

BTTM-304

Business Communication

Programme: Bachelor in Tourism and Travel Management (BTTM 16)**Year / Semester:** 3rd 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, 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, Report, 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, 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 favorable voice quality, Listening vs. Hearing, Handling Verbal Complaints,
Unit 12	Barriers of 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 Behaviors