

Course Title: Business Communications**Course Objectives:**

The purpose of this course is to improve the speaking and writing skills of the students with relevance to Business Communication. All types of letters, inquiries, reports and business dealings are essential components of this course. This course also introduces the students with Market terminologies and their practical application. The preparation of Curriculum Vitae and job application also enables the students to create an effective impression for the selection of appropriate posts.

Prerequisites:

The course requires the basic knowledge of writing skill of English language. The student should be able to speak and write down effectively without grammatical and spelling mistakes.

Course Contents:**Communication and its Importance:**

Objectives of Communication; Importance of Communication; Communication Flow

Communication Process:

Components of Communication

Barriers in Communication

How to Overcome These Problems

Kinds of Communication:

Verbal communication; Oral communication, Advantages & Disadvantages

Written communication, Advantages & Disadvantages

Non-verbal communication, Appearance, Kinesics, Proxemics, Chronemics, Para language, Silence,

Principles of Effective Communication:

Objectives, 7C's of Communication, Completeness, Conciseness, Consideration, Correctness, Clarity, Correctness, Courtesy

Process of Preparing Effective Message:

Stages to Plan The Message

Bad News Messages:

Strategies to Write Bad News Messages

Plan For Writing Bad News Messages

Parts of a Business Letter:

Essential parts, Non-essential parts

Forms and Style of Letters in Business:

Modified Block Form, Semi Block, Full Block, AMS Simplified Form, Hanging, Official Letters Style, Indented

Inquiries and Replies:

Plan For Inquiries, Plan For Replies To Inquiries

Order Letters:

Plan For Writing Order Letter, Confirmation Letter, Execution Letter, Refusal Letter, Cancellation Letter

Disputes, Complaints and Adjustments:

Causes For Writing Complaint Letter, Plan For Writing Complaints, Adjustment Of Complaints, Plan For Writing Adjustment Letter

Sales Letters:

Planning Successful Sales Letters, Function Of The Sales Letters, Distinction Between Sales Letters And Sales Promotion Letter, Writing Sales Letters

Collection Letters or Dunning Letters:

Purpose Of A Collection Letter, Stages Of Collection, Tone In Collection Letters, Factors In Successful Collections

Applications and other Employment Letters:

Essentials Of A Good Application, Structure Of An Application, Types Of Application, Curriculum Vitae, Application For Job

Official Letters:

Official Letters, Demi-Official Letters, Memorandum, Notification, Reminders

Business Reports:

Definition, Why Reports Are Written, The Kinds Of Reports, Essential Qualities Of A Good Business Report, Report Writing

Market Reports:

What Is A Market? Functions Of A Market, Classification Of Markets, What Is Market Report? Kinds Of Market Report, Essentials Of A Market Report, Importance And Advantages Of Market Report, Characteristics Of A Good Market Report, Important Market Terms

Teaching Methods: Lectures, discussions, quiz and assignments

Assessment Mechanism/Criteria

40% (40 Marks)	Internal Assessment by affiliated institution	*15Marks for Assignments, Quizzes and others **25 Marks for Mid-term Exam
60% (60Marks)	External Assessment by the Punjab University	Final Term Examination

Suggested Readings:

1. Atta-ur-Rehman Functional English, Furrkh & Brothers, Lahore
2. "J. Chilver", English for Business A Functional Approach, DP Publication Limited.
3. "Wren & Martin" High School English Grammar & Composition S. Chand & Company Limited.
4. "Michael Swan" Practical English Usage, Oxford University Press.
5. A.J. Thomson & A.V. Martinet, A Practical English Grammar.
6. "Robert E. Barry" Basic Business English, Prentice Hall Inc. Englewood Cliffs New Jersey.

Additional Readings: Newspapers, Internet