



Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada-10
(An Autonomous College under the jurisdiction of Krishna University)

Reaccredited at the level 'A+' by the NAAC

College with Potential for Excellence

(Awarded by UGC)

DEPARTMENT OF ENGLISH

Course Structure and Syllabi under CBCS

Sl No.	Semester	Course Code	Name Of The Subject	Teaching Hours	Credits
1	I Semester	23ENGSD 101	BUSINESS WRITING	2	2

BUSINESS WRITING

Semester-I

No. of Hours per Week: 2

No. of Credits: 2

Max. Marks: 50

External: 35 M

Internal: 15M

OBJECTIVE: The main objective of this course is not only to facilitate the learners to understand the fundamentals of business writing which include emails, memos, reports and letters with a focus on business contexts and environments but also ensuring clarity in writing for digital platforms like websites, social media and online communication.

COURSE OUTCOMES:

At the end of the course, the learners will be able to:

CO 1. Understand the fundamentals of business writing, including style, tone and language.

PO1

CO 2. Apply principles of effective communication in business letters and interoffice correspondence. **PO2**

CO 3. Understand and craft persuasive, well-organized business proposals and formal reports.

PO3

P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

DEPARTMENT OF ENGLISH

**BUSINESS WRITING SYLLABUS FOR B.A COURSE UNDER CBCS
SEMESTER-I (2023-24)**

Course Code: 23ENGSD 101

Time: 3 Hours

Title: Business Writing

Max. Marks: 50

Credits: 2

Unit 1: Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.

Unit 2: Memos and Interoffice Communication: Formatting and structure of memos, writing memos for various purposes like updates, announcements, and requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, responding to inquiries and complaints effectively.

Unit 3: Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, analyzing data and presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful business writing

Activities:

1. Writing Assignments: Regular business writing tasks covering different document types.
2. Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario.
3. Reports and Presentations: Preparing formal reports and presenting findings to the class.
4. Quizzes and Tests: Assessing understanding of business writing principles and grammar.
5. Class Participation: Active engagement in discussions, peer reviews, and activities.

Text Books:

1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc; 2nd edition (1 August 2002) ISBN-10: 1551803860 ISBN-13: 978-1551803869
2. Successful Business Writing - How to Write Business Letters, Emails, Reports, Minutes and for Social Media - Improve Your English Writing and Grammar: of Exercises and Free Downloadable Workbook by Heather Baker Publisher: Universe of Learning Ltd; Illustrated edition (1 March 2012) ISBN-10 : 1849370745 ISBN-13 : 978-1849370745
3. Business Correspondence and Report Writing, 6th Edition by R C Sharma, Krishna Mohan, Virendra Singh Nirban. Publisher: McGraw Hill Education (India) Private Limited. ISBN-10: 9390113008 ISBN-13 : 978-9390113002

Reference Books:

1. "The Essential Business Handbook: The Nuts & Bolts of Getting Up and Running Fast" by John Storey and Amelia Storey (Indian Edition)
- "The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting" by Kevin Wilson and Jennifer Wauson

COURSE TITLE: BUSINESS WRITING

Course Code: 23ENGSD 101

MODEL PAPER

Section-A

(15 Marks)

Answer any Three out of Five questions. Each question carries 5 Marks (At least ONE question from each unit) **(3x5=15)**

1. What are the characteristics of good business writing?
2. State the importance of tone and formality in email-communication.
3. Write a brief note on structure and components of a business letter.
4. How to use technology for efficient and impactful business writing?
5. What are the tips to write for websites?

Section-B

(20 Marks)

Answer any Two out of Four questions. Each question carries 10 Marks. (At least One question from each unit) **(2x10=20)**

1. What is the appropriate email etiquette to be executed in a professional environment?
2. What is the difference between the tone and style of the letter and a memo?
3. How can we use social media for business communication?
4. What elements must appear in the structure of every report and why?