing Skills with Positive Effect:</b> Introduction Importance of a Positive Effect Using Conversation Style- Using the You Viewpoint- Accentuating the Positive- Being Courteous-Managing Emphasis for a Positive effect-The Ethics of Positive Emphasis	25%
03	<b>Corporate Relationship:</b> Introduction Objective of CR, The Need for CR, The 'Publics' of PR Internal & External PR The Public Relations Society of India (PRSI) Image Building , Use of Mass & Social Media for CR	25%

<b>04</b>	<b>Technology-enabled Business Communication:</b> Introduction-Technology-based Communication Tools in Corporate Communication Telephone and voice Mail– Facsimile Machines– Internet –Voice Conferencing/Tele Conferencing-Instant Messaging- E-mail ( Meaning, Advantages & Disadvantages) Positive and Negative Impact of Technology-enabled Communication- Selection of Appropriate Communication Technology	<b>25%</b>
<b>05</b>	<b>Self-management</b> Self-management Skills and Social Competency Self-management Social Competency Behaviour Value Orientation Life Goals	<b>25%</b>

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

<b>Teaching- Learning Methodology</b>	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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<b>Evaluation Pattern</b>		
<b>Sr.No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	End Semester Examination	<b>70%</b>

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

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	Develop and deliver structured oral reports and business presentations using appropriate techniques, planning, and visual aids.
<b>2.</b>	Demonstrate the ability to compose business messages with a positive tone using conversational style, courtesy, and ethical emphasis.
<b>3.</b>	Identify the objectives, outline the types, and assess the significance of corporate relationships and public relations through the strategic use of mass and social media.
<b>4.</b>	Analyze various technology-enabled communication tools and evaluate their suitability in different business communication contexts.
<b>5.</b>	Apply self-management and social competency strategies to enhance workplace effectiveness and goal achievement.

<b>Sr. No</b>	<b>Suggested References:</b>
<b>1.</b>	Chaturvedi, P. D., & Chaturvedi, M. (2011). Business communication: Concepts, cases, and applications (2nd ed.). Pearson Education India.
<b>2.</b>	Laws, A. (n.d.). Presentations (The Business Skills Series). Orient Black Swan.
<b>3.</b>	Lesikar, R. V., Flatley, M. E., Rentz, K., Lenz, P., & Pande, N. (2015). Business communication: Connection in a digital world (13th ed.). McGraw Hill Education.
<b>4.</b>	Pradhan, H., & Pradhan, N. S. (2005). Business communication (4th ed.). Himalaya Publishing House.

5.	Rai, U., & Rai, S. M. (2007). Managerial communication (9th ed.). Himalaya Publishing House.
6.	Raman, M., & Singh, P. (2009). Business communication (13th ed.). Oxford University Press.
7.	Rao, N., & Das, R. (2014). Communication skills (2nd ed.). Himalaya Publishing House.
8.	Wadkar, A. (2016). Life skills for success. SAGE Publications India Pvt. Ltd.

<b>On-Line Resources available that can be used as Reference Material</b>	
➤	<a href="https://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/foredragsnoter/lecture-notes-all-lectures-corporate-communication/730409/view">https://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/foredragsnoter/lecture-notes-all-lectures-corporate-communication/730409/view</a>



**Chairman  
BOS of English  
Anand Commerce College**



**Academic Coordinator  
Anand Commerce College**



**Principal  
Anand Commerce College**