

# MHM

## FIRST SEMESTER

**Semester – 1                      HM-101: Business Communication**

**Theory: 4 Credits**

**Objective:** To make the student to understand about the importance of Business communication to handle the Hotel Business in Industry.

**Course Contents:**

**Unit 1: Concept of Communication-** Communication: Definition, Need, Purpose and Process, Importance of Communication in Tourism Industry, Communication Networks, Directions of Communication, Types of Communication, Differences between Oral and Written Communication, Directions of Communication, Barriers and Gateways to Communication, Cross Cultural Communications, Concepts of Culture, Functions and Impacts of Culture on Communication, Important Expression in Cross Cultural Communication

**Unit 2: Written Communication-** Principles of Business Communication, Process of Preparing Effective Business Messages, Stages of Writing, Purpose of Written Communication in Professional Environment, Types of Written Communication, Report, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting, Writing Letters, Business Letter Formats, Types of Letters, Telex Messages, E-mail Communication, Communication through, Internet.

**Unit 3: Verbal Communication-** Listening: Definition, Types and Levels of Listening; Keys to effective Listening, Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids, Telephone Handling: Need for favourable voice quality, Listening vs. Hearing, Handling Verbal Complaints, Barriers of Verbal Communications

**Unit 4: Non-verbal Communication-** Classification of Non Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context, Body Gestures and Messages that are communicated through Gestures, Grooming Standards, Impact of Body Language in Tourism and Hospitality Industry, Assertive, Aggressive and Passive Behaviours.

**Reference Books:**

1. Business Communication: Concepts, Cases and Applications – P D Chaturvedi, Mukesh Chaturvedi, Pearson Education, First Edition, 2004.
2. Business Communication, Process And Product – Mary Ellen Guffey – Thomson Learning, Third Edition, 2002.
3. Basic Business Communication – Lesikar, Flatley TMH 10 Edition, 2005.