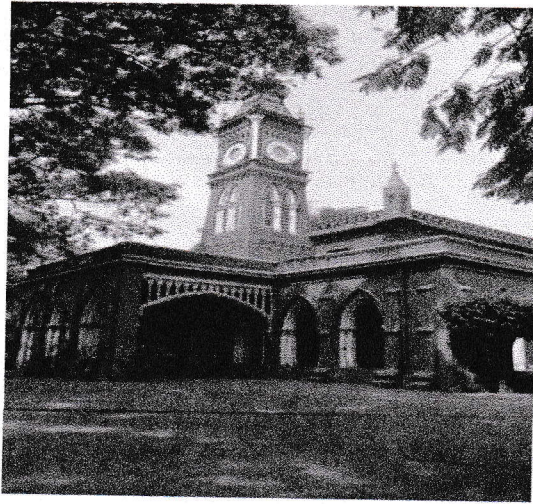


BENGALURU CENTRAL UNIVERSITY (BCU)



INS

GENERAL ENGLISH TEXT BOOK

FIRST SEMESTER B.Com/BBA

**AND OTHER UNDERGRADUATE COURSES UNDER THE FACULTY OF
COMMERCE AND MANAGEMENT**

**BENGALURU CENTRAL UNIVERSITY
Bengaluru**

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'Little drops of water make a mighty ocean'

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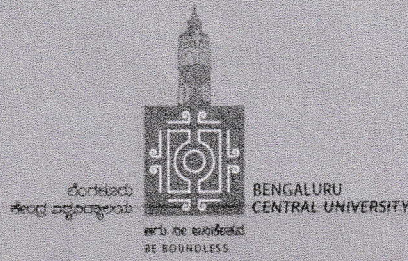
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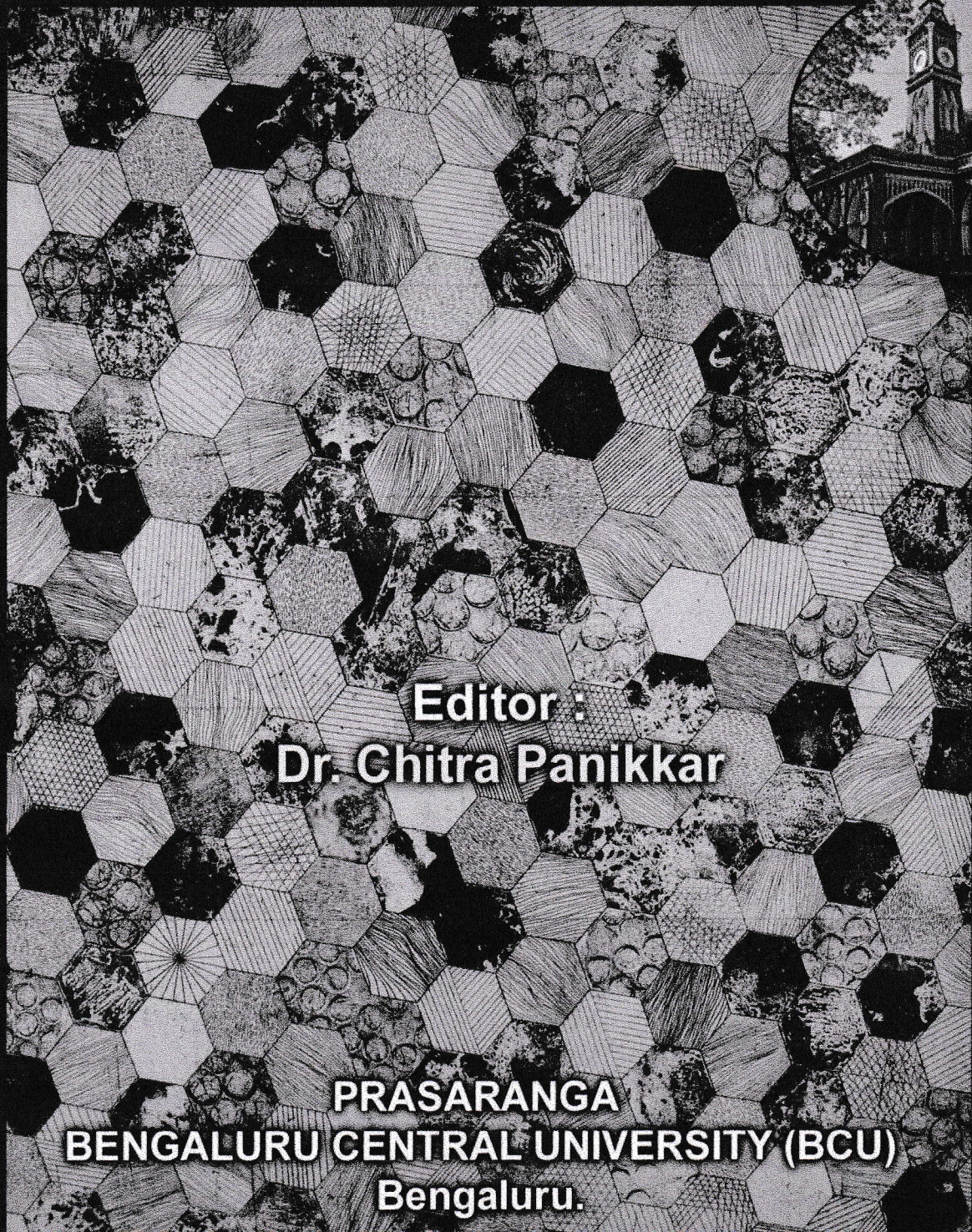
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Resonance - I

