

BUSINESS COMMUNICATION

1. Meaning of Communication – Objectives – Media – Barriers – Need and Functions of the Business Letter – Effective Business Letter – Language and layout of business letter – enquiries and replies – orders and execution – credit and status enquiries – claims and adjustments – collection letters – sales letters – circulars.
2. Banking correspondence – Insurance correspondence – Agencies correspondence – Application for appointment – correspondence of a company secretary – letter of allotment – letter of regret.
3. Meaning of report – principles governing the preparation of report – qualities of good report – functions of a report – business report – types of reports – reports by individuals – reports by committees or sub committees – directors reports – directors –reports – minutes Vs report – Drafting of resolutions and minutes of company meetings.
4. Drafting of company meeting notices-letters to the editor of newspapers-management information system – introduction – need, definition, objectives, component, differing information for different management levels, areas, stages of MIS Design guidelines for effective design, current trends.

REFERENCE:

1. Business Communication – Homai. Pradhan, Dr. Bhende
2. Business Communication Today – Courtland. L. Bovee, John V. Thill
3. Business Communication – Raymond. V. Lesilekar.