

SEMESTER: IV

FC: 401: Business Correspondence (Foundation Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

Unit	Topics Covered	Wt.
	<p><u>Public speaking in Business:</u></p> <p>(A) <u>Process:</u></p> <ul style="list-style-type: none">- Overcoming fears- Selection of topic- Preparation of speech- Collection of information- Style of humor- Speech format- Importance of good memory- Setting the stage- Presentation skills- Personal presence and impression- Practice and rehearsal of delivery- Taking questions- Use of visual aids <p>(B) <u>Speeches:</u></p> <ul style="list-style-type: none">- Proposing a vote of thanks- Introducing the chief guest at a function- Speech at a college student well-come programme- Speech at a farewell function- Speech of introducing new product- Canvassing at a Union election meeting- Speech at a condolence meeting	30%
	<p><u>Report Writing:</u></p> <p>(A) <u>Business report:</u></p> <ul style="list-style-type: none">- Extension of business- Functioning of a firm- Starting of a new business- Grievances of workers- Minutes of meeting <p>(B) <u>Accidents:</u> (Two wheeler/four and more wheeler)</p> <ul style="list-style-type: none">- <u>Incidents:</u> (Plane crash, Train burning, flood, Earthquake) <p>(C) <u>Drafting of Advertisement:</u> (Not more than 25 words)</p> <ul style="list-style-type: none">(I) New commercial product(II) Promotion of sales	30%
	<p><u>Bank correspondence:</u></p> <p>Drafting of letter as a customer to the Bank regarding the following:</p> <ul style="list-style-type: none">- Request for stop payment of cheques- Request for changes in address and Transfer of amount from a Saving account to recurring account	10%

	<ul style="list-style-type: none"> - Complains regarding the errors in calculating interest and in the entries made in the pass book - Intimating the loss of a Debit card/ATM card/ Credit card 	
	<p><u>Practical viva-Voce</u></p> <ul style="list-style-type: none"> - Public speaking - Report speech - Group discuss on business activities - Dialogue delivery on management issues. 	30%

Reference Books:

1. Essentials of Business Communication, Rajendra Pal and J.S. Korlahalli, Sultan Chand and Sons, New Delhi
2. Guide to Report Writing (Guide to business communication series), Netzleyand Snow, Prentice-Hall, New Delhi
3. Principal and Practice of Business Communication, Aspi Doctor and Rhoda Doctor, Sheth Publications, Mubai
4. The Art of Public Speaking, Vijaykumar, Shree Publications
5. Group Discussion and Public Speaking, K. Sankaran and Mahenmdra Kumar, M. I. Publications , Agra
6. Business Correspondence and Report Writing, R.C. Sharma and Krishna Mohan, Tata Mcgraw Hill Publishing Company, New Dalhi