
BUSINESS COMMUNICATION – II

Course Objectives:

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

Learning Outcomes:

1. 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.
2. To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.

Detailed Syllabus:

Unit 1: Common errors of English tense and prepositions	(1L)
Unit 2: Synonyms and antonyms identical words	(2L)
Unit 3: Words confused and misspelt	(1L)
Unit 4: Writing of advertisements, press release	(1L)
Unit 5: Writing of tenders	(1L)
Unit 6: Writing in more professional language	(1L)
Unit 7: Writing of commercial reports	(1L)
Unit 8: Meetings and types and definition of meetings, agenda, quorum, minutes	(1L)
Unit 9: Some more types of business letters	(1L)

References:

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