

B.COM
Semester IV
Business Communication II
(Business and Public Communication)
100 Marks – 75 Lectures

Course Objectives:

- To make students aware of their Constitutional rights and duties and how they can use their communication skills actively for the betterment of society
- To familiarize students with a basic understanding of the process of writing for business.
- To develop an ability to use writing in practical business and public situations.

UNIT I : (45 marks – 30 Lectures)

Using Right To Information Applications The activity will involve a project involving group work where students in groups of five will a) participate in workshops to understand the nature and function of RTI b) propose to ask an RTI of public importance which has to be vetted by the teacher. c) file the application before a public authority and follow it up d) if required file applications in appeal if information is not supplied e) prepare a report containing the findings of the RTI f) follow up of the information supplied by publicizing it at appropriate forums.

(30 lecture periods to be spent by the teachers. This need not be in a classroom but can be outside it in the library, and in meeting rooms. Therefore the time to be spent here need not be placed in a regular time-table but the meeting times may be kept separately.)

UNIT II : (15 marks-11 lectures)

Report Writing: Meaning, Importance, Types, Formats, Structure of long and short reports

UNIT III : (15 marks-11 lectures)

Personnel Letters and Interviews: Interview Skills, Job Applications and Creating Online and Offline CVs, Using Job Boards, Web Researching

UNIT IV : (9 Marks – 9 Lecture)

References and Testimonials, Appointment, Promotion and Resignation letters, Office Orders and Notices, Memorandums.

UNIT V : (8 Marks – 7
Lecture)
Business Letters: Purchase letters: Inquiry, Quotations, Orders, Tenders and Complaint & Sales Letters.

UNIT VI : (8 Marks – 7
Lecture)

Drafting of Representations / Petitions, Press Releases and Articles for the Press

Note: The RTI part of the course will be tested using continuous internal assessment. 50 % of the course will be judged on the quality and impact of the RTI application. The 5 remaining parts of the course will be judged on the basis of an SEE of 50 marks of 2 hour duration. This SEE should test the ability to write effective correspondence and reports and other documents.

Books for Study and Reference:

Right Information Act, 2005: A Primer, Tata McGraw Hill, 2006

How to Write Reports and Proposals, 2nd Edition, Viva Books Pvt Ltd, 2010.

Mastering Communication, 5th Edition, Nicky Stanton, Palgrave Macmillan, 2009.

Business Correspondence and Report Writing, R C Sharma, Krishna Mohan, Tata McGraw-Hill Education, 2010.

Business Letters for Busy People, 4th Edition, John A Carey, Barnes and Noble,

www.ebooks-share.net/business-letters-for-busy-people

www.rti.gov.in