

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (HONS') (Hospitality Management) (3 Years)**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**SEMESTER – III**  
**Syllabus with effect from: June-2019**

<b>Paper Code: UM03ABBH21</b>	<b>Total Credits: 2+1</b>
<b>Title of Paper: Business Etiquettes and Managerial Communication (T+P)</b>	
<b>Objectives: To Understand And Learn The Importance Of Business Etiquettes And Communication Skills In Service Sector Such As ; Hotel And Tourism Industry .</b>	

**THEORY**

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

**PRACTICAL**

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

**Evaluation : Internal : 40 Marks (Theory)**  
**: External: 60 Marks (Theory) – Two Hours Examination**

**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