HSNC University, Mumbai

(The Cluster University established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)

Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2020-21

HSNC UNIVERSITY, MUMBAI

Board of Studies in Faculties of Commerce & Management

Board of Studies in Vocational Studies (Tourism & Hospitality)

1.) Name of Chairperson/Co-Chairperson/Coordinator:-

Dr Chandani Bhattacharjee, Associate Professor, H.R College of Commerce and Economics., 9833971817, bhattacharjee.chandani@gmail.com.

2.) Two to five teachers each having minimum five years teaching experience amongst the full time teachers of the Departments, in the relevant subject.

a.) Dr Rani Tyagi, Assistant Professor, H.R College of Commerce and Economics., 9869435890, ranityagi@gmail.com

b) Mr Rahul Mishra, Assistant Professor, H.R College of Commerce and Economics, 8108588601, carahul101@gmail.com.

3.) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body; nominated by Parent Body;-

Dr Tanushree Chaudhuri, Assistant Professor, Vivek College of Commerce, Vivek College Road, Siddharth Nagar, Goregaon West, Mumbai, 9819559629, tanusreec@gmail.com.

4.) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a.) Ms Sana Mehta,Advanced Diploma from HR, IATA,Head of Operations,Comfort Voyage, Mumbai.,9820071068, mehtasana8@gmail.com

b.) Mr Ankit Jhaveri, Senior Credit Analyst, CRISL, Owner, Prathamesh Events and Holidays.,98119262924, a.jhaveri89@gmail.com.

c.) Mr Jai Berry, First Batch of Travel and Hospitality, Topper, Marketing , Belgium Waffles.8630262046, <u>jaiberry123@gmail.com</u>

d.) Mr.Sanket Pai, Owner, Balaji Travels, Mumbai.,9819262924,

<u>sanketdpai@gmail.com</u>.

5.) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a.) Ms Amanpreet Kaur Bhamra, Topper in Semester, 2,3,4& 5, 9869159505, <u>amanpreetpayne93@gmail.com</u>.

b) Hitakshi Khira, Topper, 9594113036, <u>hitaskshikhira25@gmail.com</u>

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Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Arts and Commerce

With effect from the

Academic year 2020-21

Part I (Section A)

R. **** : **The Definitions Of The Key Terms Used In The Choice Based Credit System And Grading System Introduced From The Academic Year 2020-2021 Are As Under:**

Outline of the Choice Based Credit System as outlined by the University Grants Commission:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

   Discipline Specific Elective (DSE) Course: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of **interdisciplinary** nature (to be offered by main discipline/subject of study).

   Dissertation/Project: An elective course designed to acquire Special/advanced knowledge, such as supplement study/support study to project work, and a candidate studies such a course on his own with advisory support by a teacher/faculty member is called dissertation/project. A Project / Dissertation work would be of 6 credits. A Project / Dissertation work may be given in place of a discipline-specific elective paper.

   Generic **Elective (GE) Course**: An elective course chosen generally from an unrelated discipline/subject, to seek exposure is called a Generic Elective.

Note: A core course offered in a discipline/subject may be treated as an elective by another discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement;
SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

4. Choice Based Credit System (CBCS)

CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students.

5. Honours Program

To enhance employability and entrepreneurship abilities among the learners, through aligning Inter-Disciplinary / Intra Disciplinary courses with Degree Program. Honours Program will have 40 additional credits to be undertaken by the learner across three years essentially in Inter / Intra Disciplinary course.

A learner who joins Regular Undergraduate Program will have to opt for the Honours Program in the first year of the Program. However, the credits for honours, though divided across three years can be completed within three years to become eligible for award of Honours Degree.

6. Program:

A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of the study.

7. Course:

A 'course' is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. Several linked courses considered together are in practice, a 'program'.

8. Bridge Course:

Bridge course is visualized as Pre semester preparation by the learner before the commencement of regular lectures. For each semester the topics, whose knowledge is considered as essential for effective and seamless learning of topics of the Semester, will be specified. The Bridge Course can be conducted in online mode. Online content can be created for the Bridge Course Topics.

9. Module and Unit:

A course which is generally an independent entity having its own separate identity is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Unit.

10. **Self-Learning**:
20% of the topics will be marked for Self-Learning. Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, fieldwork, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated in real-time during evaluative sessions. The purpose of evaluative sessions is to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question and Answer sessions and open discussion. The marking scheme for Self Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

11. Credit Point:
Credit Point refers to the 'Workload' of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like reading, reflecting, discussing, attending lectures/counselling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many hours it would take for a learner to complete a single course successfully.

12. **Credit Completion and Credit Accumulation**:
Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria concerning a single course. Learner level of performance above the minimum prescribed level (viz. grades/marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more courses. Thus the learner 'accumulates' course wise credits.

13. Credit Bank:

A Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the course/s for which Credit has been given, the course-level, nature, etc. Also, all the information regarding the number of Credits transferred to different programs or credit exemptions given may be stored with the individual's history.

