

**4th SEMESTER
GENERIC ELECTIVE**

ENG420G1: BUSINESS COMMUNICATION / TECHNICAL WRITING

CREDITS: THEORY: 4, TUTORIAL: 2

CONTENTS: THEORY (4 CREDITS)

Unit I:

- The Nature of Business Communication
- Types of Business Communication

Unit II:

- Business Correspondence: Placing Orders, Sales Letters, Memoranda, Notices, Minutes
- E-mail, Email Etiquette, Gadget Review , Information Transfer: Tables , Graphs and Charts

Unit III:

- Precis Writing, Report Writing, Abstracts , Summaries and Proposals
- Oral Presentation, PowerPoint Presentation, Video Conferencing, Social Networking

Unit IV:

- Writing Letters: Inquiry/ Complaint, Resume and Cover Letter
- Poster Making

SUGGESTED READING:

1. Dutt, Rajeevan, Prakash. *A Course in Communication Skills*. Foundation Books.
2. Lesikar, R V & Flatley, M.E. *Business Communication Skills for Empowering the Internet Generation*. TataMcGraw Hill Publishing Company Ltd. New Delhi.
3. Bovee, and Thill, *Business Communication Today*. Pearson Education.
4. Shirley Taylor, *Communication for Business*, Pearson Education.
5. Sudarshana, Savitha. *English for Technical Education*. Cambridge University Press.
6. Elango, Selvam, Priyadarshini. *Resonance: English for Engineers and Technologists*. Foundation Books. New Delhi.

TUTORIAL (2 CREDITS)

BASED ON ALL THE ABOVE 4 UNITS