

B.V.V.Sangha's Basaveshwar Commerce College, Bagalkot



CRITERION I Curricular Aspects



2023-24

Certificate course on Corporate Communication



B.V.V.Sangha's Basaveshwar Commerce College, Bagalkote

Accredited at "B++" Grade by NAAC IQAC Initiative

PG Department of Commerce
Organizes
INAUGURATION OF CERTIFICATE COURSES
ON
"CORPORATE COMMUNICATION" &

<u>President</u>

"SERVICE MARKETING"

Dr. Jagannath Chavan Principal

Presence Prof. Smt. G.M.Navadgi IQAC Coordinator



<u>Presence</u> Prof. Smt.K.J.Malaji HOD & Coordinator

Date: 14-06-2024 Venue: Function Hall Time: 12.00 Noon

All Are Cordially Invited

A Copy of BOS Member of Certificate Course on Corporate Communication



B.V.V.Sangha's Basaveshwar Commerce college,Bagalkot Accredited "B⁺⁺" Grade by NAAC PG Department of commerce(M.com)

Certificate Course on Corporate Communication for the year 2023-24

Board of Studies

Sl.No	Name of the member	Designation	Signature
01	Dr. J.V. Chavan	Principal	
02	Smt. G.M.Navadagi	IQAC Coordinator	Guravadgo
03	Smt. K.J.Malaji	Coordinator &HOD, PG Dept	Many
04	Smt.T.P.Darbar	Member	whenter
05	Smt. S.S.Chabbi	Member	(D)
06	Smt. S.M.Koutal	Member	Skoutal

Coordinator & HOD
PG Department of Commerce

Basaveshwar Commerce College

Bagalkot

Syllabus of Certificate Course on Corporate Communication

B.V.V. Sangha's

Basaveshwar Commerce College, Bagalkot Accredited "B" Grade by NAAC PG Department of Commerce (M.Com)

Certificate Course on Corporate Communication for the year 2023-24

Syllabus

Objective of the course

To understand the concepts and evolution of corporate communication in the context of organization. To understand the models and different theories of corporate communication.

Unit 1: Introduction to Corporate Communication:

Meaning, definition, characteristics of corporate communication, advantages of corporate communication and disadvantages of corporate communication corporate. Communication in present era.

Unit 2: Models of Communication:

Aristotle's model, SMCR model, Lasswell's model and rivers model, new combs model, other important model of corporate communication, ecological model convergence model etc,.

Unit 3: Theories of Communication:

Individual difference theory, personal influence theory, social logical theories cultivation theory, agenda setting theory, the uses and gratification theory, behavioral theory.

Unit 4: Principles and Concepts of Corporate Communication:

Principles of Corporate communication, concepts of corporate communication, business communication and visual language, advertising, designing and graphics lab.

PG Department of Commerce

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot Accredited "B**" Grade by NAAC PG Department of Commerce (M.Com) Certificate Course on Corporate Communication for the year 2023-24

NOTICE

Here by it is informed to all the M.Com final year students to attend the Certificate course on "Corporate Communication" which commences from 19/06/2024 and you all have to attend the classes of certificate course for 30 hours.

Date: 17/06/2024

PG Department of Commerce of C

HOD & Co-Ordinator
PG Department of Commerce

B.V.V. Sangha's

Basaveshwar Commerce College, Bagalkot
Accredited "B**" Grade by NAAC
PG Department of Commerce (M.Com)
Certificate Course on Corporate Communication for the year
2023-24

NOTICE

Here by it is informed to all the M.Com final year students to attend the classes of Certificate course on "Corporate Communication" commencing from 19/06/2024 as per the following time table.

Time	Mon	Tue	Wed	Thurs	Fri	Sat
2.00pm -	TPD	SSC	SMK	KJM	SSC	SMK
4.00pm						

Date: 17/06/2024

GALKOT*

HOD & Co-Ordinator
PG Department of Commerce

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Attendance of the students who have taken the certificate course on Corporate Communication

Basaveshwar Commerce College, Bagalkot

PG Department of Commerce (M.com) Certificate Course on Corporate Communication for the year 2023-2024 M.COM III Sem

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Attendance of the students who have taken the certificate course on Corporate Communication

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Shri.S.S.chabbi / Associated Shri.S.M.Koutal Shrindal (Certificate Course Faculty)

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot
Accredited "B**" Grade by NAAC
PG Department of Commerce (M.Com)
Certificate Course on Corporate Communication for the year
2023-24

NOTICE

Here by it is informed to all the M.Com final year students to attend the one hour objective type test of Certificate course on "Corporate Communication" on 16/08/2024 at 3.00pm in the PG Block.



