



National Institute of Technology Meghalaya
An Institute of National Importance

CURRICULUM

Programme		Bachelor of Technology							Year of Implementation				2024-25				
Department		Humanities and Social Sciences							Semester				VI				
Course Code	Course Name						Prerequisite	Credit Structure				Marks Distribution					
								L	T	P	C	INT	MID	END	Total		
								2	0	0	2	50	50	100	200		
HS274	Corporate Communication						Nil		COs	Statement			Bloom's Taxonomy				
Course Objectives	To introduce the concepts of corporate communication						Course Outcomes	HS274.1	Explain the key concepts and roles of corporate communication			Understand					
	To explain the application of corporate communication to real-life corporations							HS274.2	Explain and apply the tools of corporate communication			Apply					
	To familiarize corporate communication strategies							HS274.3	Describe and create corporate communication strategies			Create					
	To illustrate the way corporations and organizations communicate							HS274.4	Illustrate the way corporations and organizations communicate, externally and internally			Apply					
	To explain the concept of Corporate Social Responsibility							HS274.5	Analyze the role of Corporate Social Responsibility and Image Management			Analyze					
COs		Mapping with Program Outcomes (POs)											Mapping with PSOs				
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	
HS274.1		-	-	-	-	-	2	-	2	3	3	3	2				
HS274.2		-	-	-	-	-	2	-	2	3	3	3	2				
HS274.3		-	-	-	-	-	2	-	2	3	3	3	2				
HS274.4		-	-	-	-	-	2	-	2	3	3	3	2				
HS274.5		-	-	-	-	-	2	-	2	3	3	3	2				
HS274		-	-	-	-	-	2.0	-	2.0	3.0	3.0	3.0	2.0				
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													06		HS274.1	
II	Corporate communication tools; Lobbying; Sponsorship; Financial communication; Corporate reputation; Corporate identity													04		HS274.2	
III	Strategy in corporate communication; Defining strategy and its role; Campaign planning; Areas of strategic consideration; Case studies in corporate communication campaigns													06		HS274.3	
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													08		HS274.4	
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		HS274.5	
Total Hours													28				
Essential Readings																	
1. Richard R Dolphin, <i>The Fundamentals of Corporate Communication</i> , Routledge, 2011.																	
2. Paul Argenti and Janis Forman, <i>The Power of Corporate Communication: Crafting the Voice and Image of your Business</i> , McGraw-Hill Education, 1 st edition, 2002.																	
Supplementary Readings																	
1. Matthew W. Ragas and Ron Culp, <i>Business Acumen for Strategic Communicators: A Primer</i> , Emerald Publishing, 2021.																	
2. David Chandler, <i>Corporate Social Responsibility: A Strategic Perspective</i> , Business Expert Press, 2014.																	