

Unit I: Effective Writing: Mechanics of Writing, Sentence Linkers, Sequencing, Rephrasing, Correction of Sentences.

Unit II: Business Letters: Sales letters, Inquiry Letters, Reply to Inquiry Letters, Reminders.

Unit III: Language of Meetings: Writing Notices or Circulars, Agenda, Minutes of the meeting.

Unit IV: Report Writing: Short Reports, Writing Abstracts, Summaries,

Unit V: Business Report: Gathering Information, Organising Information, Drafting, Report Models, Proposals, Study Reports, Survey Reports.

Learning Support:

A) Recommended Text Book(s):

1. Business Communication – Meenakshi Raman, Mumbai University Press.

B) Recommended Reference Books:

1. Business Communication – Urmila Rai, Himalaya Publishing House

2. Effective Business Communication – Asha Kaul, Prentis Hall Of India Pvt. Ltd
