

GUJARAT TECHNOLOGICAL UNIVERSITY
HOTEL MANAGEMENT & CATERING TECHNOLOGY
B. E. SEMESTER: I

Subject Name: **Hospitality Communication – I**

Subject Code: **113304**

Sr. No.	Course Contents	Total Hrs
1.	Communication in Hospitality Industry: Importance of Communication in Hospitality Industry: Basic Etiquettes & Body language	4
2.	Language and Communication: 1. Need, purpose, nature, models 2. Process of communication and various factors of communication 3. Barriers to communication and overcoming these barriers 4. Non-verbal communication, signs, symbols and body language, language as a sign system, eye-contact, facial expressions and posture 5. Communication in Hospitality organization and its effects on performance	6
3.	Remedial English 1. Common errors and their correction in English usage with emphasis on concord, tense sequence, use of prepositions, phrasal verbs, reference and dictionary skills. 2. Linkers and cohesive device 3. Expressing the same idea/thought unit in different ways	6
4.	Skill of Written English 1. Note making and developing notes into drafts – rewriting of drafts. The use of cohesive devices 2. Correspondence: Letters to editor and write ups concerning event management (publicity materials, handouts, posters and information, flow charts) 3. Writing bio-data, applications, complaint 4. Precise writing	6
5.	Oral Skills (Listening and Speaking) For Effective Communication 1. Note taking, preparing summaries and abstracts for oral presentation 2. Restaurant and Hotel English, polite and effective enquiries and responses 3. Addressing a group, essential qualities of a good speaker and listener 4. Audience analysis, defining purpose of a speech, organizing the ideas and delivering the speech 5. Pronunciations, stress, accent, common phonetic difficulties, use of Telephone	10

Text Books:

1. Bhaskar, W.W.S., and Prabhu, N.S.. “English through reading”, MacMillan, 1978
2. D’Souza Eunice and Shahani, G., “Communication Skills in English”, Noble Publishing, 1977

Reference Books:

1. Effective communication, Ron Ludlow, Prentice Hall
2. Sharma, R.C., and Mohan, K., “Business Correspondence and Report Writing”, Tata McGraw Hill, 1994.
3. Lynn Van Der Wagen, Communications in Tourism & Hospitality, Hospitality Press.