

Govt. College Kheri Gujran, Faridabad

Lesson plan (2022-2023)

Name of assistant/Associate professor: Sh. Ravi Kumar

Class and sem.: B.com 1st year, 1st sem

Subject lesson plan: Business Communication

Week 1

Unit 1: Introduction

Week 1

Meaning, Functions, Basic forms, Process of Communication

Perquisites of Successful Effective Communication

Principles of Effective Communication

Week 2

Meaning and Types of barriers or miscommunication

How to improve Communication?

Introduction of ethical context of communication

Significance of Ethical communication

Week 3

Factors Influencing Ethical Communication

Organization Values and Communication Ethics

Guidelines to handle communication ethics

The advantages of Ethical Communication

Week 4

Unit : 2 Business Communication at workplace :

Letter Writing: Planning, physical appearance

Layout and parts of Business Letter

Introduction of E-Mailing

Uses, advantages and disadvantages of E-Mail

Understanding the Internet

Week 5

E-mail Etiquette

E-mails signs and symbols.

Introduction of Bad news letter
Planning, types and tone of bad news letter

Week 6

Introduction, Purpose, Foundation of Persuasive Written Communication
Planning for Persuasive Letters
AIDA formula
Types of Persuasive Letters

Week 7

Introduction, Format, Conditions, Types and Advantages of Memos or Memorandum

Week 8

Notice, Agenda and Minutes of Meeting

Week 9

Unit-3 Report Writing

Introduction and Types of report writing
Short Report
Long Report

Week 10

Abstracts
Summaries
Proposals

Week 11

Unit-4 Communication Skills

Introduction of reading skills
The reading context
Reading Process
Reading skills
Efficient Reading Strategy

Week 12
SQ3R Reading Method Speed reading, 3C'S of Reading Skill Introduction of Listening Skills Importance and Nature

Week 13
Types of listening Poor listening habits Costs of ineffective Listening Factors which influence listening Principles of Effective Listening

Week 14
Advantages and barriers to Listening Introduction of Note Making Tips for effective Note Making Methods of Note Making

Week 15
Persuasive Speaking

Week 16
Body Language, Gestures
Non-Verbal Communication
Nature and types of Body Language
Functions of Body Language
Significance of Body Language