

Programme Code:	BCCA			Programme Title	Bachelor of Commerce with Computer Applications	
Course Code:	21UCC6VA			Course Title	Batch :	2021-2024
Lecture Hrs./ Week Or Practical Hrs./Week	30	Tutorial Hrs./Sem	-	Value Added Course – Business Correspondence and Report Writing	Semester:	VI
					Credits:	2*

Course Objective

To inculcate the technique of writing Business Correspondence and Report Writing Styles

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO	Course Statement	Knowledge Level
CO1	Recall the principles behind letter writing	K1
CO2	Comprehend the steps involved in Business Correspondence	K2
CO3	Apply the technique in preparation of Sales Correspondence	K3
CO4	Analyze the Structure of E-mail Correspondence	K4
CO5	Evaluate the various styles of Report Writing	K5

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	M	L	M	M	H	M	M	M	M	H	L	M
CO2	H	M	H	H	H	M	M	H	H	H	M	M
CO3	H	H	H	M	H	M	H	H	H	M	M	H
CO4	H	H	H	M	H	M	H	M	H	H	M	H
CO5	H	H	M	H	M	H	L	H	H	H	M	M

Unit	Content	Hours
Unit - 1	Principles of Letter Writing: Nature, Principles and Functions – Structure and Planning of Letters: Elements of Structure, Steps in Planning – Quotation, Orders and Tender Correspondence.	10

Unit - 2	Sales and Circular Letters – Claims and Adjustment Letters – Credit and Collection Letters – Banking and Insurance Correspondence – E-Mail Correspondence.	10
		21UCC6VA
Unit - 3	Report Writing – Structure and Layout of Reports – Planning and Preparation – Elements of Style – Writing the Report	10

Pedagogy and Assessment Methods:

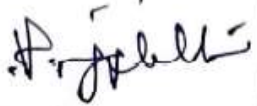
Power point Presentations, Seminar ,Quiz, Assignment, Experience Discussion

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	R.C.Sharma, Krishna Mohan and Virendra Singh Nirban	Business Correspondence and Report Writing – A Practical Approach to Business and Technical Communication	6 th Edition, McGraw Hills Publication India (Pvt Ltd), Noida,	2020

Reference Books

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	S.Marwah	Business Correspondence and Report Writing	First Edition, Anmol Publications Pvt.Ltd	2010
2	Dr.C.B.Gupta	Business Correspondence and Reporting	Taxamann Publisher	2018

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature Dr. T. Vijaya Chithra	Name and Signature Dr.P.Archanaa	Name and Signature Prof. K. Srinivasan	Name and Signature Dr.R.ManickaChezian
 Signature:	 Signature:	 Signature: K. SRINIVASAN, M.C.A., Co-ordinator	 Signature: Dr. R. MANICKA CHEZIAN, M.Sc., M.S. Ph.D. Controller of Examination

Curriculum Development Cell (CDC)
NGM College (Autonomous)
Pollachi - 642 001.

NGM College (Autonomous)
POLLACHI - 642 001.