

**UNIVERSITY OF MADRAS**  
**B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION**  
**SYLLABUS WITH EFFECT FROM 2020-2021**

**BBA-DSC03**

**CORE-III: BUSINESS COMMUNICATION**

**CREDITS:4**

**II SEM/I YEAR**

**Learning Objectives:**

1. To know the various types & usage of business communication
2. To keep students abreast about the modern forms of communication.

**UNIT I**

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

**UNIT II**

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular –Complaints.

**UNIT III**

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

**UNIT IV**

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

**UNIT V**

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

**Recommended Texts**

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons – New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications – New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd. – New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication -Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.-London.
6. Mary Ellen Guffey, Business Communication – Process and Product – International Thomson Publishing -Ohio.