

First AC III - Business Communication

- Unit 1:** Effective Business Communication – Basic forms of Communication – Internal and External Communication – Communication Barriers – Overcoming Communications Barriers.
- Unit 2:** Communicating Information – Finding, evaluating, processing information – communication through visual media – Communication through the fax, e. mail and – conferencing.
- Unit 3:** Kinds of business letters – Informal and formal letters, Job application, Business letters, Enquiry letters, Quotation letters, Order letters, Complaint letters, Claims and Adjustments.
- Unit 4:** Précis Writing – Passages of Economic and commercial importance, circular letter, memos – correspondence in relation to agencies, Banks, Insurances.
- Unit 5:** Report Writing – Drafting of Business and market reports – Feasibility report, Progress report, Evaluation report, Drafting of minutes of meeting.

References:

- 1) Lillian .H Chaney and Jeanett, S.Matin, *Intercultural Business Communication*, Prentice Hall, 2000.
- 2) Micnael H.Mescon, Bovee and John Thill, *Business To-day*, Prantice Hall, 2002.
- 3) Bovee, Thill and Schatzman, *Business Communication To-day*, Pearson Education, 2003.
- 4) K.R.Lakshminarayanan, *English for Technical Communication*, Scitech Publication (P) Ltd., 2001.