



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: BH02000051

Course / Subject Name : Personality Skills for Hospitality Industry

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Skill Enhancement Courses

Prerequisite:	Student should have the basic knowledge on personality skills required for hospitality industry
Rationale:	This course enhances the productivity, maintaining the professional image and building credibility of the students

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Explain fundamentals of communications.	UNDERSTANDING
02	Identify the importance of personality development in professional setup	REMEMBERING
03	Elaborate effective professional communication	CREATING
04	Design the techniques of presentation skills	APPLYING
05	Get ready students for the Recruitment Process	EVALUATE

*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

Unit No.	Content	No. of Hours	% of Weightage
1.	Image Building and Self Awareness <ul style="list-style-type: none">Developing Self AwarenessProjecting a winning personality	9	20%



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	<ul style="list-style-type: none">Understanding Business EtiquetteDeveloping Self Awareness		
2.	Assertive Communication Skills <ul style="list-style-type: none">Understanding the concept of assertivenessAssertiveness skills and techniquesAssertive coping mechanisms and strategiesTime management and Stress management	9	20%
3.	Culture and Communication <ul style="list-style-type: none">Communication across culturesCustomers from OverseasCustomers at homeThe nature of the industry	9	20%
4.	Selling skills: <ul style="list-style-type: none">Developing selling skills and initiating sales conversationQuestioning techniques, presenting the productsHandling objections and closing the saleSocial responsibility in Communication	9	20%
5.	The Recruitment Process <ul style="list-style-type: none">Selling Yourself: Different between Bio-Data, Profile, CV, Resume, etc. with TypesGroup Discussion & its dynamicsThe Job Interview: TypesPreparing for the Interview	9	20%
	Total	45	100

Course Content:

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%	10%	20%	10%	20%

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



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References/Suggested Learning Resources:

Text Books:

1. Lesikar, R. V., Pettit, J. D., & Flatley, M. E. (2004). Lesikar's Basic Business Communication. McGraw-Hill Companies.
2. Burton, J., & Burton, L. (Latest edition). Interpersonal Skills for Travel and Tourism. Financial Times/Prentice Hall.

Reference books

1. Tuhovsky, I. (2015). Communication Skills: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking. Create Space Independent Publishing Platform.

(b) Open source software and website:

1. <https://epgp.inflibnet.ac.in/>

Suggested Project List: planned by subject teacher

Suggested Activities for Students: planned by subject teacher

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