



Rashtriya Shikshan Sanstha's

**SWAMI VIVEKANAND NIGHT COLLEGE OF ARTS
AND COMMERCE**

Datta Nagar, Ayre Road, Dombivli (East)

Value-Added Course

in

Corporate Communication

Conducted by

Department of English

2020-21



About the Course:

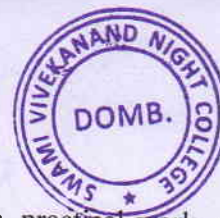
This value-added course has been designed for advanced learners and business professionals who are in employment or seeking employment and need to improve their business and social English skills rapidly, effectively and efficiently. The course aims at developing language skills needed in the modern day business environment.

Course Highlights:

1. To improve communication technique
2. To develop and consolidate the target language
3. To develop an alert awareness of inter-cultural and cross-linguistic communicative threats that is essential to safe communication
4. To equip participants with the skills required for argumentation and persuasion
5. To provide an understanding of business etiquette
6. To enhance the four basic language skills - Listening, Speaking, Reading, and Writing
7. To equip the learners with strategies to improve their communication skills
8. To ensure that the training is useful to the learners to succeed in the real world

Expected Learning Outcomes:

- Learners will develop confidence and fluency in the following areas: Socializing, Telephoning, Presenting information, Participating in meetings, and Handling negotiations
- Learners will be able to speed read articles
- Learners should be able to comprehend complex reports
- Learners should be able to write formal letters, resumes and informative and analytical reports
- Learners will learn to write emails and understand email etiquette
- Understanding cross cultural diversity for effective communication
- Learner should be able to engage in discussion with one or more people in a variety of different situations, making clear and effective contributions that produce outcomes appropriate to purpose and topic.
- Learners should be able to make effective presentations
- Learners should be able to use new media effectively



Teaching Methodology:

The Methodology shall include classroom teaching, assignments, viva-voce, practical work, seminar, workshop, project work, quiz, group discussion, role play, etc.

Course Content:

Unit 1: Communication Skills

- Building confidence and fluency in spoken English
- Business Etiquette
- Telephone, Email, Video Conferencing, Texting skills
- Presentation skill
- Facing and Conducting interviews and Group Discussions
- Negotiation skills
- Use of infographics
- Phonology, Vocabulary and Syntax

Unit 2: Listening

This component consists of teaching strategies to the learners to effectively respond to complex narratives, statements, questions, discursive explanations and instructions (both face-to face and on the telephone). It will focus on equipping the participants with techniques for note-taking, becoming an active listener and adapting response to speaker, medium and context.

Unit 3: Speaking

The communicative element in the modules aims mainly at building confidence and fluency in spoken English. The students are taught language needed for conducting presentations, negotiations, facing interviews and telephone skills and to effectively communicate straightforward and detailed information, ideas and opinions clearly, adapting speech and content to take account of the listener(s), medium, purpose and situation

Unit 4: Reading

The reading component of the course enables the students to effectively read complex text and focuses on speed reading techniques and note taking from written discourse so as to effectively summarise, distinguish between facts and opinions, decipher facts and make inferences.



Unit 5: Writing

The writing component of the course will provide the participants with the opportunity to be aware of the writing styles used in the modern day offices. They will be taught the formats and the language structures of business documents such as letters, memos and reports.

Course Materials:

It will be sourced from authentic discourse such as newspapers, audio-visuals, etc. Materials will be fabricated wherever required to teach the students a particular strategy.

Evaluation Pattern:

Internal Examination

Assignments based on Units 1 and 2 – 80 marks

Suggested assignments include:

- 1) Making researched formal presentations on given topics
- 2) Extempore presentations
- 3) Participating in and evaluating group discussions
- 4) Facing and conducting interviews

Class Participation in classroom discussion and activities – 20 marks

External Examination – 100 marks

4 questions will be given as follows:

- Q1) Writing
- Q2) Writing
- Q3) Reading Comprehension
- Q4) Reading Comprehension

The questions will include:

- An interface with the components of discourse analysis discussed in class
- Objective and Subjective test items to assess the learner's proficiency in the formal Reading and Writing skills such as resume and letter writing and interpreting various forms of discourse such as infographics

NOTE: Students with less than 75% attendance will not be allowed to take the exam.



Swami Vivekanand Night College of Arts and Commerce, Dombivli

Value-Added Course in Corporate Communication

Academic Year – 2020-21

Students Registered for Certificate Course
1. GUDEKAR SAKSHI RAMCHANDRA
2. GUPTA RAHUL UDAYBHAN
3. JADHAV AASHISH GAJANAN
4. JAGTAP RESHMA NAMDEV
5. KADAM DIPAK NATHURAM
6. KADAM ICCHIT MOHAN
7. KAMBLE MANSI ANKUSH
8. KAMBLE SHEETAL DINESH
9. MAHADIK SAURABH MUKESH
10. MANDAVE VINAYAK POPAT
11. MONTEIRO MELWIN RAYMOND
12. MUJUMDAR ROHIT ARVIND
13. NAIK KOMAL PANDURANG
14. PATANKAR PRATHMESH SUBHASH
15. PATIL RUPESH TANAJI
16. PAWALE GANESH TUKARAM
17. PAWAR ANUYA VIJAY
18. PAWAR SAVITA DADASAHEB
19. RAGHATWAN SARASWATI JAGAN
20. SALVE DHAMMARAVI SAHEBRAO
21. SAWANT RAMESH RAMKRISHNA
22. SHELAR AKSHTA NARESH
23. SHIVALKAR MANISH NITIN
24. THAKARE VICKY SUBHASH
25. THORE AMRAPALI MANIK



**A Brief Report of the Value-Added Course titled
'Corporate Communication'**

The Department of English conducted a value-added course in "Corporate Communication". A total of 25 students enrolled for the course whereas 23 students successfully completed it. The course was started on 15th November 2021. The classes were conducted for 2 hours a day for 15 days. The course was taught by Mr. D. K. Mathapati, Assistant Professor of English. The course classes were conducted without disturbing the regular schedule of the college.

The course intended to help the learners to know the overall idea of corporate communication and also to improve communication skills in both spoken and written form. The students found that the course structure was up to their expectations. They were of the opinion that the performance of the faculty was excellent and the course really added value to their skills and they gained basic knowledge of corporate communication. The most of the students showed their willingness to participate in such courses in future and suggested that the course could be continued considering the need of the hour and its wide application in the professional growth of an individual.

It was a good opportunity for the students to supplement their theoretical knowledge with practical training and improve employability in the increasingly competitive job market of India. The college makes continuous efforts to improve the quality of these courses. Student feedbacks have been taken at the end of the course, on the basis of which valuable suggestions have been incorporated for improving the syllabi. Overall, we received a good response from the students for this course and hope that more students will avail this opportunity in future.

Prof. Dilipkumar K. Mathapati

PRINCIPAL

**SWAMI VIVEKANAND NIGHT COLLEGE
OF ARTS & COMMERCE DOMBIVLI (E)**