



Lesson Plan 1.1	Course Name: Fundamentals of Business Communication Topic: Basic Forms of Communication, Process of Communication	Course Code: UGSEC-104 (C)
Objectives	a) Define communication and its importance b) Identify and explain different basic forms of communication c) Describe the communication process d) Understand the role of each element in the communication process	
Teaching Aids (if any)	a) Whiteboard/Blackboard b) Powerpoint presentation	
Teaching Development	1. Introduction (5 minutes): <ul style="list-style-type: none">- Begin with an engaging question or activity to spark interest in communication.<ul style="list-style-type: none">- Example: Ask students to share a recent misunderstanding they experienced and how it could have been avoided.- Introduce the topic of communication and its significance in daily life.- Write the topic "Basic Forms and Process of Communication" on the board. 2. Development (30 minutes): <ul style="list-style-type: none">• Basic Forms of Communication:<ul style="list-style-type: none">a) Explain the concept of communication as the exchange of information, ideas, or feelings.b) Discuss the different forms of communication:<ul style="list-style-type: none">- Verbal (oral and written)- Non-verbal (body language, gestures, facial expressions)- Visual (images, graphics, videos)- Audio (music, sounds)a) Provide examples of each form and their effectiveness in different contexts.• Communication Process:<ul style="list-style-type: none">- Introduce the basic communication model (sender, message, channel, receiver, feedback).- Explain each element of the model in detail:<ul style="list-style-type: none">- Sender: the person who initiates the message- Message: the information being conveyed- Channel: the medium through which the message is sent- Receiver: the person who interprets the message	



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	<p>- Feedback: the receiver's response to the message</p> <p>- Use diagrams or visuals to illustrate the communication process.</p> <p>Exercise (5 minutes):</p> <ul style="list-style-type: none">• Divide students into pairs or small groups.• Assign each group a communication scenario (e.g., job interview, classroom discussion, social media post).• Ask groups to identify the basic forms of communication used in the scenario and analyze the communication process involved.• Have groups share their findings with the class.
<p>Closure</p>	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Suggested Reading Technical Communication, Wiley Editorial, Wiley, 1st (2019), Business Correspondence and Report Writing, R. C. Sharma and Krishna Mohan, Tata McGraw Hill, 6th (2020) <p>Homework:</p> <ul style="list-style-type: none">• Observe different communication situations in your daily life (e.g., family, friends, media).• Identify the basic forms of communication used and analyze the communication process.• Write a short reflection on the importance of effective communication. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ul style="list-style-type: none">• Reflective questions (what, why, who). Allow students to answer questions and discuss.• Spend 5 minutes to evaluate student assimilation of the lesson contents.



Lesson Plan 1.2	Course Name: Fundamentals of Business Communication	Course Code: UGSEC-104 (C)
Objectives	<ul style="list-style-type: none">• Understand the importance of effective business communication.• Define and explain the seven C's of effective communication.• Apply the 7C's to real-life business scenarios	
Teaching Aids (if any)	<ul style="list-style-type: none">• Whiteboard/Blackboard• Powerpoint presentation	
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none">• Begin with a thought-provoking question: "How important is communication in the business world?"• Encourage students to share their thoughts and experiences.• Introduce the concept of effective business communication as a crucial skill for success.• Write "Principles of Effective Business Communication" on the board. <p>Development (30 minutes):</p> <ul style="list-style-type: none">• Define Effective Business Communication:<ul style="list-style-type: none">○ Explain that effective business communication is clear, concise, and persuasive communication that achieves desired goals.• Introduce the 7 C's:<ul style="list-style-type: none">○ Clearly explain each of the seven C's:<ul style="list-style-type: none">▪ Clear: Message is easily understood.▪ Concise: Message is brief and to the point.▪ Concrete: Message is specific and supported by facts.▪ Correct: Message is grammatically correct and free of errors.▪ Coherent: Message is logical and organized.▪ Complete: Message contains all necessary information.▪ Courteous: Message is polite and respectful.○ Provide examples of each C using real-life business scenarios.○ Use visual aids (charts, diagrams) to illustrate the 7 C's.	



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Exercise (5 minutes):

- Divide students into groups of 3-4.
- Provide each group with a common business communication challenge (e.g., writing an email to a client, delivering a presentation).
- Ask groups to analyze the situation using the 7 C's and suggest improvements.
- Have one representative from each group share their findings.

