

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism & Travel Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch - 2011)

Paper Code: UM07FBBT01		Total Credit: 3
Title Of Paper: Corporate Communication		
Unit	Description in Detail	Weightage (%)
I	Introduction to Corporate Communication Meaning and Definition of Corporate Communication Types of Employee Communications Strategic Communication Plans	25%
II	Intercultural Communication Concept, Importance, Need and Role of Intercultural Communication Developing Intercultural Awareness Patterns of Cultural Differences Factors of Cross Cultural Relationship	25%
III	Business Etiquettes Business Etiquettes: Concept and Importance Etiquettes for: Travel and Tourism Meetings Telephone/Cellphone Conversations Etiquettes at Workplace	25%
IV	Public Relations Meaning and Definition of Public Relations The Four Elements of PR Internal PR and External PR Ethical Consideration in PR	25%

Basic Text & Reference Books:-

- Communication for Business: A Practical Approach – Shirley Taylor (Pearson Education)
- Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
- Corporate Conversations – Shel Holtz (Prentice-Hall of India Pvt. Ltd.)
- Business Communication Today – Bovee, Thill, Schatzman (Pearson Education)
- Effective Public Relations in Public and Private Sector – G. C. Banik (Jaico Publishing House)
- Public Relations for Your Business – Frank Jefkins (Excel Books)
- Effective Public Relations (Eighth Edition) – Scott M. Cutlip, Allen H. Center, Glen M. Broom (Pearson Education)
- Public Relations – Principles, Cases and Problems (Ninth Edition) – H. Frazier Moore, Frank B. Kalupa (Surjeet Publications)
- Business Etiquettes – David Robinson, Kogan Page India Private Limited
- Business Communication (Second Edition) – P. D. Chaturvedi and MukeshChaturvedi (Pearson Education)
- Principles and Practices of Business Communication – Dr. A. Rhoda and Dr. H. Aspi, Sheth Publishers Pvt. Ltd., Mumbai
- Basic Business Communication – Lesikar and Flatley, Tata McGraw Hill Edition
- Essentials of Business Communication Skills – Ghanekar and Anjali, Everest Publishing House
- Behave Yourself!: The Essential Guide to International Etiquette – Michael Powell, Insiders' Guide
- Modern Manners: Travel Etiquette – TheRules of the Road – William Norwich

