

Advanced Institute of Technology & Management

Lesson Plan For Even Session

Class: MBA IST SEM

Subject: Business Communication

Session : July 2025-Dec 2025

Unit	Lect.	Topic	Tentative Date	Actual Date	
1st	1	Importance of communication in business	Mon, 21 Jul 2025		
	2	Role of communication in business organisations	Tue, 22 Jul 2025		
	3	7 Cs of communication	Thu, 24 Jul 2025		
	4	Process of communication	Fri, 25 Jul 2025		
	5	Barriers in communication	Mon, 28 Jul 2025		
2nd	8	Principles of effective written communication	Tue, 29 Jul 2025		
	9	Types of business letters	Thu, 31 Jul 2025		
	10	Commercial letters	Fri, 1 Aug 2025		
	11	Sales letters	Mon, 4 Aug 2025		
	12	Routine letters	Tue, 5 Aug 2025		
	13	Enquiries	Thu, 7 Aug 2025		
	14	Inter-office memos	Fri, 8 Aug 2025		
	15	Report writing	Mon, 11 Aug 2025		
	16	Speech writing	Tue, 12 Aug 2025		
	17	Preparing agenda of meetings	Thu, 14 Aug 2025		
	18	Preparing minutes of meetings	Mon, 18 Aug 2025		
	19	Writing e-mail	Tue, 19 Aug 2025		
	20	Art of public speaking	Thu, 21 Aug 2025		
	21	Listening skills	Fri, 22 Aug 2025		
	22	Team communication	Mon, 25 Aug 2025		
	3rd	25	Cross-cultural dimensions of business	Tue, 26 Aug 2025	
		26	Business etiquettes across cultures	Thu, 28 Aug 2025	
27		Communication using technology	Fri, 29 Aug 2025		
28		Video conferencing	Mon, 1 Sep 2025		
29		Mass communication	Tue, 2 Sep 2025		

	30	Advertisements	Thu, 4 Sep 2025	
	31	Publicity and press releases	Fri, 5 Sep 2025	
	32	Public relations	Mon, 8 Sep 2025	
	33	Newsletters	Tue, 9 Sep 2025	
4th	40	Negotiation process	Thu, 11 Sep 2025	
	41	Negotiation management	Fri, 12 Sep 2025	
	42	Principles of designing presentations using audio-visual aids	Mon, 15 Sep 2025	
	43	Creating online presentations	Tue, 16 Sep 2025	
	44	Delivering online presentations	Thu, 18 Sep 2025	
	45	Writing a summer project report	Fri, 19 Sep 2025	
	46	Writing CVs	Thu, 25 Sep 2025	
	47	Writing application letters	Thu, 9 Oct 2025	
	48	Group discussions	Fri, 10 Oct 2025	
	49	Interviews	Mon, 27 Oct 2025	
	50	Revision unit 1	Thu, 6 Nov 2025	
	51	Revision unit 2	Fri, 7 Nov 2025	
	52	Revision unit 3	Mon, 10 Nov 2025	
	53	Revision unit 4	Tue, 11 Nov 2025	
	54	Revision of Covering All Units	Thu, 13 Nov 2025	