# ANDHRA KESARI UNIVERSITY



#### SKILL COURSE

### w.e.f. AY 2023-24

#### SEMESTER-II

### **BUSINESS WRITING**

Theory

Credits: 2

2 hrs/week

### Course Outcomes:

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

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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.

D. M. SREENIVASA CHARYULU CHARMAN B.O. S. CHARYULU CHARMAN B.O. S. CHARYULU CHARMAN B.O. S. CHARYULU CHARMAN B.O. S. CHARYULU

在中国的特殊的人,在特殊的人的人,不是在大学的 tt Books:

1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc.

1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc. Business Writing Business by Julia Business I etters Day to Write Business I etters Day to Wr Text Books:

2nd edition (1 August 2002) 15D14-16.

2nd edition (1 Aug Successful Business Writing - How Your English Writing and Grammar: of Minutes and for Social Media - Improve Your English Writing and Grammar: of Minutes and for Social Media - Implementation of March 2012) ISBN-10: 1849370745 ISBN-10: 184937075 ISBN-10: 1849370 ISBN-10: 1849370 ISBN-10: 1849370 ISBN-10: 184937 Exercises and Free Downloadable (1 March 2012) ISBN-10: 1849370745 ISBN-13 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 Rightisher: McGraw Hill Education (India) Business Correspondence and Topolisher: McGraw Hill Education (India) Private 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 flame and the allocations of the decimal states are the control of the con

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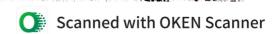
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## ANDHRA KESARI UNIVERSITY-ONGOLE, PRAKASAM DISTRICT Skill Courses Programme from the Year 2023-24 Onwards Course: Business Writing, Semester-II

Total Marks: 50 Time: 2 Hours SECTION A Answer any four of the following out of Eight questions 4X5=20 Marks 1. 2. 3. 4. 5. 6. 7. (Note: Each unit carrying at least two questions) Answer any Three Questions of the following 3X10=30 Marks Unit - I 9. or 10. Unit-II 11. or 12. Unit-III 13. or

14.