14. Credit Transfer:

(Performance transfer) When a learner completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

15. Course Exemption:

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

Part II (Section B)

Note: The Ordinances and Regulations given below apply to Under Graduate Programmes of the University.

O***
The minimum duration of the Under Graduate Programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who completes 120 credits of the programme in a period of 3 to 6 years from the year of enrolment to semester VI.

 If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I, he/she may at his/her option transfer his/her performance in the existing/new program after establishing an equivalence between old and new syllabus. Such a performance transfer will be decided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned subject. The admission to the program will be governed by the existing rules

O*** The fees for the transfer of credits or performance will be based on the number of credits that a learner has to complete for the award of the degree.**

R **** Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.

R** The Scheme of Teaching and Examination**:
The Scheme of Teaching and Examination shall be divided into **TWO** components, **internal assessment and External assessment** (semester-end examination) for each course of the program.

The performance of the learners shall be evaluated in two components: Internal Assessment with 40% marks by way of continuous evaluation and by Semester End Examination with 60% marks by conducting the theory examination.

Internal Assessment: - It is defined as the assessment of the learners based on continuous

evaluation as envisaged in the credit-based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

A). Internal Assessment – 40% **40 marks**

1. For Theory Courses

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned)	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

2. For Practical Courses

Sr. No.	Particulars		Marks
1	Semester End Practical Examination		15 Marks
	Journal	05 Marks	
	Viva	05 Marks	
	Laboratory Work	05 Marks	
2.	One assignment/project with the class presentation to be assessed by teacher concerned		10 Marks
	Presentation	05 Marks	
	Written Document	05 Marks	
3	Self-Learning Evaluation		10 Marks
4	Active participation in routine class / Laboratory instructional deliveries		05 Marks

- ➤ **Project and Assignment:**

  - Project or Assignment, which can in the following forms
    - Case Studies
    - Videos
    - Blogs
    - Research paper (Presented in Seminar/Conference)
    - Field Visit Report
    - Presentations related to the subject (Moot Court, Youth Parliament, etc.)
    - Internships (Exposition of theory into practice)
    - Open Book Test
    - Any other innovative methods

- ➤ **Self-Learning Evaluation**

  - 20% of the topics of the curriculum are learned by the student through self-learning using online/offline academic resource specified in the curriculum. hence 20% of the lectures shall be allocated for evaluation of students on self-learning topics.

  - The identified topics in the syllabus shall be learnt independently by the students in a time-bound manner preferably from online resources. Evaluative sessions shall be conducted by the teachers and will carry 10 Marks.

  - The self-learning topics can be evaluated into 3-4 student groups on the topics.

  - Prescribe time duration (in days) for completion of each group of the topic and earmark self-learning evaluation lectures in the timetable. hence each group of the topic can be assigned 3 regular lectures for this evaluation for the entire class.

    3 Sub Topics
    Each evaluative session shall carry 3 Marks (3 x 3 Units = 9 Marks). Students who participate in all evaluative sessions shall be awarded 1 additional Mark.

    4 Sub Topics
    Each evaluative session shall carry 2.5 Marks (2.5 x 4 Units = 10 Marks).

  - Evaluation of self-learning topics can commence in regular lectures assigned for self-learning evaluation in the timetable

  - All students will actively participate in the presentation of each of the sub-topics.

  - SUGGESTIVE Methods for Evaluation of Self-learning topics in Lectures:
    - Seminars/presentation (PPT or poster), followed by Q&A
    - Objective questions /Quiz / Framing of MCQ questions.

- Debates
- Group discussion
- You-Tube videos (Marks shall be based on the quality and viewership)
- Improvisation of videos
- Role Play followed by question-answers
- Viva Voce
- Any other innovative method

Student can be evaluated based on the quality of presentation, quality of Question and Answer, the framing of the quiz, conduct of quiz, performance in debate etc

- Teachers can frame other methods of evaluation also provided that the method, duly approved by the college examination committee, is notified to the students at least 7 days before the commencement of the evaluation session and is forwarded for information and necessary action at least 3 days before the commencement of the evaluation session.

SEMESTER END EXAMINATION: - It is defined as the examination of the learners based on performance in the semester-end theory / written examinations.

B. Semester End Examination- 60 %   60 Marks

1) Duration – These examinations shall be of 2 hours duration.
2) Question Paper Pattern: -

       i. There shall be four questions each of 15 marks.

    ii. All questions shall be compulsory with internal choice within the questions.

   iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

HSNC University Mumbai

(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System
(CBCS)
For the Programmes Under

The Faculty of Commerce and Management

For the programme

Bachelors of Vocation (BVoc) in
Tourism and Hospitality Management
Curriculum – First Year: Semester-I and Semester-II

INDEX

Section C

Bachelors of Vocation (BVoc) in Tourism and Hospitality Management

Part 1- Preamble

Education has been changing to accommodate the needs of the industry. With this larger parlance in mind, it has been a constant endeavour of institutions in the country to create curriculum to train, create and skill the learners and nurture them towards employability. The Government of India, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013 issued a notification for National Skills Qualifications Framework (NSQF) formation. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have been established. One of the mandates of Sector Skill Councils is to develop Qualification Packs (QPs) / National Occupational Standards (NOSs) for various job roles in their respective sectors. This course is mandated for the students of Tourism and Hospitality Vocational Program. The need has been to rework on the industry specific needs, the skill based needs and the educational needs of the current times. Furthermore, the University Grants Commission (UGC) has launched a scheme on 27 February, 2014 for skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B. Voc.) degree with multiple entry and exit points which has been further revised in the year 2015. The chief objective of the course is to provide undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. The course would enable the learners to be informed and trained graduates with a profound sense of responsibility towards the society.

