

Introduction and Course Objectives	The basic objective is to help the students to acquire and develop both written and oral communication skills necessary in the Hospitality Trade, and also to understand the basic concepts of communication in an organization.
Main Concepts	The course has prepared with the view to enhance the business ethics in the form of communication.
Student Learning Objectives	Understand the various aspects of business communication and inculcate the different approaches at the various hierarchy of the organization.

- UNIT - 1 INTRODUCTION:** Nature and Scope of Business Communication, Principles of Effective Communication (7Cs of communication), Process of Communication, Barriers to Communication and ways to overcome them.
- UNIT - 2 ORAL COMMUNICATION:** Listening: Process of Listening, Types of Listening, Barriers to Listening Making Effective Presentations, Elements of a Presentation, Format of a good Presentation, Preparation of Visual aids, Handouts and feedback forms, Meetings: Purpose of Meetings, Types of Meetings, Conducting Meetings.
- UNIT - 3 WRITTEN COMMUNICATION:** Structures and Layout of Business Letters, Writing E- mails, Memorandums, Notices and Circular. Reports: Essentials of Good Reports, Types of Reports, Report writing process.
- UNIT - 4 NON-VERBAL COMMUNICATIONS:** Importance of Non-Verbal communication, Classification of Non –Verbal Communication: Kinesics, Proxemics, Time language, Paralanguage, Sign language
- UNIT - 5 GROUP DISCUSSIONS:** (Do's and Don'ts, Guidelines to succeed in a G.D), Extempore, Debates