

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR**  
**MBA II Semester**

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**(17E00209) BUSINESS COMMUNICATION LAB**

**Aim:** Aim is to enable students understand how to write business letters and improve Written Communication

**Learning Outcome:** At the end of the course, students will be enabled with the following skills.

- English language skills for effective written business communication ('s).
- Will be able to understand how to write project report.

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**1. Business Writing:** Introduction, Importance of Written Business Communication, Direct and Indirect Approach to Business Messages, Five Main Stages of Writing Business Messages. Practice Exercises.

**2. Business Correspondence:** Introduction, Business Letter Writing, Effective Business Correspondence, Components of Business Letters, Kinds of Business Letters, Writing Effective Memos. Practice Exercises.

**3. Instructions:** Introduction, Written Instructions, General Warning, Caution and Danger, Oral Instructions. Practice Exercises.

**4. Business Reports and Proposals:** Meaning of Reports, Parts of a Report, Steps in writing an effective Business Report

**5. Careers and Resumes:** Introduction, Career Building, Electronic and Video Resumes and Write your resume to market yourself.

**Textbook :**

- Meenakshi Raman and Prakash Singh, Business Communication, Oxford.
- Lesikar: Basic Business Communication, TMH.

**References:**

- Stephen Bailey, Academic Writing for International Students of Business, Routledge.
- David Irwin: Effective Business Communications, Viva-Thorogood.
- Rajendra Pal, J S KorlahaHi: Essentials of Business Communication: Sultan Chand & Sons,
- Sailesh Sengupta, Business and Managerial Communications, PHI.