

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Hospitality Management)**  
**Semester: II**  
**Syllabus with Effect from: December 2015**

<b>Paper Code:</b> UM02FBBH04	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Communication Skills & Personality Development – II	

Unit	Description in detail	Weightage (%)
1	<b>Basics of Communication</b> a. Kinesics b. Proxemics c. Chronemics d. Principles of Effective Communication	25%
2	<b>Speaking Ability</b> a. Introduction to Phonetics b. Purposes of Presentation c. Audience & Locale Analysis d. Paralinguistics	25%
3	<b>Enriching Language through Literature Text</b> <b>Four Short Stories.</b> 1. Snake in the Grass – R. K. Narayana 2. Letter to Indu. – Jawaharlal Nehru 3. Dolly at the Dentist – G.B. Shaw 4. A Thief Story – Ruskin Bond	25%
4	<b>Enriching Language through Literature- Text</b> Old Man & the Sea (Descriptive answers)	25%
	<b>Practical:</b>	
	Listening Comprehension (Keep up Your English – 21 to 40 –BBC)	
	Note Making (Lost Secret – 6 to 10)	
	Group Discussions	
	PowerPoint Presentations on Business Tycoons (contents can be collected from relevant websites)	

**Basic Text & Reference Books:**

- Communication for Business A Practical Approach; Shirley Taylor (Pearson Education)
- Communication in Organizations; Dalmar Fisher (Jaico Publishing House)
- Principles and Practices of Business Communication; Doctor, Rhoda A. & Doctor, Aspi H; Sheth Publishers Pvt. Ltd. Mumbai.
- Modern Commercial Communication; B S Shah Publication, Ahmedabad
- Developing English Skills; Composite Course for Intermediate Students; Oxford University Press

