

School of Hospitality and Culinary Art

The Neotia University

Course Name	Advanced Communication 1 Lab
Course Code	AE CAP 301
Course Duration	15 weeks
Semester	Third
Core/Elective	Core - Communication
Credit Points	2
Weekly Delivery/Contact Hours	04 Hours per week
Resource Requirements	Class room , AV aids
Class conducted at Building	School of Hospitality and Culinary Art
Prepared by	Ms. Upasana

Course Description

This course will help our students in improving their Communication Skills. Students will learn to communicate effectively & efficiently which actually is essential in Hospitality Industry.

Course Outcomes (COs)/ Learning Outcomes (LOs)

After completion of the semester students will be able to confidently communicate in Hospitality Industry. Students will be able to face Interviews, participate in Debates and Extempore successfully.

Prescribed and Recommended Readings:**Required Textbook(s)**

Recommended Reading(s) The Quick and Easy Way to Effective Speaking - Dale Carnegie

Parameters required from the students: Basic understanding of English language

Sem-3 Practical

Sl No.	Topic	Hours 60
1	Speech Improvement Pronunciation Importance of speech in Hotels Phonetic exercises Introduction to frequently used foreign words	8
2	Using the Telephone Telephone etiquette and skills	4
3	Organisational Communication	6
4	Letter Writing Skills: Formal Letter, Informal l	4
5	Memorandum writing: What is a Memo; Purpose; Examples.	4
6	Meetings	4
7	Writing Skills :Mail Handling and Social Media Etiquette	4
8	Making a Presentation	8
9	Extempore	6
10	Story Telling: Definition; Powerful means of influencing audience; Importance, Use , Types and Techniques of Story telling	6
11	Debate	6
		60

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	1 & 2	Faculty: Shabnam Jana	
TOPIC:	Speech Improvement	SEMESTER:	3	HOURS:	3 hours 45 mins
				Approved By:	Deputy Director

Learning Outcome

Students are able to speak correctly and in better manner

Students learn to use Appropriate and positive body language.

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

https://www.youtube.com/watch?v=USKrBTvgY_s ; <https://www.youtube.com/watch?v=03lc-joQHjI;>

Role play

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and Grooming as per
Briefing	15 minutes	Briefing the students about Introduction, its purpose and the Do's & Don't's; Correct use of body language
Procedure	2hr 30mins	Each student is given passage to read. Students has to frame the passage in his
Expected outcome from the practical:	15 minutes	Stdents learn to introduce themselves in an interesting manner without sounding
Possible sources of error and Precautions & Protection to be taken	15 minutes	Weak in Conversational English, leading to lack of confidence. Students tend to fram the passage in ther own words. They are encouraged to
Closing	20 minutes	Tasks given for next day
		Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

The importance having good communication once understood, the students improve. The need to increase the vocabulary also has to be driven for better communication. Importance of Body Language and to use it positively. Practice will help to improve further.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	3	Faculty: Shabnam Jana
TOPIC:	Telephone Handling	SEMESTER:	3	HOURS: 3 hours 45 mins
				Approved By: Deputy Director

Learning Outcome

Students learn the importance of telephone handling depending upon the purpose.

Students handle telephone calls correctly

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

<https://www.youtube.com/watch?v=O69grhOZcbk> ;<https://www.youtube.com/watch?v=KsDqa3eqvuw>

Dummy telephone

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	The difference between a conventional mail & email. The advantages & disadvantages. The effect of Social Media, Do's & Don'ts
Procedure	2hr 30mins	Give a demo to the students about telephone handling. The advantages & disadvantages of telephonic conversaiion. Do's & Don'ts Students practice the telephone handling in groups.
Expected outcome from the practical:	15 minutes	Students learn the appropriate handling of telephone.
Possible sources of error and Precautions & Protection to be taken	15 minutes	Using improper phrases, wrong salutation, greetings, etc. One needs to understand the importance of
Closing	20 minutes	Students need to write dialogues on different cases of Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Telephonic conversation is the most common of communication but its very sensitive as we have to choose the word precisely.

PRACTICAL MANUAL**School of Hospitality & Culinary Art -The Neotia University**

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	4 & 5	Faculty: Shabnam Jana	
TOPIC:	Organisational Communication	SEMESTER:	3	HOURS:	3 hours 45 mins
				Approved By:	Deputy Director

Learning Outcome

Students are able to communicate professionally .

