



Gyanmanjari
Innovative University

Syllabus
Gyanmanjari Institute of Management Studies
Semester-3 (BBA Premium)

Subject: Digital and Corporate Communication – BBA1IE13207

Type of course: Ability Enhancement Courses (AEC)

Prerequisite: Students should have basic knowledge of communication skills, business communication principles, digital platforms, and basic computer usage. Familiarity with professional writing, email communication, and online collaboration tools will help students understand digital and corporate communication practices effectively.

Rationale: This course aims to provide students with a comprehensive understanding of digital and corporate communication in a professional environment. It helps them develop effective written and verbal communication skills required in organizations. The course focuses on professional communication through digital platforms, corporate etiquette, workplace communication strategies, and the use of modern communication tools. Additionally, it prepares students to communicate effectively in corporate settings and adapt to the evolving digital communication landscape.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	SEE	CCE	
2	0	0	2	50	50	100

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; LWA - Lab Work Assessment; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

Course Content:

Sr. No	Course Content	Hrs.	% Weightage
1	Introduction to Corporate Communication Theory Topics: • Meaning, nature, and scope of corporate communication • Importance of communication in organizations • Types of communication: formal and informal • Communication process and its elements	04 T 02 P	20



	• Barriers to effective communication and ways to overcome them • Ethics and professionalism in corporate communication Practical 1: Communication Process Activity Students will participate in a short classroom communication activity where a message is passed between students through verbal or written form. After the activity, students will identify and explain the key elements of the communication process such as sender, message, medium, receiver, and feedback. This activity will help students understand how communication flows within organizations and how clarity and feedback influence communication effectiveness. Practical 2: Communication Barrier Analysis Students will be provided with short workplace communication scenarios involving misunderstandings or ineffective communication. They will analyze the situations and identify the possible barriers such as language barriers, lack of clarity, inappropriate communication channel, or psychological barriers. Students will also suggest simple solutions to improve communication effectiveness in similar situations. Examination Style: <table border="1"> <thead> <tr> <th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td> ALA 1: Communication Barrier Identification Students will analyze a given workplace communication scenario and identify the communication barriers that affect message clarity and understanding. They will briefly explain how these barriers can negatively impact communication and suggest possible ways to avoid such issues in professional environments. Students will upload the PDF on GMIU Web Portal. </td><td></td><td>10</td></tr> <tr> <td>2</td><td> Communication Process Explanation Students will explain the communication process using a simple organizational communication example. They will identify the sender, message, communication medium, receiver, and feedback involved in the situation and demonstrate their understanding of effective communication flow. </td><td>10</td><td></td></tr> <tr> <td></td><td>Total</td><td>10</td><td>10</td></tr> </tbody> </table>	Sr. No	Evaluation Methods	SEE	CCE	1	ALA 1: Communication Barrier Identification Students will analyze a given workplace communication scenario and identify the communication barriers that affect message clarity and understanding. They will briefly explain how these barriers can negatively impact communication and suggest possible ways to avoid such issues in professional environments. Students will upload the PDF on GMIU Web Portal.		10	2	Communication Process Explanation Students will explain the communication process using a simple organizational communication example. They will identify the sender, message, communication medium, receiver, and feedback involved in the situation and demonstrate their understanding of effective communication flow.	10			Total	10	10		
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2	Business and Professional Writing Theory Topics: • Principles of effective business writing • Email writing and digital communication etiquette in professional environments • Drafting business letters, memos, and notices • Basics of report writing and documentation • Preparation of business presentations and professional messages • Common errors in professional communication and how to avoid them Practical 1: Professional Email Writing Students will be given a workplace situation such as requesting information from a manager, confirming a meeting, or responding to a client query. Based on the scenario, students will draft a professional email using appropriate subject line, tone, structure, and clarity. The activity will help students develop proper digital communication practices used in corporate environments. Practical 2: Office Memo Preparation Students will prepare a short office memo for situations such as announcing a departmental meeting, informing employees about policy updates, or providing instructions for an event. The focus of this activity will be on proper memo structure, concise message delivery, and maintaining a professional tone suitable for internal communication. Examination Style: <table border="1"> <thead> <tr> <th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td>ALA 2 : Professional Email Drafting Students will draft a professional email based on a given workplace communication scenario. They will demonstrate proper email format, clear communication of the message, and professional tone suitable for business communication. Students will upload the PDF on GMIU Web Portal.