

BTTMN-603

Course Name: Professional Business Communication

Programme Name and Code: Bachelor in Tourism and Travel Management (BTTM-23)

Year/Semester: 3rd Year/6th Semester

Objective:

The basic objective is to help the students to acquire and develop both written and oral communication skills necessary in the Travel Trade and also to understand the basic concepts of communication in an organization.

Block-1 Concept of Communication	
Unit-1	Communication: Definition, Need, Purpose and Process, Importance of Communication in Tourism Industry
Unit-2	Communication Networks, Directions of Communication and Types of Communication
Unit-3	Differences between Oral and Written Communication, Directions of Communication, Barriers and Gateways to Communication
Unit-4	Cross Cultural Communications, Concepts of Culture, Functions and Impacts of Culture on Communication, Important Expression in Cross-Cultural Communication
Block-2 Written Communication	
Unit-5	Principles of Business Communication, Process of Preparing Effective Business Messages,
Unit-6	Stages of Writing, Purpose of Written Communication in Professional Environment
Unit-7	Types of Written Communication, Reports, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting
Unit-8	Writing Letters, Business Letter Formats, Types of Letters, Telex

	Messages, E-mail Communication, Communication through and Internet
Block-3 Verbal Communication	
Unit-9	Listening: Definition, Types and Levels of Listening; Keys to effective Listening
Unit-10	Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids
Unit-11	Telephone Handling: Need for favourable voice quality, Listening vs. Hearing, Handling Verbal Complaints,
Unit-12	Barriers to effective Verbal Communications
Block-4 Non Verbal Communication	
Unit-13	Classification of Non-Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context
Unit-14	Body Gestures and Messages that are communicated through Gestures
Unit-15	Grooming Standards, Impact of Body Language in Tourism Industry
Unit-16	Assertive, Aggressive and Passive Behaviours