Requirements of Resources and equipments for the practical:**Equipment/ Tools /Aids required-**

Power Point Presentation

Video clips

<https://www.youtube.com/watch?v=gz3vHWAEaS4>

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and Grooming as per SOP & COVID
Briefing	15 minutes	Organisational Communication- what does it mean; The structure to be followed and what is expected from the students.
Procedure	2hr 30mins	Explaining with PPT the concept. Sharing examples of the different cases of organisational communication. Students are made to do role plays on different types of situations.
Expected outcome from the practical:	15 minutes	Students learn the basics of organisational communication.
Possible sources of error and Precautions & Protection to be taken	15 minutes	
Closing	20 minutes	The essays written are discussed and differences highlighted Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Generally students are used to writing an essay without much research as the purpose of research is not understood. Once the purpose is clear, they also learn to avoid plagiarism. Creative writing and research to be encouraged.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	6	Faculty: Shabnam Jana
TOPIC:	Letter Writing	SEMESTER:	3	HOURS: 3 hours 45 mins
				Approved By: Deputy Director

Learning Outcome

Students are able to write professional letters following the correct structure.

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

<https://www.youtube.com/watch?v=ORr3syyGgZ0> ; https://www.youtube.com/watch?v=UCITb00_JL8

Task

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	letter- what does it mean; The structure to be followed and what is expected from the students.
Procedure	2hr 30mins	Explaining with PPT the different types of letter and their Sharing samples of the different types of letter and discussing Brainstorming and importance of research is explained Each student then writes one type of letter so all the
Expected outcome from the practical:	15 minutes	Students learn to write a well structured appropriate letter.
Possible sources of error and Precautions & Protection to be taken	15 minutes	When the structure is not followed; Paying attention to grammar and spellings.
Closing	20 minutes	The letters written are discussed and differences highlighted Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Generally students are used to writing a letter without much comprehension. Once the purpose is clear, they learn to write well structured letter.

Practical Manual

School of Hospitality & Culinary Art -The Neotia University

SUBJECT		COMMUNICATION	Practical no.	7	Faculty	Shabnam Jana
TOPIC:	Memorandum	SEMESTER:	3	HOURS:	3 hours 45 mins	
				Approved By:	Deputy Director	

Learning Outcome

Students are able to write professional letters following the correct structure.

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

https://www.youtube.com/watch?v=n5Zyn9y_MDs

Task

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	Memorandum- what does it mean; The structure to be followed and what is expected from the students.
Procedure	2hr 30mins	Explaining with PPT the different types of memo and their Sharing samples of the different types of memo and Brainstorming and importance of research is explained Each student then writes one type of memo so all the
Expected outcome from the practical:	15 minutes	Students learn to write a well reasearched and well
Possible sources of error and Precautions & Protection to be taken	15 minutes	When the structure is not followed; length of the memo, un professional language
Closing	20 minutes	The letters written are discussed and differences highligh Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Once the purpose is clear, they also learn to avoid plagiarism. Regular writing and research to be encouraged.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	8	Faculty: Shabnam Jana
TOPIC:	Meetings	SEMESTER:	3	HOURS: 3 hours 45 mins
				Approved By: Deputy Director

Learning Outcome

Students participate in meeting confidently following all the Do's & Don'ts.

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

https://www.youtube.com/watch?v=yphH_2qdePc ; <https://www.youtube.com/watch?v=QNameb4jgUM>

Role play

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	Briefing the students about meetings, its purpose and the Do's & Don't's
Procedure	2hr 30mins	students are divided in groups and given a topic. They are made to discuss on the given topic. Students are expected to follow the protocols.
Expected outcome from the practical:	15 minutes	Students learn to speak professionally in an meeting, being
Possible sources of error and Precautions & Protection to be taken	15 minutes	When the topic is not understood; When one jumps in to speak. The Do's and Don'ts of debate is well
Closing	20 minutes	Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Given some positive feedback the students get encouraged to speak. Most of the students coming from Vernacular backgrounds make them shy to communicate in English. The need to increase the vocabulary also has to be driven for better communication with increased confidence.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	9	Faculty: Shabnam Jana	
TOPIC:	Digital Media: E-Mail Handling , Internet and Social Media Etiquette	SEMESTER:	3	HOURS:	3 hours 45 mins
				Approved By:	Deputy Director

Learning outcome

Students are able to use the digital media correctly

Students are well equipped to write emails correctly and use internet successfully

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation used

Video clips

Task

Resources The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	Students are briefed about writing skills and trends. Using the internet and email. Writing on Social Media, Digital Media
Procedure	2hr 30mins	Using various sample posts , power point presentation students are explained the use of internet. The email writing , etiquettes to be followed on business email writing, social media posts. Using Social media for promotional activities.
Expected outcome from the practical	15 minutes	Students should be confident to use and write on any digital media
Possible sources of error and Precautions & Protection to be taken	15 minutes	Students having faulty grammar and spelling errors; using abbreviations; Proper guidance to improve
Closing	20 minutes	Students prepare posts for Social media.
		Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Generally students are used to writing without much care as the purpose of writing is not understood. Once the purpose is clear, they also learn to avoid plagiarism. Creative writing and research to be encouraged.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	10,11 & 12	Faculty: Shabnam Jana	
TOPIC:	Making a presentation	SEMESTER:	4	HOURS:	3 hours 45 mins
				Approved By:	Deputy Director

Learning Outcome

Students are able to make a PPT

Students are well equipped to make an professional presentation.