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GENERAL ENGLISH TEXT BOOK

THIRD SEMESTER

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B.Com (Business Data Analytics), Semester Scheme

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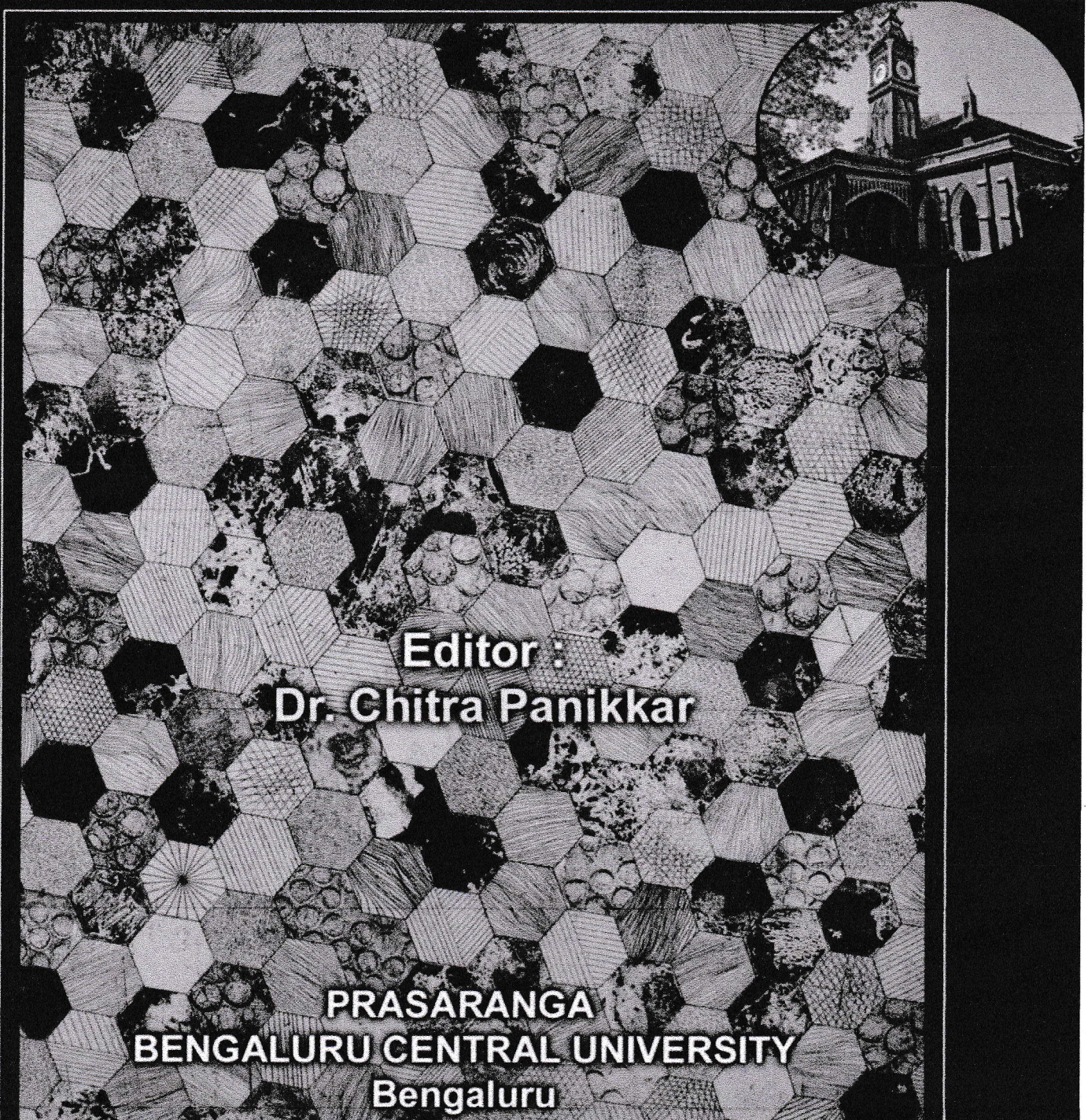
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III Semester B.A./ B.S.W./ B.A.(Music)



