



JECRC Foundation



**JAIPUR ENGINEERING COLLEGE
AND RESEARCH CENTRE**

JAIPUR ENGINEERING COLLEGE AND RESEARCH CENTRE

Year & Sem. – 1st Year, I Sem.

Subject – Communication Skills

Unit – III

Presented by – Dr. Neelu Jain

Designation – Asst. Prof.

Department – English & Humanities

VISION OF INSTITUTE

- To become a renowned centre of outcome based learning, and work towards academic, professional, cultural and social enrichment of the lives of individuals and communities.

MISSION OF INSTITUTE

- Focus on evaluation of learning outcomes and motivate students to inculcate research aptitude by project based learning.
- Identify, based on informed perception of Indian, regional and global needs, the areas of focus and provide platform to gain knowledge and solutions.
- Offer opportunities for interaction between academia and industry.
- Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders may emerge.

Communication SKILLS: Course Outcomes

Upon the successful completion of the course, the students will be able to-

CO-1. Able to express themselves better and use English for communicating in an effective manner both professionally and in real life situations.

CO-2- Able to write formal letters ,reports and proposals ,as well as speak fluently through correct usage of the various parts of speech.

CO-3. Able to get an exposure to the culture ,values, ethics and social norms reflected in the prose and poetry of authors from around the world and respond accordingly coupled with their imagination.

Introduction to Communication Skills Syllabus

Course Name: Communication Skills

Maximum Marks: 100

Communication: Meaning, Importance and Cycle of Communication, Media and Types of Communication, Formal and Informal Channels of Communication, Barriers to Communication, Division of Human Communication and Methods to Improve Interpersonal Communication, Qualities of Good Communication.

Grammar: Passive Voice, Indirect Speech, Conditional Sentences, Modal Verbs, Linking Words.

Composition: Curriculum Vitae Writing, Business Letter Writing, Job Application Writing, Paragraph Writing, Report Writing.

Short Stories: ‘The Luncheon’ by Somerset Maugham, ‘How much Land does a Man Need?’ by Leo Tolstoy, ‘The Night Train at Deoli’ by Ruskin Bond.

Poems: ‘No Men are Foreign’ by James Kirkup, ‘If’ by Rudyard Kipling, ‘Where the Mind is without Fear’ by Rabindranath Tagore.

Lecture Plan of Communication Skills Syllabus

Lecture Plan (12 Week)

L:T:P = 3:0:0

S. No	Unit Name	Topic	Lecture Required	Total Lectures	Proposed Date	Actual Date/Taken
1.	Communication	Meaning, Importance and Cycle	1	1		
		Media and Types of Communication	1	2		
		Formal Channels	1	3		
		Informal Channels	1	4		
		Barriers to Communication	1	5		
		Overcoming Barriers	1	6		
		Division of Human Communication and Methods to Improve Interpersonal Communication	1	7		
		Qualities of Good Communication	1	8		
		Revision	1	9		
2.	Grammar	Passive Voice	2	11		
		Indirect Speech	2	13		
		Conditional Sentences	1	14		
		Modal Verbs	2	16		
		Linking Words (Conjunctions)	2	18		
		Revision	1	19		
3.	Composition	Curriculum Vitae Writing	2	21		
		Business Letter Writing	2	23		
		Paragraph Writing	2	25		
		Report Writing	2	27		
		Revision	1	28		

Lecture Plan of Communication Skills Syllabus

4.	Short Stories	The Luncheon	2	30		
		How Much Land Does A Man Need?	3	33		
		The Night Train at Deoli	2	35		
		Revision	1	36		
5.	Poems	No Men Are Foreign	1	37		
		If	1	38		
		Where the mind is without Fear	1	39		
		Revision	1	40		

Business Letter

It is a **letter written in formal language**, used when writing from **one business organization to another**, or for correspondence between such organizations and their customers, clients and other external parties.

They are used for **different purposes**; like placing orders, making inquiries', making credit request, requesting claims and adjustment, to apologize for a wrong or simply to convey goodwill. etc.

