**DIRECTORATE OF DISTANCE EDUCATION**

**INTEGRAL UNIVERSITY, LUCKNOW**

**Subject Name: Business Ethics & Communication**

**Subject Code: B.COM- 106 Paper Code: BEC/B**

**(W.e.f. JULY 2018 Session)**

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| **UNIT-1** | **BUSINESS ETHICS**   * Introduction * Background of ethics * History of business ethics * What is business ethics * Importance of Business Ethics * Characteristics of Business Ethics * Principal of Business Ethics * Elements of Business Ethics & Management * Function of ethics officers * Advantages of Managing Ethics in Workplace * Challenges in Business Ethics * General business ethics Issues * Ethics in Human Resources * Ethics in Marketing * Ethics of Production |
| **UNIT-2** | **BUSINESS COMMUNICATION**   * Introduction * Concept of Communication * Business communication * Need for improving English Language Skills * Characteristics of Communication * Importance of Communication * Means of Communication * Requirements of Effective Written Communication * Process of Communication * Principals and Essentials of Communication * Types of Communication * Barriers to Communication |
| **UNIT-3** | **ESSENTIALS OF GOOD ENGLISH**   * Introduction * Introduction -Enriching Vocabulary * Synonyms * Antonyms * Grammar and Its Usage * Tense * Sentence Construction * Spellings And Pronunciation * Stress And Rhythm * Prefixes And Suffixes |
| **UNIT-4** | **BUSINESS CORRESPONDENCE-I**   * Introduction * Introduction –Human Resource Correspondence * Job Applications * Resume * Goodwill Letters * Congratulatory Letters * Introduction- Purchase Correspondence * Enquiries * Industrial Enquiries * Replies to Industrial Enquiries * Introduction – Sales Correspondence * Strategic Marketing * Essential Components of Various Advertisements * Advertisement Today |
| **UNIT-5** | **BUSINESS CORRESPONDENCE-II**   * Introduction - Accounts Correspondence * Invoice * Delivery Challans * Statement of Account * Credit/Debit Notes * Collection Letters * Banking Correspondence * Insurance Correspondence * Provident Fund Correspondence * Correspondence with Postal Authorities * Correspondence with IT and Corporates |
| **UNIT-6** | **ADMINISTRATION**   * Introduction-Telegraphic Messages * Advantages of Telegraphic Messages * General Rules for Composing Telegram * Drafting a Telegram * Formats of Writing Telegrams * Letters and Telegrams * Messages through Electronic Media * E-mail * Features of an E-mail * Drafting E-mail Messages * Important tips for Writing an E-mail * Fax Messages * Fax v/s Telex Machines * Short Messaging Service |
| **UNIT-7** | **INTER DEPARTMENTAL COMMUNICATION**   * Introduction to Inter –Departmental Communication * Memorandum * Memo Forms * Memo Reports * Office Circulars * Specimen Office Circulars * Office Orders * Specimen Office Orders |
| **UNIT-8** | **PREPRATION OF PRESS RELEASES**   * Introduction * Press Release vs. Press Report * Essentials of a Press Release * Dispatch of Press Release * Covering Letters * Different Types of Press Releases * Corporate Appointments * R&D Breakthrough * Awards * Study-Findings * New Services * Unfavourable Development |
| **UNIT-9** | **E-CORRESPONDENCE** |

* Concept of E-Correspondence
* What is the Web?
* What is the Internet?
* What is E-Correspondence?
* E-mail
* History of E-mail
* Features of E-mail
* Electronic Mail System
* Email Etiquette
* Advantages and Disadvantages of Email
* Points to Remember
* Intranet