

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma in Commercial Practice

Semester: 3

Subject Code

Subject Name BUSINESS COMMUNICATION - III

Sr. No.	Course content
1.	CIRCULAR LETTERS: Meaning, Characteristics, Advantage & Occasions of circular letters, Letters on following occasions. a) Change of place of Business/ Premises. b) Opening a new branch. c) Introducing a new product. d) Appointment/ Removal of agents. e) Admission & retirement of a partner.
2.	SALES LETTERS Meaning, Characteristics, Important Essential, Objectives and different types of Sales Letters.
3.	COLLECTION LETTERS Meaning & Types of collection letters like reminder, Discussion, self Interest and warning.
4.	BANKING CORRESPONDANCE. i) Customers to Bank ii) Bank to Bank (Inter-banking, only customer, credit reports) iii) Bank to customers.
5.	BUSINESS REPORTS Meaning, characteristics, Objectives, structure & types – Individual reports – on Sales performance, Employee and Branch performance and on Labor Trouble in the concern

LABORATORY EXPERICNECS :

1. Study & Practice of drafting circular letters and prepare two exercises.
2. Study and Practice of Drafting sales letters and prepare three exercises.
3. Study and Practice of Drafting collection letters and prepare two exercises.
4. Study and Practice of Drafting Banking correspondence letters and prepare two exercises.
5. Study and Practice of Drafting Business Reports letters and prepare two exercises.

REFERENCES BOOK :

1. Essential of Business Communication
 - Pal & Korlahali
 - Sultan Chand & Sons – New Delhi
2. Business Communication
 - Rai & Rai
 - Himalaya Publishing House Mumbai
3. The Craft of Business letter writing
 - Monipally
 - Tata Mcgraw Hill Publishing Co. ltd
4. Business correspondence and report writing
 - Sharma
 - Tata McGraw Hill Publishing Co. ltd