



BBA (HONS') (Hospitality Management) (3 Years)
Semester - II

Course Code	UM02 AE BBH01	Title of the Course	Communication Skills & Personality Development-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<p>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.</p> <p>2. The objective of this course is to build business relationships by influencing interactions positively for successful business.</p>
-------------------	---

Course Content		
Unit	Description	Weightage* (%)
1.	<p>Personality Development</p> <ul style="list-style-type: none"> • Building Confidence • Working in a Team • Stress Management • Time Management 	50%
2.	<p>Enriching Language through Literature</p> <ul style="list-style-type: none"> • Old Man & the Sea (Descriptive answer) 	50%

PRACTICAL

NO.	TOPIC	Weightage (%)
1.	Listening Comprehension (Keep up Your English – 21 to 40 – BBC)	50%
2.	Presentations on Motivational Videos collected from www.youtube.com	50%

Teaching-Learning Methodology	Theory lectures, PPT, Practical
--------------------------------------	---------------------------------





Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	develop non-verbal communication skills
2.	develop good personality
3.	Know about basics of business communication.
4.	develop speaking skills

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





<https://www.duolingo.com/>

<https://www.youtube.com/watch?v=srn5jgr9TZo>

