

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Tourism & Travel Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: June-2018

Semester: I

Paper Code: UM01ABBT21	Total Credits: 3
Title of Paper: Communication Skills & Personality Development – I (T + P)	
Objective: The objective of this course is to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.	

Unit No.	Description in Detail	Weightage
1	Basics of Communication a. Meaning and Definition of Communication b. The Process of Communication c. The Flow of Communication d. Levels of Communication	25%
2	Personality Development a. Building Confidence b. Working in a team c. Stress Management d. Time Management	25%
3	Reading Fluency a. Reading Techniques b. Reading Strategies c. Reading Comprehension (application based questions)	25%
4	Essentials of English Grammar a. Tenses b. Voices c. Conditionals and Concord	25%

PRACTICAL

Unit	Description in Detail	Weightage (%)
I	Listening Comprehension (Keep up Your English – 1 to 20 –BBC)	25%
II	Note Making (Lost Secret – 1 to 5)	25%
III	Dictation	25%
IV	Presentations on Motivational Videos collected from www.youtube.com	25%

Evaluation :

- The examination will be conducted in two parts: Written and Practical. Both will carry equal weightage in internal as well as external examination in the ratio of **60:40**.
- The Written examination will be of **Two Hours** duration and carry **60 Marks**.
- Practical examination will comprises of practical in respective area / subject, Journal Preparation and Viva Voce.
- The total number of marks obtained by a candidate out of **120**, i.e. the total of written and practical examination shall be divided by two as to get marks out of **60** at external examination.

Reference Books:

- Communication for Business *A Practical Approach* Shirley Taylor (Pearson Education)
- Communication in Organizations – Dalmar Fisher (Jaico Publishing House)
- Developing Communication Skills – Krishna Mohan & Meera Banerjee
- Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- Keep up Your English –BBC (CD/DVD)
- Lost Secret - (CD/DVD)