

Curriculum plan (Even Semester 2023-24)

Teacher Name: Dr. Mukesh

Paper name: Communication in Professional Life Semester I

Class type: 2 Hours

Paper shared with: Monica Zutshi

Unit to be taken	Month-wise schedule to be followed	Tests/Assignments/Revision/Presentations etc
UNIT 1 <ul style="list-style-type: none">• Theory of Business Communication -• Introduction• What is Business Communication?• Language of Business Communication• Cultural Components – Cross-Cultural Communication, Cultural Shock, Stereotyping, Ethnocentrism• Miscommunication & Effective Communication	8 Hours, Mid-October 2023	Case study on cultural variations making impact on business Body Language and para language in communication Tasks will be given on these topics.
Writing Skills <ul style="list-style-type: none">▪ Digital Communication in Social Space- Social Media Posts (Twitter, Facebook), Blog Writing, Review Writing▪ Advertisement/Invitation/Poster Designing▪ Memo, Office Order, Minutes▪ Making Online Academic/Work Profile- LinkedIn▪ Function and activities of PR	6 Hours, First week of December	Exercises based on Social Media. Making Ads and social media posts.

References

1. Kaushik, J.C. and K.K. Sinha eds., English for Students of Commerce, Oxford University Press, New Delhi.
2. Sethi, Anjana & Bhavana Adhikari, Business Communication, Tata McGraw Hill.
3. Anjana Neira Dev, et.al, eds. Business English, Department of English, University of Delhi, 2011, Pearson Publications, New Delhi.