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Job Skills

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General English Text Book

III Sem. B. Sc./B.C.A. /B. Sc. (FAD)/B.V.A.

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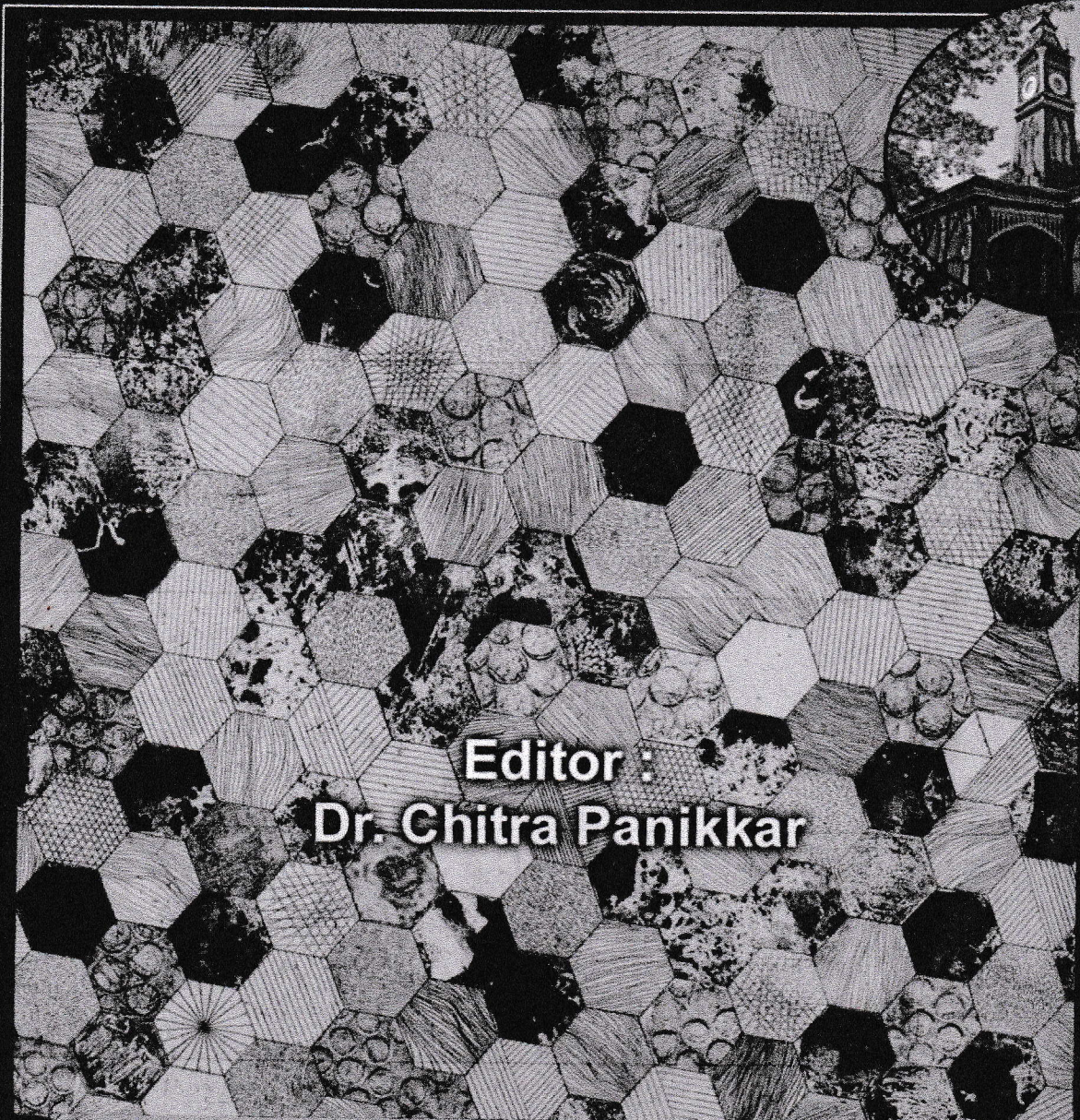


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Resonance-IV

IV Semester B.A./ B.S.W./ B.A.(Music)



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General English Text Book

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4.2 CORPORATE COMMUNICATION SKILLS - II

OBJECTIVE:

- To help the students to gain comprehensive knowledge and skill about corporate communication.

