

**B.COM SECOND YEAR
SEMESTER III
CORPORATE COMMUNICATION-1
CORE COURSE**

Course Content:

Module No.	Topics / Chapters Name	% Weightage
I	English Language <ul style="list-style-type: none">• Text: Spring• Figures of Speech	25%
II	Negotiations <ul style="list-style-type: none">• Approaches to Negotiations• Preparing for Negotiations• Conducting the Negotiation	25%
III	Writing to Persuade <ul style="list-style-type: none">• Effective use of language (logical, use of proper words, tone etc.)• Sales Letter• Collection letter series	25%
IV	Investigative Communication <ul style="list-style-type: none">• Questionnaire• Business Report (Individual & Committee).• Minutes of meeting.	25%