

Business Communication- Teaching Plan A Y 2024-25 Sem-I T.Y. B Tech (CSE)

Lect No.	Topic	Planned dates	Actually Conducted	Ref Book	Page No	Teach Aid	Sign
1	Unit 1: Introduction to Business Communication- Definition and importance- Objectives of business communication					White board, PPT, Videos	
2	Concepts of Communication - Process of communication- Types of communication (verbal, non-verbal, written, visual)						
3	Communicative Competence- Definition and components- Importance in business						
4	Barriers to Effective Communication- Types of barriers (physical, psychological, semantic, organizational)						
5	Overcoming Communication Barriers- Strategies to overcome barriers- Case studies and examples						
6	Effective Communication Skills- Listening skills- Speaking skills						
7	Unit 2: Introduction to Intercultural Communication- Definition and importance- Cultural dimensions						
8	Nonverbal Communication- Types of nonverbal communication- Role in business communication						
9	Thought and Speech- Relationship between thought and speech- Impact on communication						
10	Translation as Problematic Discourse- Challenges in translation- Cultural and linguistic issues						
11	Intercultural Communication in Business- Strategies for effective intercultural communication- Case studies						
12	Nonverbal Communication in Different Cultures- Understanding cultural differences- Examples and case studies						
13	Detailed Study of Communication Barriers- In-depth analysis of different barriers						
14	Listening Skills- Importance of listening in communication- Techniques for effective listening						
15	Communication Rules- Formal and informal rules of communication- Role in business settings						
16	Communication Styles- Different communication styles- Adapting styles to different situations						

Lect No.	Topic	Planned dates	Actually Conducted	Ref Book	Page No	Teach Aid	Sign
17	Overcoming Listening Barriers- Common listening barriers- Strategies to overcome them						
18	Practical Exercises on Listening and Communication Styles- Role plays- Group discussions						
19	Interpersonal Communication- Definition and importance- Techniques for effective interpersonal communication						
20	Relational Communication- Building and maintaining relationships- Communication in different types of relationships						
21	Organizational Communication- Internal and external communication- Formal and informal communication networks						
22	Collaboration and Team Communication- Importance of collaboration- Techniques for effective team communication						
23	Communication in Groups and Teams- Dynamics of group communication- Roles and responsibilities						
24	Persuasive Communication- Techniques of persuasion- Applying persuasion in business contexts						
25	Negotiation Skills- Importance of negotiation- Techniques and strategies						
26	Conflict Management- Types of conflict- Strategies for managing conflict						
27	Leadership Communication- Role of communication in leadership- Effective leadership communication skills						
28	Written Communication in International Business- Types of written communication- Writing for an international audience						
29	Role of Technology in International Business Communication- Impact of technology- Tools and platforms						
30	Moving to Another Culture- Challenges and strategies- Cultural adaptation						
31	Crisis Communication- Importance of crisis communication- Planning and executing crisis communication						
32	Ethics in Business Communication- Ethical issues- Ensuring ethical communication						

