# **Department of Business Administration MBA-Tourism and Travel Administration**

#### TMS -558: COMMUNICATIVE SKILLS AND PUBLIC RELATIONS

**Credits: 3** 

## **Objectives**

- To impart oral and written communication skills through experiential training;
- To gain comprehensive understanding of the important functions of Public Relations; and
- To acquaint with the etiquettes of business communication.

## **Learning Outcome:**

• Improve the communication skill of the students and above to develop effective public relation methods in their career.

**Pedagogy:** Assignment, Cases and Seminars, Lecture-cum-discussions

**UNIT I** Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations.

**UNIT II** Written communication skills: preparing letters, reports and other executive communication - Methods of achieving effective communication - Measurement of impact of communication - Mass media - Media relations.

**UNIT III** Introduction to contemporary public relations — Organizational context of public relations — Social context of public relations — Communication and Public opinion — Principles of persuasion, adjustment and adaptation — PR in Tourism.

**UNIT IV Business** Communication: Understanding the foundations of business communication-Characteristics of effective business messages- Writing business proposals – Communication across cultures – Communication challenges in today's work place.

**UNIT V** Language Laboratory: Practical exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, scientific temper - Team building - Interpersonal effectiveness.

#### References

- 1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
- 2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
- 3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
- 4. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
- 5. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
- 6. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.