

Course Code: 11BB22C0/11BC22C4 Course Title: BUSINESS REPORT WRITING

Objective: To help students develop good written communication skills and to acquaint them with fundamentals of business writing.

Unit I: Basics of Communication: Verbal and Non-verbal Communication; Barriers to Communication

Unit II: Business Correspondence: E-mail Communication; Memo-Reports; Notice, Agenda and Minutes of Meetings

Unit III: Effective Writing: Report: Its Features: Types of Reports; Formal Reports; Gathering Information; Organization of the Material; Uses of Visual Aids; Writing Abstract and Summaries; Writing Definitions, Précis Writing, Mechanics of Writing.

Unit IV: Reading and Listening Skills: Note-making, barriers to effective listening, developing listening skills, Reading strategies, Developing reading skills

Unit V: Oral Presentation: Planning a presentation, Preparation, Body language, Audio Visual Aids, Active Engagement of Audience

Text Books:

1. Technical Communication by Meenakshi Raman and Sangeetha Sharma, Oxford University Press

Reference Books:

1. Business Communication, Meenakshi Raman & Prakash Singh, Oxford University Press
2. Business Communication – Urmila Rai & S M Rai, Himalaya Publishing House
3. Effective Business Communication – Asha Kaul, Prentice Hall of India Private Limited, New Delhi