

# LECTURE PLAN/COURSE SCHEDULE

## Business Communication

### MBA-103

#### Books:

- **Murphy and Hilderbranth- Business Communication.**
- **Lesikar- Connecting in a digital world (SIE), McGraw Hill Education.**
- **Murphy- Effective Business Communication, 7<sup>th</sup> edition, McGraw Hill Education.**

S.no.	Topic	Number of Lectures
1	Business communication introduction	1
2	Communication, Importance, Nature, Functions- Internal & external communication, Forms: verbal and non-verbal	1
3	Effective Communication skill: Principles & its Objectives	1
4	Components of communication	1
5	Barriers & Gate ways In communication	1
6	Case Study	1
7	Business communication process	1
8	Group Discussion	1
9	Verbal vs Non-verbal communication	2
10	Role play	1
11	Resume vs CV vs Biodata, and their formats	2
12	Just a minute Introduction plus practice	4
13	Glossophobia and ways of removing it	2
14	8Cs of communication	2
15	Business Negotiation: Phases, Characteristics of negotiation, Salary negotiation	1
16	Public Speaking & presentation: importance, Essential aspects, preparing the venue & seating arrangement	1
17	Visual aids in business communication	2
18	Listening skills	1
19	Case Study	1
20	Report writing	2
21	Memo	1
22	Proposal	1
23	Emails	1
24	Group presentations	3
25	Open book test	1
26	Individual Presentations	4

27	Interviews: How to conduct effective communication Interviewer's preparation for interview, How to conduct yourself during interview, suggestions for success of interview.	2
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