



**ALAGAPPA UNIVERSITY**  
(A State University Established in 1985)  
Karaikudi - 630 003, Tamil Nadu, India  
[www.alagappauniversity.ac.in](http://www.alagappauniversity.ac.in)



## DEPARTMENT OF ENGLISH AND FOREIGN LANGUAGES

**VALUE ADDED COURSES**

**BUSINESS COMMUNICATION**

### BENEFITS OF THE COURSE

Learning About the Importance of the Business Communication

Making a career Choice in the Bigger World of Business

Acquiring Knowledge of all Aspects of Business Communication

Making the Techniques of Business Communication

Development of Expertise to Draft Different Types of Business

**Co-ordinator:** Dr. S. Valliammai

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<b>Value Added Course – IV</b>	
<b>Hours : 30</b>	<b>Core</b>
<b>Course code:701VAC04</b>	<b>Business Communication</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To instill in the learners the significance of business communication in the context of globalization.</li> <li>• To develop in them the technique of writing different types of business letters and to train them in drafting agenda, minutes and reports.</li> <li>• To provide students with the skills and knowledge of communication in the business environment.</li> <li>• To provide an outline to effective Organizational Communication.</li> <li>• To impart the correct practices of the strategies of Effective Business writing.</li> </ul>
<b>Unit – I</b>	Introduction – Importance of Business Communication – Communication Goals – Techniques Problems – Obstacles to Communication – Types of Communication – Channels of Communication.
<b>Unit – II</b>	Structure of Business Letters – Layout of Business Letter – Types of Business Letter – Enquiry, Offers, Quotations, and Orders.
<b>Unit – III</b>	Trade References and Status Enquiries – Conformation and Execution of Orders - Refusal and Cancellation of Orders – Acknowledging Receipts of Goods and Making Payments – Complaints and Settlements – Collection Letters – Circular Letters.
<b>Unit – IV</b>	Agency Letters – Banking Letters – Insurance Letters, Drafting of Agenda and Minutes: Meaning – Types and Methods.
<b>Unit – V</b>	Reports: Types and Preparation – Speech Drafting – Occasions – Application for a Situation – Guidelines for Writing Essays – Sample essays.
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Students demonstrate their ability to write error-free while using correct Business Vocabulary &amp; Grammar.</li> <li>• Students can distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.</li> <li>• Students can draft effective business correspondence with brevity and clarity.</li> <li>• Students can develop their Critical thinking by designing and setting clean and lucid writing skills.</li> <li>• Students can demonstrate his verbal and non-verbal communication abilities through presentations.</li> </ul>

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