

Programme: MBA Tourism & Travel Management

MBT5191 BUSINESS COMMUNICATION AND SOFT SKILLS

Course Code	MBT5191	Semester	I
Course Title	Business Communication and Soft Skills		
Credits	3	Type	Core

Course Description

The course imparts a comprehensive development of skills like communication, its scope and importance in business, and its role in establishing a solid position in the industry.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Demonstrate the basic nuances of Public speaking and presentations
- CO2: Acclimatize the fundamentals of business communication with focus on the writing part
- CO3: Introduce the concept of negotiations in the business world
- CO4: Illustrate Business etiquettes and mannerisms in the workplace
- CO5: Imbibe the essential elements of time management and interpersonal skills

Course Structure

The following is a detailed syllabus Business Communication and Soft Skills.

Module I: Presentations and Public Speaking

The Basic Forms of Communication-- Non-verbal Communication, Verbal Communication- Designing and delivering business Presentations- Public Speaking-Team Presentations. Practical Exercises & Discussions.

Module II: Business Correspondence

Seven C's of Business Letter Writing, Basic Principles- Forms of Business Letters/E-Mail, Formats of official letters- Writing reports, memos- Writing about the Unpleasant -Writing a report-- Practical Exercises.

Module III: Negotiation Skills

Need to Negotiate, Factors Affecting Negotiation, Stages of Negotiation Process, Approaches to Negotiation - Practical exercises and role play.

Module IV: Business Etiquettes

Basic business etiquettes-Office Courtesies, Business dress and grooming- Telephone Etiquette, Business Dining, Business manners- Business socializing- Case Studies.

Module V: Time Management and Interpersonal Skills

Planning, Scheduling and Prioritizing - Multitasking - Goal Setting - Importance of interpersonal skills in business - negotiating, problem-solving, knowledge-sharing - Case studies.

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Testing & Evaluation:

Internal Assessment (100 Marks)
Activity 1– 25 Marks
Activity 2– 25 Marks
Activity 3– 25 Marks
Activity 4 – 25 Marks

References

- Mitra, B. K. (2016). Personality Development and Soft Skills. New Delhi: Oxford University Press.
- Madhukar, R. K. (2016). Business Communication. Noida: Vikas Publishing House Pvt Ltd.
- Asha, K. (2015). Effective Business Communication. New Delhi: PHI.
- Mary, M. (2013). Guide to Managerial Communication: Effective Writing & Speaking. New Delhi: PHI.
- Raman, M., & Singh, P. (2012). Business Communication. New Delhi: Oxford University Press.
- Guffey, M.A., & Loewy, D. (2010). Business Communication: Process and Product. Boston: South-Western Cengage Learning.