



National Institute of Technology Meghalaya

An Institute of National Importance

CURRICULUM

| | | | |
|------------|---------------------------------------|--------------------|----------------|
| Programme | Bachelor of Technology | Year of Regulation | 2018-19 |
| Department | Humanities and Social Sciences | Semester | VI |

| Course Code | Course Name | Credit Structure | | | | Marks Distribution | | | |
|---------------|--------------------------------|------------------|----------|----------|----------|--------------------|-----------|------------|------------|
| | | L | T | P | C | INT | MID | END | Total |
| HS 392 | Corporate Communication | 2 | 0 | 0 | 2 | 50 | 50 | 100 | 200 |

| Course Objectives | Course Objectives | | Course Outcomes | Course Outcomes | | |
|---|---|-----|---|-----------------|---|--|
| | This course introduces the concepts of corporate communication | | | CO1 | Able to explain the key concepts and roles of corporate communication | |
| | This course explains the application of corporate communication to real-life corporations | | | CO2 | Able to apply the concepts of corporate communication to real-life corporations | |
| | This course familiarizes corporate communication strategies | | | CO3 | Able to create corporate communication strategies | |
| | This course illustrates the way corporations and organizations communicate | | | CO4 | Able to explain the way corporations and organizations communicate, externally and internally | |
| This course explains the concept of Corporate Social Responsibility | | CO5 | Able to analyse the role of Corporate Social Responsibility in Image Management | | | |

| No. | COs | Mapping with Program Outcomes (POs) | | | | | | | | | | | | Mapping with PSOs | | |
|-----|-----|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|-------------------|------|------|
| | | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
| 1 | CO1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 3 | 3 | 3 | 2 | | | |
| 2 | CO2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 3 | 3 | 3 | 2 | | | |
| 3 | CO3 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 3 | 3 | 3 | 2 | | | |
| 4 | CO4 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 3 | 3 | 3 | 2 | | | |
| 5 | CO5 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 3 | 3 | 3 | 2 | | | |

SYLLABUS

| No. | Content | Hours | COs |
|--------------------|--|-----------|--------------------------|
| I | Definitions and Concept of Corporate Communication; Role, Scope and Objectives of Corporate Communication; Kinds of communication in an organisation; Areas of strategic thinking in Corporate Communication; Ethics and Laws in Corporate Communication; Present state of Corporate Communication; Corporate Social Responsibility | 05 | All COs |
| II | Corporate Communication Tools; Lobbying; Sponsorship; Financial Communication; Corporate Reputation; Corporate Identity | 03 | CO2 CO3 CO4 |
| III | Strategy in Corporate Communication; Defining Strategy and its Role; Campaign Planning; Areas of Strategic Consideration; Case studies in Corporate Communication Campaigns | 06 | CO2 CO3 CO4 |
| IV | Internal Communication; Role and Scope of Internal Communication; Tools of Internal Communication; Kinds of writing for media; Understanding requirements of media writing; Crisis Communication; Defining Conflict; Defining Disasters; Kinds of disasters; Corporate Communication and damage salvage; Use of media in times of crisis | 06 | CO1 CO2 CO4 |
| V | Corporate Social Responsibility; Defining Corporate Social Responsibility; Role, Scope and Need for Corporate Social Responsibility; Corporate Social Responsibility and Image Management; Case studies in Corporate Social Responsibility | 04 | CO1 CO2 CO4 CO5 |
| Total Hours | | 24 | |

Essential Readings

1. Richard R Dolphin, "The Fundamentals of Corporate Communication", Routledge, 2011.
2. Paul Argenti & Janis Forman, "The Power of Corporate Communication: Crafting the Voice and Image of your Business", McGraw-Hill Education, 1st edition, 2002.

Supplementary Readings

1. Pitman Jackson, "Corporate Communication for Managers", Pitman Publishing, 1987.
2. David Chandler, "Corporate Social Responsibility: A Strategic Perspective", Business Expert Press, 2014.