

DEPARTMENT OF TOURISM
HENRY BAKER COLLEGE, MELUKAVU
CERTIFICATE PROGRAMME

Programme Code: **HBC/ B.VOC/CP03/2019-20**

Title of the Programme : **COMMUNICATION AND PERSONALITY SKILLS FOR TOURISM**

Name of the Faculty in Charge : **Sri. Joshy SamJohnson**

Instructional Hours: **30 Hours**

SYLLABUS
(100% Theory)

Objective : *To make the students aware of the fundamental concepts of business communication and assist the students in developing appropriate and impressive communication skill in tourism industry.*

Module I : Communication: Meaning, Role, Functions, Importance and Essentials of communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. **(8 Hours)**

Module II : Classification of communication (Formal and Informal; personal, Inter-personal, Group & Mass; Vertical & Horizontal; Upward & Downward; One-way & Two-way; Verbal & Non-verbal). **(6Hours)**

Module III : Telecommunication Skills: Communication over Telephone for reminder/ follow up of events, Telephone Handling Skills, Complaint Management, Resume writing and facing interviews, Report Writing. **(7Hours)**

Module IV : Personality and Body Language: Definition, Types, Characteristics of personality; Importance of Dressing and Etiquettes in Business Communication; Facial Expression, Eye Contact, Posture, Dress, Attitude. **(9 Hours)**

Suggested Readings:

1. Kaul, Asha (2006), *Business Communication*, Prentice Hall.
2. Sharma R.O & Mohan Krishna: *Business Correspondence and Report Writing*, McGraw Hill.
3. Taylor, Shieley (2003) *Communication for Business*, Pearson Education
4. *Communication: Making connections* (7th edition) William J. Seiler, Addison Wesley.
5. Chaturvedi P.D, *Business Communication: Concepts Cases and Applications*. Pearson Education.