

Lesson Plan / Teaching Plan / Lecture Plan with Progress: BBA General- 4 th Semester: 2026					
Course Name (Code):		EFFECTIVE CORPORATE COMMUNICATION (ECC)	AEC-103-N3	Faculty:	Ms. Shalaka. O. Tanwar
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	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1.	1.	Writing Skills and Basics of Grammar-Introduction	Board	T1, R1	
2.	2.	Subject-verb agreement	Board + PPT	T1, R1	
3.	3.	Sentence correction	Board + PPT	T1, R1	
4.	4.	tense-verb usage	Board + PPT	T1, R1	
5.	5.	Composition of a Paragraph	Board + PPT	T1, R1	
6.	6.	Characteristics of a Good Paragraph	Board + PPT	T1, R1	
7.	7.	Use of Idioms and Proverbs	Board + PPT	T1, R1	
8.	8.	Literary Tropes and Use of Figures of Speech	Board + PPT	T1, R1	
9.	9.	Revision	Board + PPT	T1, R1	
10.	10.	Class Presentations	PPT	NA	
11.	11.	Class Presentations	PPT	NA	
12.	12.	Class Test	Board	NA	
13.	13.	Technical Writing and Reports: Introduction	Board + PPT	T1, R1	
14.	14.	SPSE structure	Board + PPT	T1, R1	
15.	15.	IMRD structure	Board + PPT	R2	
16.	16.	Report Writing	Board + PPT	T2, R1	
17.	17.	Practice Session	Board	T2, R1	
18.	18.	Types of Reports	Board + PPT	T2, R1	
19.	19.	Structure of a Long Report	PPT	T2, R1	
20.	20.	Practice session	Board	T2, R1	
21.	21.	Hedging, Nominalization	Board + PPT	T2, R1	
22.	22.	Memos	Board + PPT	T2, R1	
23.	23.	Agenda and MoM	Board + PPT	T2, R1	
24.	24.	Revision / Doubt Session	Board	T2, R1	
25.	25.	Class Presentations	PPT	NA	

26.	26.	Class Presentations	PPT	NA	
27.	27.	Class Presentations	PPT	NA	
28.	28.	Case Study Method	Board + PPT	T2	
29.	29.	Presentations	Board + PPT	T2/R1	
30.	30.	Business Letters-quotation and placing order.	Board + PPT	T2/R1	
31.	31.	Continued	Board + PPT	T2/R1	
32.	32.	Revision / Doubt Session	Board	T2/R1	
33.	33.	Class Test	Board + PPT	T2/R1	
34.	34.	Drafting proposals: From essays to proposals	Board + PPT	T2/R1	
35.	35.	Types of Essay Writing: Structure of an essay	Board + PPT	T2/R1	
36.	36.	Continued		T2/R1	
37.	37.	Argumentative essays	Board	NA	
38.	38.	Expository essays	PPT	NA	
39.	39.	Narrative essays	PPT	NA	
40.	40.	Descriptive essays	NA	NA	
41.	41.	Practice Session		NA	
42.	42.	Structure of an Essay Reading	Board + PPT	T2/R1	
43.	43.	Writing and Comprehension	Board + PPT	T2/R1	
44.	44.	Drafting proposals	Board + PPT	T2/R1	
45.	45.	Synopsis Writing	Board + PPT	T2/R1	
46.	46.	Definitions	Board + PPT	T2/R1	
47.	47.	Comparisons and Contrasts	Board + PPT	T2/R1	
48.	48.	Revision / Doubt Session	Board	NA	
49.	49.	Class Presentations	PPT	NA	
50.	50.	Class Presentations	PPT	NA	
51.	51.	Class Test	NA	T2/R1	
52.	52.	Hedging & Nominalization	Board + PPT	T2/R1	
53.	53.	Proposal presentations	Board + PPT	T2/R1	
54.	54.	Exercises in Proposal Presentations	Board + PPT	T2/R1	
55.	55.	Drafting and Presenting Proposals	Board + PPT	T2/R1	
56.	56.	Continued	Board + PPT	T2/R1	
57.	57.	Practice Session	Board + PPT	NA	

58.	58.	Practice Session	Board + PPT	NA	
59.	59.	Practice Session	Board + PPT	NA	
60.	60.	Class Test	Board	NA	
61.	61.	Revision of Unit 1/ Doubt Session	Board + PPT	T1/ R1	
62.	62.	Class Test of Unit 1 (Short questions + Long Questions)	Board	NA	
63.	63.	Revision of Unit 2/ Doubt Session	Board + PPT	T1/R1	
64.	64.	Class test of Unit 2 (Short questions + Long Questions)	Board	NA	
65.	65.	Revision of Unit 3/ Doubt Session	Board + PPT	T2/ R1	
66.	66.	Class test of Unit 3 (Short questions + Long Questions)	Board	NA	
67.	67.	Revision of Unit 4/ Doubt Session	Board + PPT	T2/ R1	
68.	68.	Class test of Unit 4 (Short questions + Long Questions)	Board	NA	

Study Material /Books /Web-resources/ Online Courses / Links, etc.

S. No.	Description.
	Textbooks:
1.	[T1] S. Business Communication and Technical Writing (Raman, M., & Sharma)
2.	[T2] Effective Business Communication (Kaul, A.)
	Reference Books:
1.	[R1] Bussom, C. Professional Communication for Business
	Websites:
1.	https://www.coursera.org/browse/business