Closure

- Summarize the Lesson Learning Outcomes and get affirmation from students on these.
- Suggested Reading
Technical Communication, Wiley Editorial, Wiley, 1st (2019), Business Correspondence and Report Writing, R. C. Sharma and Krishna Mohan, Tata McGraw Hill, 6th (2020)

Homework:

- Find a real-world example of effective and ineffective business communication.
- Analyze the communication using the 7 C's.
- Explain how the communication could be improved.

Spend 5 minutes to wrap up and consolidate the learnings

Evaluation

- Reflective questions (what, why, who). Allow students to answer questions and discuss.
- Spend 5 minutes to evaluate student assimilation of the lesson contents.



Model Institute of Engineering & Technology (Autonomous) Lesson Plan

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Lesson Plan 1.3	Course Name: Fundamentals of Business Communication	Course Code: UGSEC-104 (C)
Objectives	<ul style="list-style-type: none">• Define verbal and non-verbal communication.• Identify different types of non-verbal communication.• Explain the importance of effective communication.• Recognize common barriers to communication.• Suggest strategies to overcome communication barriers.	
Teaching Aids (if any)	<ul style="list-style-type: none">• Whiteboard/Blackboard• Powerpoint presentation	
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none">• Begin with a question: "How do we communicate with each other?"• Elicit responses from students such as talking, writing, gestures, facial expressions.• Introduce the topic of verbal and non-verbal communication.• Write the topic on the board. <p>Development (30 minutes):</p> <ul style="list-style-type: none">• Verbal and Non-Verbal Communication:<ul style="list-style-type: none">○ Define verbal communication as the use of words to convey messages.○ Define non-verbal communication as communication without words, including body language, facial expressions, gestures, and tone of voice.○ Provide examples of each type of communication.○ Discuss the importance of both verbal and non-verbal communication in effective communication.• Barriers to Communication:<ul style="list-style-type: none">○ Explain that barriers can hinder effective communication.○ Identify common barriers such as noise, language differences, cultural differences, and emotional barriers.○ Provide examples of how these barriers can affect communication.○ Discuss the impact of technology on communication (e.g., social media, texting). <p>Exercise (5 minutes):</p> <ul style="list-style-type: none">• Divide students into pairs.• Provide each pair with a role-play scenario involving a communication barrier.	



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Jammu	<ul style="list-style-type: none">• Ask pairs to act out the scenario and then discuss how the barrier could be overcome.• Share some examples as a class.
Closure	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Suggested Reading Technical Communication, Wiley Editorial, Wiley, 1st (2019), Business Correspondence and Report Writing, R. C. Sharma and Krishna Mohan, Tata McGraw Hill, 6th (2020) <p>Homework:</p> <ul style="list-style-type: none">• Observe people around you and identify examples of verbal and non-verbal communication.• Identify a communication barrier you have experienced and describe how you overcame it or could have overcome it. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ul style="list-style-type: none">• Reflective questions (what, why, who). Allow students to answer questions and discuss.• Spend 5 minutes to evaluate student assimilation of the lesson contents.



Lesson Plan 1.4	Course Name: Fundamentals of Business Communication	Course Code: UGSEC-104 (C)
Objectives	<ul style="list-style-type: none">• Define listening and its importance in effective communication.• Identify different types of listening and their appropriate uses.• Recognize common barriers to effective listening	
Teaching Aids (if any)	<ul style="list-style-type: none">• Whiteboard/Blackboard• Powerpoint presentation	
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none">• Begin with a thought-provoking question: "How much time do you think we spend listening compared to speaking, reading, and writing?"• Discuss the importance of communication and its components: speaking, listening, reading, and writing.• Introduce the topic of listening as a crucial skill for effective communication. <p>Development (30 minutes):</p> <ul style="list-style-type: none">• Purpose of Listening:<ul style="list-style-type: none">○ Explain that listening is the process of receiving, constructing meaning from, and responding to spoken or nonverbal messages.○ Discuss various purposes of listening:<ul style="list-style-type: none">▪ To understand information▪ To evaluate information▪ To empathize▪ To relax and enjoy• Types of Listening:<ul style="list-style-type: none">○ Explain that there are different types of listening for different situations.<ul style="list-style-type: none">▪ Discriminative listening: listening for sounds▪ Comprehensive listening: listening to understand▪ Appreciative listening: listening for enjoyment▪ Empathic listening: listening to understand feelings▪ Critical listening: listening to evaluate• Barriers to Listening:<ul style="list-style-type: none">○ Discuss common obstacles that hinder effective listening:<ul style="list-style-type: none">▪ Physical distractions▪ Mental distractions▪ Emotional distractions▪ Physiological barriers	



