

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Hotel Management & Catering Technology**  
**B. E. SEMESTER: II**

Subject Name: **Hospitality Communication – II**

Subject Code: **123306**

<b>Sr. No</b>	<b>Course Content</b>	<b>Hrs.</b>
1.	<b>Business communication</b> Need, purpose, nature, models-Channels of Business communication- Selection of channel	8
2.	<b>Organizational communication</b> Upward, downward, lateral, purpose, functions - Written communications, memos, circulars, notices, advertisements, press notes -Communicating with outside world : Business letters of different types, email writing and manners - Communicating within groups, nature, purpose, merits, demerits -Role of wit and humor .	12
3.	<b>Handling Meetings</b> Types of meetings - Structuring a meeting: agenda and minutes - Conducting a meeting	6
4.	Project	6

**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.

### **Summary of time allocation is done on following basis:-**

1. Total Weeks in 1 Semester = 18
2. No. Of Hours per Week = 30 HRS
3. No. of subject in each semester of 1st Year = 6 each.
4. 02 weeks buffer for Exam / Evaluation purpose.
5. refer point 4, It means 16 weeks of effective Teaching i.e  $16 \times 30 \text{hrs} = 480 \text{ HRS}$  in one semester.
6. As finalized by committee member, following division of time was done.