</td><td></td><td>10</td></tr> <tr> <td>2</td><td>Business Letter Writing Students will draft a formal business letter responding to a professional situation such as responding to a client inquiry, requesting information, or communicating a service update.</td><td>10</td><td></td></tr> <tr> <td></td><td>Total</td><td>10</td><td>10</td></tr> </tbody> </table>	Sr. No	Evaluation Methods	SEE	CCE	1	ALA 2 : Professional Email Drafting Students will draft a professional email based on a given workplace communication scenario. They will demonstrate proper email format, clear communication of the message, and professional tone suitable for business communication. Students will upload the PDF on GMIU Web Portal.		10	2	Business Letter Writing Students will draft a formal business letter responding to a professional situation such as responding to a client inquiry, requesting information, or communicating a service update.	10			Total	10	10	03 T 03 P	20
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3	Digital Communication Tools and Platforms Theory Topics • Introduction to digital communication in modern organizations • Role of social media platforms in corporate communication • Use of online collaboration tools in professional environments • Virtual meetings and video conferencing etiquette • Digital content sharing and communication practices • Communication challenges in remote and hybrid work environments Practical 1: Social Media Message Draft Students will create a short social media communication message for a company announcement such as a product launch, company achievement, event promotion, or customer engagement message. The activity will focus on creating a clear, engaging, and professional message suitable for digital platforms. Practical 2: Virtual Meeting Role Play Students will participate in a simulated virtual meeting activity where they will practice communication etiquette such as presenting ideas clearly, listening to others, responding appropriately, and maintaining professionalism in online discussions. This activity helps students understand effective communication practices in virtual workplace settings. Examination Style:	03T 03P	20																
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4	Corporate Communication Strategies Theory Topics • Internal and external communication management in organizations • Corporate branding and organizational image building • Public relations and media communication strategies • Crisis communication and reputation management • Stakeholder communication strategies • Corporate social responsibility (CSR) communication Practical 1: Stakeholder Communication Message Students will prepare short communication messages for different stakeholders such as employees, customers, or investors based on a given organizational situation. The activity will help students understand how communication style, tone, and information vary depending on the target audience. Practical 2: Crisis Communication Response Students will be given a hypothetical company situation such as customer complaints, service failure, or product issue. They will draft a short communication response that addresses the issue while maintaining professionalism and protecting the organization's reputation. Examination Style: <table border="1" data-bbox="319 1088 1181 1655"> <thead> <tr> <th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td>ALA 4 : Crisis Communication Draft Students will draft a professional response message addressing a company crisis situation. The message should focus on maintaining transparency, responsibility, and positive organizational image.</td><td></td><td>10</td></tr> <tr> <td>2</td><td>Crisis Communication Draft Students will draft a professional response message addressing a company crisis situation. The message should focus on maintaining transparency, responsibility, and positive organizational image.</td><td>10</td><td></td></tr> <tr> <td></td><td>Total</td><td>10</td><td>10</td></tr> </tbody> </table>	Sr. No	Evaluation Methods	SEE	CCE	1	ALA 4 : Crisis Communication Draft Students will draft a professional response message addressing a company crisis situation. The message should focus on maintaining transparency, responsibility, and positive organizational image.		10	2	Crisis Communication Draft Students will draft a professional response message addressing a company crisis situation. The message should focus on maintaining transparency, responsibility, and positive organizational image.	10			Total	10	10	03 T 03 P	20
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5	Contemporary Trends in Digital Communication Theory Topics • Digital transformation in corporate communication • Communication in global and multicultural organizations • Role of artificial intelligence in communication processes • Data privacy and ethical considerations in digital communication • Emerging trends in digital marketing communication	03 T 03 P	20																



