



BBA (HONS') (Hospitality Management) (3 Years)
 (Under Choice Based Credit System Based on UGC Guidelines)
 Semester - III

Course Code	UM03ABBH71	Title of the Course	Business Etiquettes & Managerial Communication
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"> • To understand and learn the importance of Business Etiquettes and written communication skills in service sectors such as; Hotel and Tourism industry • To build ability to make publicity of the products and to develop interview skills.
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Course Content		
Unit	Description	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 Conversation • Etiquettes at Work Place (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 of Mass Media • 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

NO.	TOPIC	Weightage (%)
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SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

1.	Group Presentation	25%
2.	Publicity Material	25%
3.	Publicity Material Presentation (Individual Presentation)	25%
4.	Selection Interview	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.	To develop written communication skill
2.	To develop good personality with etiquettes
3.	To perform better in the selection interview

Suggested References:	
Sr. No.	References
1.	David Robinson: Business Etiquettes, Kogan Page India Private Limited.
2.	Rajendra Pal & J.S.Korlahalli: Essentials of Business Communication, Sultan Chand & Sons.
3.	Developing Communication Skills – Krishna Mohan & Meera Banerjee





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

<https://toggl.com/track/business-etiquette-rules/>

<https://www.americanexpress.com/en-us/business/trends-and-insights/articles/15-vital-business-etiquette-rules/>