1. **Course Objectives:**

Semester I

UV-FTH-101 Principles of Management:

- To enlighten the students as how management has evolved over period of time.
- To make students learn about the essential elements of management and its use in the practical way
- To provide clarity to the students about organization's vision, mission, objectives and goals.
- To help students in understanding the integration of individual goals with the organizational goals.
- To update students with the kind of skills and organization structure and their role in creating a sustainable business.

UV-FTH-102 Managerial Economics:

- Students will be able to identify and explain economic concepts and theories related to the behaviour of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies at the micro level.
- Students will be able to integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.
- Students will be able to evaluate the consequences of economic activities and institutions for individual and social welfare.
- Students will be able to identify the basic features of alternative representations of human behaviour in economics.

UV-FTH-103 Business Communication and Language Lab

- To understand the relevance of presenting the messages with an intent of persuading or informing the audience
- To study types of obstacles in communication and the way it hinders the chances of personal and professional success
- To recall the importance of listening effectively and identify the difference between hearing and listening
- To learn Public Speaking and maintain interpersonal relationships with people in the business environment

UV-FTH-104 Foundation Course in Tourism Business

- Ensure that learners understand the importance service as a component of their education

- Ensure that the learners are prepared for all challenges faced by the sector they would join

- To skill them in the aspects of general learning needed such as communication, etiquette etc.

- To create sensitive leaders for tomorrow

- To help students develop problem solving skills

- The assignments/projects, which will be part of internal assessment, aim at improving the practical approach of the student as also his/her ability to do teamwork. They will also help the student to get an in depth understanding of the topic.
- The presentations for the assignments/projects will improve presentation and interpersonal communication skills.

UV-FTH-105 Introduction to Hospitality Management:

- Ensure that learners understand the importance of service as a component of their education

- Ensure that the learners are prepared for all challenges faced by the sector they would join

- To skill them in the aspects of general learning needed such as communication, etiquette etc.

- To create sensitive leaders for tomorrow

- To help students develop problem solving skills

- The assignments/projects, which will be part of internal assessment, aim at improving the practical approach of the student as also his/her ability to do teamwork. They will also help the student to get an in depth understanding of the topic.
- The presentations for the assignments/projects will improve presentation and interpersonal communication skills.

Semester II

UV-FTH-201 Financial Management Accounting:

- To enable the students to understand the various process involved in the day today accounting
- To help the students understand various the process of bookkeeping and accounting
- To help the students to understand the importance of financial statements and enable them to prepare the financial statements
- To introduce the concept of Working Capital, it impacts on business and methods of estimating working capital requirement
- To help the students to understand the methods of stock valuation and how value stock
- To enable the students, use the financial statements for the purpose of control management and decision making

UV-FTH-202 Principles of Marketing:

- To introduce the marketing concept and how students can identify, understand and satisfy the needs of customers and markets.
- To analyse companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands.

UV-FTH-203 Computer Application in Business:

- At first place we tell the students about practical part of this field

- Then we emphasis on the learning "how to work with computer"

- The art of Professionalism need to be stressed so that when they moved out and step into the world of practicality they are all prepare to implement what they learn

- To acquaint the students with the art of Professionalism which include professional style of making presentation using keyboard shortcuts and presenting the same to a large number of audiences.

- How to use best resources of technology even at time thigs might not be available and how are they going to adjust them at that stage.

- Documentation is another aspect where we want student to emphasize on how to select the correct format, layers and alignment in the documents,

- We also provide hands on working experience with working with spreadsheet (DATABASE) basic skills in terms of Practical

- As far as theory student must be acquainted with the knowledge of Computer, software

- Students will be able to evaluate the consequences of Database for corporate world and for individual and social welfare.

- Students will be able to identify the basic features of alternative representations of human behavior in the field of Information technology.

UV-FTH-204 Tourism Products and Resources:

- Ensure that learners understand the importance service as a component of their education

- Ensure that the learners are prepared for all challenges faced by the sector they would join

- To skill them in the aspects of general learning needed such as communication, etiquette etc.

- To create sensitive leaders for tomorrow

- To help students develop problem solving skills

- The assignments/projects, which will be part of internal assessment, aim at improving the practical approach of the student as also his/her ability to do teamwork. They will also help the student to get an in depth understanding of the topic.

- The presentations for the assignments/projects will improve presentation and interpersonal communication skills.

