



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor Of Hotel Management And Catering Technology

Level: UG

Branch: Hotel Management & Catering Technology and  
Hospitality and Tourism Administration

Course / Subject Code: BH01000041

Course / Subject Name : Business Communication

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Skills Enhancement Course

<b>Prerequisite:</b>	Basic understanding of communication skill.
<b>Rationale:</b>	This course equips with the skills and knowledge to navigate professional communication effectively, leading to a range of benefits for the students.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand basics of communication skills and application of grammar in communication	U
02	Enhance Reading, writing, listening and speaking skills with underline orientation required in business world	R, U
03	Apply different writing tools for business communication	A
04	Learn to manage oneself and Gain confidence while communicating	N

\*Revised Bloom's Taxonomy (RBT)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	70	30	50	0	150

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
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1.	<b>Basics of Communication &amp; Grammatical Focus:</b> Meaning and Importance of Communication, Communication Process, Barriers to communication and how to overcome these barriers, Grammatical & structural aspects covering parts of speech; tense; voice; clause; preposition; degrees of comparison; synonyms & antonyms etc.; identifying & analyzing grammatical errors including errors in spelling & punctuation.	09	20%
2.	<b>Reading:</b> Vocabulary building; comprehension; interpretation; summarizing.	09	20%
3.	<b>Writing:</b> Letter Writing – formal; informal; accepting & declining invitations; paragraph writing; precise writing, essay writing. Effective business writing - correspondences; letter, fax, e-mail for making enquiries; placing orders; asking & giving information; registering complaints; handling complaints; drafting notices; drafting advertisements; job applications.	09	20%
4.	<b>Speaking:</b> Interactive communication like introducing self; greetings; conversations; pronunciation: appropriate stress; intonation; clarity; business etiquettes; impromptu speech; debate; role play; presentations	09	20%
5.	<b>Listening:</b> Understanding – spoken English; formal English and business-related conversations.	09	20%
	<b>Total</b>	<b>45</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	20%	15%	20%	10%	15%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. Kumar, I. & Kumar, S. (Latest edition). A Course Book of English Grammar, Composition and Translation.
2. Bapna, A. & Bapna, R. (2015) How to Write and Speak Effective, Powerful and Fluent English.



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3. Murphy, R., & Smalzer, W. R. (2002). Basic grammar in use: selfstudy reference and practice for students of English. Student's book. Ernst Klett Sprachen.
4. Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (Latest edition). Business communication: Making connections in a digital world. McGraw-Hill.

**(b) Open source software and website:**

1. <https://epgp.inflibnet.ac.in/>
2. [https://books.google.co.in/books?id=70h1DwAAQBAJ&printsec=copyright&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.in/books?id=70h1DwAAQBAJ&printsec=copyright&redir_esc=y#v=onepage&q&f=false)
3. <https://egyankosh.ac.in/handle/123456789/476>

**Suggested Project List, if any:** subject teacher can plan

**Suggested Activities for Students, if any:**

Group discussion Role play, presentations etc.

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