

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Honours) - Hospitality & Tourism Management
Semester: I
Syllabus with Effect from: June - 2015

Paper Code: UM01FBHT01	Total Credit: 3
Title Of Paper: English & Business Communication-I	

Unit	Description in Detail	Weightage (%)
I	Grammar Parts of Speech Tenses	25%
II	Vocabulary Synonyms Antonyms Word Formation (Pre-fix, Suffix)	25%
III	Communication Definition and cycle of Communication Importance of effective communication in business Principles of effective communication Objectives of communication	25%
IV	Business Correspondence Parts of Letter Forms & Lay outs of Letter Inquiry and Reply Letter	25%

Basic Text & Reference Books:-

- Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- Business Communication (Second Edition) – P.D. Chaturvedi and Mukesh Chaturvedi (Pearson Education)

