

SUBJECT : BUSINESS ENGLISH
SUBJECT CODE : HBBA

UNIT - I: Communication

Definition – Methods – Types – Principles of effective communication – Barriers to communication – Relevance and importance of Business communication - Four skills of language Acquisition – understanding spoken language – speaking – written Language – writing.

UNIT - II : Business letters

Kinds of Business Letters - Layout – Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT - III : Correspondence

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders – correspondence with Directors.

UNIT - IV: Reporting Writing

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT - V: E - Communication

Communication in a Globalised world after **LPG** (Liberalisation, Privatisation and Globaliation) –Modern forms of Communication - Fax - Email – Video Conferencing – Internet – Websites and their use in Business.

Recommended Books:

1. Rajendra Pal & J. S. Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Shirley Taylor, Communication for Business, Pearson Publications, New Delhi
3. Bovee, Thill, Schatzman, Business Communication Today, Pearson Education Private Ltd.,
4. Penrose, Rasbery, Myers, Advanced Business COmmunicaiton,
5. Simon Collin, Doing Business on the Internet, Kogan Page Limited, London
6. Mary Ellen Guffey, Business Communication – Process and Product, International Thomson Publishing, Ohio.
7. David Annousamy, The Language Riddle.
