

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism and Travel Management)**  
**Semester: I**  
**Syllabus with effect from: June-2011**

## Theory

|  |                       |
|--|-----------------------|
| <b>Paper Code: UMO1FBBT01</b>  | <b>Total Credit:3</b> |
| <b>Title Of Paper: Communication Skills &amp; Personality Development – I- (T/P)</b> |                       |

| Unit | Description in detail   | Weighting (%) |
|------|---|---------------|
| I    | <b>Reading and answering questions of original unabridged text prescribed by the board of studies</b><br>(Text: Stories For India Edited by D.S.Mishra and R. Jadeja MacMillan Ltd Chennai) | 25 %          |
| II   | <b>Principles Of Communication:</b><br>Defamation, Process, , Basic Forms of Communication Types And Barriers to communication  | 25 %          |
| III  | <b>Business Correspondence:</b><br>Forms and Layouts of business letters, Enquiry and Reply letters   | 25 %          |
| IV   | <b>Word Building and Vocabulary Practice</b><br>Antonyms , Synonyms and One word substitution   | 25 %          |

## Practical

|  |                       |
|--|-----------------------|
| <b>Paper Code: UMO1FBBT01</b>  | <b>Total Credit:3</b> |
| <b>Title Of Paper: Communication Skills &amp; Personality Development – I- (T/P)</b> |                       |

| Unit | Description in detail                        | Weighting (%) |
|------|--|---------------|
| I    | Listening comprehension (note taking/making) | 25 %          |
| II   | Reading                                      | 25 %          |
| III  | Dictation                                    | 25 %          |
| IV   | Note taking/making                           | 25 %          |

**Basic Text & Reference Books:**

- Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- Business Communication – U S Rai & S M Rai (Himalaya Publishing House)
- Developing Communication Skills – Krishna Mohan & Meera Banerjee

