

**Shree Govindram Seksaria Institute of Science and Technology**

**Department Of Humanities and Social Sciences**

**Lecture Plan**

**Business Communication HUA1105**

Total No. Of Units: 5

Total No. Of Lectures: 30

<b>Unit No.</b>	<b>No. of lectures</b>	<b>Intended Topic Covered</b>	<b>Remarks</b>
<b>I</b>	1	Definition and Principles of Effective Communication	
	2	Process and Objectives of Communication	
	2	Feedback and Corporate Communication	
	2	Channels and Types of Communication	
	1	Models of Communication	
<b>II</b>	2	Barriers to Effective Communication	
	2	Effective Listening and its importance	
	2	Types and Essentials of Effective Listening	
	2	Barriers to Effective Listening	
	2	Developing Listening Skills	
<b>III</b>	2	Transactional Analysis	
	1	Technology enabled Communication	
	1	Online Etiquettes	

	1	Cell phone Etiquettes	
	1	Ethics in Business Communication	
	1	Meeting Etiquettes	
<b>IV</b>	1	Patterns of Business Letters	
	2	Cover Letter and Resumes	
	2	Sales and Credit Letters	
	2	Business Reports	
	2	Business Proposals	
	1	Drafting e-mails and Memos	
<b>V</b>	2	Techniques of Oral Presentation	
	1	Public Speaking	
	1	Communication Approaches during Interviews	
	1	Group Discussion	