

**SRI VENKATESWARA UNIVERSITY : TIRUPATI**  
**Courses Offered for All Groups**  
**LIFE SKILLS COURSES**  
**w.e.f. AY 2023-24 (SEMESTER-II)**  
**SKILLCOURSE**  
**BUSINESSWRITING**

Theory

Credits: 2

2hrs/week

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**Course Outcomes:**

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

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;

Writing Clear and Concise Emails:

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.

Structure and components of a business letter

**Unit 3: Business Proposals and Reports:**

Business reports – Formal report writing

Structure of reports – kinds of reports

Qualities of good report writings

Business writing for websites, Social media and online communication

**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

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**SKILLCOURSE**

**FORMAT OF MODEL QUESTION PAPER**

**SKILLCOURSE**

**BUSINESSWRITING**

**Time: 1½hrs**

**Max. Marks 50**

**Section A**

***Answer any Five of the following 5 X 10 = 50 M***

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.