

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism and Travel Management)**  
**Semester: I**  
**Syllabus with effect from: June-2013**

Theory

<b>Paper Code: UMO1FBBT05</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Communication Skills &amp; Personality Development – I (Revised)</b>	
<b>Effective From June -2013)</b>	

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

