

MANGALORE UNIVERSITY
Department of Business Administration
MBA (TOURISM ADMINISTRATION)

TA 403 COMMUNICATIVE SKILLS FOR TOURISM AND HOSPITALITY-I
PART I – THEORY

Objective:

60 HOURS

- To prepare students with adequate communication skills to fit to the requirements of the industry.

Pedagogy: Class room teaching, presentations, practical- Speaking, Writing, Listening

UNIT I Basics of Communication- Communication elements and process-Need of Communication Skills for Managers- Channels, forms and dimensions of communication- Verbal and non-verbal communication- Barriers to communication and how to overcome the barriers- Principles of effective communication- 7 C's of Communication: Clarity, Completeness, Coherence Conciseness, Credibility, Correctness, Continuity - Avoidance of Ambiguity, Jargon, Clichés

UNIT II Language and Communication - Plain English and simple expressions, foreign words and their plain Alternatives-Indianised and standard English - The importance of communication through English at the present time - The Sounds of English - Stress and Intonation - The importance of the four skills (listening, speaking, reading and writing) and strategies for developing the skills.

- **Listening:** Barriers, strategies for improving listening skills
 - **Speaking:** the characteristics of effective speech: voice quality, rate of speaking, clear articulation, eye contact, use of expressions, and gestures and posture.
 - **Reading:** developing reading skills and strategies, skimming and scanning; predicting, guessing, inferring; reading critically, taking notes.
 - **Writing:** the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation.
- Biasfree English - Formal and informal language use

UNIT III Review of English Grammar - English verbs-Tense and time& Aspect-Modals-Voice- Negation- Interrogation; reported and tag questions- Preposition- Conditionals- Phrasal verbs- Parallel structure- one word substitutes and proverbs- Modifiers

PART II - PRACTICAL

Lab sessions will be used to provide practice activities based on the content of all three modules of theory.

ACTIVITIES:

1. Recognizing the barriers through case studies related to organizational communication. Role plays to understand nonverbal communication and activities to identify effective use of body language, paralanguage and spatial communication.
2. **Listening exercises:** listening with a focus on pronunciation (ear-training): segmental sounds, stress, weak forms, intonation, listening the dictations - listening for meaning (oral comprehension): listening to talks, lectures, conversations, discussions, jokes, riddles etc.
3. **Speaking exercises:** Pronunciation practice (for accent neutralization), particularly of problem sounds, in isolated words as well as sentences- Practicing word stress, rhythm in sentences, weak forms, intonation, common every day Expressions, meeting, greeting, taking leave, intervening, requesting, refusing...etc- Reading aloud of

- dialogues, poems, excerpts from plays, speeches etc. for practice in pronunciation - Speaking briefly on topics of interest ; taking part in debates and group discussions
4. **Reading exercises** : Reading and comprehension of the texts supported by suitable exercises - Note making after reading a text, showing the main idea and supporting ideas and the relationships between them
 5. **Writing exercises**: Practice in writing paragraphs, short essays and summaries, idea building, creative writing
 6. Developing correctness in speech as well as writing- Practice exercises on the common grammatical errors, - Remedial measures to focus on correct use of English verbs, Tense, Aspect, Voice, Negation, Interrogation, Phrasal verbs, parallel structure, one word substitutes, proverbial expressions and Modifiers, prepositions, modal exercises & conditionals

References:

1. Das et al, An introduction to Professional English and Soft Skills, BPUT Text Book. CUP.
2. Rai & Rai, Communicative English, Himalaya New Delhi.
3. J.D.O.Conuor, Better English Pronunciation Cambridge Publishing House
4. Quirk et al, A University Grammar of English, Pearson Education.
5. Dona J. Young, Foundations of Business Communication, TMH.
6. Sen Leena, Communicative Skills, Prentice Hall of India, New Delhi
7. Sealy, Oxford Writing & Speaking English- – OUP
8. Mohapatra, Dash, Kalyani, Communicative English.

