

VI SEMESTER : MAJOR PAPER 14. CO-OPERATIVE BUSINESS COMMUNICATION

- UNIT I : Introduction, Importance of communication in Co-operative Business and Management the Communication Process, Elements of good Communication.
- UNIT II : Kinds of business letters - Trade and replies - quotation - replies to trade references and status enquires - orders execution and collection or orders complaints, claims and adjustments.
- UNIT III : Precise writing - passages of economic and commercial importance - common errors and business writing.
- UNIT IV : Circular letters, memos and their use in different contexts - correspondence in relation to agencies, banks, insurances, exports and import business - application for appointment.
- UNIT V : Drafting of Business and market reports - drafting minutes of meeting - advertisement.

SUGGESTED READING:

1. Gatside : Modern Business Correspondence.
2. Stephenson : Principles and practice of Commerical Correspondence
3. Ramesh C.C : Effective Business English and Correspondence.
4. Pink and Thomas : English Grammar and Composition
5. Balasubramaniam : Business Communication
6. Nambion : Business Communication