

**SEMESTER 4**  
**TT4CRT17 BASICS OF BUSINESS COMMUNICATION**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To learn the basics of communication needed for tourism industry
2. To understand the basics of business correspondence

**Module 1**

Introduction to Business Communication, Basic Forms of Communication, Process of Communication, 7 C's of communication; Mal-functions of communication, Business Etiquette, Technology of Business Communication

**Module 2**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing

**Module 3**

Non-verbal communication: Facial expressions, gazes, stare; Body language, touching; Micro expressions, cognitive factors. Attribution;

**Module 4**

Social behavior: features and factors; Personality – traits and characteristics; Group behavior; leadership in a group; interpersonal relations

**References:**

1. Phillip, Louis (1975) ; Organizational Communication: The Effective Management,Grid, Incorporated
2. Raman, Meenakshi and Sharma, Sangeeta (2012); Technical Communication: Principles and Practice,OUP India, New Delhi
3. Ross, Robert D (1977); The Management of Public Relations ,Wiley, London
4. Stephenson, James (1937); Principles and Practice of Commercial Correspondence