UV-FTH-205 Foundation Course in Front Office Operations:

- Ensure that learners understand the importance service as a component of their education

- Ensure that the learners are prepared for all challenges faced by the sector they would join

- To skill them in the aspects of general learning needed such as communication, etiquette etc.

- To create sensitive leaders for tomorrow

- To help students develop problem solving skills

- The assignments/projects, which will be part of internal assessment, aim at improving the practical approach of the student as also his/her ability to do teamwork. They will also help the student to get an in depth understanding of the topic.
- The presentations for the assignments/projects will improve presentation and interpersonal communication skills.

2. Process adopted for Curriculum Designing

The members of the syllabus drafting committee developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subject and connecting to the sector skill of the discipline. Thereafter, the syllabus was put across to the academicians and industry experts. Their valuable inputs were collected through meetings and thereafter incorporated into the syllabus.

3. Salient Features

This syllabus has been developed with meticulous detail to identify the newer concepts in the global tourism and hospitality scenario. There have been twin focuses on the larger global scenario and a finer Indian aspect which have been covered in detail. All valuable inputs have been adapted into the course. This course also brings into its fold, current industry challenges, solutions, India centric steps taken and future of the subject in technological usage to combat these challenges. In order to be contemporary and relevant, there is extensive use of examples, practical problem solving have introduced.

4. Learning Outcomes:

UV-FTH-101 Principles of Management:

- It will make students better future managers and leaders.
- It will help students to improve their decision-making skills.
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization .
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.
- Students will not only understand the essentials of management and functioning of the organization but will be also able to judge the needs, wants and motivation levels of their human resources, which will help them to align individual interest with the organizational requirement

UV-FTH-102 Managerial Economics:

Students will learn how markets and other governance structures organize core economic activities, such as production, distribution, and consumption, and the growth of productive resources at the individual or firm level.

UV-FTH-103 Business Communication and Language Lab:

- Understand the importance of effective communication to achieve the desired goals

- Overcome barriers that arise during the communication process

- Understand that genuine listening can build relationships, solve problems, ensure understanding, resolve conflicts, and improve accuracy

- Understand and demonstrate the use of basic and advanced writing techniques

UV-FTH-104 Foundation Course in Tourism Business

- Emerge as skilled learners with an ability to understand the business aspects of the tourism sector.

- Be informed and participate in the real picture of the tourism sector and business implications

- To create and be able to become trained towards being employable

- Focus on problem solving skills through case study, practical discussions, etc.

- Become leaders with a sense of responsibility towards the profession.

UV-FTH-105 Introduction to Hospitality Management:

- Train to harness soft skills for careers in hospitality.

- Students to be informed learners, with an adaptation of technology in their careers.

- To create and be able to become trained towards being employable

- Focus on problem solving skills through case study, practical discussions, etc.

- Learn the details of the hospitality industry.

Semester II

UV-FTH-201 Financial Management Accounting:

- The students will be able to understand the basic of book keeping and accounting.
- The students will gain knowledge of day to day accounting transaction and maintaining of records pertaining to accounts and business.
- The students will be able to understand the qualitative characteristics of accounting such as financial accounting cost accounting and management accounting
- The students will learn the methods of stock valuation. and Estimation of Working Capital requirements
- The students will learn how to do prepare and present Bank Reconciliation statement
- The students will learn the purpose, specimen of trial balance how to prepare trial balance
- The students will learn to prepare the financial statements.

UV-FTH-202 Principles of Marketing:

- Be familiar with the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives.

- Analyze marketing factors that contribute to a product's success or failure.
- Analyze principles of ethics and social responsibility in marketing

UV-FTH-203 Computer Application in Business:

- The above objective will help student to be a professional when it comes to working with the corporates.

- There are well equipped with the hands-on skill for the Industry.

- We are making them professional in a way that one can be qualified to be a Literate in the Field of Information technology

- Student will gain basic knowledge of Software and hardware along with Microsoft office Skills

- Today we want our students to be market oriented so we have a module to know more about internet which is self-learning

- After do BVOC they will gain more knowledge to learn other software with self-learning ability as we also emphasis on one self-learning module.

- In today's world one can get job but then to remain in same filed for a long period is difficult so we tell the student's do best to your potential and implement the learn in real life to get more focus, which will help to retain for long period

- With the knowledge of DATA analysis students can do more for the industry as DATA is available in abundance, implantation is nil. These students will able to tap potential customer with the help of DATA available.

UV-FTH-204 Tourism Products and Resources:

- Train to be skilled in the sector of tourism with knowledge of resources
- Be informed and participate in the real picture of the tourism sector and business implications
- Look at career options with the available knowledge
- Focus on problem solving skills through case study, practical discussions, etc.
- Become leaders with a sense of responsibility towards the profession.

