

Teaching Lesson Plan

SEC-1

BUSINESS COMMUNICATION-I

Lecture hours: 45

Objective: Introduction to the Essentials of Business Communication: Theory and Practice

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	<ol style="list-style-type: none"> 1. Definition, Role, Elements and Process of Communication in Business 2. Objectives of Communication 3. Verbal and Non-Verbal Communication 4. Formal and Informal Communication 5. Barriers to Communication 6. Principles of Effective Communication 	22Hrs	PPT, Illustrations	Q & A, Assignments
Unit-II	<ol style="list-style-type: none"> 1. Oral Communication: Advantages and Limitations 2. Principles of Effective Listening 3. Interview: Types of interview, Candidate's Preparation, Interviewer's Preparation 4. Presentation Skill: Essentials of Effective Presentation 5. Minutes: Meaning, Objectives, Procedure of writing minutes 	23Hrs	PPT, Illustrations	Q & A, Assignments

Reference Books:

1. R. K. Sharma & Nidhi Singh, Essential English for Better Communication, Cambridge University Press.
2. R. C. Bhatia, Business Communication, Ane Books Pvt Ltd, New Delhi
3. Rai & Rai, Business Communication. Himalaya Publishing House
4. Vikram Bisen and Priya. Business Communication. New Age International (P) Limited Publishers, New Delhi

Prepared by: Department