

**B.Com. III  
Semester VI  
C.C. English (Higher Level) Paper VI  
Computer Code 610601  
4 credits**

**Objectives :** By the end of this semester, the student should be able to:

1. Respond to socially relevant issues.
2. Write official reports
3. Prepare press releases and handouts.
4. Understand the role and importance of Public Relations in a business organization.

Unit	Topic	Weightage %	Lecture
1	Developing reading, analytical and linguistic skills and sensitizing the student to gender issues through the study of short stories. Stories – 10, 11, 12, 13 and 17 from the Inner Courtyard.	50	30
2	Business Correspondence: Report Writing – individual, and Committee with covering letters	25	15
3	Business Requirements: Press Releases (with covering letter)/Handouts/Role and Function to PR.	25	15

**Prescribed Text:**

The Inner Courtyard – edited by Lakshmi Holmstrom, Rupa Publications, 2006

**Recommended Books**

1. Business Communication – Urmila Rai and S.M. Rai, Tenth Edition, 2008. Himalaya Publishing House.
2. Communication for Business – Shirley Taylor, Longman Pearson Education, 2004.
3. Principles and Practice of Business Communication – Aspi Doctor and Rhoda Doctor, Sheth Publishers.
4. Communication Skills – Lina Sen, Prentice Hall of India, New Delhi, 2008.
5. Business Communication Today – Bovee, Thill, Schatzman: Pearson Education, Seventh Edition.