



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



**CRITERION I
Curricular Aspects**



2023-24

**Certificate course on
Corporate Communication**

Invitation for Inauguration of 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" &
"SERVICE MARKETING"**

President

**Dr. Jagannath Chavan
Principal**

Presence

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



Presence

**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	
03	Smt. K.J.Malaji	Coordinator &HOD, PG Dept	
04	Smt.T.P.Darbar	Member	
05	Smt. S.S.Chabbi	Member	
06	Smt. S.M.Koutal	Member	

Coordinator &HOD
PG Department of Commerce

Principal
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.



A Notice to students to attend classes 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

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



A handwritten signature in blue ink, appearing to read "M. G. ...".

HOD & Co-Ordinator
PG Department of Commerce

A notice of timetable 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

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 – 4.00pm	TPD	SSC	SMK	KJM	SSC	SMK

Date: 17/06/2024



A handwritten signature in blue ink, appearing to read "M. Ravi".

HOD & Co-Ordinator
PG Department of Commerce

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

27	Bammaling Chalawadi	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
28	Samarth S. Walikar	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
29	Pradeep Ilal	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
30	Bhagyashree S Rajaput	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
31	Asha Y.	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
32	Umesh Bandal	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
33	Rekha Kale	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
34	Muskan Habeeb R. S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
35	Channaveerayya Vastrad	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
36	Rithish S Shivanagi	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
37	Veda R Madi	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
38	Mallamma M T	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
39	Vijayaakmi Ganiger	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
40	Santosh Kotyal	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
41	Anand Vibhooti	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
42	Vidya Pallapur	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

Smt. T.P. Darbar

Shri. S.S. Chabbi

Smt. S.M. Koutal

(Certificate Course Faculty)



Prof. Smt. K.J. Malaji

HOD & Coordinator

Notice to attend the test certificate course on Corporate Communication

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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

A handwritten signature in blue ink, appearing to read "M. K. ...".

HOD & Co-Ordinator
PG Department of Commerce

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
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PG Department of commerce (M.com)

Certificate Course on Corporate Communication for the year 2023-24
M.Com Final Year

Marks Sheet

Sl. No	Name of the Student	Marks Secured	Sl. 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	Shankamma 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

19

19
20
S.P. Singh

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

Max Marks: 20

Date: 16/08/2024

Time: 1 hr

Name of student:.....Santosh Kotyal.....

Class:.....4th sem.....

Registration No:.....P15J022C012046.....

Answer the following questions each carrying 1 mark

1. Internal and external communication tools are used to _____ important information about an organization's present and future plans.
 A. disseminate
 B. eradicate
 C. duplicate
 D. formulate
2. Public Relations use the external communications prepared by Corporate Communication to generate a _____ of the company
 A. static image
 B. positive image
 C. negative image
 D. mobile image
3. _____ is a deliberate attempt on the part of public relations practitioners to influence the public
 A. propaganda
 B. publicity
 C. pseudo-events
 D. persuasion



Sample answer paper of the certificate course on Corporate Communication

4. Diffusion theory has _____ discrete steps
- A. five
 - B. six
 - C. eight
 - D. ten
5. _____ is the face of a company
- A. website
 - B. company office
 - C. twitter account
 - D. email id
6. _____ is the synchronous, interactive, real time exchange of message via a mediated source
- A. e-mail
 - B. social networking sites
 - C. blogs
 - D. online chat
7. The term "communis" derived from ___ word.
- A. Greek.
 - B. Latin.
 - C. Chinese.
 - D. English.
8. Communication means ___ information, feeling and thoughts, with others.
- A. To receive.
 - B. Exchange of.
 - C. Conveying.
 - D. All the above.



Sample answer paper of the certificate course on Corporate Communication

9. Grapevine communication is associated with _____ communication.

- A. Formal
- B. Informal
- C. Horizontal
- D. Vertical

10. Lateral communication is between

- A. 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.

12. Communication problems otherwise known as

- A. Enquire.
- B. Barriers.
- C. Encoding.
- D. Decoding.

13. Horizontal communication flows through _____

- A. Face-to-face discussion.
- B. Telephonic talk.
- C. Periodical meeting.
- D. All the above

14. Communication starts with:

- A. Encoding
- B. Sender
- C. Channel
- D. Feedback

15. Communication between HR manager and Finance manager is an example of:
- 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:
- A. Information and persuasion.
 - B. Skill and personality development.
 - C. Control and management.
 - D. Need.



20
20
12/08/24

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PG Department of Commerce (M.Com)
Certificate Course Test for the year 2023-24

Subject: Corporate Communication

Max Marks: 20

Date: 16/08/2024

Time: 1 hr

Name of student:... keesti kitali

Class:..IV..Sem..

Registration No: P15J022CO12012

Answer the following questions each carrying 1mark

1. Internal and external communication tools are used to _____ important information about an organization's present and future plans.

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Certificate of certificate course on Corporate Communication:

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot

Accredited at "B++" Grade by NAAC

IQAC Initiative

PG Department of Commerce
Organizes Certificate Course on

Corporate Communication



Mr./Miss..... This is to certify that,
has successfully completed the certificate course on
"Corporate Communication " from 19-06-24 to 10-08-24 during
the academic year 2023-24

Smt. K. J. Malaji

HOD & Coordinator PG Dept

Dr. Jagannath V. Chavan

Principal

