

Teaching Lesson Plan

SEC-2

BUSINESS COMMUNICATION-II

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	1. Essentials of Effective Writing 2. Business Letters: Types, structure and layout of Business Letters 3. Report Writing: Types and Structure of Reports, Specimen Reports 4. Meetings: Notice, Agenda and Resolutions 5. Job Application and preparing Resume 6. Letters to Applicants: Recommendations and Testimonials, Enquiries about candidates, Appointments, 7. Confirmation, Promotion, Warning Memo, Letters of Goodwill and Appreciation 8. Press Release: Characteristics of a Good Press Release 9. Email writing: Advantages and Etiquettes 10. Seminar, Workshop and Conference	4Hrs 4Hrs 4Hrs 4Hrs 4Hrs 4Hrs 4Hrs 4Hrs 4Hrs 4Hrs	PPT, Illustration	QA and Assignment

Reference Books:

1. R. C. Bhatia, Business Communication, Ane Books Pvt Ltd, New Delhi
2. Rai & Rai, Business Communication. Himalaya Publishing House
3. Vikram Bisen and Priya. Business Communication. New Age International (P) Limited Publishers, New Delhi
4. V. C. Mahto & Sushmita Chakraborty, Basics of Communication: Opportunities and Challenges, Rudra
5. Publishers and Distributors, New Delhi

Prepared by: Department