UV-FTH-205 Foundation Course in Front Office Operations:

- Become skilled learners with an ability to understand the business aspects of the hospitality sector.
- Be informed and participate in the real picture of the hospitality sector and business implications

- To create and be able to become trained towards being employable
- Understand the career necessities of hospitality sector
- Become leaders with a sense of responsibility towards the service of mankind

5. Input from stakeholders

The stakeholders have been keen in providing several inputs. They emphasized that the current pandemic situation and its impact could be given as assignment to the students in internal assessment. They have suggested subsequently to add more practical hands on learning through industry exposure, field visit and appreciated the internship opportunities.

Part 2 - The Scheme of Teaching and Examination

Semester – I
Summary

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	General Component	UV-FTH-101	Principles of Management
		UV-FTH-102	Managerial Economics
		UV-FTH- 103	Business Communication and Language Lab
2	Vocational Component	UV-FTH-104	Foundation in Tourism Business
		UV-FTH-105	Introduction to Hospitality Management

First Year Semester I Internal and External Detailed Scheme

Sr. N o.	Subject Code	Subject Title	Periods Per Week						Internals					Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-FTH-101	Principles of Management	4	20%*	4	0	0	3	10	15	5	10	60	100
2	UV-FTH-102	Managerial Economics	4	20%*	4	0	0	4	10	15	5	10	60	100
3	UV-FTH-103	Business Communication and Language Lab	4	20%*	4	0	0	4	10	15	5	10	60	100
4	UV-FTH-104	Foundation of Tourism Business	4	20%*	4	0	0	5	10	15	5	10	60	100
5	UV-FTH-105	Introduction to Hospitality Management	4	20%*	4	0	0	4	10	15	5	10	60	100
6	**UV-FTH-106	E Learning						1						50
7	**UV-FTH-107	Experiential Learning						1						50
	Total Hours / Credit							22		Total Marks				600

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation, CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

*One to two lectures to be taken for CONTINUOUS self -learning Evaluation.
** Sr no 6,7, will depicted as grades in the marksheet

First Year Semester – I Units – Topics – Teaching Hours

S. N	Subject Code		Subject Unit Title	Lect ures	Total No. of lectures	Cre dit	Total Marks
1	UV-FTH-101	I	Nature of Management	15	60	3	100 (60+40)
		II	Planning and Decision Making	15			
		III	Organising and Staffing	15			
		IV	Directing, Leadership, Coordination and Controlling	15			
2	UV-FTH-102	I	Introduction to Micro Economics	15	60	4	100 (60+40)
		II	Demand and Supply analysis	15			
		III	Production decisions, cost of production and revenue	15			
		IV	Market structures, short run and long run equilibrium of the firm and industry	15			
3	UC-FTH-103	I	Theory of Communication	15	60	4	100 (60+40)
		II	Business Writing and Language	15			
		III	Presentation Skills	15			
		IV	Personality Enhancement	15			
4	UC-FTH-104	I	Introduction to Tourism Industry and tourist destination	15	60	5	100 (60+40)
		II	Significance and Facilitators	15			
		III	Tourism products and organizations	15			
		IV	Thrust and emerging areas of tourism	15			
5	UC-FTH-105	I	Introduction to hospitality industry	15	60	4	100 (60+40)
		II	Overview of the hotel industry	15			
		III	Legal framework in hospitality	15			

		IV	FDI and Career opportunities in Hospitality industry	15			
6	**UV-FTH-106	E learning				1	50
7	**UV-FTH-107	Experiential Learning				1	50
		Total				22	600

**** Sr no 6,7 will depicted as grades in the marksheet**

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject- 1 credit = 20 hours
For 4 Credits subject- 1 credit= 15 hours
For 5 Credits subject- 1 credit = 12 hours
For 16 Credits subject- 1 credit = 3.75 hours

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code: UV-FTH-101

SR.No.	Modules/ Units	No. of Lectures
1	**Nature of Management** Concept and significance of management Nature of management Process of Management Functional areas of management Evolution of management thoughts-contribution of F.W. Taylor, Henry Fayol Behavioral Science approach Contingency approach Management Functions - Planning, Organizing, Staffing, Directing and Controlling.	15
2	**Planning and decision making** Planning – meaning and importance Elements of a plan Process of planning Advantages and limitations of Planning Decision making – Concept and Meaning Importance of Decision Making Process of decision making Techniques of decision making.	15
3	**Organizing and Staffing** Meaning and concept of organizing Nature and Significance of organizing Delegation: Authority and responsibility relationship Centralization v/s decentralization Meaning of departmentation Structure of an organization (formal and informal, line and staff and matrix)	15
4	**Directing, leadership, co-ordination and controlling** Directing: Meaning of Directing Process of directing Meaning , Concept and significance of motivation Theories of Motivation (Maslow, Herzberg, Mc Gregor)	15

| | Meaning and concept of Leadership
Traits and Qualities of leader
Styles of Leadership
Co -ordination – Meaning and elements
Controlling: Meaning and Concept
Process of Controlling
Effective Control System
 Techniques of Controlling (TQM, Quality Circles,
 Brainstorming , Decision tree) | |

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Concept and significance of management
1	1.5 Evolution of management thoughts-contribution of F.W.Taylor, Henry Fayol
2	2.1 Planning – meaning and importance
2	2.2 Elements of a plan
3	3.1 Meaning and concepts of organizing
4	4.3 Meaning of Leadership
4	4.5 Traits of Leader

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Evolution Theory and Elements of Management from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 (Select Elements of Planning from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Organizing Concept from drop down menu)
https://nptel.ac.in/courses/122/105/122105021/ (Introduction to Leadership and Traits of Leader)

Reference Books:

- Principles of Management - P.C. Tripathi& P.N. Reddy.

