

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

**DEPARTMENT OF ENGLISH**

**Course Structure and Syllabi under CBCS**

<b>Sl No.</b>	<b>Semester</b>	<b>Course Code</b>	<b>Name Of The Subject</b>	<b>Teaching Hours</b>	<b>Credits</b>
<b>1</b>	<b>I Semester</b>	<b>23ENSDL101</b>	<b>BUSINESS WRITING</b>	<b>2</b>	<b>2</b>

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

**DEPARTMENT OF ENGLISH**

**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**



**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)**

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

**Course Code: 23 ENGSDT01**

**Time: 3 Hours**

**Title: Business Writing**

**Max. Marks: 50**

**Credits: 2**

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

**MODEL PAPER**

**COURSE TITLE: BUSINESS WRITING**

**Course Code: 23ENSDL101**

Max. Marks: 35

Max. Time: 120 Mins

**Section-A**

**Answer any Three out of Five questions. Each question carries 5 Marks ( 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**

**(2x 10=20 Marks)**

**Answer any Two out of Four questions. Each question carries 10 Marks**

6. What is the appropriate email etiquette to be executed in a professional environment?
7. What is the difference between the tone and style of the letter and a memo?
8. What elements must appear in the structure of every report and why?