



Lesson Plan

Program: BBA **Semester:** II **Course Code:** BBA-202 **Course Name:** Business Communication

Course Objectives

(CO1): Apply business communication strategies and principles to prepare effective communication for business situations

(CO2): Develop an understanding of corporate communications

(CO3): Developing effective verbal and non-verbal communication skills.

(CO4): Understand & analyze the current trend in business communication

Session Duration: 60 minutes

Participants: BBA 2ND year students

Entry level knowledge and skills of students

- i. The students opting this course must have complete understanding of Business Communication
- ii. To students should be able to appreciate the value of integration of all the verticals of business for value maximization.

Equipment required in Classroom/ Laboratory/ Workshop

- i. Projector
- ii. White Board and marker

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

CO1: The objective of this course is to develop effective business communication skills among the students.
CO2: Apply business communication strategies and principles to prepare effective communication for business situations.
CO3: Develop an understanding of corporate communications
CO4: Developing effective verbal and non-verbal communication skills.



Mangalmay Institute of Management Technology

Greater Noida (U.P.)



CO5: Understand & analyse the current trend in business communication

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Business communication	Objective and meaning			1		
2.	Importance of communication	Two way communication			1		
3.	Communication model	Shanen waver model			1		
4.	Communication process	Linear model			1		
5.	model	Transactional model			1		
6.	Principles of effective communication	7Cs of communication			1		
7.	Forms of communication	Internal and external			1		
8.	Forms of communication	Verbal nonverbal			1		
Unit - 2							
9.	Corporate Communication	Formal and Informal Communication			2		
10.	Types of communication	Linear, scaler grapevine			2		
11.	Types of communication	Network Grapevine			2		
12.	Barriers in Communication	Language barrier ,psychological barrier			2		
13.	Barriers in Communication	Semantic barrier			2		
14.	Groups discussion	importance			2		
15.	Mock	Do's and			2		



Mangalmay Institute of Management Technology
Greater Noida (U.P.)



	Interviews, Seminars	don't's of interview					
16.	Individual and Group Presentations.	presentation			2		
Unit - 3							
17.	Essential of effective Business letters	Types of letters			3		
18.	Essential of effective Business letters	Notice ,Official letter, mail,			3		
19.	Writing Important Business letters	Business letter			3		
20.	Writing Important Business letters	Sale order ,purchase order,quotation			3		
21.	Bank and Insurance companies.	Bank orders			3		
22.	Letters	mail			3		
23.	Bank orders	reply			3		
24.	Notice				3		
Unit - 4							
25.	Ora & Non-verbal communication:	Written and oral communication			4		
26.	Ora & Non-verbal communication:	Body language			4		
27.	Principles of Oral Presentation	presentation			4		
28.	Factors affecting Presentation,	Importance of presentation			4		
29.	effective Presentation skills	Effective communication			4		
30.	conducting Surveys. Body	gestures			4		



Mangalmay Institute of Management Technology

Greater Noida (U.P.)



	Language,						
31.	Para Language ,Effective Listening,	Types of non verbal communication			4		
32.	Interviewing skill, Writing resume and Letter or application.	How to write resume			4		
Unit - 5							
33.	: Modern forms of communication	Latest mode and forms of communication			5		
34.	International communication	Meanings in international communication			5		
35.	Cultural sensitiveness and cultural context,	Cultural values			5		
36.	Writing and presenting in international Situations	Cultural differences			5		
37.	Importance of business language,	Importance of language			5		
38.	vocabulary words often confused	Confusing words and meaning			5		
39.	words often miss spelt	few words			5		
40.	common errors in English.	errors			5		
Revision							
41.	letters						
42.	Resume writing						
43.	Cultural variationa						
44.	Common errors						



Mangalmai Institute of Management Technology
Greater Noida (U.P.)



	in English						
45.	presentation						
46.	Idioms and phrases						
47.	proverbs						
48.	International communication						

Text Books: Dr.Himanshu Rastogi

Reference Books: Mr.T.N CHABRA

Journals: Journal of Business Communication, The ABCA Journal of Business Communication, The

Journal of Business Communication : <https://journals.sagepub.com/home/job>

<https://journals.scholarsportal.info/browse/00219436>

Electronic Database: <https://www.nextiva.com/blog/what-is-business-communication.html>