



**National Institute of Technology Meghalaya**  
An Institute of National Importance

**CURRICULUM**

Programme	<b>Bachelor of Technology</b>	Year of Regulation	<b>2018-19</b>
Department	<b>Humanities and Social Sciences</b>	Semester	<b>VI</b>

Course Code	Course Name	Credit Structure				Marks Distribution			
		L	T	P	C	INT	MID	END	Total
<b>HS392</b>	<b>Corporate Communication</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>50</b>	<b>50</b>	<b>100</b>	<b>200</b>

Course Objectives	This course introduces the concepts of corporate communication	Course Outcomes	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
<b>Total Hours</b>		<b>24</b>	

**Essential Readings**

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

**Supplementary Readings**

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