



Semester: I	
Paper Name: Business Communication - I	
Type: Ability Enhancement Course	Code: A1BMS2315
Credit: 2	Full Marks: 50

LEARNING OBJECTIVES:

- To provide an overview of prerequisites to Business Communication.
- To put in use the correct practices of effective business writing

LEARNING OUTCOMES:

On successful completion of the course the learner will be able to

- Hone their writing skills as they are exposed to writing which are different than the creative writing.
- Understand the purpose of writing in a formal language and how it is different from creative writing.

DETAILED SYLLABUS:

Unit No	Unit Name	Topics (# Lectures)	
1	Definition of Communication	Nature and process of communication types and forms (verbal , non-verbal, formal and informal)	3
2	Business Letters	Quotations, Placing orders, Cancellation of orders, Application, Appointment, Letter of resignation, Complaints	3
3	Notice Writing	Writing of notices for General meetings, Clubs, Co-operative Societies	3
4	Definition of Meetings	Types of meetings, Rules, Definition of Agenda, Quorum, Chairman, Duties of Chairman	3
5	Unseen Precis Writing	Unseen passages with suitable title	2
6	Substance Writing	Unseen passages with critical note	2
7	Commercial Reports	Reports of Commercial Components, Journalistic Report	4

SUGGESTED TEXT BOOKS/ READING MATERIALS:

1. Bonee and Thill – Business Communication Essentials
2. Wren and Martin
3. Commercial English – K K Sinha
4. Shirley Taylor – Communication for Business
5. Secretarial Practice – S Sengupta
6. Dona Young – Foundations of Business Communication
7. Mastering Business English – Orient Longman