

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Hotel & Tourism Management (DHTM)
Course Code	:	2DHT07
Course Title	:	Personal Development and Communication
Type of Course	:	Skill Enhancement (SE)
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.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
3	0	0	3	70	30	0	0	100

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	Self-Discovery and Personal Growth Chapter 1: 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 Chapter 2: Self-Awareness and Emotional Intelligence Understanding personal strengths, weaknesses, and values Developing emotional intelligence for improved self-management Chapter 3: Goal Setting and Time Management Setting SMART goals for personal and professional success Strategies for effective time management and prioritization	12	25%	CO1
2	Professional Communication Skills Chapter 4: Verbal Communication Skills Essentials of effective verbal communication in hospitality and tourism Enhancing listening skills and using appropriate language Chapter 5: Nonverbal Communication Skills Understanding body language and its impact on communication Enhancing nonverbal communication skills for better interpersonal interactions Chapter 6: Written Communication Skills Principles of professional writing in hospitality and tourism Writing effective emails, resume, and other communication documents	12	25%	CO2
3	Interpersonal Relationships Chapter 7: Building Rapport and Relationship Management Establishing rapport with customers and colleagues	10	22%	CO3

	Techniques for building and maintaining positive relationships. Chapter 8: Cross-Cultural Communication Recognizing and respecting cultural diversity in hospitality and tourism Overcoming communication barriers in cross-cultural interactions			
4	Teamwork and Leadership Chapter 9: Effective Teamwork in Hospitality and Tourism Understanding the importance of teamwork in the industry Developing skills for effective collaboration and cooperation Chapter 10: Leadership Skills for Hospitality and Tourism Professionals Exploring leadership styles and their applications in the industry Strategies for motivating and inspiring teams	6	15%	CO4
5	Conflict Resolution and Negotiation Chapter 11: Conflict Management in Hospitality and Tourism Understanding sources of conflict in the industry Techniques for resolving conflicts in a constructive manner. Chapter 12: Negotiation Skills for Hospitality and Tourism Professionals Principles of successful negotiation in the industry Strategies for achieving win-win outcomes.	5	13%	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	MindTools (www.mindtools.com) - Offers a wide range of resources on personal development, communication skills, leadership, and more.
3	LinkedIn Learning (www.linkedin.com/learning) - Provides video courses and tutorials on personal development, communication, leadership, and professional skills.
4	Communication Skills Training (www.communication-skills-training.org) - Offers practical tips, techniques, and exercises to enhance communication skills and personal development.
5	https://www.indeed.com/career-advice/resumes-cover-letters/resume-adjectives
6	Coursera (www.coursera.org) - Offers online courses on personal development, communication skills, and related topics from renowned universities and institutions.

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)