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Language barriers

	<p>Exercise (5 minutes):</p> <ul style="list-style-type: none">• Divide students into pairs.• One student will speak about a topic for 2 minutes while the other listens attentively.• After, the listener summarizes the main points and asks clarifying questions.• Switch roles and repeat the exercise.
<p>Closure</p>	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Suggested Reading Technical Communication, Wiley Editorial, Wiley, 1st (2019), Business Correspondence and Report Writing, R. C. Sharma and Krishna Mohan, Tata McGraw Hill, 6th (2020) <p>Homework:</p> <ul style="list-style-type: none">• Observe people around you for a day and identify different types of listening they engage in.• Reflect on your own listening habits and identify barriers you often face.• Find a short article or news report and summarize it in your own words, demonstrating critical listening skills <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ul style="list-style-type: none">• Reflective questions (what, why, who). Allow students to answer questions and discuss.• Spend 5 minutes to evaluate student assimilation of the lesson contents.



Lesson Plan 1.5	Course Name: Fundamentals of Business Communication	Course Code: UGSEC-104 (C)
Objectives	<ul style="list-style-type: none">• Define listening barriers• Identify common listening barriers• Explain the importance of overcoming listening barriers• Develop strategies to improve listening skills	
Teaching Aids (if any)	<ul style="list-style-type: none">• Whiteboard/Blackboard• Powerpoint presentation	
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none">• Begin by asking students about their experiences with misunderstandings.• Discuss how ineffective listening can lead to problems in personal and professional life.• Introduce the concept of listening barriers as obstacles to effective communication.• Write the topic "Overcoming Listening Barriers" on the board. <p>Development (30 minutes):</p> <ul style="list-style-type: none">• Define Listening Barriers:<ul style="list-style-type: none">○ Explain that listening barriers are factors that hinder effective listening.○ Provide examples of physical, psychological, and environmental barriers.• Common Listening Barriers:<ul style="list-style-type: none">○ Discuss common listening barriers in detail:<ul style="list-style-type: none">▪ Physical barriers (noise, distractions)▪ Psychological barriers (prejudices, emotions)▪ Language barriers▪ Cultural barriers○ Use real-life examples and anecdotes to illustrate each barrier.• Importance of Overcoming Listening Barriers:<ul style="list-style-type: none">○ Emphasize the significance of effective listening for building relationships, resolving conflicts, and achieving success.○ Discuss the impact of poor listening on personal and professional life.• Strategies for Overcoming Listening Barriers:<ul style="list-style-type: none">○ Introduce strategies to improve listening skills:<ul style="list-style-type: none">▪ Active listening techniques (paraphrasing, reflecting, summarizing)▪ Maintaining eye contact▪ Avoiding interruptions	



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	<ul style="list-style-type: none">▪ Managing distractions▪ Asking clarifying questions▪ Being open-minded○ Provide practical tips and examples for each strategy. <p>Exercise (5 minutes):</p> <ul style="list-style-type: none">• Divide students into pairs.• Provide each pair with a role-play scenario involving a listening barrier.• Ask students to act out the scenario, focusing on identifying the barrier and using effective listening strategies to resolve the situation.
Closure	<ul style="list-style-type: none">• Summarize the Lesson Learning Outcomes and get affirmation from students on these.• Suggested Reading Technical Communication, Wiley Editorial, Wiley, 1st (2019), Business Correspondence and Report Writing, R. C. Sharma and Krishna Mohan, Tata McGraw Hill, 6th (2020) <p>Homework:</p> <ul style="list-style-type: none">• Reflect on your own listening habits and identify your primary listening barriers.• Develop a personal listening improvement plan, outlining specific strategies you will implement.• Observe people around you and identify instances of effective and ineffective listening. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ul style="list-style-type: none">• Reflective questions (what, why, who). Allow students to answer questions and discuss.• Spend 5 minutes to evaluate student assimilation of the lesson contents.