

**ETS-105**  
**Business Communication**

**Code:** ETS-105

**Programme:** Diploma in Tourism Studies DTS 17

**Year / Semester:** 1st Year

**Objective:** This course will introduce learners to the role and importance of effective communication at workplace. It presents principals of communication responsible for good interpersonal interaction.

**Credits:** 4

<b>Unit-1</b>	<b>Principles of Communication:</b> Meaning and Definitions of Communication. Features, Objectives, Need, Process and Types of Communication, Models, Importance of Communication, Barriers of Communication, How to make Communication Effective, Differences between Oral and Written Communication, 7C's in Communication.
<b>Unit-2</b>	<b>Verbal Communication:</b> Introduction, Definition, Features and Types of Verbal Communication. Advantages of Verbal Communication. Guidelines for Effective Verbal Communication.
<b>Unit-3</b>	<b>Non-Verbal Communication:</b> Meaning and Definitions of Non-Verbal Communication, Characteristics, Advantages & Disadvantages of Non-Verbal Communication, Types of Non-Verbal Communication, Impacts of Body Language in Tourism Industry. Differences between Verbal and Non-Verbal Communication.
<b>Unit-4</b>	<b>Listening:</b> Significance of Effective Listening, Active Listening, Some Do's for Listeners and Some Don'ts for Listeners, Obstacles to Effective Listening, Guidelines to Effective Listening, How to Become A Good Listener
<b>Unit-5</b>	<b>Public Speaking:</b> Selection of the Topic, Audience Analysis, Researching and Planning the Speech, Organizing the Speech, Tips for Effective Public Speaking, Developing Confidence and Overcoming Fear, Essential Qualities of a Good Speaker.
<b>Unit-6</b>	<b>Meeting and Conference:</b> Meaning, Features, Procedure, Planning and Arrangement of Meeting and Conference, Chairmanship, Participation, Physical Arrangement, Nature and Definition of Meeting and Conference, Types of Discussion Group, Regulating Speech. Organising Conferences and Evaluating Oral Presentation
<b>Unit-7</b>	<b>Group Discussion:</b> Meaning and Definitions of Group Discussion, Features and Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics Discussion, What is Observed in Group Discussion? Guidelines to Improve Performance in Group Discussion, Overcoming Mistakes in Group Discussion.
<b>Unit 8</b>	<b>Interview:</b> Meaning, Features & Purposes, Types of Interview, Successful Interview, Appearance & Dress. How to conduct yourself during the interview.
<b>Unit 9</b>	<b>Written Communication:</b> Introduction, Features, Advantages & Disadvantages, Writing an Effective Mail, Rules for Good Writing