



**MANGALORE UNIVERSITY**  
**Department of Business Administration**  
**MBA (TOURISM ADMINISTRATION)**

**TA 452 - COMMUNICATIVE SKILLS FOR TOURISM AND HOSPITALITY-II**  
**PART I – THEORY**

**Objectives:**

**60 HOURS**

1. To mould the students to be capable of making business communication.
2. To prepare the students with the knowledge of how to make presentations and appear for an interview.

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

**UNIT I Interpersonal and Inter-cultural Communication Skills** - Cross-cultural communication: Cross-cultural issues which affect Communication across different Cultures- Culture and non-verbal communication, Effective intercultural communication. Persuasive communication: the process of persuasion- formal and informal persuasion. Negotiation Skills. Presentation skills: Planning - Structure and Delivery.

**UNIT II Business Writing** - Developing coherent paragraphs. Précis writing. Business letters: writing routine and persuasive letters – positive and negative messages. Writing memos – circulars - notices and emails. Business reports: what is a report , kinds and objectives of reports, Process, Structure and Layout. Writing business proposals. Meetings: Agenda and Minutes.

**UNIT III Soft Skills** - How communication skills and soft skills are inter-related. Leadership skills. Group Dynamics: Group Discussions. Interview skills. Telephone etiquettes. Business etiquettes.

**UNIT IV Functional Grammar and Business Vocabulary** - English for Specific Purposes – vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General Corporate- Phrasal Verbs, Word Pairs, Synonyms and Antonyms- Use of Tense and Problems of Concord

**PART II- PRACTICAL**

**ACTIVITIES**

1. Case studies highlighting cross cultural issues- Negotiation Skills practice through role plays in different situations - Extempore - Delivering Oral Presentations
2. Practice should be provided in functional writing by using samples. The principles of 'Process Writing' should be used to teach writing skills. The focus should mainly be on: The development of coherent paragraphs, Précis writing, Writing Business letters, Writing memos ,circulars, notices and emails, Writing Business reports and business proposals, Preparing agenda and minutes for meetings through mock meetings
3. Activities designed to highlight leadership and team skills, Group Discussions, Group presentations, Oral case analysis in small groups, Mock interviews, Telephone etiquettes practice

**Recommended Books:**

1. Bovee et al, Business Communication Today, Pearson Publishers New Delhi
2. Lesiker, et al, Business Communication, McGraw Hill Publications, New Delhi
3. Viswanathan, Business Communication, Himalya Publishing House New Delhi.
4. Penrose, Rasberry Myers, Cengage, Business Communication for Managers
5. Cornerstone, Developing Soft Skills, Pearson Education India Publishers.
6. Skills Development for Business & Management students, Oxford University Publication
7. Rizvi, Effective Technical Communication, TMH.
8. Keytone, Jaico, Case Studies for Organisational Communication.

