

8-Week Course Lesson Plan: Business Communication

This **8-week course** is designed to enhance your **listening, speaking, reading, and writing** skills in a business context. Each week focuses on a specific communication aspect to build a strong foundation for professional success.

Week 1: Listening Part 1 – Fundamentals of Active Listening

- Understanding the importance of **active listening** in business
 - Barriers to effective listening and how to overcome them
 - Identifying **verbal and non-verbal cues** in conversations
 - Listening for **main ideas and supporting details**
 - Practical exercises: **Listening to workplace discussions & summarizing key points**
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Week 2: Listening Part 2 – Advanced Listening Strategies

- Developing **critical listening skills** for negotiations and meetings
 - Recognizing **tone, emotion, and intent** in conversations
 - Handling **miscommunication and misunderstandings** effectively
 - Note-taking strategies for **lectures, meetings, and presentations**
 - Case studies & real-world listening exercises
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Week 3: Speaking Part 1 – Business Conversations & Etiquette

- Fundamentals of **business speaking** and professional etiquette
 - The art of **introductions and small talk** in corporate settings
 - Structuring and delivering **clear, concise, and confident** messages
 - Common phrases and expressions for **business discussions**
 - Role-play activities: **Workplace conversations & networking practice**
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Week 4: Speaking Part 2 – Persuasive & Public Speaking

- **Persuasive communication techniques** in the workplace

- Developing **confidence and clarity** in presentations
 - Handling **Q&A sessions and objections** effectively
 - Speaking in **high-pressure situations** (interviews, negotiations, meetings)
 - Practical exercises: **Presentation delivery & elevator pitches**
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Week 5: Reading Part 1 – Business Documents & Reports

- Developing **skimming and scanning skills** for efficient reading
 - Understanding **business reports, memos, and official emails**
 - Identifying **key points and main arguments** in documents
 - Speed reading strategies for **contracts, proposals, and market reports**
 - Practical exercises: **Analyzing business case studies & reports**
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Week 6: Reading Part 2 – Critical Reading & Comprehension

- Improving **analytical and critical thinking** through reading
 - Evaluating **credibility and accuracy** in business articles
 - Understanding **corporate policies, whitepapers, and industry research**
 - Extracting key insights from **financial statements & market analysis**
 - Real-world application: **Interpreting business trends & executive summaries**
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Week 7: Writing Part 1 – Business Writing Essentials

- Fundamentals of **professional email writing**
 - Structuring **formal and informal business communication**
 - Writing **concise and effective reports, proposals, and memos**
 - Grammar, tone, and clarity in business writing
 - Practical exercises: **Drafting professional emails & reports**
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Week 8: Writing Part 2 – Advanced Business Writing & Persuasion

- **Persuasive and influential writing** for business proposals

- Writing for **marketing, branding, and corporate messaging**
- Common mistakes and how to **edit and proofread effectively**
- Creating compelling **presentations, newsletters, and LinkedIn articles**
- Final project: **Drafting a business communication portfolio**

By the end of this **8-week course**, you will have **mastered all four essential business communication skills**—Listening, Speaking, Reading, and Writing—helping you excel in professional and corporate environments! 🚀