

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: I
Syllabus with Effect from: June 2015

Paper Code: UM01FBBH02	Total Credits: 3
Title Of Paper: Communication Skills & Personality Development – I	

Unit	Description in detail	Weightage (%)
1	Basics of Communication a. Meaning and Definition of Communication b. The Process of Communication c. The Flow of Communication d. Levels of Communication	25%
2	Personality Development a. Building Confidence b. Working in a team c. Stress Management d. Time Management	25%
3	Reading Fluency a. Reading Techniques b. Reading Strategies c. Reading Comprehension (application based questions)	25%
4	Essentials of English Grammar a. Tenses b. Voices c. Conditionals and Concord	25%
Practical:		
	Listening Comprehension (Keep up Your English – 1 to 20 –BBC)	
	Note Making (Lost Secret – 1 to 5)	
	Dictation	
	Presentations on Motivational Videos collected from www.youtube.com	

Basic Text & Reference Books:

- Communication for Business A Practical Approach Shirley Taylor (Pearson Education)
- Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
- Developing Communication Skills – Krishna Mohan & Meera Banerjee
- Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- Keep up Your English –BBC (CD/DVD)
- Lost Secret - (CD/DVD)

