

**CORE COURSE – V – BUSINESS COMMUNICATION**

**UNIT – I**

Nature and scope of Business English – meaning, need and importance of Commercial correspondence – effective business letters – layout – Kinds of Business letters – language of a business letter – commercial terms and abbreviations.

**UNIT – II**

Letters of Enquiry – replies, offers and quotations – orders – execution – cancellation.

**UNIT – III**

Claims, complaints and adjustments – circular letters – status enquiries – collection letters.

**UNIT – IV**

Letters relating to Agency – Application for jobs – bank Correspondence relating to exports and imports.

**UNIT – V**

Drafting of Business reports – Press reports – market reports – speech writing.

**Text Books Recommended:**

1. Effective Business English and Correspondence by M.S. Ramesh and Pattenshetty – R.Chand & Company
2. Business Correspondence and report writing by Sharma and Krishna Mohan – TMH.
3. Business Communication by Rajinder Pal and Korla Halli – Sultan Chand & Sons.