

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (HONS') (Tourism & Travel Management) (3 Years)**  
**Syllabus with effect from: June-2019**  
**Semester: I**

<b>Paper Code: UM01ABBT51</b>		<b>Total Credits: 3</b>
<b>Title of Paper: Communication Skills &amp; Personality Development – I (T + P)</b>		
<b>Objective:</b> 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
<b>1</b>	<b>Basics of Communication</b> a. Meaning and Definition of Communication b. The Process of Communication c. The Flow of Communication d. Levels of Communication	<b>25%</b>
<b>2</b>	<b>Personality Development</b> a. Building Confidence b. Working in a team c. Stress Management d. Time Management	<b>25%</b>
<b>3</b>	<b>Reading Fluency</b> a. Reading Techniques b. Reading Strategies c. Reading Comprehension (application based questions)	<b>25%</b>
<b>4</b>	<b>Essentials of English Grammar</b> a. Tenses b. Voices c. Conditionals and Concord	<b>25%</b>

**PRACTICAL**

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

**Evaluation :**

1. 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 **70:30**.
2. The Written examination will be of **Three Hours** duration and carry **70 Marks**.

**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)