

Course Name : **BUSINESS COMMUNICATION. (Common to DCP)**
Code : **6251**
Semester : **6**
Course category : **A**
Periods/Week : **6 (4+2)**
Periods/Semester : **84**
Credit : **5**

TIME SCHEDULE

Module	Topic	Periods
I	Meaning and Scope – Latest Communication Techniques	23
II	Commercial Correspondence	23
III	Various Types of Business Letters	19
IV	Banking & Insurance Letters, Government Letters	19

Course General Outcome

Sl.	Sub	Student will be able to understand
1	1	Various type of communication and Prepare Modern types of messages, Commercial Correspondence - Various types of Letters
2	2	To know business letters and its applications
3	3	To understand the correspondence letters
4	4	To understand bank correspondence

SPECIFIC OUTCOMES

Module 1:

1.1.0 Understand the concept of communication.

- 1.1.1 State the meaning and definition of communication.
- 1.1.2 List out the objectives of communication.
- 1.1.3 Describe the types of communication
- 1.1.4 Describe important ways to improve non verbal communication
- 1.1.5 Understand the barriers of communication.
- 1.1.6 List out the important barriers of communication

1.2.0 Recognize the characteristics of effective communication

- 1.2.1 State benefits of communication in today's global business environment
- 1.2.2 List eight phases of communication process.
- 1.2.3 List out business communication skill.
- 1.2.4 Explain how to improve business communication skill
- 1.2.5 Understand mastering interpersonal skill
- 1.2.6 Recognize various types of listening
- 1.2.7 Describe listening process
- 1.2.8 Explain overcoming barriers to effective listening

1.3.0 Understand visual and electronic media of communication.

1.3.1 Explain electronic media of communication.

1.3.2 Understand the meaning instant message and blog

1.3.3. Describe steps for creating successful E mail message

1.3.4. Describe creating effective blog and its application

Module 2:

2.1.0 Understand the business letters.

2.1.1 State the meaning and importance of commercial correspondence.

2.2.0 Explain the qualities of business letter.

2.2.1 Explain the essentials of good business letter.

2.2.2 List out the characteristics of business letter.

2.3.0 Understand the parts of business letter.

2.3.1 Outline the parts of business letter.

2.3.2 Describe each parts of business letter.

2.3.3 Construct business letters.

2.4.0 Understand the letters of Trade reference and their reply.

2.4.1 State the meaning of letters of trade reference.

2.4.2 Prepare letters of trade reference.

2.4.3 Prepare reply to trade reference.

2.4.4 Prepare letters of status enquiry and reply.

2.5.0 Understand letters of offers and quotations.

2.5.1 Construct letters of offers and quotations.

2.6.0 Understand the letter placing order, execution and cancellation.

2.6.1 Construct letters placing order.

2.6.2 Construct letters of execution of order, delay in execution, defective order.

2.6.3 Construct cancellation letters.

2.7.0 Understand complaints and adjustments letters.

2.7.1 Construct letters of complaints and adjustments.

MODULE 3

3.1.0 Understand collection letters.

3.1.1 State the meaning of collection letters.

3.1.2 State the need for collection letters.

3.1.3 Understand collection tools and series.

3.1.4 Construct collection letters.

3.2.0 Understand agency letters.

3.2.1 Draft letters between agent and principal.

3.2.2 Draft letters requesting an agency, appointing an agent and canceling agency.

3.3.0 Understand circular letters.

3.3.1 State the meaning and importance of circular letters.

3.3.2 Construct circular letters relating to establishment of business, introduction of new product, change in the price of the product, announcement with shifting of office to new premises, change in the establishment of partnership on admission, death and retirement of partner.

Module 4:

4.1.0 Understand bank correspondence.

- 4.1.1 State the circumstances for bank correspondence.
- 4.1.2 Draft letters to bank for opening current account.
- 4.1.3 Draft letters to bank for asking overdraft.
- 4.1.4 Draft letters to bank for cash credit facility.
- 4.1.5 Draft letters to bank for loan facility to construct house, purchase vehicles.
- 4.1.6 Describe letters of credit.
- 4.1.7 Draft letter of credit.
- 4.1.8 Draft letter for closing an account.

4.2.0 Understand the letters of insurance.

- 4.2.1 State the meaning of life insurance.
- 4.2.2 Draft letters seeking insurance policies, surrendering the policy, assignment of policy, seeking loan on the basis of life policy.

4.3.0 Understand Government correspondence.

- 4.3.1 State the importance of Government correspondence.
- 4.3.2 List out the correspondence using in Government offices.
- 4.3.3 Describe Govt. order, D.O. Lr, UO Notice, and Proceedings, Official letter.
- 4.3.4 Differentiate between official correspondence and business correspondence.

CONTENT DETAILS

Module I

Communication – Meaning and Definition – Objectives - Kinds or Methods of Communication - Non-Verbal Communication – ways to improve - Barriers – Importance – Benefits of Communication in – Communication process – Business Communication skill - Ways to improve – Mastering Interpersonal Skill – Listening process – Recognition – types - Overcome Barriers - Visual & Electronic Media of Communication – Explanation - E-mail - Steps for creation - Draft E-mail message – Instant Message - Blog - Steps for creating instant message.

Module II

Meaning of Correspondence - Commercial Correspondence – Meaning and importance – Essentials - Characteristics – Qualities – Parts of Business letter – Importance of Trade Reference Letter - Draft Letters - Offers and quotations – Draft letters – Meaning of enquiry – draft enquiry letters – Meaning of Orders - Contents of Order letter – Letters placing Order – Execution - Draft Letters – Cancellation – Refusal of an order – Complaints , Claims and Adjustments letters.

Module III

Collection Letters – Meaning - Collection Tools – Need - Statement of Account – Notification – Reminder – Persuasion and coercion letters - Agency letters – meaning – Requirements - Application for a Commercial Traveller - Circular letters – Meaning and importance – kinds of Circulars – Trade circulars - Circumstances – Draft circular letters under different circumstances.

Module IV

Bank Correspondence – Meaning and importance – Draft letters – opening current account - overdraft - cash credit facilities – asking loan for purchase and construction - closing of an account – Letter of credit - Insurance letters – Meaning and importance - Life insurance - Draft letters such as seeking insurance policy, surrendering of policy, assignment of policy , seeking loan from life policy – Government Correspondence – meaning and importance – Govt. Order – U.O.Note – Proceedings - Official letter – Format – Characteristics – Memos - D.O.Letter etc.

BOOKS RECOMMENDED

1. R.S.N.Pillai & Bhagavathy -Commercial Correspondence & Office Management – (S.Chand Publications)
2. A.N.Kapoor -Business Correspondence and Communication Skills : (S.Chand and Company)
3. R.S.N.Pillai & Bhagavathi -Modern Commercial Correspondence ; (S.Chand Publications)
4. Asha Kaul --Effective Business Communication : (PHI Learning Private limited)
5. Shirly Taylor and Leonard Gartside --Model Business letters : (Pearson Edn. Asia)
6. M.C.K. Nambiar --A Text Book of Commercial Correspondence : (S.Chand)
7. Varinder Kumar --Business Communication : (Kalyani Publications)
8. R.C.Bhatia --Business Communication – (Ane Books Private Limited)
9. P.D.Chaturvedi, Mukesh Chaturvedi -Business Communication (Pearson)
10. Raman Singh --Business Communication : (Oxford)