

**Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for  
Second Year B.Com Semester – IV**

**Subject Name: - Business Communication-II**

**Subject Code: - 201- II**

**1. Objectives of the Course:**

- a. To understand the concept, process and importance of communication.
- b. To acquire and develop good communication skills requisite for business correspondence.
- c. To develop awareness regarding new trends in business communication.
- d. To provide knowledge of various media of communication.
- e. To develop business communication skills through the application and exercises.

**Medium of Instruction: English**

Unit No.	Unit Title	Contents	Skills to be developed
1	Report Writing and Internal Correspondence	Meaning and Significance; Structure of Reports; Negative, Persuasive and Special Reporting- <ol style="list-style-type: none"><li>1. Informal Report – Proposals;</li><li>2. Formal Reports;</li><li>3. Project Report</li><li>4. Introduction and Essential elements of Report writing.( Reporting for a meeting)</li><li>5. Organization of Press Report.</li><li>6. Office Memo (Memorandums)</li><li>7. Office Orders</li><li>8. Office Circulars</li><li>9. Form Memos or Letters</li><li>10. Press Releases</li><li>11. Import Export Trade Correspondence</li></ol>	<ol style="list-style-type: none"><li>i. To understand the Report Writing and Internal Correspondence.</li><li>ii. To understand office Correspondence.</li><li>iii. To study Import Export Trade Correspondence</li></ol>

<b>2</b>	<b>Recent Trends in Business Communication</b>	Internet: Email, Websites, <b>Social Media Network</b> (Twitter, Face book, LinkedIn, You tube, WhatsApp) , Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference, Video conferencing, Meeting through Zoom App, Google meet App ,Cisco Webex meetings App.	To understand the Recent Trends in Business Communication
<b>3</b>	<b>Types and Drafting of Business Letters</b>	<b>1)</b> Enquiry Letters <b>2)</b> Replies to Enquiry Letters <b>3)</b> Order Letters <b>4)</b> Credit and Status Enquiries <b>5)</b> Sales Letters <b>6)</b> Complaint Letters <b>7)</b> Collection Letters <b>8)</b> Circular Letters	i. To acquire the fundamental knowledge about types of Business Letters ii. To create ability among the students for Drafting of Business Letters
<b>4</b>	<b>Writing Formal Mails and Blog writing.</b>	4.1 : Essential elements of mail, Format of mail. 4.2 : Introduction and meaning of Blog, Writing a blog.	To understand the Writing Formal Mails and Blog writing.

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