

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



NAAC Accredited-2015
'B' Grade (CGPA 2.62)

Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Business Correspondence

Name of the Course: M.Com. I (Sem.– I & II)

(Syllabus to be implemented from w.e.f. June 2020)

Course Objectives

The objectives of this course are:-

1. To give awareness about and to help develop the personality of the students.
2. To provide an overview of Prerequisites to Business Communication.
3. To put in use the basic mechanics of Grammar.
4. To provide an outline to effective Organizational Communication.
5. To underline the nuances of Business communication.
6. To impart the correct practices of the strategies of Effective Business writing.

Course Outcomes –

On completion of this course, the students will be able to

C01	To be familiar with the complete course outline/Course Objectives/Learning Outcomes/ Evaluation Pattern & Assignments
C02	To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
C03	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
C04	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization
C05	To draft effective business correspondence with brevity and clarity.
C06	To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
C07	To demonstrates his verbal and non-verbal communication ability through presentations.
C08	Explain the importance of Business Correspondence and describe the essential qualities of a good business letter
C09	Identify the various parts of a business letter; an recognize the different types of letters used in business.

BUSINESS CORRESPONDENCE		
SEMESTER -I		
Unit 1- Basic Principles of Communication:	<ul style="list-style-type: none"> • Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace, • Types and Channels of Communication: Introduction, Types of Communication, Classification of Communication Channels • The Nature of Business Communication: Introduction, Types of Business Communication, Communication Network in Organizations 	12
Unit 2- Developing Oral Business Communication Skills:	<ul style="list-style-type: none"> • Introduction, Advantages of Oral Communication, Oral Business Presentations • Reading Skills for Effective Business Communication: Introduction, what is reading? Types of reading, 	12
Unit 3- Internal Business Communication: Guidelines for Meetings:	<ul style="list-style-type: none"> • Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings • Internal Business Communication: Writing Memos, Circulars and Notices: Introduction, What is a Memo? Circulars and Notices 	12
Unit 4.- Internal Business Communication AND External Business Communication:	<ul style="list-style-type: none"> • Electronic Media and Shareholder Communication: Introduction, what is an Intranet? , Communicating through Email, Communication with Shareholders • External Business Communication – Writing Business Letters: Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters • Communication with Media through News Releases, – Writing Business Reports: Introduction, What is a Report? Types of Business Reports, Format for Business Reports, Steps in Report Preparation 	12
Unit5- Employment Communication –	Introduction, Writing a Resume, Writing Job Application Letters, Other Letters about Employment Introduction, What is a Group Discussion? Attending Job Interviews	12
		60

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