Date: 10/08/2024

HOD & Co-Ordinator PG Department of Commerce

Mount

Marks list of the students who have taken the test on certificate course on Corporate Communication



B.V.V. Sangha's
Basaveshwar Commerce college, Bagalkot
Accredited "B**" Grade by NAAC
PG Department of commerce (M.com)

Certificate Course on Corporate Communication for the year 2023-24

M.Com Final Year

Marks Sheet

Sl.	Name of the Student	Marks Secured	SI. No	Name of the Student	Marks Secured
1.	Soumya S. Lagaloti	18	22	Jyoti Bandi	17
2.	Mahesh	17	23	Bhimabai Y. Patil	15
3.	Sahana Bandi	19	24	Rafik D Jatager	15
4.	Pooja Dadmi	17	25	Toheed U Bepari	16
5.	Akshata Palankar	16	26	Deepa Kerur	18
6.	Gouramma K	20	27	Bammaling Chalawadi	17
7.	Parvati N Badiger	17	28	Samarth S. Walikar	17
.8.	Nikita R. Patil	18	29	Pradeep Ilal	19
9.	Nagaratna T Halapeti	15	30	Bhagyashree S R	18
10	Shankramma B	16	31	Asha Y.	16
11	Lokanath H Madar	18	32	Umesh Bandal	18
12	Suchitra Gangaraddi	17	33	Rekha Kale	15
13	Basappa Kakhandaki	17	34	Muskan Habeeb R. S	17
14	Suma Tolanur	19	35	Channaveerayya V	17
15	Susmita Nalatavada	18	36	Rithish S Shivanagi	18
16	Keerti Kittali	20	37	Veda R Madi	19
17	Suma Naikar	18	38	Mallamma M T	18
18	Rajma D. Hosur	17	39	Vijayalxmi Ganiger	17
19	Jyoti Biradar	16	40	Santosh Kotyal	19
20	Sudha Masuti	17	41	Anand Vibhooti	18
21	Sindhu Mathapati	16	42	Vidya Pallapur	15

Smt.T.P.Darbar Lecturer Shri.S.S.Chabbi Lecturer Smt.S.M.Koutal Lecturer

Smt.K.J.Malaji HOD & Coordinator

Sample answer paper of the certificate course on Corporate Communication

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot
Accredited "B" Grade by NAAC
PG Department of Commerce (M.Com) Certificate Course Test for the year 2023-24

Subject: Corporate Communication

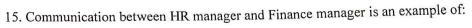
Date: 16/08/2024	Time: 1 hr
Santoch Kotyal	
Registration	on No: 1915J022(012046
uestions each carrying 1mark	
the external communications prepared of the company	ared by Corporate Communication
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300	relations practitioners to Commo Co
	Registration restrictions each carrying Imark communication tools are used to organization's present and future of the external communications prepared of the company

Sample answer paper of the certificate course on Corporate Communication

Diffusion theory hasdiscrete steps		
A. five	\	
B. six		
C. eight D. ten		
5is the face of a company		
A. website		
B. company office		
(e. twitter account)		
D. email id		
a mediated source	active, real time exchange of	f message via
A. e-mail		
B. social networking sites		
C. blogs		
D. online chat		
7. The term "communis" derived fromword.		
A.Greek.	\	
B.Latin.		
C.Chinese.		
D.English.		
8. Communication meansinformation, feeling	and thoughts, with others.	
A.To receive.	Commer	
\B.Exchange of.	Mai Co	
C.Conveying.	PG Department	
D.All the above.	PG Department of Commerce	
	100	
	*BAGALKO	
	A STATE OF THE PARTY OF THE PAR	

