



**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**PANIPAT**  
**Department of Management Studies**

**Semester: 1st**

**Course Title: Business Communication**

**Course No. MBA 103**

<b>Sr. No.</b>	<b>Lecture No.</b>	<b>Topics to be covered</b>	<b>Target Outcome</b>
1	L-1	Communication: Meaning & Process	CO1
2	L-2	Internal Communication & External Communication	CO1
3	L-3	Basic forms of communications: Verbal & Non Verbal	CO1
4	L-4	Effective Communication skills:	CO1
5	L-5	Barriers & Gate ways In communication	CO1
6	L-6	Case Study (Orient Marketing Pvt. Ltd.)	
7	L-7	Basics-Just-A-Minute Presentation	CO1
8	L-8	Glossophobia & Overcoming Glossophobia	CO1
9	L-9	JAM Activity Day 1	CO1
10	L-10	JAM Activity Day 2	CO1
11	L-11	JAM Activity Day 3	CO1
12	L-12	Presentation: Skills, Visual Aids, Delivery	CO2
13	L-13	Elements of Effective Presentation	CO2
14	L-14	Graded Group Presentations	CO2
15	L-15	Graded Group Presentations Cont..	CO2
16	L-16	Graded Group Presentations Cont..	CO2
17	L-17	Graded Group Presentations Cont..	CO2
18	L-18	Reading	CO3
19	L-19	Listening	CO3
20	L-20	Questioning.	CO3

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
21	L-21	3*3 Writing Process	CO3
22	L-22	Writing Reports	CO4
23	L-23	Letter Writing	CO4
24	L-24	Email Writing	CO4
25	L-25	Caselet on GD	CO1
26	L-26	Individual Presentations	CO2
27	L-27	Individual Presentations Cont..	CO2
28	L-28	Individual Presentations Cont..	CO2
29	L-29	Individual Presentations Cont..	CO2
30	L-30	Bios and Resumes	CO4
31	L-31	Last Year Question Paper Discussion	