



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2021-2022**

BBA (HONS') (Hospitality Management) (3 Years)  
(Under Choice Based Credit System Based on UGC Guidelines)  
Semester - I

Course Code	UM01ABBH71	Title of the Course	Communication Skills & Personality Development-I
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>
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Basics of Communication</b> <ul style="list-style-type: none"><li>● Meaning and Definition of Communication</li><li>● The Process of Communication</li><li>● Types of Communication</li><li>● Barriers to Communication</li></ul>	25%
2.	<b>Personality Development</b> <ul style="list-style-type: none"><li>● Building Confidence</li><li>● Working in a Team</li><li>● Stress Management</li><li>● Time Management</li></ul>	25%
3.	<b>Reading Fluency</b> <ul style="list-style-type: none"><li>● Reading Techniques</li><li>● Reading Strategies</li><li>● Reading Comprehension (application based questions)</li></ul>	25%
4.	<b>Essentials of English Grammar</b> <ul style="list-style-type: none"><li>● Tenses</li><li>● Voices</li><li>● Conditionals and Concord</li></ul>	25%

**PRACTICAL**

NO.	TOPIC	Weightage (%)
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1.	Listening Comprehension (Keep up Your English – 1 to 20 –BBC)	25%
2.	Note Making (Lost Secret – 1 to 5)	25%
3.	Dictation	25%
4.	Presentations on Motivational Videos collected from www.youtube.com	25%

Teaching-Learning Methodology	Theory lectures, PPT, Practical
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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: Having completed this course, the learner will be able to	
1.	Communicate fluently
2.	develop good personality
3.	Know about basics of business communication.

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)



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5.	Lost Secret - (CD/DVD)
On-line resources to be used if available as reference material	
<a href="http://www.coursera.org">www.coursera.org</a>	
<a href="http://www.udemy.com">www.udemy.com</a>	

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