

**Gokhale Education Society's  
B.Y.K College of Commerce**

**Certificate Course in Corporate Communication**

**Depth of the Course:** Functional knowledge in Corporate Communication.

**Course Outcome:** Students who aim to be Executives in leadership positions at all levels will improve their impact and performance through effective and impactful leadership communication through this course.

**Eligibility and Selection Criterion:** BBA, BBA (IB) and BBA (CA) students who have passed in first year with at least 50% marks.

**Duration:** Semester (3<sup>rd</sup> Semester)

**Course Objectives**

1. To encourage students, understand the Argumentation / Persuasion theory of behavioural economics as communication converters.
2. To develop students, operationalise their vision and mission.
3. To acquire and learn strategic skills in leadership communication to assume higher leadership positions.
4. To Gain insights on maneuvers that can act as game changers in complex business scenarios that requires critical thinking.

**Syllabus**

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	<b>Corporate Communication</b>	<b>Inter-Cultural Business Communication:</b> Understanding various cultural dimensions which are active in transnational workspaces. Public Speaking - Crafting a Contemporary Public Narrative: Repositioning oration as a leadership skill for contemporary inclusive oriented industry and policy. Presentation Skills Offline and Online: Reorienting data persuasion for presentations in offline and virtual workspaces.	To understand the various cultural dimensions at workplace.  To understand the various methods of public speaking

2	<b>Digital Communication</b>	<b>Digital Communication for Leaders:</b> Importance of digital communications, Advantages over traditional communication, Storytelling in the Digital Era, Branding and digital storytelling. Self-Branding through Design Thinking: The concept of self-branding, critical and unprecedented scenarios.	To know sophisticated ways to reach out to core target segments.  To get acquainted with digital story-telling.
3	<b>Leadership</b>	<b>Conflict Resolution and Negotiation:</b> Role of communication in conflict, conflict management processes. Components of conflict constructive /destructive patterns, Approaches to conflict management, Business Negotiations ,Negotiation in Professional , Legal & Politics Setting, Negotiation for Leaders & Public Administrator	To know what is Transposing communication.  To understand Leadership in Diverse Organisational Structures.
4	<b>Communication Strategy, Augmentation &amp; Trends</b>	<b>Communication Strategy:</b> Strategic communications – key concepts, theory, and methodology, ethical implications of strategic communication in a multi-mediated world, Introduction to models of strategic communication, Methods of internal communication and public relations. Campaign planning, analysis of messages, channels, audiences , Ethical considerations of information, communication and public relations	To learn what are start-up toolkit for positioning communication. To study Argumentation and Communication Trends.

## Teaching Methodology

Unit No	No of lecture's	Innovative Methods to be used	Project	Expected Outcome
1	05	Visit any and list out the activities conducted by them.  Debate on impact of presentation Offline and Online.	Prepare a key skill required in Business Presentations.	The students must understand the role of corporate communication in Business.
2	05	Discuss Factors influencing Digital Branding.	Prepare a Digital Story Telling plan for Business.	The students must get acquainted with the different entry modes in Digital Market.
3	05	Case study on Negotiations.	A report on role of Leadership diverse Organisational Structures.	Students must understand different styles of Leadership.
4	05	Group discussion Trends in Communication Presentation on communication topics.	Prepare and Submit copy of the Individual Presentation.	Students must understand how to position communication not just as medium of interaction but as leadership strategy
5	05	Practical / Project	Student shall prepare final project /report	
6	05	Tutorial / Evaluation	Student shall submit assignment/tutorial	

## Evaluation Methods

Evaluation	Marks
1. Online MCQ test 2. Individual Presentation (Online). 3. Project / Report	70% 10% 20%
<b>Total</b>	<b>100</b>

## Suggested References

Sr. No.	Title of the Book	Author/s	Publication
1	Buyer Centered Selling	Thomas William & Thomas Saine	Strategic Dynamics
2	Leveraging Technology in Leadership Communication	Carolyn Mae Kim	Routledge
3	Business communication Developing Leaders for Networked World	Peter Cardon	McGraw Hill Education

## Syllabus Framing Committee:

Sr.No	Name	Designation
1	Prin.Dr.Ram Kulkarni	Chairman
2	Dr. Leena Bhat	Member
3	Dr.Sushumna Kane	Member