



Lesson Plan

Program: BCA **Semester:** I **Course Code:** BCA 106
Course Name: Business communication

Course Objectives

- (CO1):** To understand business communication strategies and principles for effective communication in domestic and international business situations.
- (CO2):** To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- (CO3):** To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
- (CO4):** To develop the ability to research and write a documented paper and/or to give an oral presentation.
- (CO5):** To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.

Session Duration: 60 minutes

Participants: BCA First Semester Students

Entry level knowledge and skills of students

- i. Basic Knowledge of Communication

Equipment required in Classroom/ Laboratory/ Workshop

- i. Projector
- ii. White Board & 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) (Assignment & attendance)	25
2(a)(i)	Assignment 1	10
2(a)(ii)	Assignment 2	10
2(a)(iii)	Attendance (Compulsory)	5

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



(CO1): Understanding business communication strategies and principles to prepare effective communication for domestic and international business situations. **Applying (K3)**

(CO2): Developing effective verbal and non verbal communication skills.

Understanding (K2), Applying (K3)

(CO3): To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar. **Understanding (K2)**

(CO4): Develop an understanding of appropriate organizational formats and channels used in business communications. **Understanding (K2), Applying (K3)**

(CO5): Gaining an understanding of emerging electronic modes of communication.

Understanding (K2)

L. No	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Discussion about the Subject Syllabus	Course Objectives & Course outcomes		Lecture Brainstorming	CO1 to CO 5		
2.	Means of Communication:	Definition, Process, Functions		Lecture Brainstorming	CO1		
3.		Objectives , Importance		Lecture Brainstorming	CO1		
4.		Communication barriers		Lecture Brainstorming	CO1		
5.		Essentials for removing Barriers		Lecture Brainstorming	CO1		
6.		7C's of Communication		Lecture Brainstorming	CO1		
7.		Revision of Unit 1		Buzz Grouping Brainstorming Practice Questions			
8.		Discussion of University		Buzz Grouping			



		previous year question		Brainstorming Practice Questions			
Unit - 2							
9.	Types of Communication	Verbal & Non-Verbal Communication		Lecture Brainstorming	CO2		
10.	<u>Oral Communication</u>	Meaning, nature and scope		Lecture Brainstorming	CO2		
11.		Principle/Techniques of effective oral communication		Lecture Brainstorming	CO2		
12.	Media of oral communication	Face-to-face conversation		Role Play	CO2		
13.		Teleconferences		Demonstration	CO2		
14.		Press Conference		Demonstration	CO2		
15.		Demonstration - Radio Recording - Dictaphone		Demonstration	CO2		
16.		Meetings		Role Play	CO2		
17.		Rumour & Grapevine		Lecture Brainstorming	CO2		
18.		Group Discussion		Group Discussion	CO2		
19.		Oral report - Closed circuit TV		Lecture Brainstorming	CO2		
20.		The art of listening - Principles of good listening.		Lecture Brainstorming	CO2		
21.		Non-Verbal communication		Lecture Brainstorming Demonstration	CO2		
22.		Revision of Unit 2		Buzz Grouping			



				Brainstorming Practice Questions			
23.		Discussion of University previous year question		Buzz Grouping Brainstorming Practice Questions			
Unit - 3							
24.	<u>Written Communication:</u>	Meaning. Definition & Objectives		Lecture Brainstorming	CO2		
25.		Purpose of writing, Clarity in Writing		Lecture Brainstorming	CO2		
26.		Principle of Effective writing, Writing Techniques		Lecture Brainstorming	CO2		
27.		Electronic Writing Process		Demonstration	CO2		
28.		Revision of Unit 3		Buzz Grouping Brainstorming Practice Questions			
29.		Discussion of University previous year question		Buzz Grouping Brainstorming Practice Questions			
Unit - 4							
30.	<u>Business Letters</u>	Meaning, Need and functions of business letters		Lecture Brainstorming	CO3		
31.		Planning & layout of business letter		Lecture Brainstorming	CO3		
32.		Kinds of business letters		Lecture Brainstorming	CO3		
33.		Essentials of		Lecture	CO3		



		effective correspondence and Purpose		Brainstorming			
34.	<u>Business Reports</u>	Meaning & Objective of Reports		Lecture Brainstorming	CO3		
35.		Kind of Reports		Lecture Brainstorming	CO3		
36.		Writing Reports		Lecture Brainstorming	CO3		
37.		Revision of Unit 4		Buzz Grouping Brainstorming Practice Questions			
38.		Discussion of University previous year question		Buzz Grouping Brainstorming Practice Questions			
Unit - 5							
39.	<u>Drafting of business letters</u>	Enquiries and replies, Placing and fulfilling orders		Demonstration	CO4		
40.		Complaints and follow-up Sales letters, Circular letters		Demonstration	CO4		
41.		Application for employment and resume		Demonstration	CO4		
42.		Revision of Unit 5		Buzz Grouping Brainstorming Practice Questions			
43.		Discussion of University previous year question		Buzz Grouping Brainstorming Practice Questions			



Unit - 6							
44.	<u>Information Technology for Communication</u>	Word Processor- Telex - Facsimile(Fax)		Lecture Brainstorming	CO5		
45.		E-mail- Voice mail – Internet – Multimedia, Mobile Phone Conversation		Demonstration	CO5		
46.		SMS - Telephone Answering Machine Advantages and limitations of these types		Demonstration	CO5		
47.		Mock Interview, Decision Making in a Group		Role Play	CO5		
48.		Revision of Unit 6		Buzz Grouping Brainstorming Practice Questions			
49.		Discussion of University previous year question		Buzz Grouping Brainstorming Practice Questions			

Text Books:

1. "Business Communication"- K.K. Sinha- Galgotia Publication Company-New Delhi
2. "Business Correspondence and Report Writing"-R.C. Sharma, Krishna Mohan- Tata McGraw-Hill Publishing

Reference Books:

1. Bovee&Thill – Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson
2. "Media and Communication Management"-C.S. Rayudu- Hikalaya Publishing House, Bombay