

Odd Semester Lesson Plan

Teacher name: **Dr. Suman**

Subject: **BC-106 BUSINESS COMMUNICATION**

October 2020

Business communication: meaning; forms of electronic communication; models and processes; theories of communication.

November 2020

Corporate communication: audience analysis; formal and informal communication network; communication barriers; improving communication

December 2020

effective presentation skills: individual and group presentation; practices in business communication: group discussion, mock-interview and seminars; report writing: principles and contents.

January 2021

Self-development and communication: development of positive attitude; SWOT analysis; body language: kinesics, proxemics, para language; Principles of effective listening: oral, written and video session;

February 2021

Interviewing skills: appearing and conducting; writing resume; Writing business letters and emails; Etiquettes in verbal, written and online communication. Practical: The students should have the knowledge of writing business letters, e-mails, notices, circulars, memos and reports.