

Subject Code:1MS1010401	Subject Title: Business Correspondence
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1. Course Objectives: The main objective of this subject is to improve the writing and presentation skills for effective business communications. The student will compose, produce, and present effective business documents to meet industry values, apply critical evaluation techniques to business documents and demonstrate the importance of coherent, ethical communication principles in business and industry.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)			
				University Assessment		Internal Assessment	
				Theory	Practical	Theory	Practical
3	1	-	4	70 Marks	-	30 Marks	-

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Group Communication Meeting, Committees - Types of committees, Conference, Other Discussion groups - Seminar, Symposium, Panel discussion, Convention	12	25%
2	Report Writing Business report - Extension of business, Functioning of a firm, Starting of a new business, Grievances of workers, Minutes of meeting Accidents reports -Two wheeler/four and more wheeler) - Incidents: (Plane crash, Train burning, flood, Earthquake)	12	25%
3	Letter Writing Inquiry letter, Replies of Inquiry letter Order Letter, Replies of order letter Complaint, Claims and Adjustments of claim letters	12	25%

4	Letters of Application and Appointment and Other Personal Letters Application in response to a Newspaper advertisement for a Job, Application for the post of Salesman and Sales Manager, The Follow-up letter Calling candidate for Interview, After Interview letter, Letter of Appointment - Training Officer, Salesman, Sales manager Personal Letter- Reference Letter, Resignation letter and Memos	12	25%
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4. Suggested Readings

Books:

1. Essentials of business communication by Rajendra Pal & J.S.Korlahali, Sultan Chand & Sons, New Delhi.
2. Guide to Report Writing (Guide to business communication series) by Netzleyand Snow, Prentice-Hall, New Delhi.
3. Principal and Practice of Business Communication by Aspi Doctor and Rhoda Doctor, Sheth Publications, Mumbai.
4. Modern Business Organization by S. A. Sherlekar, Himalaya Publication House, New Delhi
5. Group Discussion and Public Speaking by K. Sankaran and Mahenmdra Kumar, M. I. Publications Agra.
6. Business Correspondence and Report Writing by R.C. Sharma and Krishna Mohan, Tata Mcgraw Hill Publishing Company, New Delhi.