

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: BBC5001

Number of Credits: 2

Title of the Course: Oral Communication Skills

Objective

At the end of the course, the student will be able to communicate effectively and with confidence in an inter-personal setting and before an audience

Contents

Fundamentals of communication: The importance of communication, basic forms, Communication cycle, barriers, and dealing with them. (2 Hrs.)

Oral Communication Channels (2 Hrs.)

Inter-personal communication-7 C's of Effective Communication, persuasive speaking. (4 Hrs.)

Public speaking - Pillars of oratory-ethos, pathos, logos, speech purposes, methods of speaking, analyzing the audience. (4 Hrs.)

Non-verbal dimensions, effective delivery.(3 Hrs.)

Voice Modulation, Intonation, Pace, Pause, avoiding fillers & crutch-words & phrases. (4 Hrs.)

Organizing a speech, supporting ideas with visual aids, Planning Speeches, post speech analysis, Techniques of impromptu & planned speeches. (3 Hrs.)

Body language & presentation-effective Introductions, body Language & grooming (3 Hrs.)

Conversational skills-Conversation Starters, Listening Skills, approaches to listening, barriers, measures that can be adopted to ensure better listening. (2 Hrs.)

Conversation Etiquette (3 Hrs)

Pedagogy

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings.

1. Randolph Hudson and Bernard Selzler, Business Communication-concepts and application in an electronic Age, Oxford University press, Latest edition

2. Carmine Gallo, Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds, Mac Millan, Latest edition

3. Rajeesh Vishwanathan, Business Communication, Himalaya Publishing House, Latest edition.