

Introduction and Course Objectives	The basic objective of this course is to help the students to acquire and develop communication skills necessary for efficient management, and, also to understand the fundamental concepts of communication in any organization.
Main Concepts	The course has been designed keeping in mind the various aspects of communication necessary for day to day transactions. Special emphasis has been placed on communication in Hotels and Restaurants.
Student Learning Objectives	Understand the various aspects of communication which should be fruitful in the professional career of the student.

- UNIT - 1 COMMUNICATION:** definition, need, purpose, process, Importance of Communication in Tourism Industry, Barriers and gateways to communication, Directions of communication: Upward, Downward and Horizontal, Communication Networks: Circle, All Channel, Y, Chain, Formal and Informal Communications, Essentials of effective communication Choice of Communication Channel
- UNIT – 2 LISTENING:** definition, types, levels of listening, Keys to effective listening, Roadblocks to listening, The importance of feedback in interpersonal communication, Characteristics of effective feedback
- UNIT – 3 EFFECTIVE SPEAKING:** Essential qualities of a good speaker, Organizing the ideas of a speech, Purpose of Speech, Audience Analysis, Appearance and Bodily actions, Use of Voice, Use of visual Aids, Using the Telephone: Need for favorable voice quality
- UNIT – 4 NON-VERBAL COMMUNICATION:** Classification of nonverbal communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context
- UNIT – 5 WRITTEN COMMUNICATION:** Principles of business communication, Process of preparing effective business messages, Planning a Message, Composing a Message, Revising a Message