

## CORPORATE COMMUNICATION (HM 302)

L- 3. Credits – 3.

Course offered by: Dr. C. Meenakshisundaram.

## OBJECTIVE :

The Course aims to:

1. Familiarize the students with the Corporate world and instil a sense of values.
2. Help them participate in seminars, group discussions and interviews successfully.
3. Make them present their ideas effectively to different levels of people.
4. Enable them to write reports, research papers and proposals.
5. Improve their ability to listen and comprehend different styles of English.

Adequate opportunities for individual practice will be provided.

1. **Importance of communication in the corporate world:**  
Corporate culture & communication - Process of communication – Networks & channels of communication – Barriers to communication – Strategies to overcome them - Use of technology in successful communication – Role of psychology in communication- Internal & External Communication.
2. **Fluent Oral Communication Techniques:**  
Speech mechanics – Mental process of speaking – Extempore speech practice – Body Language – Group discussion practice – Group dynamics – Seminar skills and interview strategies – Presentation skills – Use of Power point-- Techniques to make people listen.
3. **Developing Listening skills:**  
Importance of listening in the corporate world -Listening for information and content – Kinds of listening – Factors affecting this – Methods to overcome them – Retention of facts, data & figures- Role of Speaker in listening.
4. **Writing for Technical Purposes :**  
Reader-writer relationship - Varieties of styles and registers- Mechanics of technical writing – Reports of different kinds – Oral and written reports – Executive summary and abstract –Memos & IOMs-- Use of charts, graphs etc.
5. **Writing for Business Purposes :**  
Circulars and notices – Proposals , Agenda and Minutes – Marketing language – Corporate Branding - 'You' tone - Captions & Eye catchers - Interoffice memos  
Communication in a crisis.-

**Text Books:**

1. *Basic Business Communication* – Raymond V. Lesikar & Marie E. Flatley (2005)-  
Tata McGraw-Hill.
2. *Business Communication Strategies* – M. Monippally (2001) Tata McGraw-Hill.

**Reference Books:**

1. *A Guide to Scientific Writing* – David Lindsay (1995) – Macmillan.
2. *Business Listening Tasks* - Patrick Hanks & Jim Corbett (1986) ( CUP )
3. *New International Business English* – Leo Jones & Richard Alexander (1996)  
Cambridge University Press. ( CUP )
4. *Social Psychology* – James A. Wiggins, Beverly B. Wiggins & James Vander  
Zanden (1987) McGraw Hill.
5. *What do you say after you say Hello* – Dr. Eric Berne – Corgi books.

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