**Name of Teacher: Alok Anand**

**Course: B.A Programme Commerce OMSP CBCS, Semester: I**

**Paper:** Business Communication  **(Core Course)**

**Subject Objectives**: to enhance written and verbal communication/ presentation skills amongst the learners and ability to frame effective reports and presentations in business context.

**LESSON PLAN (for the year 2022-23)**

**(Unit-wise)**

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| **UNIT/ Lectures and Labs Required** | **TOPICS FOR STUDENT PREPARATION (INPUT)** | **PROCEDURE (Tools)** | **LEARNING OUTCOME (OUTPUT)** | **ASSESSMENT** |
| UNIT 1 : **Communication Process** (12 lectures ) | Communication- nature, process, importance and types (verbal & non-verbal); Different forms of communication; Barriers to effective communication | \*Lecture and discussion  \*Problem solving with the help of black-board  \*Use of practical exercises | \*Understanding the nature of communication, its process and types  \*Get knowledge about the different forms of communication  \*Recall the different barriers to communication | Evaluation through Assignment and Unsolved Exercises |
| UNIT 2 : **Vocabulary in Business** (12 lectures) | Vocabulary words often confused, words often mis-spelt, common errors in English | \*Lecture and discussion  \*Practical Exercises and applications | **\***Get information about the different confusing words, mis-spelt word and errors committed in English | Evaluation through test and assignment |
| UNIT 3 : (12 lectures) | Importance, characteristics, presentation plan, power point presentation | \*Lecture and discussion  \*Problem solving with the help of examples and practical questions | \*Understand the importance and characteristics of presentations in business | Evaluation through test & Assignment |
| UNIT 4 : **Business Correspondence (1**2 lectures) | Letter writing, presentation, placing orders, sales letters, memorandum, notices, agenda, minutes; Job application letter; Preparing the resume | \*Lecture and discussion  \*Problem solving with the help of black-board  \*Use of unsolved questions  \* Examples in lab sessions  \* Hands on approach | \*Recall the different elements of letter writing, placing orders  Understand about sales letters format, memo, notices,  \*Understand how to prepare resume | Evaluation through Assignment |
| UNIT 5 : **Report Writing (**12 lectures) | Business reports, types, characteristics, importance, elements of report writing structure, process | \*Lecture and discussion  \* Use of unsolved questions  \* Examples in lab sessions  \* Hands on approach | \*Understanding the different types of business reports  \*Know the importance and different elements of report writing  \*Recall the structure and process of report writing | Evaluation through Presentation |

**Suggested Readings:**

1. Bhatia R C: Business Communication, Ane Books Pvt Ltd. New Delhi
2. Lesikar R V and Pettit J D & Flatley JR: Basic Business Communication, TMH
3. Murphy Herta A, Hide Brandt and Herbert W, Effective Business Communication, TMH
4. Mony P, Pally MM: Business Communication Strategies TMH
5. Ramesh M S and Pattanshetti CC: Business Communication, R Chand and Co