

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>
<b>SEMESTER</b>	<b>1</b>
<b>COURSE TITLE</b>	<b>READING &amp; WRITING FOR BUSINESS</b>
<b>COURSE CODE</b>	<b>04SL0102</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 to read and interpret formal business writings such as reports, articles and reviews;
- 2 to know structures of formal business letters and reports;
- 3 to write formal business letters and reports;
- 4 to inculcate a taste for reading and writing habits pertaining to the world of business.

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
			0	30	20	25	25

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to business world</b> Reading a business case-study – “Tripping Along” by Deep Kalra from Stay Hungry Stay Foolish, Reading 3 business articles (general in nature) from the newspapers/magazines: “Paytm: the wonder wallet” from Forbes India., “Millennials: How They Live and Work” from Gallup., “The Right Culture: Not About Employees Happiness” from Gallup.	2
2	<b>Reading and writing for business</b> Reading business letters (of sales, inquiry, order, complaint, and adjustment), Writing business letters (Any two types), Reading a few short business reports, Writing a short business report	2
<b>Total Hours</b>		<b>4</b>

**Textbook :**

- 1 Business Communication, Raman M. and Singh P, Oxford University Press, 2011
- 2 Communication Skills, Kumar S. and Lata P, Oxford University Press, 2013

### References:

- 1 Kalra, Deep. "Tripping Along." Stay Hungry Stay Foolish, edited by Rashmi Bansal, IIM Ahmedabad, 2008, pp. 130-143
- 2 Raman M. and Singh P., Business Communication. 20th ed., Oxford University Press, 2011
- 3 Kumar S. and Lata P., Communication Skills. 6th ed., Oxford University Press, 2013
- 4 Murphy H., Hildebrandt H. and Thomas J., Effective Business Communication. Tata MacGraw-Hill, 2008.
- 5 Sharma R. and Mohan K., Business Correspondence and Report Writing. 4th ed., Tata MacGraw-Hill, 1998.
- 6 Lesikar R., Flatley M., Rentz K., Pande N., Business Communication. 11th ed., Tata MacGraw-Hill, 2009.

### Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	

### Instructional Method:

- 1 Theory

### Supplementary Resources:

- 1 Arakali, Harichandan. "Paytm: The wonder wallet." Forbes India, 16 Nov. 2016, <http://www.forbesindia.com/printcontent/44825>
- 2 Clifton, Jim. Millennials: How They Live and Work." Gallup, 11 May 2016, <http://www.gallup.com/opinion/chairman/191426/millennials-live-work.aspx>
- 3 Harter, Jim. "The Right Culture: Not About Employee Happiness." Gallup, 12 April 2017, [http://www.gallup.com/businessjournal/208487/right-culture-not-employeehappiness.aspx?g\\_source=WORKPLACE&g\\_medium=topic&g\\_campaign=tiles](http://www.gallup.com/businessjournal/208487/right-culture-not-employeehappiness.aspx?g_source=WORKPLACE&g_medium=topic&g_campaign=tiles)
- 4 <https://www.futurelearn.com/courses/workplace-english>
- 5 <https://www.coursera.org/programs/marwadi-university-an-i4hsi?collectionId=&currentTab=CATALOG&productId=xfSxZG3ZEeqZGA6nG5ejfQ&productType=course&showMiniModal=true>