Sample answer paper of the certificate course on Corporate Communication

9. Grapevine communication is associated withco	ommunication
A.Formal	minumeation.
,B.Informal	1
C.Horizontal	\
D.Vertical	
10. Lateral communication is between	pg Department of Conumerce
A.Superior and subordinate.	5 montment
B.Same cadre of personal.	of Courmerce
C.Subordinate and superior.	*
D.Among all.	*BAGALKO
11. Audio Visual communication combines	
A,Auditory only.	
B. Visual only.	1
C.Both auditory & visual.	
D.Written.	
Communication problems otherwise known as	
A.Enquire.	
B.Barriers.	\
C.Encoding.	
D.Decoding.	
13. Horizontal communication flows through	Manage .
A.Face-to-face discussion.	
B.Telephonic talk.	
C.Periodical meeting.	
D.All the above	
atore with	
14. Communication starts with:	
A. Encoding	
B. Sender	
C. Channel	
D. Feedback	



- A. Downward communication
- B. Upward communication
- C. Diagonal communication
- D. Horizontal communication
 - 16. Receiving a sales order is an example of:
 - A. Vertical communication
 - B. Horizontal communication
 - C. Internal communication
 - D. External communication
 - 17. Functional coordination is one important reason for communicating with:
 - A. Superiors
 - B. Peers
 - C. Subordinates
 - D. Employees' unions
 - 18. Listening has been identified as one of the "seven habits of highly effective people" by:
 - A. Lundsteen
- B. Stephen Covey
- C. Lee Iacocca
- D. Tom Peters
- 19. The most basic type of listening is known as:
- A. Discriminative listening
- B. Comprehension listening
- C. Appreciative listening
- D. Evaluative listening
- 20. The main objective of communication is:
- Anformation and persuasion.
- B.Skill and personality development.
- C.Control and management.
- D.Need.



B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot Accredited "B" Grade by NAAC PG Department of Commerce (M.Com) Certificate Course Test for the year 2023-24

Subject: Corporate Communication

~ J		
Max Marks: 20	Date: 16/08/2024	Time: 1 hr
Name of student:	reedi killali	
Class: IV. Sem	Registrat	ion No: 9.1555072(012018
Answer the following qu	estions each carrying 1mark	
Internal and external of information about an of the information about a contract and the information about a contract	communication tools are used to organization's present and future	important plans.
A. disseminate		\
B. eradicate		
C. duplicaté D. formulate		
		Communication
2. Public Relations use th	ne external communications prep	pared by Corporate Communication
	of the company	
A. static image		
B. positive image		1 ,
C. negative image		
D. mobile image		
	rate attempt on the part of publ	ic relations practitioners to
influence the public		
A. propaganda		
B. publicity		War Commo
C. pseudo-events		3
VD. persuasion		PG Department of Commerce
		BAGALKOT*

4.	Diffusion theory hasdiscrete steps	
A.	five	1
В.	six	
C.	eight	
D.	ten	
5. A. B. C.	is the face of a company website company office twitter account	
D.	email id	
6 a A. e- B. sc C. bl	is the synchronous, interactive, remail ocial networking sites llogs nline chat eterm "communis" derived fromword. eek. in. nese.	PG Department of Commerce of C
A.To re B.Exch C.Con	nmunication meansinformation, feeling and the receive. hange of. nveying. the above.	oughts, with others.

9. Grapevine communication is associated with	COmmunication
\B.Informal	- Tommunication.
C.Horizontal	1
D.Vertical	1
10. Lateral communication is betweenA.Superior and subordinate.B.Same cadre of personal.C.Subordinate and superior.D.Among all.	
11. Audio Visual communication combines A.Auditory only. B.Visual only. C.Both auditory & visual. D.Written.	1
12. Communication problems otherwise known	as
A.Enquire.	
B.Barriers.	\
C.Encoding.	1
D.Decoding.	
13. Horizontal communication flows through _	PG Department of Commerce of Commerce
A.Face-to-face discussion.	ar Commer
B.Telephonic talk.	100
C.Periodical meeting.	PG Department OF
D.All the above	100/
14. Communication starts with:	*BAGALKOT
A. Encoding	
\B. Sender	l
C. Channel	
D. Feedback	

Certificate of certificate course on Corporate Communication:

