

MVAC 101: BUSINESS COMMUNICATION - I

Total Hours: 30

Course Objective:

To form written communication strategies necessary in the workplace

Course Contents:

Unit I:

8 Hours

Introduction to Writing Skills; Effective Writing Skills; Avoiding Common Errors; Paragraph Writing; Note Taking; Writing Assignments

Unit II:

7 Hours

Letter Writing Types; Formats

Unit III:

7 Hours

Memo; Agenda and Minutes; Notice and Circulars

Unit IV:

8 Hours

Report Writing: Purpose and Scope of a Report Fundamental Principles of Report Writing; Project Report Writing

Text & References:

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge



Coordinator
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