

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Hospitality Management) (3 Years)
Semester: III
Syllabus with effect from: June-2016

Paper Code: UM03FBBH02	Total Credits: 3
Title of Paper: Business Etiquettes and Managerial Communication (T+P)	

THEORY

Unit	Description in detail	Weightage (%)
1.	Business Etiquettes <ul style="list-style-type: none"> • Business Etiquettes: Concept and Importance • Etiquettes for: <ul style="list-style-type: none"> • Meetings • Telephone/Cell phone conversations • Etiquettes at Workplace (Internal - superiors, peers and subordinates) • Etiquettes with Stakeholders (External - suppliers and customers) 	25 %
2.	Publicity <ul style="list-style-type: none"> • Meaning and definition of Publicity • Types and functions of Mass media • Communicating with media 	25 %
3	Correspondence For Career Building <ul style="list-style-type: none"> • Application letter • Covering letter • Resume building 	25 %
4	Interview Skills <ul style="list-style-type: none"> • Types of Interview • Selection Interview • Appearing in Interviews 	25 %

PRACTICAL

Unit	Description in detail	Weighting (%)
I	Group Presentation	
II	Publicity Material	
III	Publicity Material Presentation (Individual Presentation)	
IV	Selection Interview	

Basic Text & Reference Books

- David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- Developing Communication Skills – Krishna Mohan & Meera Banerjee