



Semester: II	
Paper Name: Business Communication - II	
Type: Ability Enhancement Course	Code: A1BMS2325
Credit: 2	Full Marks: 50

LEARNING OBJECTIVES:

- To provide an outline to effective Organizational Communication.
- To underline the nuances of Business communication.
- To develop Public Speaking

LEARNING OUTCOMES:

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

- Learn the entire process of acquiring a job with special reference to prepare resume. They learn the skills of appearing in an interview and being successful in it.
- To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.

DETAILED SYLLABUS:

Unit No	Unit Name	Topics (# Lectures)	
1	Importance of Communication	Communication Process and Barriers & Obstacles and Gateways to Communication	3
2	Communication	Writing of Advertisements, Display Advertisements, Writing of Press Releases	3
3	Basics of English Grammar	Vocabulary, Synonyms & Antonyms, Common Errors in English (Tenses & Prepositions) , Writing in more Professional Language, Words misspelt, Common Idioms	5
4	Commercial Letters	Import & Export letters, Banking letters, Insurance letters, Writing of Memorandum & Memo, Writing of Circulars, Adjustment letters	4
5	Tenders Writing	Writing of Commercial Tenders	2
6	Minutes Writing	Details grafting of Minutes of Companies, Process of conducting Meetings	3

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