- Essentials of Management - Weihrich and Koontz.

- Principles of Management - L.M. Prasad

- Principles of Management – DinkarPagare

- Business Management - C.B. Gupta

- Business Management - N. Premavathy

- Principles of Management - J. Jayasanka

Course Code: UV-FTH-102

Unit	Content	No. of Lectures
I	**Introduction to Micro-Economics** **A.** Scope and importance of business **B.** Basic tools: Opportunity Cost Principle, Incremental and Marginal concepts, Present and Future value, production possibility curve. Basic Economic Relations functional relations use of Marginal Analysis in decision making. **C.** Difference Between Micro and Macroeconomics	15
II	**Demand and Supply Analysis** **A. Demand function:** Meaning, significance determinants types. Variation and change in demand. Measurement of elasticity of demand (price elasticity, income, cross and promotional) Uses of elasticity. Relationship between elasticity of demand and revenue concepts. Consumer surplus **B. Supply function** Meaning, significance determinants types. Variation and change in supply. Producer Surplus.	15

		C. Demand Estimation and forecasting Meaning and Significance methods of demand estimation survey and statistics method (only theory) **D. Case Studies and numerical on Elasticity**.	

III		**Production decisions, Cost of Production and Revenue**
		
		A. Production Function: Meaning, types
		   a. Short Run Analysis with law of Variable Propitious.
		   b. Isoquants, ridge lines and least cost combination of inputs.
		   c. Long Run Production Function: Law of Returns to scale expansion path. Economics and Diseconomies of scale. Economics of scope.
		B. Cost Concepts
		Accounting and economics cost, implicit and explicit cost, fixed and variable cost. Total, average and marginal cost. Cost output relationship in the short run and long run. LAC and learning curve.Break Even Analysis
		C. Revenue concepts: Types
		   a. Average, marginal and total revenue (under perfect and imperfect competition)
		D. Profit concepts
		Supernormal, Normal, loss.
		E. Numericals on output, cost, revenue and profit
			15

IV		**Market Structure: Short run and Long equilibrium of a complete line firm and of industry** **A. Monopoly** Short run and long equilibrium of the firm. Price Discrimination. Dumping (only theory) **B. Monopolistic competition** Equilibrium of the firm in short run and long run, role of advertisement **C. Oligopoly** Features, collusive and Non collusive Oligopoly. Price rigidity, kinked demand curve,cartel and price leadership models. **D. Perfect Competition** Equilibrium of the firm in short run and long run	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Difference between Micro and Macro Economics
2	3	Break even analysis

Online Resources

https://nptel.ac.in/courses/110/105/110105075/
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/720
https://nptel.ac.in/courses/110/105/110105075/

Reference Books:

• Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)

• Hirchey .M., Managerial Economics, Thomson South western (2003)

• Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)

• Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)

• Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint) • Samuelson &Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)

• Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)

Course Code: UV-FTH-103

Detailed Syllabus

Sr. No.	Modules/Units	No. of Lectures
1.	**Theory of communication** Concept of Communication: Meaning, definition, objectives, process, emergence and impact of technological advancements on communication Channels of Communication: formal and informal, vertical, horizontal, diagonal, grapevine Methods and Modes of Communication: Verbal and Non- Verbal Barriers to Communication: Physical barriers, Language barriers, Socio-Cultural barriers, Psychological barriers Listening: Importance of listening skills, cultivating good listening skills	15
2	**Business Writing and Language** Theory of Business Letter Writing: Parts, Structure, Layout of Letters- (Full block, Modified Block, Semi- Modified Block) Business Letters - Letter of Job Application, Resume Writing, Resignation Letter, Statement of Purpose Summarization: identification of main and supporting points, presenting these in a cohesive manner Business Proposals	15
3.	**Presentation Skills** Meaning, Nature and Scope Principles of Effective Oral communication Techniques of Effective Speech Effective Presentation Skills Interview Skills and Group Discussion- Strategies to prepare for Selection interview and Group Discussion	15

4.	**Personality Enhancement** The Art of Public Speaking Voice Modulation Grooming Personal Branding	15

Self Learning Topics

Emergence and impact of technological advancements on communication (Unit 1:1.1)
Summarization: identification of main and supporting points, presenting these in a cohesive manner (Unit 2:2.3)
Business Proposals (Unit 2:2.4)

