

Session: 2020-2021

Course: BBA

Name of the Faculty	:	Dr. Gurpreet Kaur
Discipline	:	MANAGEMENT
Semester	:	1 st sem
Subject	:	Business Communication
Lesson Plan Duration	:	15 Weeks (From August 2020 to November 30)
Work load (Lectures/Practical)		
Per week (in hours)	:	Lectures-03 Practicals-00

WEEK	THEORY		PRACTICAL	
	LECTURE DAY	TOPIC (including assignment /test)	PRACTICAL DAY	TOPIC
1 ST	1 st	Business Communication – Nature and process	NO PRACTICALS	
	2 nd			
	3 rd	forms of communication		
2 ND	1 st	role of communication skills in business		
	2 nd	communication networks		
	3 rd	barriers to communication.		
3 rd	1 st	Communication Skills: Listening skills , reading skills, speaking skills,		
	2 nd			
	3 rd	cognitive process of listening		
4 th	1 st	barriers to listening		
	2 nd	public speaking		
	3 rd	voice modulation and body language		
5 th	1 st	Written Communication Types, structures and layout of business letters.		
	2 nd			
	3 rd	presentative letters		
6 th	1 st	sales letters, claim letters		
	2 nd	employment letters		
	3 rd	writing memo, notice and circular		

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	2 nd	
	3 rd	presentation of reports
8 th	1 st	brochures,
	2 nd	issuing notice of the meeting
9 th	3 rd	Issuing agenda of meeting
	1 st	recording of minutes of meetings
	2 nd	Sample notice of the meeting
	3 rd	(examples from corporate communications)
10 th	1 st	Sample agenda of meeting (examples from corporate communications)
	2 nd	Sample minutes of meeting (examples from corporate communications)
	3 rd	
11 th	1 st	Activity of reading skills
	2 nd	Activity on listening skills
	3 rd	Activity of writing creative writing skills
12 th	1 st	Activity on public speaking skills
	2 nd	
	3 rd	
13 th	1 st	Activity of personal grooming
	2 nd	Activity on body language
	3 rd	Activity on business etiquettes
14 th	1 st	REVISION
	2 nd	
	3 rd	REVISION
15 th	1 st	REVISION
	2 nd	
	3 rd	REVISION
		PRE-UNIVERSITY EXAMINATIONS