

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Hospitality Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: November / December-2017

Semester: II

Paper Code: UM02ABBH21	Total
Title of Paper: Communication Skills & Personality Development –II (T+P)	Credits: 3
Objective : The objective of this course is to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.	

Unit No.	Description in Detail	Weightage
I	Basics of Communication <ul style="list-style-type: none"> • Kinesics • Proxemics • Chronemics • Principles of Effective Communication 	25%
II	Speaking Ability <ul style="list-style-type: none"> • Importance of speaking ability and presentation • Principles of Effective Speaking • Purposes of Presentation • Paralinguistics 	25%
III	Personality Development <ul style="list-style-type: none"> • Self-Esteem • Self-Improvement • Developing Positive Attitude • Motivation 	25%
IV	Enriching Language through Literature Old Man & the Sea (Descriptive answer)	25%

Practical

1	Listening Comprehension (Keep up your English – 21 to 40- BBC)
2	Note Making (Lost Secret – 6 to 10)
3	Group Discussion
4	Power point Presentation on Business Tycoons (contents can be collected from relevant websites)

Evaluation :

1. The examination will be conducted in two parts: Written and Practical. Both will carry equal weightage in internal as well as external examination in the ratio of **60:40**.
2. The Written examination will be of **Two Hours** duration and carry **60 Marks**.
3. Practical examination will comprises of practical in respective area / subject, Journal Preparation and Viva Voce.
4. The total number of marks obtained by a candidate out of **120**, i.e. the total of written and practical examination shall be divided by two as to get marks out of **60** at external examination.

Reference Books:

- Communication for Business *A Practical Approach* Shirley Taylor (Pearson Education)
- Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
- 50 Ways to Improve Your Presentation Skills in English – Bob Dignen (Orient BlackSwan)
- *The Blue Umbrella* by Ruskin Bond