



ADIKAVI NANNAYA UNIVERSITY: RAJMAHENDRAVARAM
Skill Course Syllabus (w.e.f:2023-24A.B)

Single Major
SKILL COURSE

SEMESTER-II

BUSINESS WRITING

Theory Credits: 2 2 hrs/week

Course Outcomes:

By the end of this course, students will be able to:

1. Understand the fundamentals of business writing, including style, tone, and language.
2. Produce well-structured and concise business documents, such as emails, memos, and reports.
3. Apply principles of effective communication in business letters and interoffice correspondence.
4. Craft persuasive and well-organized business proposals and formal reports.
5. Cultivate a professional and ethical approach to business writing.

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, 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.



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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)
2. "The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting" by Kevin Wilson and Jennifer Wauson



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MODEL QUESTION PAPER
Semester – II
SKILL COURSE
BUSINESS WRITING

Time: 2 hrs

Marks 50

SECTION-A

Answer All

3 X 10=30 Marks

1. a. What are the Principles of a Good Business Writing?

OR

b. What are the appropriate email etiquettes in Professional environment?

2. a. Write about the structure of memos?

OR

b. What the Different Types of Business Letters?

3. a. Write in detail about Formal Report writing?

OR

b. How can you Present Business writing for websites?

SECTION-B

Answer Any Four

4 X 5=20 Marks

1. What are the Misconceptions in Business Writing?

2. Explain E-Mail Tone in E-Mail Communication Process?

3. What are the various Purposes of MEMO's?

4. How will you complain against loss of Mobile phone?

5. Elements of Formal report writing

6. How can you Create impactful business writing?