



### Lesson Plan

**Program: B.Com Semester: 1 Course Code: C010103T 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 develop the ability to research and write a documented paper and/or to give an oral presentation.

**(CO4):** To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.

**(CO5):** To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

**Session Duration:** 60 minutes

#### **Participants:**

#### **Entry level knowledge and skills of students**

- i. Basics of Business Communication
- ii. Basic speaking and writing skills

#### **Equipment required in Classroom/ Laboratory/ Workshop**

- i. Smart Board / White Board / Markers
- ii. Computer / Projector / Speakers

#### **Assessment Schemes**

S. No.	Criteria	Marks (150)
1	<b>CCS End Term Examination</b>	<b>100</b>
2	<b>Internal Evaluation Scheme</b>	<b>50</b>
2(a)	<b>Teacher Assessment (Continuous Evaluation)</b>	<b>20</b>
2(a)(i)	<b>Assignment I</b>	<b>10</b>
2(a)(ii)	<b>Assignment II</b>	<b>10</b>
2(a)(iii)	<b>Attendance (compulsory)</b>	<b>5</b>

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

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

**(CO2):** Analyze ethical, legal, cultural, and global issues affecting business Communication.



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**(CO3):** Develop an understanding of appropriate organizational formats and channels used in business communications

**(CO4):** Gaining an understanding of emerging electronic modes of communication.

**(CO5):** Developing effective verbal and non- verbal communication skills

S.N o. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
<b>Unit - 1</b>							
	Introduction to Communication	Role of communication		Lecture / PPT	CO 1		
		Defining and classifying communication		Lecture / PPT	CO 1		
		Purpose of communication		Lecture / PPT	CO 1		
		Process of communication		Lecture / PPT	CO 1		
		Characteristics of successful communication		Lecture / PPT	CO 1		
		Types of Communication		Lecture / PPT / Case Examples	CO 1		
		Different Forms of Communication		Lecture / PPT / Case Examples	CO 1		



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		Barriers to communication		Lecture / PPT / Case Examples	CO 1		
				Lecture / PPT / Videos	CO 1		
1.		Effects and Advantages of Technology in Business communication		Lecture / PPT / Case Examples	CO 2		
2.		Strategic Importance of E-Communication		Lecture / PPT / Case Examples	CO 2		
3.		Class Test		Unit 1	CO 1/CO 2		
<b>Unit - 2</b>							
	Non-Verbal Aspects of Communicat ing& Interviewin g Skills	Types of non-verbal communication		Lecture / PPT	CO 2		
		Effective listening		Lecture / PPT	CO 2		
		Interviewin g skills		PPT/Peer activity	CO 2		
		Writing resume and letter of application		PPT/Submission	CO 2		
		Modern forms of communication		PPT	CO 2		



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4.		Modern forms of communication		Student Presentation	CO 2		
5.		Modern forms of communication		Student Presentation	CO 2		
<b>Unit - 3</b>							
	<b>Business Language and Presentation</b>	Importance of business Language		Lecture / PPT	CO 3		
		Vocabulary words/Often confused words/Misspelt words		Lecture / PPT	CO 3		
		Oral Presentation- Importance and characteristics		Lecture / PPT	CO 3		
		Presentation Plan		Lecture / PPT	CO 3		
		Powerpoint Presentation		Lecture / PPT	CO 3		



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		Visual Aids		Lecture / PPT	CO 3		
6.		Current Affairs Presentation		Student Group Presentation	CO 3		
7.		Current Affairs Presentation		Student Group Presentation	CO 3		
8.	<b>Writing Skills</b>	Planning Business Messages		Lecture / PPT	CO 3		
9.		Rewriting and Editing		First Draft and rewriting final draft	CO 3		
10.		First Draft and rewriting final draft		Student Submission	CO 3		
11.		First Draft and rewriting final draft		Student Submission	CO 3		
12.	<b>Office Correspondence</b>	Official Letters/Semi-official letters and Memorandum		Lecture / PPT	CO 3		
13.		Situation Analysis		Student Activity	CO 3		
<b>Unit - 4</b>							
	<b>Report Writing</b>	Types of reports		Lecture / PPT	CO 4		



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		Format of reports		Lecture / PPT	CO 4		
		Steps of report writing		Lecture / PPT	CO 4		
14.		Report Writing on topics		Student Submission	CO 4		
		APA Style documentation		Lecture / PPT	CO 4		
15.		APA Style documentation		Student Submission	CO 4		
<b>Revision</b>							
	<b>Presentations</b>						
	<b>Question bank</b>						

**Text Books:**

- AshaKaul, Business Communication, Prentice Hall of India
- Penrose/Rasberry/Myers Business Communication for Managers (5th edition) Cengage Learning.
- Kalkar, Suryavanshi, Sengupta-Business Communication(Orient Blackswan)

**Reference Books:**

- Courtland/John/Roshan Business Communication Today (13th edition) Pearson
- Rizvi Effective Technical Communication Tata McGraw Hills
- Raymond/Marie/Kathryn/Neerja Business Communication Tata McGraw Hills

**Journals:**

- Journal of Communication
- Communication Methods & Measures



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**Electronic Database:**

- <https://academic.oup.com/joc/article/72/4/511/6605780?searchresult=1>
- <https://academic.oup.com/joc/article-abstract/72/4/497/6623479?redirectedFrom=fulltext>
- <https://www.tandfonline.com/doi/full/10.1080/03634523.2022.2069835>