



**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 - II**

Course Code	UM02ABBH71	Title of the Course	Communication Skills & Personality Development-II
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>• Kinesics</li><li>• Proxemics</li><li>• Chronemics</li><li>• Paralinguistics</li><li>• Principles of Effective Communication</li></ul>	25%
2.	<b>Speaking Ability</b> <ul style="list-style-type: none"><li>• Importance of speaking ability and presentation</li><li>• Principles of Effective Speaking</li><li>• Purposes of Presentation</li><li>• Activities and Tasks for practicing speaking skills (Dialogue, Role play, Opinion, Problems discussion and Visual Comprehension)</li></ul>	25%
3.	<b>Personality Development</b> <ul style="list-style-type: none"><li>• The Importance of Soft Skills</li><li>• Kinds of Soft Skills</li><li>• How to develop soft skills</li></ul>	25%
4.	<b>Enriching Language through Literature</b> <ul style="list-style-type: none"><li>• Old Man &amp; the Sea ( Descriptive answer)</li></ul>	25%



**PRACTICAL**

<b>NO.</b>	<b>TOPIC</b>	<b>Weightage (%)</b>
1.	Listening Comprehension (Keep up Your English – 21 to 40 – BBC)	25%
2.	Note Making (Lost Secret – 6 to 10)	25%
3.	Role Play	25%
4.	Power point Presentation on Business Tycoons (contents can be collected from relevant websites)	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.	develop non-verbal communication skills
2.	develop good personality
3.	Know about basics of business communication.
4.	develop speaking skills



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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)
5.	Lost Secret - (CD/DVD)

On-line resources to be used if available as reference material

<https://www.duolingo.com/>

<https://www.youtube.com/watch?v=srn5jgr9TZo>

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