

MANNAR THIRUMALAI NAICKER COLLEGE

PASUMALAI, MADURAI- 625 004

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Re-accredited with 'A' Grade by NAAC)



Part – II English

SYLLABUS AND REGULATIONS

UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)
(For those who joined during 2018-2019 and after)



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
DEPARTMENT OF B.COM (CORPORATE SECRETARYSHIP)
(For those who joined in 2018-2019 and after)

Programme : B.Com (CP)
Semester : III
Sub Code : 19UBEG31

Part II : English
Hours : 06
Credits : 03

ENGLISH – III: BUSINESS ENGLISH – III

Course outcomes	
<p>CO1: Know the Electronic forms of Communication. CO2: Train the students in preparing Resumes and to provide them required skills for effective resume writing. CO3: This paper will help students to frame Phrases and clauses. CO4: Motivate them to write composition regarding various taxes. CO5: Know the correspondence of Direct and indirect taxes.</p>	
UNIT I	<p>: Modern forms of Communication: Internet- Word Processing- Electronic Mail (E Mail) - Voice Mail -Cellular Phones and Paging Devices -Fax (Facsimile) - Video Conferencing - Multimedia - Telephone Answering Machine.</p>
UNIT II	<p>: Interview: Introduction, General features of interviews - Stages of interview - Types of Questions - Conducting the interview - types of interviews - Guidelines for effective interview -Preparing for job interview - conducting yourself during the interview - Evaluation criteria - Communicating after interview - Specimen letters - Research interviews.</p>
UNIT III	<p>: Public Relation Letters: General Guidelines - types of goodwill messages - Congratulatory messages - Thank you notes - Sympathy Notes - Appreciation- Seasonal Greetings. Advertising: Classified Advertisements - Essentials of a good classified Advertisement- Specimen Classified Advertisement - Situations Vacant - Real estate- Automotive - offering services Direct Mail Advertising -Specimen Direct Mail.</p>
UNIT IV	<p>: GRAMMAR: 1. Phrases and Clauses.2.Concord.</p>
UNIT V	<p>: COMPOSITION: 1.Correspondence relating to Income Tax.2. Excise Law 3. Sales Tax.</p>

Text Book

1. Urmila Rai and S.M.Rai, **Business Communication, Himalaya Publications House, New Delhi.**
2. Varinder Kumar and Bodh Raj, **Business Communication, Kalyani Publication, New Delhi**
3. S. Karthikeyan and Dr.Radha, **Business Communication, Prasanna Publishers & Distributors, Chennai.**

Reference Books

1. Emerald English Grammar and Composition, G.Radhakrishna Pillai, Emerald Publishers..
2. K.Chellappan, **Creative Communication**, Emerald Publishers, Chennai, 2008.



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Programme : B.Com (CP)
Semester : IV
Sub Code : 19UBEG41

Part II : English
Hours : 06
Credits : 03

BUSINESS ENGLISH - IV

Course Outcomes	
<p>CO1: understand the aspects of correspondence of a company Secretary. CO2: train the students to prepare Job Application and Promotion Letters. CO3: get Knowledge in preparing Notice of Agenda and Minutes. CO4: Motivate them to use Punctuations and writing Memos and Notes. CO5: Realize the rules and regulation of writing Memo, Notes and Circular.</p>	
UNIT I	: CORRESPONDENCE OF A COMPANY SECRETARY: Introduction - transfers and Transmission of Shares - Various Specimen Letters.
UNIT II	: PERSONAL CORRESPONDENCE : Job Application letters, Resumes - Employment Letters - Confirmation, Promotion and Termination letters - Show cause notices and Charge sheets.
UNIT III	: COMMUNICATION PERTAINING TO COMPANY MEETINGS: Notice of Agenda - Minutes - Tenders - Public Notice - Telegrams.
UNIT IV	: GRAMMAR 1. Synthesis and transformation. 2. Punctuations.
UNIT V	: COMPOSITION 1. Memo Writing. 2. Notes Writing. 3. Drafting Circular.

Text Book

1. Varinder Kumar and Bodh Raj, **Business Communication**, Kalyani Publishers, Mahalakshmi Street, T.Nagar, Chennai – 600 017.
2. G. Radhakrishna Pillai, **Emerald English Grammar & Composition**, Emerald Publishers, Chennai, 2008.

Reference Books

1. Urmila Rai and S.M.Rai, **Business Communication**, Himalaya Publishing House, Ramdoot' Dr.Bhalerao Marg, Girgaon, Mumbai – 400 004.
2. K.Chellappan, **Creative Communication**, Emerald Publishers, Chennai, 2008