Online Resources

https://files.eric.ed.gov/fulltext/ED557272.pdf (Unit 1:1.1)
https://2020science.org/2009/04/07/communication-science-and-technology-in-a-connected-world/ (Unit 1:1.1)
https://nptel.ac.in/content/storage2/courses/121106007/Assignments/Assignment%201.pdf (Unit 2:2.3)
http://www.laspositascollege.edu/raw/summaries.php (Unit 2:2.3)
https://www.youtube.com/watch?v=-zgKOguRrRs (Unit 2:2.3)
https://youtu.be/mozVzcNZMG0 (Unit 2:2.4)

Reference Books:

Sr. No.	Title Author/s Publisher	Edition Yenr
1	Modem Business Correspondence by Garlside, L.E., McDonald and Evans Ltd., Plymouth	1980
2	Effective Communication Made Simple by Eyre, E.C., Rupa and Co., Calcutta	1985
3	Excellence in Public Relations and Communication Management edited by James E. Grunig, Lawrence Eribaum Associates Hillsdale, NJ 1992	1992
4	Making Meetings Work by Barkar, Alan, Sterling Publications Pvt. Ltd., New Delhi	1993
5	How to Interview and be Interviewed by Brown, Michele and Gyles Brandreth, Sheldon Press, London	1994
6	The Right Way to Conduct Meetings, Conferences and Discussions by H.M. Taylor and A.G. Mears, Elliot Right Way Books	1994
7	The Essence of Effective Communication by Ludlow, Ron, Prentice, New Delhi	1995
8	Communication in Organisation by Fisher Dalmar, Jaico Publishing House, Delhi	1999
9	*Effective AcaJenl ic Writing b)* Savage, Alice Oxford: OUP	2005.
10	Business Communication by Ramesh Tiwari, Pointer Publication, Jaipur	2006
11	Business Communication II by Muktha M. Jacob, Chippy S.Bobby, Shefali Naranje, Himalaya Publishing House	2008
12	"What Is Public Relations?" by Roos, Dave, SAGE. New York	2014
13	The Art of the Interview by James Storey, Create Space Publishing	2016

Unit	Content	No. of Lectures
1	**Unit 1: Introduction to Tourism Industry & Tourist Destination:** Introduction, Definition, historical development of Tourism, Forms of Tourism, Purpose of Travel and Significance of study Factors motivating Travel, Nature & Characteristics of Tourism Industry and Components Tourism benefits, Elements of Tourist destination and activities Influence on Tourist flows, Concept & Patterns of Tourist destination ,General pattern of World Tourism Geographical Resources available for Tourism.	15
2	**Unit II: Significance & Facilitators** 2.1 Impacts of Tourism: Economic impacts of tourism, income and employment, multipliers of tourism, balance of payments, foreign exchange etc., Socio-cultural impacts of tourism: cultural exchange among nations and international understanding, Impacts of tourism on ecology and environment 2.2. Infrastructure in Tourism**:** Tourism Infrastructure - Types, Forms and Significance Accommodation: Forms and types Transport Sectors: Modes and relative significance Other support Infrastructures required for tourism	15
3	**Unit – III: Tourism Products & Organizations:** Tourism Product – Definition, elements, characteristics and types of tourism products Tourism Products - Natural attractions, Cultural attractions, World Heritage sites Tourism Organizations Global -WTO, ICAO, IATA, PATA, UFTAA	15

	3.4 Tourism Organizations Indian- TAAI, IATO, ITDC, ASI 3.5. Other Organizations in Tourism- Railways, Accommodation, Civil aviation and Air transport.		
4.	**Unit IV: Thrust & Emerging Areas of Tourism:** Thrust Areas Of Tourism**:** Eco Tourism, Ethnic Tourism, MICE Tourism, Medical Tourism, Agro Tourism, Wedding Tourism, Cruise Tourism, Space Tourism. Emerging Sectors of Tourism-Information technology and Tourism, Tourism and Hospitality Industry, Hospitality Work force, Digital Technology for Tourism Marketing Emerging trends in Tourism Business and Hospitality Sustainable Tourism, Responsible Tourism Best Practices.	15

Self-Learning Topics (Unit wise)

Sub Unit	Topics
1.5	General pattern of World Tourism, Geographical Resources available for Tourism
2.1	Impacts of Tourism
3.3	Organizations in tourism
4.1	Ecotourism

Online Resources

Unit 1- **Introduction to Tourism Industry & Tourist Destination**

Name of the Swayam Course: TS-1: Foundation Course In Tourism

By Dr. Sonia Sharma & Dr. Tangjakhombi Akoijam | Indira Gandhi National Open University

https://onlinecourses.swayam2.ac.in/nou19_hs04/preview

To be done from the Course :Block:-5 Geography and Tourism

Unit:-16 Tourism Information: Sources

Unit:-17 India's Biodiversity: Landscape, Environment and Ecology

Unit:-18 Seasonality and Destinations

Unit 2- **Significance & Facilitators**

https://onlinecourses.swayam2.ac.in/nou19_hs04/preview

To be done from the Course : Block:-9 Tourism Impact

Unit:-33 Economic Impact

Unit:-34 Social, Political and Environment Impact

Unit:-35 Threats and Obstacles

Unit 3- Tourism Products and Organizations

Name of the Swayam Course: Tourism Operations

By Dr. N. Nagaraja, University of Mysore, Manasagangothri.

