

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



Syllabus of Corporate Communication II 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: II		
Course: Corporate Communication II			Code: UGBCOMIIAEC24		
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:	1. To equip the learner with professional writing skills
Learning Outcomes:	1. The learner will be able to draft letters and reports.
Pedagogy:	Lecture, Presentation, Workshop, 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 (60 sessions).

Module	Module Content	Module Wise Pedagogy Used (only pointers)	Module Wise Duration/ Lectures
I	Letter writing: Job application letter and resume, Acceptance of Job offer, Resignation letter, RTI, Sales Brochure	Lecture, Presentation, Letter writing practice in classroom	15
II	Report writing: Investigative report, Feasibility report, Report of an event	Lecture, Presentation, Report writing practice in classroom	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 II)

Marks: 30

Duration: 1 hour

Semester 2:

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|---------------------------------------|----------|
| 1. Job application letter with resume | 10 marks |
| 2. Letter writing any 1 out of 2 | 10 marks |
| 3. Report writing (any 1 out of 2) | 10 marks |
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