

Skill Enhancement Courses (SEC)

B.A. Tourism & Travel Management 3rd Semester

Title of the Course: Communication Skills for Tourism

Course Code: TTM-1805-SEC

No. of Credits: 04 + 02 (Theory- 04, Internals – 02)

Marks (Theory– 56, Internals- 30, Attendance- 04)

Course objectives:

The course is designed to prepare students for making effective communication both written and verbal and to communicate at work places as per the requirements of the service sector.

Course Contents:

Unit I

Non Verbal Communication- Importance and types- Facial expression, Posture, Gestures, dressing, eye contact, Etiquettes & Manners. Writing Skills- Preparing professional resume and Covering letter, Report Writing, Formal Communication through Emails & Social Media.

Unit II

Group discussion – dynamics, modulation of voice, body language, relevance, fluency and coherence. Interview Skills – concept and process, pre-interview planning, opening strategies, answering strategies, interview through tele and video-conferencing.

Unit III

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them. Etiquette of the telephone, handling business meetings.

Unit IV

Self-Management- evaluation, discipline, criticism, awareness. Managing ego, emotions and Pride. Motivation- techniques, idealizing. Effective Career planning.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Shirley Taylor, Communication for Business, Pearson Education
3. E. H. McGraw, S. J.; Basic Managerial Skills for All. Prentice Hall of India Pvt. Ltd., New Delhi.
4. Goleman, Daniel. Emotional Intelligence: Why it can matter more than IQ
5. Krogerus, Mikael()The Decision Book: Fifty Models for Strategic Thinking