

Hours Per Week :

L	T	P	C
-	-	2	1

Total Hours :

L	T	P	WA/RA	SSH/HS	CS	SA	S	BS
-	-	30	5	40	5	8	5	-

Course Description and Objectives:

Aimed at improving written communication skills of undergraduate students and preparing them to meet professional challenges in the work spheres . This course works on the relationship between professional writing and a personality that is to meet the goals of an organization in creative and innovative ways.

Course Outcomes:

The student will be able to:

- write logical sentences and paragraphs, use appropriate diction, grammar and punctuation and to expose them to the world of business and business register.
- compose clear and concise business messages and to produce business documents for mailing to external recipients or intra-organizational circulation.
- speak business English for handling various business situations

UNIT-1

TEACHING WRITING : Elements of Technical Writing: Sentence structure - reducing verbosity arranging ideas logically – building coherence - paragraph level and document level - topic sentence - cohesive devices – transitional – paraphrasing – précis-writing. Mechanics of Writing: Stylistic elements – the rapporteur- the purpose- the reader (audience) -elementary rules of grammar-choice of diction - elementary principles of composition - matters of form – punctuation - conventions of business communication -language and tone - weak links in business correspondence - ethical concerns in business writing

UNIT-2

REPORTS : Parts of the Report: Writing an abstract - features of a good abstract – approach - compare and contrast - cause and effect. Types of Technical Reports : Drafting a technical proposal - formal and informal proposals - factual reports, feasibility reports, Survey reports – parts of a report - title page –declaration – acknowledgements – table of contents - abstract – introduction – conclusion – citations – references - appendices - oral reports and presentations

UNIT-3

LETTER-WRITING : Formal and informal letters - structure of formal letters – expressions of salutations, Introductory and concluding paragraphs - different types of letters - sales letter - complaint letter - adjustment letter - letter to the editor - covering letter - claim letter – letter of condolence.

UNIT-4

BUSINESS CORRESPONDENCE : E-mail – nature and scope - e-mail etiquette – Common Errors in composing e-mails – Quotations - Inviting quotations - sending quotations –placing orders. Office Communication - agenda - notice – circular. Effective Resume-Writing: Structure and presentation - defining career objective - projecting one's strengths and skill-sets. Summarizing - formats and styles - covering letter.

UNIT-5

BUSINESS PROPOSALS : Drafting business proposals - calculating profit and loss-averages - ratios and proportions – partnership - simple interest - compound interest - calculating volumes and areas. course of action - cause and effect- tdefinitions -verbal reasoning - numerical reasoning - working out justifications.

TEXT BOOKS:

1. Strunk and William, “Jr. *The Elements of Style*”,4th edition,2001.
2. Rozakis, Laurie, Ph.D. “*English Grammar for the Utterly Confused*”, McGraw-Hill, 2003.

REFERENCE BOOKS:

1. Sharma. C, “*Business Correspondence & Report Writing*”, Tata McGraw-Hill, 1978.
2. Kirkman, John, “ *Good Style: Writing for science & technology*”, Routledge Study Guides, 2nd edition,2000.
3. Monippally, Matthukutty. M., “*Business Communication Strategies*” ,11th reprint. Tata McGraw-Hill, 2001.