



**Elective I: BBA, BBA (Hon.) BBA
(FM), B. Com. & B.Com(Hons)
Reading and Writing for Business**

Subject Code:04SL0102

Credit: 2

Semester: 1

Course Description

The course will inculcate skills of formal reading and writing for business among the students. Good reading skills play a vital role in decision making in response to a proposal or a report. Formal writing, on the other hand, enables one to express one's ideas, plans, aims and objectives on paper. The course will offer a number of classroom activities, assignments and tasks to ensure the inculcation of the aforesaid skills among the students.

Course Objectives

The course will enable the students:

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.

Unit 1: Introduction to business world

1. Reading a business case-study – “Tripping Along” by Deep Kalra from *Stay Hungry Stay Foolish*
2. Reading 3 business articles (general in nature) from the newspapers/magazines

- I. "Paytm: the wonder wallet" from Forbes India.
- II. "Millennials: How They Live and Work" from Gallup.
- III. "The Right Culture: Not About Employees Happiness" from Gallup.

Recommended Reading

Arakali, Harichandan. "Paytm: The wonder wallet." Forbes India, 16 Nov. 2016,
<http://www.forbesindia.com/printcontent/44825>

Clifton, Jim. Millennials: How They Live and Work." Gallup, 11 May 2016,
<http://www.gallup.com/opinion/chairman/191426/millennials-live-work.aspx>

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

Kalra, Deep. "Tripping Along." *Stay Hungry Stay Foolish*, edited by Rashmi Bansal, IIM Ahmedabad, 2008, pp. 130-143.

Unit 2: Reading and writing for business

1. Reading business letters (of sales, inquiry, order, complaint, and adjustment)
2. Writing business letters (Any two types)
3. Reading a few short business reports
4. Writing a short business report

Teaching Scheme

Teaching Scheme (Hours per week)	Evaluation Scheme					Total Marks	
	Practical	ESE	IA	CSE	Viva		Term Work
2 Hours		00	30	20	25	25	100

1. IA will consist of the following components (30 marks):

- a. **Assignments (20 Marks):** Students will prepare three assignments as following.

- 1) Letter: Write three letters on the given subjects (10 Marks)
- 2) Article: Write a business article on the given theme (05 Marks)

3) Report: Write a report on the given subject(05 Marks)

b. In-Class Participation (10 Marks)

2. CSE (20 marks):

a. **(Term Paper):** Students will write a paper on the given topic.

3. **Viva (25 Marks):** Viva will be conducted at the end of the semester. It will be based on the CSE, Term Work, Assignments and topics covered in the syllabus.

4. Term Work (25 Marks):

a. **(Term-End Presentation):** Students will make a presentation based on topics provided by the faculty, at the end of the semester.

Further Suggested Readings

1. Raman M. and Singh P., *Business Communication*.20th ed., Oxford University Press, 2011.
2. Kumar S. and Lata P., *Communication Skills*.6th ed., Oxford University Press, 2013.
3. Murphy H., Hildebrandt H. and Thomas J., *Effective Business Communication*. Tata MacGraw-Hill, 2008.
4. Sharma R. and Mohan K., *Business Correspondence and Report Writing*. 4th ed.,Tata MacGraw-Hill, 1998.
5. Lesikar R., Flatley M., Rentz K., Pande N., *Business Communication*.11th ed., Tata MacGraw-Hill, 2009.