UNIT 1: CORPORATE COMMUNICATION

12 Hrs.

Introduction – Meaning & Definition, Characteristics, Importance and Guidelines for effective Corporate Communication; Segmenting Stakeholders in Corporate Communication – Meaning, Need & Importance of Segmenting Stakeholders; Scope of Corporate Communication – Employee Communication, Public Relations, Internet Marketing, Customer Communication, Investor Relations;
Internal Communication – Memos – Meaning & Structure; Reports – Formal & Informal (Meaning & Structure); External Communication – Circular Letters; Writing Press Releases; Newsletters – Staff & Customers (Meaning and Contents to be discussed).

UNIT 2: STRATEGIC COMMUNICATION

10 Hrs.

Introduction – Meaning, Importance, Principles of Strategic Communication – Credible, Understanding, Dialogue, Persuasive, Unity of Effort, Results Based, Responsive, Continuous Components of Strategic Communication – Nomination, Restriction, Turn-Taking, Topic Control, Topic Shifting, Repair, Termination;
 Employee Communication relating to Productivity; Employee Recognition; HR Policies; Payroll; Investor Communication relating to Company Profitability; Corporate Identity and Branding; Public Relations Communication relating to Media Inquiries; Press Conference; Media Packets; News Release; News Monitoring.

UNIT 3: LEADERSHIP COMMUNICATION

12 Hrs.

Meaning and Importance of Leadership Communication, Principles of Leadership Communication, Skills required:

- Listening – Meaning and Types of Listening Skills, Importance of Listening
- Non-Verbal Communication (Body Language) – Meaning, Types of Non-Verbal Communication or Body Language and Importance of Non-Verbal Communication
- Stress management – Meaning and Importance of stress management
- Emotional Intelligence – Meaning and Components of Emotional Intelligence, Importance of Emotional Intelligence in Leadership Communication
- Straight Talking – Meaning and Essentials of Straight Talk, Importance of Straight Talk in Leadership Communication

Meetings – Meaning and Types of Corporate Meetings, Notice of Meetings – Meaning, Contents & Formal Agenda – Meaning and Format, Minutes of the Meeting – Meaning and Process of Recording the Minutes

UNIT 4: MARKETING COMMUNICATION

11 Hrs.

Meaning and Elements of Marketing Communication Mix; Creativity – Meaning, Importance, Steps and Types of Creativity; Forms of Marketing Communication:

- Marketing Campaign – Meaning, Types of Marketing Campaign – Product Launch, Brand Launch, Rebranding, Repositioning, Turnaround/Re launch, Seasonal Push, Brand Awareness & Revenue Push (Only Meaning to be discussed)
- Digital Marketing – Meaning, Channels of Digital Marketing – Websites (Content Marketing), Email, Social Media, Organic Search (SEO), Paid Search (SEM), Display Ads (Concept, Advantages & Disadvantages of each of the Channels).

- Product promotion – Meaning, Types of Promotion – (a) Advertising – Meaning, Features of Advertising, Objectives of Advertising, Medium of Advertising, Merits & Demerits of Advertising; (b) Sales Promotion – Meaning, Objectives, Importance & Strategies of Sales Promotion; (c) Personal Selling – Meaning and Features; (d) Publicity – Meaning, Features, Objectives & Importance
- Printed Materials – Meaning, Types of Marketing Materials used in Business (Only Concepts to be discussed)

UNIT 5: CRISIS COMMUNICATION

10 Hrs.

Meaning, Need, Types of Crisis communication, Principles to be followed in Crisis Communication; Crisis Communication Stages – Pre-Crisis, Crisis Response, Post-Crisis; Steps of Crisis Communication – Crisis Anticipation, Choosing the Crisis Communication Team, Selection of the Spokesperson, Taming the Spokesperson; Monitoring of Notification Systems; Identifying the Target Audience; Preparing the Messages; Post Crisis Steps.

SKILL DEVELOPMENT:

- Preparation of notice & agenda of a corporate meeting;
- Draft the minutes of any one student's event meeting.
- Design an advertisement copy for the product of your choice.
- Draft a sample circular, memo & press release.
- Analyze a case study relating to communication in crisis management.

BOOKS FOR REFERENCE:

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