

4609 - MANAGERIAL & ADMINISTRATIVE COMMUNICATION-I									
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)				
Lectures	Practical	Credits			Theory		Practical Ex.	Total	
5	-	5	25		3Hrs.	100	-	125	
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
-		MOP		75	25	100	25	-	125

RATIONALE: People say that 90% of office workers, working day is spent in some form of communication and that is why this course is introduced in this programme to improve and enrich the abilities of students in communicating effectively at all the levels.

COURSE CONTENTS		Hrs	Mks
1. ESSENTIALS OF LETTER		7	10
Essentials of good letter and the structure of various types of letters in Business and in Government.			
2. CIRCULAR LETTERS		13	15
On change of office address, On power of Attorney given and cancelled, On appointment of a sole distributor, On opening of new branch, On adding a new line of business.			
3. TRADE ENQUIRIES		12	15
1. Trade Enquiries for quotations, catalogues, Price lists & terms and conditions for an agency. 2. Replies to the Enquiries.			
4. ORDERS		12	15
1. Placement of orders for supply with necessary instructions including advance payment. 2. Execution of order and forwarding of documents. 3. Amendments, etc in the order after placement			
5. LETTERS		16	20
1. Demi-official letter in Govt. and in Business. 2. Acknowledgement letter of consignment. 3. Complaints letter for faulty consignment & claims. 4. Payments for outstanding dues request letter. 5. Reminders for payment letter.			
6. ADMINISTRATIVE CORRESPONDENCE IN GOVERNMENT		20	25
Inter-departmental notes, Office Memorandum, Notifications, Press note, Notice inviting tenders, Notices, Agenda, And minutes of meetings (other than corporate meeting)			
Total		80	100

NOTE: Questions must be set on real life letter writing, hence the situation is to be provided in the problem. Adequate alternatives (internal choices) should be provided in the paper.

REFERENCE BOOKS

1. Doctor & Doctor: Business Correspondence.
2. Sharma & Mohan: Business Correspondence & report writing.
3. Nagamiya & Behl: Commercial Correspondence.