

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (HONS') (Tourism & Travel Management) (3 Years)**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**Syllabus with effect from: November -2019**

**Semester: II**

<b>Paper Code: UM02ABBT51</b>	<b>Total</b>
<b>Title of Paper: Communication Skills &amp; Personality Development –II (T+P)</b>	<b>Credits: 3</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>I</b>	Basics of Communication <ul style="list-style-type: none"> <li>• Kinesics</li> <li>• Proxemics</li> <li>• Chronemics</li> <li>• Principles of Effective Communication</li> </ul>	<b>25%</b>
<b>II</b>	Speaking Ability <ul style="list-style-type: none"> <li>• Importance of speaking ability and presentation</li> <li>• Principles of Effective Speaking</li> <li>• Purposes of Presentation</li> <li>• Paralinguistics</li> </ul>	<b>25%</b>
<b>III</b>	Personality Development <ul style="list-style-type: none"> <li>• Self-Esteem</li> <li>• Self-Improvement</li> <li>• Developing Positive Attitude</li> <li>• Motivation</li> </ul>	<b>25%</b>
<b>IV</b>	Enriching Language through Literature Old Man & the Sea ( Descriptive answer)	<b>25%</b>

**Practical**

<b>1</b>	Listening Comprehension (Keep up your English – 21 to 40- BBC)
<b>2</b>	Note Making (Lost Secret – 6 to 10)
<b>3</b>	Group Discussion
<b>4</b>	Power point Presentation on Business Tycoons (contents can be collected from relevant websites)

**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)
- 50 Ways to Improve Your Presentation Skills in English – Bob Dignen (Orient BlackSwan)
- *The Blue Umbrella* by Ruskin Bond