



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'B+' grade by NAAC)

DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE COURSE IN CORPORATE COMMUNICATION – SYLLABUS

(Under CBCS based on OBE) (For those admitted during 2024 – 2025 and after)

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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC31	INTRODUCTION TO CORPORATE COMMUNICATION	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
I/II/III	Any in Seven	-	100	100

NATURE OF COURSE	Employability	Skill Oriented	Entrepreneurship
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

COURSE DESCRIPTION:

This course helps to provide the fundamental knowledge of corporate communication and written communication procedures with various authorities

COURSE OBJECTIVES:

- To introduce Corporate communication patterns
- To train the students for Corporate correspondence

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	understand the basic concepts of communication	Upto K3
CO 2	principles and ethics in corporate communication	Upto K3
CO 3	understand the role of a company secretary in communication	Upto K3
CO 4	understand the procedure for correspondence with authorities	Upto K3
CO 5	awareness on reports and other related communication	Upto K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3- APPLICATION



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INTRODUCTION TO CORPORATE COMMUNICATION

UNIT– I: INTRODUCING COMMUNICATION

Introducing communication – the communication cycle - the importance of effective communication in business – objective of communication – Introduction – information – Advice – Order – Suggestion – Persuasion - Education – Warning – Raising morale – Motivation

UNIT– II: TYPES OF COMMUNICATION

Organisational pattern in firms – Formal and informal communication – Downward communication – Upward communication – Horizontal communication – Diagonal communication – Informal communication: the Grapevine

UNIT– III: BARRIERS TO COMMUNICATION

Introduction – Wrong choice of medium – Physical barriers – Semantic barriers – Different comprehensions of reality – Socio – psychological barriers including cultural barriers – Overcoming barriers: General guidelines

UNIT– IV: COMMUNICATION ETHICS

Defining ethics – Why making ethical choices is difficult – How to make ethical choices: some perspectives – Common ethical pitfalls in communication – Ethical communication – Ethics in resumes – Ethics in sales messages – Ethics in persuasion

UNIT– V: PRINCIPLES OF EFFECTIVE COMMUNICATION

Introduction – Clarity – Completeness – Conciseness – Consideration – Courtesy – Correctness – General guidelines for effective communication – **legal Aspects Of Business Communication** – introduction – Defamation – invasion of privacy – fraud – other issues

TEXT BOOK:

Rajendra Pal J.S. Korlahalli, *Corporate Communication* - Sultan Chand & Sons.

New Delhi – 110002.

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2		3	1			2
CO3	2					
CO4	2		2	3		1
CO5	2	2	3		2	1

3. Advanced Application 2. Intermediate Development 1. Introductory Level

COURSE DESIGNER: Dr. B. ANBAZHAGAN

Passed in the BoS Meeting held on 09/03/2024

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC32	CORRESPONDENCE PROCEDURES	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
I/II/III	Any in Seven	-	100	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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CORRESPONDENCE PROCEDURES

UNIT– I: THE LAY OUT

Mechanical structure or parts of a letter – Style or format and punctuation

UNIT– II: BANK CORRESPONDENCE

Introduction – correspondence with customers - correspondence with the head office - correspondence with other banks

UNIT– III: IMPORT – EXPORT CORRESPONDENCE

Introduction – Indent business - Important terms used in Import – Export correspondence – correspondence – direct importing – correspondence - Importing through indent house – letter of credit

UNIT– IV: CORRESPONDENCE OF A COMPANY SECRETARY

Secretary and his duties – correspondence with directors – correspondence with shareholders – correspondence with others – **Notification, Agenda, Minutes** – introduction – Agenda – Minutes – Specimen agenda and minutes of various board meetings

UNIT– V: MEMOS, OFFICE, ORDERS

Introduction – memorandums – office orders – **circulars, Notices** – circulars – notice – **Representations and Requests** – Specimen Representations and requests

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COURSE DESIGNER: Dr. B. ANBAZHAGAN