



Lesson Plan

Business Communication

Program:MBA

Semester: I

Course Code : KMBN107

Course Name: Business Communication

Course Objectives

(CO1): To understand business communication strategies and principles for effective communication in domestic and international business situations.

(CO2):To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.

(CO3):To develop the ability to research and write a documented paper and/or to give an oral presentation.

(CO4): To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.

(CO5): To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

Session Duration: 60 minutes

Participants: MBA Ist Sem. Students

Entry level knowledge and skills of students

- i. Fundamentals of Business Communication.
- ii. Terminology

Equipment required in Classroom/ Laboratory/ Workshop

- i. Smart Board
- ii. Communication Lab

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2



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Course Outcomes : (starting with action-oriented observable and measurable verb)

(CO1): Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.

(CO2): Analyze ethical, legal, cultural, and global issues affecting business Communication.

(CO3): Develop an understanding of appropriate organizational formats and channels used in business communications

(CO4): Gaining an understanding of emerging electronic modes of communication.

(CO5): Developing effective verbal and non- verbal communication skills

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit – I							
1.	Introduction: Role of Communication	Concept & Role of Communication		Improved Lecture	CO1		
2.	Defining And Classifying Communication	Types Of Communication		Improved Lecture	CO1		
3.	Purpose of Communication	Importance Of Communication in Business		Brainstorming	CO1		
4.	Process of Communication	Steps		Improved Lecture	CO1		
5.	Characteristics of Successful Communication	Features of Business Communication		Case let	CO1		
6.	Importance of Communication in Management	Importance of Communication in Management		Buzz Session	CO1		



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7.	Communication Structure in Organization	Meaning And Concept of Communication Structure		Improved Lecture	CO1		
8.	Communication In Crisis Barriers to Communication	Barriers To Communication		Improved Lecture	CO1		
Unit-II							
9.	Oral Communication:	What Is Oral Communication		Improved Lecture	CO2		
10	Oral Communication	Principles of Successful Oral Communication		Improved Lecture	CO2		
11	Conversation Control	Reflection And Empathy: Two Sides of Effective Oral Communication		Brainstorming	CO2		
12	Effective Listening	Concept of Listening, Types of Verbal & Non-Verbal Communication		Improved Lecture	CO2		
13	Written Communication:	Purpose of Writing – Clarity In Writing		Case let	CO2		
14	Principles Of Effective Writing	Principles Of Writing		Buzz Session	CO2		



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15	Writing Process	The 3x3 Writing Process for Business Communication: Pre- Writing Writing – Revising		Improved Lecture	CO2		
16	Specific Writing Features	Coherence – Electronic Writing Process.		Improved Lecture	CO2		
Unit-III							
17	Business Letters and Reports:	Introduction To Business Letters		Improved Lecture	CO3		
18	Business Letters and Reports	Writing Routine and Persuasive Letters		Improved Lecture	CO3		
19	Business Letters and Reports	Positive And Negative Messages- Writing Memos		Brainstorming	CO3		
20	Purpose Of Report Writing	Kinds And Objectives of Report Writing		Improved Lecture	CO3		
21	Presentation Skills	What Is Presentation		Case let	CO3		
22	Presentation Skills:	Elements Of Presentation – Designing A Presentation		Buzz Session	CO3		



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23	Advanced Visual Support	Advanced Visual Support for Business Presentation		Improved Lecture	CO3		
24	Advanced Visual Support	Types Of Visual Aid		Improved Lecture	CO3		
Unit-IV							
25	Employment Communication: Introduction	Writing CVs		Improved Lecture	CO4		
26	Employment Communication:	Group Discussions		Improved Lecture	CO4		
27	Employment Communication	Interview Skills		Brainstorming	CO4		
28	Impact Of Technological Advancement	Impact Of Technological Advancement on Business Communication Networks, Intranet – Internet		Improved Lecture	CO4		
29	Impact of Technological Advancement	E Mails		Case let	CO4		
30	Impact of Technological Advancement	SMS, Teleconferencing		Buzz Session	CO4		
31	Impact of Technological Advancement	Video Conferencing		Improved Lecture	CO4		
Unit-V							



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32	Group Communication:	Meetings – Planning Meetings		Improved Lecture	CO5		
33	Group Communication	Objectives – Participants		Improved Lecture	CO5		
34	Group Communication	Timing – Venue of Meetings, Leading Meetings		Brainstorming	CO5		
35	Media Management	The Press Release Press Conference		Improved Lecture	CO5		
36	Media Management	Media Interviews, Seminars, Workshop, Conferences		Case let	CO5		
37	Business etiquettes	Business etiquettes		Buzz Session	CO5		
38	Case Studies	Case Studies		Brainstorming	CO5		
39	Case Studies	Case Studies		Brainstorming	CO5		
40	Case Studies	Case Studies		Brainstorming	CO5		
Revision							
41	Unit 1	Question Paper		Improved Lecture	1		
42	Unit 1	Question Paper		Improved Lecture	1		
43	Unit 2	Question Paper		Improved Lecture	2		
44	Unit 2	Question Paper		Improved Lecture	2		
45	Unit 3	Question Paper		Improved Lecture	3		



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46	Unit 3	Question Paper		Improved Lecture	3		
47	Unit 4	Question Paper		Improved Lecture	4		
48	Unit 5	Question Paper		Improved Lecture	4		
49	Unit 5	Question Paper		Improved Lecture	5		

Text Books:

Business Communication: Skill, Concepts and Applications – P D Chaturvedi, Mukesh Chaturvedi
Pearson Education.

AshaKaul, Business Communication, Prentice Hall of India.

Reference Books:

1. Bovee&Thill – Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson.
2. Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Khanna Publishing House, Delhi
3. Bisen&Priya – Business Communication (New Age International Publication)
4. Kalkar, Suryavanshi, Sengupta-Business Communication (Orient Blackswan)
5. Varinder Bhatia, Business Communications, Khanna Publishing House

Journals:

Journal of Communication

Communication Methods & Measures

Communication Education

Electronic Database:

<https://academic.oup.com/joc/article/72/4/511/6605780?searchresult=1>

<https://academic.oup.com/joc/article-abstract/72/4/497/6623479?redirectedFrom=fulltext>

<https://www.tandfonline.com/doi/full/10.1080/03634523.2022.2069835>