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

<https://www.youtube.com/watch?v=bE42HTMObtA> ; [https://www.youtube.com/watch?v=Vn_bR1AIV-s](https://www.youtube.com/watch?v=Vn_bR1AIV-s;) ;

Task

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	Brief the students about the topic,
Procedure	2hr 30mins	With the use of PPT students are taught how to make the ppt, its basics. dos and dont etc.
Expected outcome from the practical	15 minutes	Students learn to prepare an impressive presentation.
Possible sources of error and Precautions & Protection to be taken	15 minutes	Incorrect format; Improper Font type and size. Improper used of Block letters, grammar and incorrect spellings.
Closing	20 minutes	Students prepare a ppt given on the topics. Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

The need to know what to put and what not to put in a ppt is essential.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	13	Faculty: Shabnam Jana
TOPIC:	Extempore	SEMESTER:	3	HOURS: 3 hours 45 mins
				Approved By: Deputy Director

Learning Outcome

With regular practice Students participate in Extempore confidently following all the Do's & Don'ts.

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

<https://www.youtube.com/watch?v=pojovCe-nkE>

Role play

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	Briefing the students about Extempore, its purpose and the Do's & Don't's
Procedure	2hr 30mins	Each student is given a topic to speak upon. They take part in a role play, where they need to speak for 2 m The topics initially is given to the students based on their
Expected outcome from the practical:	15 minutes	Students learn to speak confidently in an Extempore, being aware of the Do's & Don'ts
Possible sources of error and Precautions & Protection to be taken	15 minutes	When the topic is not understood; When one jumps in to speak. The Do's and Don'ts of Extempore is well
Closing	20 minutes	Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Given some positive feedback the students get encouraged to speak. Most of the students coming from Vernacular backgrounds make them shy to communicate in English. The need to increase the vocabulary also has to be driven for better communication with increased confidence.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	14	Faculty: Shabnam Jana
TOPIC:	STORY TELLING	SEMESTER:	3	HOURS: 3 hours 45 mins
				Approved By: Deputy Director

Learning Outcome

Students learn Story telling interestingly and effectively using the right techniques.

Requirements of Resources and equipments for the practical:

Equipment/ Tools /Aids required-

Power Point Presentation

Video clips

<https://www.youtube.com/watch?v=Nj-hdQMa3uA> ; <https://www.youtube.com/watch?v=357t2QLTVD4>

Activity

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	Story telling as sharing and interpreting experiences. Powerful means of influencing audience.
Procedure	2hr 30mins	Importance, Use , Types and Techniques of Story telling is Stories teach us about life, about ourselves and about others. Storytelling is a unique way for students to develop an understanding, respect and appreciation for other cultures,
Expected outcome from the practical:	15 minutes	Students learn the art and techniques of effective story telling.
Possible sources of error and Precautions & Protection to be taken	20 minutes	Fail to hold the attention of the audience for long. A strong story plot has a narrative, which is missing; The
Closing	15 minutes	Students queries answered. Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Helps to develop imagination as story telling helps to picturise. The 3 types of stories Happy ending, Unhappy Ending and Tragedy are the basis of all stories. All elements of a story -character, setting, conflict, plot and theme helps to complete a story.

PRACTICAL MANUAL

School of Hospitality & Culinary Art -The Neotia University

SUBJECT:	COMMUNICATION	PRACTICAL NO.:	15	Faculty: Shabnam Jana
TOPIC:	Debate	SEMESTER:	3	HOURS: 3 hours 45 mins
				Approved By: Deputy Director

Learning Outcome

Students participate in debate confidently following all the Do's & Don'ts.

Regular practise is essential.

Video clips <https://www.youtube.com/watch?v=1zZ4YEuThRw> ; <https://www.youtube.com/watch?v=PvhQ-eNuJ8I> ;

Role play

Resources: The Quick and Easy Way to Effective Speaking - Dale Carnegie

METHODOLOGY :

PARTICULARS	TIME	TASK
Hygiene & Grooming Check up	10 minutes	Students have to maintain high standard Hygiene and
Briefing	15 minutes	Briefing the students about debate, its purpose and the Do's & Don't's
Procedure	2hr 30mins	students are divided in groups and given a topic. They are made to debate on the given topic.
Expected outcome from the practical:	15 minutes	Students learn to speak confidently in an debate, being aware
Possible sources of error and Precautions & Protection to be taken	15 minutes	When the topic is not understood; When one jumps in to speak. The Do's and Don'ts of debate is well
Closing	20 minutes	Follow the guidelines for Covid 19 prevention at closure.

Analysis of results & drawing of inferences:

Given some positive feedback the students get encouraged to speak. Most of the students coming from Vernacular backgrounds make them shy to communicate in English. The need to increase the vocabulary also has to be driven for better communication with increased confidence.