

## B. Com. Semester IV

### Work Place Communication - Syllabus

Unit	Title	Details of Topic
Unit I	<b>Identifying the Workplace Personalities</b>	Studying Types of Personalities, How communication should be developed Assignment
Unit II	<b>Office Politics</b>	Understanding the Nature of the Jobs, Politics can be avoided through communicating Smartly, Situation based learning
Unit III	<b>Understanding and Building a Brand Image</b>	It is believed “eyes are of no use if Mind is Blind” The image of a company is the image of a company man, Various ways to understand how Image to be created ,Case Studies
Unit IV	<b>Communication through Advertising and Commercials</b>	Advertisement is a Stylist approach to reach the minds of people, It is all about knowing the mind map of the market Group activities
Unit V	<b>E Communication</b>	E Communication is the best and easiest way to document all the official conversations, Understanding of hierarchies at workplace and addressing the mail accordingly, Language needs to be polite, Students would be asked to create e-com
Unit VI	<b>Generation Gap at Workplace</b>	Dealing differently with different age groups, Though age is not more important than work profile, A proper understanding needs to be developed with the guidance of the teacher, Role play can help out
Unit VII	<b>Conflict Resolution through Communication</b>	Any rift, verbal or non verbal, is harmful in professional life. It should be resolved through communication. Situational learning would help out.
Unit VIII	<b>Communicating the negative news</b>	This is the most critical situation when an employer is to share some negative news that affects the employee’s work profile. The employer’s communication skills would be best observed in this situation. Different situations can be given to students to better understand the communicability.
Unit IX	<b>Crises Communication</b>	This is again a problematic situation where and when the communicator’s patience is tested. He needs to be pro-active in actions and also should be having full knowledge of the situation so that his communication is properly and convincingly framed.
Unit X	<b>Communicating with negative people</b>	A proper counselling should be provided as his negativity may affect the work culture as well as workability of other employees.
Unit XI	<b>Looking through the eyes of Employer</b>	‘Boss is always Right’ is an old saying but it needs to be understood differently in different situations. An employee needs to understand that his work is being watched, analysed and judged.

Unit XII	<b>Creating a Company Profile</b>	An employee's life at a company is his life of his career His company profile is his treasure. Each and every work delivered needs to be documented. A proper filing/profiling is being taught

**Books Recommended:**

1. Paul A Argenti, Corporate Communication
2. Lars thoger Christensen, Mette Morsing and George Cheney, Corporate Communications: Conventions, Complexity, and Critique
3. C Joep Cornelissen, Corporate Communication: A Guide to Theory and Practice