



Faculty of Hospitality & Tourism
Bachelor of Business Administration in Hotel Management, BBA(HM)
(W. E. F.: 2023-24)
 Document ID: SUTEFHTB-02

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Bachelors in Hotel & Tourism Management (BHTM)
Course Code	:	2BHT06
Course Title	:	Personal Development and Communication
Type of Course	:	Ability Enhancement (AE)
Year of Introduction	:	2023-24

Prerequisite	:	Knowledge of basic English and self-motivation to improve oneself
Course Objective	:	To enhance professional personal development and presentation skills, strengthen the student's ability to communicate effectively in a range of personal and professional contexts.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Develop self-awareness and self-management skills for personal growth in the context of hospitality and tourism.
	CO2	Communicate effectively and professionally with diverse stakeholders in the hospitality and tourism industry.
	CO3	Cultivate essential interpersonal skills to build and maintain positive relationships within hospitality and tourism settings.
	CO4	Apply effective teamwork and leadership strategies to enhance organizational effectiveness in the hospitality and tourism industry.
	CO5	Utilize conflict resolution and negotiation techniques to address challenges in hospitality and tourism environments. Create and maintain a professional digital portfolio adhering to ethical online practices

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
SEE	CIA	SEE	CIA					
2	0	0	2	50	25	0	0	75

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	<p>Self-Discovery and Personal Growth:</p> <p>Introduction to Personal Development and Communication, Overview of personal development in the context of hospitality and tourism, Importance of effective communication skills for personal and professional growth</p> <p>Self-Awareness and Emotional Intelligence, Understanding personal strengths, weaknesses, and values, Developing emotional intelligence for improved self-management.</p> <p>Goal Setting and Time Management, Setting SMART goals for personal and professional success, Strategies for effective time management and prioritization.</p>	8	25%	CO1
2	<p>Professional Communication Skills:</p> <p>Verbal Communication Skills, Essentials of effective verbal communication in hospitality and tourism, Enhancing listening skills and using appropriate language.</p> <p>Nonverbal Communication Skills, Understanding body language and its impact on communication, Enhancing nonverbal communication skills for better interpersonal interactions.</p> <p>Written Communication Skills, Principles of professional writing in hospitality and tourism, Writing effective emails, resume, and other communication documents.</p>	7	25%	CO2
3	<p>Interpersonal Relationships:</p> <p>Building Rapport and Relationship Management, Establishing rapport with customers and colleagues, Techniques for building and maintaining positive relationships.</p> <p>Cross-Cultural Communication, Recognizing and</p>	6	20%	CO3

	respecting cultural diversity in hospitality and tourism, Overcoming communication barriers in cross-cultural interactions.			
4	<p>Teamwork and Leadership:</p> <p>Effective Teamwork in Hospitality and Tourism, Understanding the importance of teamwork in the industry, Developing skills for effective collaboration and cooperation.</p> <p>Leadership Skills for Hospitality and Tourism Professionals, Exploring leadership styles and their applications in the industry, Strategies for motivating and inspiring teams.</p>	4	15%	CO4
5	<p>Conflict Resolution and Negotiation:</p> <p>Conflict Management in Hospitality and Tourism, Understanding sources of conflict in the industry, Techniques for resolving conflicts in a constructive manner.</p> <p>Negotiation Skills for Hospitality and Tourism Professionals, Principles of successful negotiation in the industry, Strategies for achieving win-win outcomes.</p> <p>Digital Portfolio Creation and Management, Recognize the significance of a digital portfolio for personal branding and career advancement in the hospitality sector, Identify key components of an impactful digital portfolio, including projects, achievements, skills, and testimonials, Understand and address ethical considerations related to privacy, data security, and online professionalism.</p>	5	15%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5



NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested Learning Websites

Sr. No.	Name of Website
1	https://learnenglishteens.britishcouncil.org/skills/writing
2	www.mindtools.com
3	www.linkedin.com/learning
4	www.communication-skills-training.org
5	www.indeed.com/career-advice/resumes-cover-letters/resume-adjectives
6	www.coursera.org

Reference Books

Sr. No.	Name of Reference Books
1	Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves (Publisher: Talent Smart)
2	"The 7 Habits of Highly Effective People" by Stephen R. Covey (Publisher: Simon & Schuster)
3	Communicating for Results: A Guide for Business and the Professions" by Cheryl Hamilton (Publisher: Cengage Learning)
4	Influence: The Psychology of Persuasion" by Robert B. Cialdini (Publisher: Harper Business)
5	Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler (Publisher: McGraw-Hill Education)