

**SYLLABUS**  
MANONMANIAM SUNDARANAR UNIVERISTY,  
TIRUNELVELI-12

**CERTIFICATE COURSE IN  
BUSINESS COMMUNICATION**

<b>Subject Status</b>	<b>Subject Title</b>	<b>Subject Code</b>
Core	Business Communication	BCT1
Core	Spoken English	BCT2
Core	MS – Word	BCT3
Practical	Language Lab	BCL1
Practical	MS – Word Lab	BCL2
Project	Project	BCP1

# **BUSINESS COMMUNICATION**

## **Unit – 1**

Importance of communication in business – Types of communication Barriers of communication – Principles of effective communication.

## **Unit – 2**

Structure of the Business Letter – Essentials of a good business letter – Curriculum vitae – Applications.

## **Unit – 3**

Grammatical background and sentence building – The parts of speech – Kinds of sentence – Structure of the sentence – Characteristics of a good sentence.

## **Unit – 4**

Trade inquiries and replies – Orders – Orders for goods – Orders form – Cancellation – Change of conditions – Terms used in Quotations – Inability of execute orders.

## **Unit – 5**

Methodology of preparing a Report – Essentials of a good report.

## **Text Book**

1. Business Correspondence, Minutes and Reports by J.C. Bahl & S.M. Nagamia
2. Modern Business Correspondence by Gartside
3. Business Correspondence and Report writing by R.C. Sharma & Krishna Mohan

# **SPOKEN ENGLISH**

## **Unit – 1**

Listening for gist / main ideas / specifics – Listening to a story / poem / lecture / speech / dialogue. Etc.

## **Unit – 2**

Introduction to Phonetics

## **Unit – 3**

Describing a person / a thing / an event

## **Unit – 4**

Making effective speeches

## **Unit – 5**

Common pitfalls in Spoken English

# **MS – WORD**

## **Unit 1 - Introduction to Computer :**

What is computer – Generation of Computers – Components of a Computer – Input Devices – Output Devices – Primary Memory – Secondary Memory – CPU – Operating System – Introduction to Application Software.

## **Unit 2 – MS Word Basics :**

Crating Word Document – Editing Word Document – Applying Text Enhancement – Aligning and Formatting – Adding Bullets and Numbering, Symbols and Date and Time – Replacing and Checking Text – Printing a Document.

## **Unit 3 – Advanced Formatting Techniques :**

Formatting Pages – Formatting Sections – Using Page Numbers – Header and Footer – Using Columns – Constructing Tables – Creating Outlines.

## **Unit 4 – Mail Merge :**

Understanding Mail Merge – Creating a new Data Source in Word – Entering, Editing and Managing Records – Merging Documents – Specifying Records to Merge – Creating Catalogs and Lists – Creating Envelopes and Labels.

## **Unit 5 – Working with Forms :**

Designing a Form – Adding Field Controls – Protecting and Using the Form – Using Footnotes and Endnotes – Using Bookmarks – Indexing for Reference – Generating a Table of Contents – Creating a Master Document – Saving Multiple versions of a Document Inserting Comments. Highlighting Text Protecting Documents – Routing Documents.

## **Text Book**

1. Microsoft Office 2000 by Gini Courter and Annette Marquis – BPB Publications (ISBN 81-7656-083-9) pages (29 – 179)

# **LANGUAGE LAB**

1. Listen to the way your friends pronounce English and list out some of the common errors.
2. Describe orally an accident you have witnessed.
3. Describe orally a festival you have attended.
4. Introduce a VIP.
5. Make a speech on a specific topic given.

## **MS – WORD LAB**

1. Create and save a Word document inside a Folder named by your name.
2. Write a Complaint Letter to the Principal with a neat format
3. Create an Invitation Using MS – Word.
4. Create a Calendar by using the Table facility and other Table formatting supported by MS-word.
5. Create a Time Table by using the Table facility and other Table formatting supported by MS-Word.
6. Create a student Bio-Data using MS-Word.
7. Create a Document to demonstrate Header, Footer, Bookmark, Footnotes, Endnotes and spell check.
8. Create a Document that Demonstrate how to include Mathematical Equations and Symbols inside a word document.
9. Create a cover page by using MS – Word.
10. Demonstrate Mail Merge facility supported by MS – Word.

## **PROJECT**

1. Barriers to Communication between two sets / Groups of People (or) Analysis of Effectiveness of application letters.