

## **BTTMN-603**

**Course Name:** Professional Business Communication

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

**Year/Semester:** 3<sup>rd</sup> Year/6<sup>th</sup> 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.

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

	Messages, E-mail Communication, Communication through and Internet
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### **Block-3 Verbal Communication**

<b>Unit-9</b>	Listening: Definition, Types and Levels of Listening; Keys to effective Listening
<b>Unit-10</b>	Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids
<b>Unit-11</b>	Telephone Handling: Need for favourable voice quality, Listening vs. Hearing, Handling Verbal Complaints,
<b>Unit-12</b>	Barriers to effective Verbal Communications

### **Block-4 Non Verbal Communication**

<b>Unit-13</b>	Classification of Non-Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context
<b>Unit-14</b>	Body Gestures and Messages that are communicated through Gestures
<b>Unit-15</b>	Grooming Standards, Impact of Body Language in Tourism Industry
<b>Unit-16</b>	Assertive, Aggressive and Passive Behaviours