

SRI VENKATESWARA UNIVERSITY
SKILL DEVELOPMENT COURSES
COMMERCE STREAM
FIRST YEAR - SECOND SEMESTER
(UNDER CBCS W.E.F. 2020-21)

BUSINESS COMMUNICATION

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

Learning Outcomes:

After successful completion of this course, students will be able to;

- 1. Understand the types of business communication and correspondence*
- 2. Comprehend the processes like receiving, filing and replying*
- 3. Acquire knowledge in preparing good business communications*
- 4. Acquaint with organizational communication requirements and presentations.*

SYLLABUS:

UNIT I : 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

UNIT III: 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication -Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities (04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearson Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
4. Websites on business communication

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MODEL QUESTION PAPER

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A

(Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit))

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

SECTION B

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit))

1.	
2.	
3.	
4.	
5.	

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