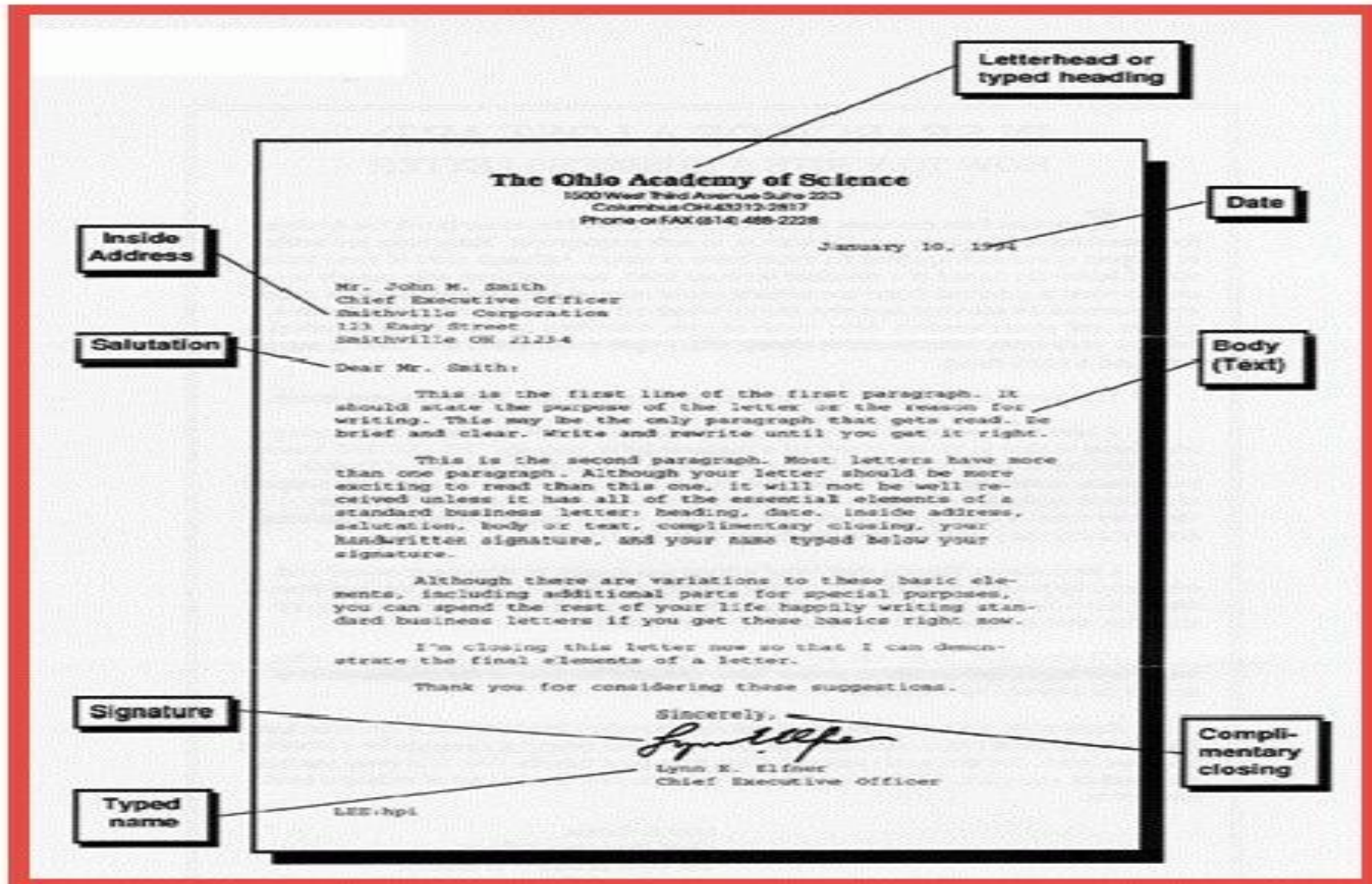
Even today, they are very useful because it produces a **permanent record**, **they are confidential**, formal and delivers persuasive, well-considered messages.

Style of letter depends on the relationship between the parties concerned.



TYPES OF BUSINESS LETTERS

- Inquiry
- Order
- Refusal
- Acceptance
- Quotation
- Follow up or Cancelation
- Compliance
- Complaints, Claims, Adjustments
- Settlement
- Collection
- Agency
- Sales letters



1. THE LETTER HEAD / THE SENDER'S ADDRESS

- Includes the company's logo / symbol / name, address, ZIP, telephone number, fax number, email address and website of the company.
- Printed at the top center/left or the right side.

SENDER'S ADDRESS:

It is usually given in the letter head, but if there is none, **the Sender's Name, Address and Contact details can be typed.**



2. REFERENCE

- Include a reference line to identify a file or case number, invoice number or any other internal identifying information, if your company requires one.
- Some companies have specific reference codes that they place either in a reference line below the date, or at the very bottom of the letter.

REF.HMT/25/2005/114

3. DATE

- Date consists of the **date, name of the month and the year.**
- If the letter sheet includes a letterhead, type the date from 2 to 3 lines under the letterhead, else type it under the return address.
- **Never send a letter without a date.**

- The date is written in two styles.
 1. The British Method (ordinal numbers) : **4th July, 2012**
 2. The American Method (cardinal numbers) : **July 4, 2012**

- **Never write like 7-2-12 or 7/2/12** because it shows that the writer is careless or in a great hurry.

