

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)



Syllabus of Corporate Communication I under NEP 2020 vertical (AEC) with effect from 2024-25

Department of English (for Commerce programme)

HoD / Senior Person of the Department: Dr. Preeti Vaswani

Date of approval by the BoS: 23rd April 2024

Approved by the Academic Council: 29th April 2024

Ratified by the General Body: 6th May 2024



Programme: FYB.Com			Semester : I		
Course : Corporate Communication I			Code: UGBCOMIAEC24		
Academic Year: 2024-2025			Batch: 2024-2027		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars of ICA	%
Classroom participation/ Class tests / Assignment / Project / Quiz / Presentation / Viva-Voce, etc. (any 2)	40% = 10 + 10 = 20 marks

Learning Objectives :	<ol style="list-style-type: none"> To orient the learner on basics of communication To help the learner acquire group communication skills
Learning Outcomes :	<ol style="list-style-type: none"> The learner will be able to identify the stages in the communication process, and the barriers in communication. The learner will be able to share ideas in a group discussion, and build arguments.
Pedagogy:	Lecture, Presentation, Workshop, Group discussion, Mock Interview, Classroom interaction

Detailed Syllabus: (per session plan) } to be submitted along with Teaching

Plan Session Outline For (name of the course)

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used (only pointers)	Module Wise Duration/ Lectures
I	Basics of Communication: Process of Communication, Channels of Communication, Verbal and non-verbal	Lecture, Presentation	15

	communication, Barriers to Communication, How to overcome barriers.		
II	Group Communication: Group discussion (What is Group discussion, ways to start group discussion, ways to form and present arguments, ways to defend) Interviews (How to prepare for Interview, commonly asked Interview questions, How to answer questions)	Lecture, Presentation, Group Discussion, Classroom interaction, Mock Interview	15

REFERENCE BOOKS

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.
2. The Art of Communicating by Thich Nhat Hanh, Harper Collins Publishers LLC, 2013.
3. Sutapa Banerjee. Soft Skill: Business and Professional Communication: I. K. International Pvt Ltd, 2013
4. Business Communication, Rhoda A Doctor, Aspi H Doctor, Sheth Publishers, 2023
5. The Science of Effective Communication, Ian Tuhovsky, Rupa Publications, 2019.

QUESTION PAPER PATTERN (for Semester I)

Marks: 30

Duration: 1 hour

Semester 1:

1. Essay answer from Module 1 – 10 marks
 2. Write a Group discussion on the given topic – 10 marks
 3. Write Interview questions with answers – 10 marks
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