

~~CORPORATE~~ EXECUTIVE COMMUNICATION - II (HM 452)  
(Elective for IV B.Tech.)

L- 3. Credits - 3.

Course offered by: Dr. C. Meenakshisundaram.

OBJECTIVE :

The Course aims to:

1. Familiarize the students with the Corporate world and instill 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. Make them more responsible corporate executives.
- Adequate opportunities for individual practice will be provided.

1. **Corporate Culture & Creativity**  
Evolution of Corporate Culture - Roles of individual, group and organization in its development - Various kinds : Leadership culture - Multi directional culture- Live and let live culture - Brand based culture—Organizational culture and change- Creativity and culture - Creative thinking—Strategies and practice
2. **Communication Strategies for the Dynamic Business world:**  
Levels and flow of communication in the organization -- Determiners of the communication process in the organization - Open & Close communication— Various communication tools available in the organization - Their role and impact - Changing business environment - Need for dynamic communicative responses—Psychology & Communication.
3. **Internal & External Organizational Communication:**  
Stake holders in an organization - Varied motives & Perspectives - Identity, Image & Reputation -- Body Language - Group dynamics - Seminar skills and interview strategies - Presentation skills - Technology & Oral communication - Telephone etiquette-- Use of Power point—Internet, Video-conferencing— Limitations & Possibilities
4. **Corporate Branding:**  
Relations: Media, Investor, Government - Role of Communication in enhancing organization's health & wealth—Language of Marketing - Persuasive Writing Practice - Perspectives in Reports - Circulars and notices - Proposals Agenda and Minutes
5. **Communication in a Crisis:**  
Identity Crisis in the Corporate - Need for Values and Social concern - Corporate Social Responsibility - Long term advantages of concerned Communication - Communication to the public & the mass.

For HoD/Humanities:

for your approval / forwarding please.

N.A.A. 6.1.2012

Recommended for Consideration by the Senate  
6/Jan/2012 60