4. THE INSIDE ADDRESS

- Includes the **name and address of the firm or the individual** to whom the letter is written.
- Written on the left side, beside the margin, two spaces below the date- line.
- Use **Courtesy titles** before names of the receiver such as **Mr., Mrs., Shri, Smt., Miss, Ms, Messrs, Dr, Prof., Capt., Maj., Col., Gen. etc.**
- The address can also begin with a job title or a department (if you don't know the name). For e.g. : **The Sales Manager, The Accounts Department etc.**

5. SUBJECT AND RECEIVERS REFERENCE NO

- Subject is use so that the reader immediately knows what your letter is about.
- Use **“Subject”** or **“Re”**.
- Subject usually comes between Salutation and body.
- The receiver's references i.e. the receiver's pervious letter number is mentioned under the heading reference.
- This will enable the receiver to easily take out a copy of his own letter from his files and understand the matter in the reply.
- e.g. **Your Reference :MBM/SD/285/05 DATED 5th oct.2005**

6. SALUTATION

- It is a compliment or greeting.
- Written beside the **left hand margin, two spaces below the inside address** and **two lines above the body** of the letter.
- It is followed by a comma (,) or a colon (:).
- Salutation depends on the gender, type, number or the social status of the person addressed.

Ex:

Dear Sir,

Dear Madam,

Dear Amit Das,

Dear Mr. John,

Dear Sales Manager,

Dear Customer,

Dear Ladies and Gentlemen,

Respected Sir,

7. BODY

- Begins two spaces below the salutation.
- Contains the message or the information to be communicated.
- Most important, lengthiest, prominent part- written in correct, appealing and impressive style.
- **Divided normally into 3 parts:**
 - 1) Introductory paragraph
 - 2) Middle paragraph
 - 3) Closing paragraph
- Double space between paragraphs.
- If letter exceeds one page, repeat the recipient's name, date, reference/subject line and put page number.

8. COMPLIMENTARY CLOSE

- It is written two spaces below the last line of the body.
- It is a polite way of saying “ Good bye”.
- It depends on the **tone and degree of formality**.

Formal: Respectfully yours, Sincerely, Yours faithfully

Informal: Cordially yours, Warm Regards, Best wishes

9. THE SIGNATURE AND DESIGNATION

- Written double space below the complimentary close.
- First comes Signature (pen written). Sign your first and last name.
- Second line - type written name.
- Third line - business title.
- The signature acts as proof.

10. ENCLOSURES

- This line tells the reader to **look in the envelope for more.**
- Write **Enc./Encl./Enclosure** below the signature block.

e.g. : Enclosure

Enclosures: 3

Enclosures : Check #231 for \$500

- If you **don't enclose** anything, **skip it.**

LAYOUT

1. BLOCK

- Each line of every part begins at the left margin.
- At least one line space between each part.
- Time saving method and beautiful to look at, also known as American style.

2. INDENT

- New paragraphs begin about 1.5 centimeters to the right of the left margin.
- This style is also known as Hanging style.
- This method consumes a lot of time, looks shabby , therefore out of practice.

3. SEMI BLOCK/MODIFIED BLOCK

- Some parts are typed in block method and other parts are indented.
- **Return address, date, closing and signature** start just to the right of the center of the page or may be flush with the right margin.
- Most widely followed method in our country specially in govt. offices.

Starting	<ul style="list-style-type: none"> • We are / I am writing <ul style="list-style-type: none"> • to inform you that ... • to confirm ... • to request... • to enquire about ...
Referring to previous contact	<ul style="list-style-type: none"> • Thank you for your letter of March 15. • Thank you for contacting us. • Thank you for your letter regarding ... • With reference to our telephone conversation yesterday... • It was a pleasure meeting you in London last month.
Making a request	<ul style="list-style-type: none"> • We would appreciate it if you would ... • In addition, I would like to receive ... • It would be helpful if you could send us ... • I am interested in (obtaining / receiving) ... • Please let me know what action you propose to take.

Offering help	<ul style="list-style-type: none"> • Would you like us to ...? • We would be happy to ... • We are quite willing to ... • Our company would be pleased to ...
Giving good news	<ul style="list-style-type: none"> • We are pleased to announce that ... • I am delighted in inform you that .. • You will be pleased to learn that ...
Giving bad news	<ul style="list-style-type: none"> • We regret to inform you that ... • I'm afraid it would not be possible to ... • After careful consideration we have decided (not) to ...
Complaining	<ul style="list-style-type: none"> • I am writing to express my dissatisfaction with ... • Please note that the goods we ordered on (date) have not yet arrived. • We regret to inform you that our order n ----- is now considerably overdue. • I would like to query the transport charges which seem unusually high.

NPTEL Lectures on Business letter Writing:

<https://youtu.be/ekFRWnPV6lc> by Dr. T. Ravichandran, Department of Humanities and Social Sciences, IIT Kanpur.

<https://nptel.ac.in/content/storage2/courses/109104030/Module5/Lecture13.pdf>

<https://youtu.be/36tCzSbtnOY> by Dr. T. Ravichandran, Department of Humanities and Social Sciences, IIT Kanpur.



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*Thank
you!*