

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)
Semester: III
Syllabus with effect from: June-2016

Paper Code: UM03FBBT02	Total Credits: 3
Title of Paper: Business Etiquettes and Managerial Communication (T+P)	

THEORY

Unit	Description in detail	Weightage (%)
1.	Business Etiquettes Business Etiquettes: Concept and Importance Etiquettes for: •Meetings •Telephone/Cell phone conversations Etiquettes at Workplace (Internal - superiors, peers and subordinates) Etiquettes with Stakeholders (External - suppliers and customers)	25 %
2.	Publicity Meaning and definition of Publicity Types and functions of Mass media Communicating with media	25 %
3	Correspondence For Career Building Application letter Covering letter Resume building	25 %
4	Interview Skills Types of Interview Selection Interview Appearing in Interviews	25 %

PRACTICAL

Unit	Description in detail	Weighting (%)
I	Group Presentation	
II	Publicity Material	
III	Publicity Material Presentation (Individual Presentation)	
IV	Selection Interview	

Basic Text & Reference Books

- David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- Developing Communication Skills – Krishna Mohan & Meera Banerjee