

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

Theory

Paper Code: UM01FBBH05	Total Credit:3
Title Of Paper: Communication Skills & Personality Development – I (Revised)	
Effective From June -2013	

Unit	Description in detail	Weighting (%)
I	Reading and answering questions of original unabridged text prescribed by the board of studies (Text: Stories For India Edited by D. S. Mishra and R. Jadeja MacMillan Ltd Chennai)	25 %
II	Principles Of Communication: Defamation, Process, , Basic Forms of Communication Types And Barriers to communication	25 %
III	Business Correspondence: Forms and Layouts of business letters, Enquiry and Reply letters	25 %
IV	Word Building and Vocabulary Practice Antonyms , Synonyms and One word substitution	25 %

Basic Text & Reference Books:

- Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- Business Communication – U S Rai & S M Rai (Himalaya Publishing House)
- Developing Communication Skills – Krishna Mohan & Meera Banerjee

