INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER	1
COURSE TITLE	READING & WRITING FOR BUSINESS
COURSE CODE	04SL0102
COURSE CREDITS	2

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

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	0	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	**Introduction to business world** 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	**Reading and writing for business** 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
Total Hours		**4**

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. 4thed.,TataMacGraw-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

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