

# BAP/BCP- SEM I – SEC – BUSINESS COMMUNICATION

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CURRICULUM PLANNER

<b>TEACHER</b>	<b>DR. GITA LAKHANPAL</b>
PAPER	SKILL ENHANCEMENT COURSE
MARKS	INTERNAL ASSESSMENT    10 CONTINUOUS ASSMENT    10 PRACTICAL                    30 FINAL EXAM                 30 <b>TOTAL                            80</b>
CONTACT HOURS/WEEK	LECTURE    1 PRACTICAL 2

# COURSE OUTCOMES

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- Students can:
  - Engage in effective communication
  - Analyse business correspondence
  - Write and summarise annual reports
  - Use electronic media responsibly
  - Appreciate and make oral presentations

# ACHIEVING LEARNING OUTCOMES

<b>COURSE LEARNING OUTCOME</b>	<b>TEACHING AND LEARNING ACTIVITY</b>	<b>ASSESSMENT TASKS</b>
Understand essentials of communication	Lectures and discussion Listening comprehension	Quiz and class test
Engage in effective electronic communication	Practice writing emails, blogs etc	Content writing assignments
To become familiar with the formats of various kinds of office communication	Practice writing circulars, memos notices etc.	Written assignment in class test
Write comprehensive , well researched and formatted reports	Project work in groups/ group discussions	Write a project report as assignment
Able to make oral presentation	Prepare and present PPT in class	Feedback from audience

# ACADEMIC CALENDAR

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DATES	ACTIVITY	
16th August 2023	Commencement of Classes	16 weeks for teaching 46 Lecture Classes & 16 Tutorials
6th Dec 2023–12th Dec 2023	Preparatory Break	
13th Dec 2023	Examinations	
1st Jan 2024	Semester Break	



## **Course Contents:**

### **Unit 1: Introduction to the essentials of Business Communication (9 hours)**

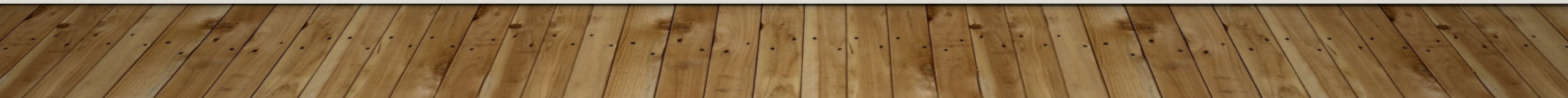
1. Meaning, process and functions. Need and importance. Medium: verbal & non-verbal  
2. communication. Channels: formal & informal. Levels of communication. Direction of communication: downward, upward, lateral, & diagonal. Effective communication: difficulties/barriers and solutions. Interactive and non-interactive techniques of communication. Listening as a tool of communication, Guidelines for effective listening.

### **3. Unit 2: Effective Writing (9 hours)**

4. Guidelines for clear writing. References, bibliographical research tools. Citing methods, footnotes, discussion footnotes. Use of library and internet for collection, classification and interpretation of data and information.

### **5. Unit 3: Report Writing (9 hours)**

Types of reports. Formal report: components and purpose. Organising information: outlining & numbering sections, section headings, sub-headings, & presentation. Writing reports on field work/visits to industries, business concerns. Summarising annual reports of companies: purpose, structure and principles. Drafting minutes.



#### **Unit 4: Business Correspondence and E-Correspondence (9 hours)**

Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.

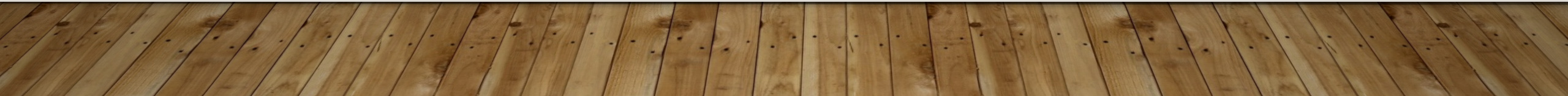
#### **Unit 5: Spoken English and Oral Presentation (9 hours)**

Effective negotiation: elements, process and general guidelines. Telephonic conversation. Conducting & facing interviews. Conducting & participating in group decisions. Making presentations: content and organising. Features of a good presentation. Delivering a presentation.

#### **Practical Exercises:**

The learners are required to:

- learn how to summarise annual reports of companies.
- prepare presentations using power-point.
- participate in Group discussions and mock interviews.
- smartly draft business emails.



# LESSON PLAN

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- UNIT 1 ESSENTIALS OF COMMUNICATION WEEK 1-3
  - PROCESS OF COMMUNICATION
  - 7 C'S OF COMMUNICATION
  - BARRIERS OF COMMUNICATION
  - GRAPEVINE
  - OFFICIAL COMMUNICATION
  - INTERACTIVE COMMUNICATION
- UNIT 2 EFFECTIVE WRITING WEEK 4-6
  - WRITING WITH CLARITY
  - STRUCTURING ARGUMENTS
  - PREPARING BIBLIOGRAPHY/ANNOTATED BIBLIOGRAPHY
  - CITATIONS/FOOTNOTES



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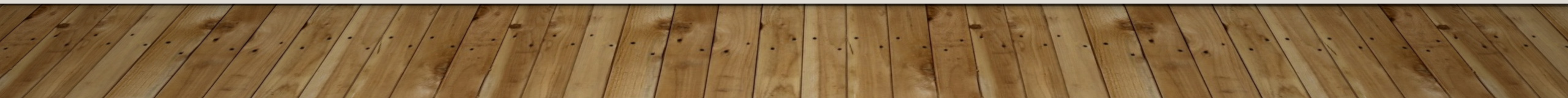
- UNIT 3           REPORT WRITING

WEEK 7-9

- ANNUAL REPORT WRITING AND SUMMARISING
- REPORT IN LETTER FORMAT
- PRINCIPLES OF WRITING REPORTS
- STRUCTURE OF REPORT
- WRITING MINUTES

- UNIT 4           BUSINESS AND E- CORRESPONDENCE

WEEK 10-11

- WRITING CIRCULARS/MEMORANDUMS
  - WRITING E-MAIL
  - IT COMMUNICATION TOOLS
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- UNIT 5 ORAL PRESENTATIONS
    - PARTICIPATION IN GROUP DISCUSSIONS
    - GIVING AND CONDUCTING INTERVIEWS
    - ANALYSING AND PRESENTING PPT
    - PRINCIPLES OF NEGOTIATIONS

WEEK 12-14

- REVISION

WEEK 15

