



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2023-2024

BBAHONS' HOSPITALITY MANAGEMENT
(Under Choice Based Credit System Based on UGC Guidelines)
BBA Hospitality Management Semester- I

Course Code	UM01AEBBH01	Title of the Course	Communication Skills & Personality Development-I
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. The objective of this course is to acquire communication skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.
	2. The objective of this course is to build business relationships by influencing interactions positively for successful business.

Course Content		
Unit	Description	Weightage* (%)
1.	Basics of Communication <ul style="list-style-type: none">• Meaning and Definition of Communication• The Process of Communication• Types of Communication• Barriers to Communication	50%
2.	Essentials of English Grammar <ul style="list-style-type: none">• Tenses• Voices• Conditionals and Concord	50%

PRACTICAL

NO.	TOPIC	Weightage (%)
1.	Listening Comprehension (Keep up Your English – 1 to 20 –BBC)	50%
2.	Note Making (Lost Secret – 1 to 5)	50%

Teaching-Learning Methodology	Theory lectures, PPT, Practical
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written/Practical Examination (As per CBCSR.6.8.3)	15 %
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, and Attendance (As per CBCSR.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	To Communicate fluently
2.	To develop good personality
3.	To Know about basics of business communication.

Suggested References:	
Sr. No.	References
1.	Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
2.	Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
3.	Communication for Business A Practical Approach Shirley Taylor (Pearson Education)
4.	Keep up Your English –BBC (CD/DVD)
5.	Lost Secret - (CD/DVD)

On-line resources to be used if available as reference material	
On-line Resources	
www.coursera.org	
www.udemy.com	