**Curriculum plan (Even Semester 2024-25) September- Mid December 2024**

**Teacher Name: Dr Pallavi Srivastava**

**Paper name: Communication in Professional Life, SEC, Semester 1, Sec. C**

**Class type: Lecture (2 Practical/ Practice), 0-0-2 Format**

**Paper shared with: No one**

| **Unit to be taken** | **Month wise schedule to be followed** | **Tests/Assignments/ Revision/Presentations etc.** |
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| **UNIT I:**   1. Theory of Business Communication 2. Introduction 3. What is Business Communication 4. Language of Business Communication 5. Cultural Components – cross-Cultural Communication, Cultural Shock, Stereotyping, Ethno-centricism 6. Miscommunication and Effective Communication | September | Group Discussion of 5 Marks &  Writing assignments of 10 Marks during practical for Continuous Assessment  Regularity and Work Ethics =5 Marks |
| **UNIT II: Listening skills**   1. Netiquettes 2. Audio-book listening and discussions 3. Note-taking | October | Writing assignments of 10 Marks during practical for Continuous Assessment  Regularity and Work Ethics =5 Marks |
| **UNIT III: Speaking Skills**   1. Presentation Skills, Oral Presentation, PPT Preparation PPT presentation 2. Group Discussion 3. Talks-Domain Specific, Ted-Talks Business Meets, Motivational Talks 4. Telephonic skills 5. Persuasion skills 6. Meeting and Negotiation 7. Interview, Promotion interview, Job interview, business interview 8. Functions and Activities of PR | October-November | Writing assignments of 5 Marks during practical for Continuous Assessment  +  Written Test of 5 Marks  Regularity and Work Ethics = 5 Marks |
| **UNIT IV: Writing Skills**   1. Summarizing and Paraphrasing 2. Job oriented skills, CV, Resume and Bio Data, Job application letter 3. Documentation 4. Advertisements and Invitation 5. Letter writing, Applications, Business Letters 6. Report, Analytical Report, Project Report 7. Digital Communication in Social Space, Social Media Posts (Twitter, Facebook, Blog Writing, Review Writing 8. Advertisement/Invitation/ Poster Designing Canva/ MS word/ Coral 9. Memo, Office Order, Minutes 10. Making online Academic/ work Profile Linkedin | November-Mid December | Writing assignments of 10 Marks during practical for Continuous Assessment  Viva- 10 marks  Revision and discussion of important Questions  Attendance for the entire Semester= 10 Marks |