

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Hospitality Management)**  
**Semester: VII**  
**Syllabus with effect from: June-2014**  
**(Batch - 2011)**

<b>Paper Code: UM07FBBH02</b>		<b>Total Credit: 3</b>
<b>Title Of Paper: Corporate Communication</b>		
Unit	Description in Detail	Weightage (%)
I	<b>Introduction to Corporate Communication</b> Meaning and Definition of Corporate Communication Types of Employee Communications Strategic Communication Plans	25%
II	<b>Intercultural Communication</b> Concept, Importance, Need and Role of Intercultural Communication Developing Intercultural Awareness Patterns of Cultural Differences Factors of Cross Cultural Relationship	25%
III	<b>Business Etiquettes</b> Business Etiquettes: Concept and Importance Etiquettes for: <ul style="list-style-type: none"> <li>• Travel and Tourism</li> <li>• Meetings</li> <li>• Telephone/Cellphone Conversations</li> <li>• Etiquettes at Workplace</li> </ul>	25%
IV	<b>Public Relations</b> Meaning and Definition of Public Relations The Four Elements of PR Internal PR and External PR Ethical Consideration in PR	25%

**Basic Text & Reference Books:-**

- Communication for Business: A Practical Approach – Shirley Taylor (Pearson Education)
- Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
- Corporate Conversations – Shel Holtz (Prentice-Hall of India Pvt. Ltd.)
- Business Communication Today – Bovee, Thill, Schatzman (Pearson Education)
- Effective Public Relations in Public and Private Sector – G. C. Banik (Jaico Publishing House)
- Public Relations for Your Business – Frank Jefkins (Excel Books)
- Effective Public Relations (Eighth Edition) – Scott M. Cutlip, Allen H. Center, Glen M. Broom (Pearson Education)
- Public Relations – Principles, Cases and Problems (Ninth Edition) – H. Frazier Moore, Frank B. Kalupa (Surjeect Publications)
- Business Etiquettes – David Robinson, Kogan Page India Private Limited
- Business Communication (Second Edition) – P. D. Chaturvedi and MukeshChaturvedi (Pearson Education)
- Principles and Practices of Business Communication – Dr. A. Rhoda and Dr. H. Aspi, Sheth Publishers Pvt. Ltd., Mumbai
- Basic Business Communication – Lesikar and Flatley, Tata McGraw Hill Edition
- Essentials of Business Communication Skills – Ghanekar and Anjali, Everest Publishing House
- Behave Yourself!: The Essential Guide to International Etiquette – Michael Powell, Insiders' Guide
- Modern Manners: Travel Etiquette – TheRules of the Road – William Norwich

