

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA (DM)- IV Semester : 2025-26					
Course Name (Code) :		Effective Corporate Communication (AEC-103-N1)		Faculty : Ms.Shubham Agarwal	
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.					
S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material
1	1	1	Writing Skills and Basics of Grammar: Subject-verb agreement	PPT	Text book/ Web Source
2	2	1	sentence correction	PPT	Text book/ Web Source
3	3	1	tense-verb usage	PPT	Text book/ Web Source
4	4	1	Composition of a Paragraph	PPT	Text book/ Web Source
5	5	1	Characteristics of a Good Paragraph	PPT	Text book/ Web Source
6	6	1	Use of Idioms and Proverbs	PPT	Text book/ Web Source
7	7	1	Literary Tropes and Use of Figures of Speech	PPT	Text book/ Web Source
8	8	1	Literary Tropes and Use of Figures of Speech	PPT	Text book/ Web Source
9	9	1	Literary Tropes and Use of Figures of Speech	PPT	Text book/ Web Source
10	10	2	Technical Writing and Reports: SPSE structure	PPT	Text book/ Web Source
11	11	2	IMRD Structure	PPT	Text book/ Web Source
12	12	2	Report Writing: Types of Reports	PPT	Text book/ Web Source
13	13	2	Structure of a Long Report	PPT	Text book/ Web Source
14	14	2	Hedging	PPT	Text book/ Web Source
15	15	2	Nominalization	PPT	Text book/ Web Source
16	16	2	Memos	PPT	Text book/ Web Source
17	17	2	Agenda	PPT	Text book/ Web Source
18	18	2	Mom	PPT	Text book/ Web Source
19	19	2	Case Study Method	PPT	Text book/ Web Source
20	20	2	Presentations	PPT	Text book/ Web Source
21	21	2	Business Letters-quotation	PPT	Text book/ Web Source
22	22	2	Business Letters-placing order	PPT	Text book/ Web Source
23	23	3	Essays:Structure of an essay	PPT	Text book/ Web Source
24	24	3	Argumentative essays	PPT	Text book/ Web Source
25	25	3	Expository essays	PPT	Text book/ Web Source
26	26	3	Narraative Essay	PPT	Text book/ Web Source
27	27	3	Descriptive Essay	PPT	Text book/ Web Source
28	28	3	Structure of an Essay Reading, Writing and Comprehension	PPT	Text book/ Web Source
29	29	3	Drafting proposals; Synopsis Writing;	PPT	Text book/ Web Source

