

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: V
Syllabus with effect from: June-2013

Theory

Paper Code: UM05FBBH01	Total Credit:3
Title Of Paper: Managerial Communication Skills – I (T/P)	

Unit	Description in detail	Weighting (%)
I	Presentation Skills Stages of preparing a presentation Overcoming presentation fears Voice modulations Use of audio-visual aids in presentations	25 %
II	Publicity Meaning and definition of Publicity Types and functions of Mass media Communicating with media	25 %
III	Correspondence For Career Building Application letter Covering letter Resume building	25 %
IV	Interview Skills Types of Interview Selection Interview Appearing in Interviews	25 %

Practical

Paper Code: UM05FBBH01	Total Credit:3
Title Of Paper: Managerial Communication Skills – I (T/P)	

Unit	Description in detail	Weighting (%)
I	Group Presentation	
II	Publicity Material	
III	Publicity Material Presentation (Individual Presentation)	
IV	Selection Interview	

Evaluation: The journals will be evaluated by the concerned teacher.

