

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)
Semester: III

Syllabus with effect from: June-2019
(Under Choice Based Credit System Based on UGC Guidelines)

Paper Code: UM03ABBT21	Total Credits: 3
Title of Paper: Business Etiquettes and Managerial Communication (T+P)	

Objectives:

1. This course will help you learn to present a more confident, professional appearance, and how to manage projects and people by:
2. Learning how to speak and dress professionally
3. Creating more effective written communications
4. Conducting yourself more effectively in meetings and running your own meetings more smoothly
5. Managing conflicts with coworkers
6. Communicating more effectively by phone.

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	

Evaluation : Internal 40 Marks (Theory)
: External 60 Marks (Theory) – Two Hours Examination

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