

**Course Code: - BBCS002**

**Title of Course: - Written Communication**

**Course credits: - (2 Credits)**

**Objective:**

At the end of the course, students will have competence in basic business writing, correspondence by way of official letters, reports, thinking laterally, generating creative ideas and writing creatively.

**Contents**

Language and Grammar (Effective Introductions, Common Grammatical Errors in Indian English, Subject-verb Agreement, avoiding 'sms' language) (10 Hrs.)

Essential Business Communications (Official Letters, Visiting Cards, Report Writing) (10 Hrs.)

Creative Writing (Lateral Thinking, Journal writing, PREP technique, Mind-mapping, Brain-storming) (10 Hrs.)

**Pedagogy**

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

**Suggested**

**Readings:**

1. Randolph Hudson and Bernard Selzer'Business Communication - Concepts and Application in an Electronic Age',Jaico Publishing, Latest edition
2. Francis Soundararaj, Speaking and Writing for Effective business communication, Macmillan, latest edition.
3. 'Developing Communication Skills' by Krishna Mohan and Meera Banerjee, Laxmi Publications, latest edition.
4. Edward de Bono, 'Lateral Thinking: Creativity Step By Step', Harper Perennnial, Latest Edition
5. Tony Buzan' How to Mind Map', Plume Publications, latest edition.