Future scope and career opportunities in digital corporate communication Practical 1: Digital Communication Trend Identification Students will identify a recent trend in digital communication such as AI chatbots, automated customer service, digital branding, or collaboration tools. They will briefly explain how the trend helps organizations improve communication efficiency and customer engagement. Practical 2: Ethical Communication Case Discussion Students will analyze a short case related to ethical issues in digital communication such as misinformation, misuse of personal data, or inappropriate online communication. Students will discuss the issue and suggest ethical communication practices that organizations should follow. Examination Style:					
Sr. No	Evaluation Methods	SEE	CCE		
1	ALA 5: Digital Communication Trend Reflection Students will identify and explain one recent trend in digital communication and describe how it can benefit organizations in improving communication practices. Students will upload the PDF on GMIU Web Portal.		10		
2	Ethical Communication Scenario Analysis Students will analyze a scenario related to ethical challenges in digital communication and suggest appropriate professional responses that maintain ethical standards and organizational credibility.	10			
	Total	10	10		

Suggested Specification table:

Distribution of Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage %	20%	20%	30%	20%	10%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Explain the fundamental concepts, importance, and process of corporate communication used in organizations.
CO2	Demonstrate effective business and professional writing skills including emails, memos, and business letters used in workplace communication.
CO3	Apply appropriate digital communication tools and platforms for professional and organizational communication.
CO4	Analyze different corporate communication strategies used for internal communication, stakeholder communication, and crisis management.
CO 5	Evaluate emerging trends, ethical issues, and technological developments in digital corporate communication.

Instructional Method:

The course delivery method will depend upon the requirement of content and needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory.

The internal evaluation will be done on the basis of the Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] Bovee, C. L., & Thill, J. V. (2021). *Business communication today* (15th ed.). Pearson.
- [2] Argenti, P. A. (2016). *Corporate communication* (7th ed.). McGraw-Hill Education.
- [3] Cornelissen, J. (2020). *Corporate communication: A guide to theory and practice* (6th ed.). Sage Publications.
- [4] McLean, S. (2010). *Business communication for success*. Flat World Knowledge.
- [5] Camilleri, M. A. (2021). *Strategic corporate communication in the digital age*. Emerald Publishing.



Suggested Assessment Guidelines:

SEE	Topic	Criteria	Marks	Description
1	Communication Process Explanation	Identification of Communication Elements	05	Student correctly identifies the key elements of communication such as sender, message, channel, receiver, and feedback in the given example.
		Explanation and Clarity of Example	05	Student clearly explains the communication situation and demonstrates understanding of how effective communication occurs in an organizational context.
2	Business Letter Writing	Content Relevance and Message Clarity	05	The letter clearly communicates the purpose of the message and appropriately addresses the given situation. The content is logical and relevant.
		Professional Format and Writing Style	05	The letter follows proper business letter format and maintains professional tone, grammar, and clarity in writing.
3	Digital Communication Planning	Selection of Appropriate Digital Platforms	05	Student identifies suitable digital communication platforms such as email, social media, or collaboration tools relevant to the given situation.
		Clarity and Practicality of Communication Plan	05	The communication plan is logically structured and clearly explains how the message will be effectively delivered through digital channels.
4	Crisis Communication Draft	Appropriateness of Response	05	The drafted message appropriately addresses the crisis situation and provides relevant information while maintaining organizational responsibility.
		Professional Tone and Clarity	05	The communication demonstrates professional tone, clear language, and structured message suitable for maintaining organizational reputation.
5	Ethical Digital Communication Scenario Analysis	Identification of Ethical Issue	05	Student correctly identifies the ethical issue involved in the digital communication scenario.
		Suggested Professional Response	05	Student proposes appropriate and responsible communication practices that align with ethical and professional standards.