https://onlinecourses.swayam2.ac.in/cec19_mg31/preview

To be done from this course:

Organisations in Tourism-

10- Role and function of National Tourism Organisation (NTO)

11. Tourism Authorities of various levels.

Unit 4- Thrust & Emerging Areas of Tourism:

Name of the Swayam Course: Tourism Operations

By Dr. N. Nagaraja, University of Mysore, Manasagangothri.

https://onlinecourses.swayam2.ac.in/cec19_mg31/preview

To be done from this course:

28. Eco-Tourism Development

29. Tourism and Sustainable Development

30. Tourism & Environmental Impact Assessment (EIA |

31. Business of Ecotourism

32. HRD in Tourism Industry

Reference Books

1. Cristopher J. Holloway : The Business of Tourism : Macdonald and Evans, 1983.

2. A. K. Bhatia : Tourism Development Principles and Practice, Sterling Publishers (P) Ltd. New Delhi.

3. Anand M. M. : Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd. New Delhi.

Unit	Content	No. of Lectures
1	**Unit 1: Introduction to the Hospitality Sector** An introduction of the Hospitality Sector, Global and Indian Scenario, Scope of the sector Major Players in hospitality industry, Hotel Industry Out Look , Governmental & Non-Governmental bodies in the hospitality sector Characteristics of the Hospitality Industry, Relationship between the Hospitality Industry and Tourism Demand Drivers and Risk Factors	15
2	**Unit 2: Overview of Hotel Industry** 2.1 Definition, Principles Size, Scope of Hotel Industry 2.2 Concepts of Hotel and its objectives 2.3. Organization in hotels, departments and classification of hotels, Star categorization Types of rooms and types of plans License, permits and regulatory condition and Guidelines for hotel	15
3	**Unit 3: Legal Frame Work in Hospitality** Regulatory Policies (including environmental & foreign trade policies) License and Permits for Hotel and Catering Establishments Laws of Hotels under municipal corporations Renewal, Suspensions & Termination of Licenses	15
4.	**Unit 4: FDI & Career Opportunities in Hospitality Industry:** Impact of FDI on the Hospitality Sector, Trends in FDI (Hospitality) Career options in hospitality industry, Demand of manpower in hospitality industry. Emerging Trends in Hospitality industry: Service Apartments, Spas, Budget Hotels, Resorts, Clubs	15

Sub Unit	Topics
4.4 Success Stories & Learning's: Across the globe(Switzerland, South Africa, China, US, Australia and France.)	

Self-Learning Topics (Unit wise)

Sub Unit	Topics
1.1	Introduction of the Hospitality Industry.
2.1	Classification of Hotel Industry
3.3	Regulatory policies in Hospitality
4.1	Success Stories- MIS in Hospitality

Online Resources

Unit 1- **Introduction to the Hospitality Sector**

Name of the Swayam Course: Hospitality Industry in Tourism

By Prof. H. Rajashekar, Professor of Commerce & Tourism University of Mysore.

https://onlinecourses.swayam2.ac.in/cec20_ge20/preview

To be done from the Course :

1.Structure of Hospitality Industry Part-1

2.Structure of Hospitality Industry Part-2

3 Customer care in Hospitality Industry

Unit 2- **Introduction to the Hospitality Sector**

Name of the Swayam Course: Hospitality Industry in Tourism

By Prof. H. Rajashekar, Professor of Commerce & Tourism University of Mysore.

https://onlinecourses.swayam2.ac.in/cec20_ge20/preview

To be done from the Course :

Topics 4. Departmentalization in Hotels

Topics 5.Classification of Hotels & Hotel Rooms

Topic 6. Basis for Classification of Hotels

Topic 7. Distribution Channel in Hospitality Part- 1

Unit 3- : Legal Frame Work in Hospitality

Topic: FOOD LAWS, REGULATIONS, QUALITY AND FOOD STANDARDS

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/151

Self learning Series-Tourism and Hospitality-

Unit 4- Topic: Role of MIS in Hospitality Sector

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/151

Self Learning Series.

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Reference Books:

</div>

 1. Anand, M.M. Tourism and Hotel Industry in India (New Delhi Prentice- Hall of India, 1976)

2. Conrad Lashley Hospitality Retail Management

3. Brain Cooper and Brain Floody -Starts and Run profitable Restaurant

4. Sudhir Andrews- Front Office

5. Hall and Sharples- Food Tourism

6. Jagmohan Negi- Hospitality Management

7. Alastair, M. Morrison, Hospitality and Travel Marketing (New York: Delemar)

8. Cristopher J. Holloway : The Business of Tourism : Macdonald and Evans, 1983.

9. A. K. Bhatia : Tourism Development Principles and Practice, Sterling Publishers (P) Ltd. New Delhi.

10. Anand M. M. : Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd. New Delhi.

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Part 4 - The Scheme of Teaching and Examination

Semester – II

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Summary

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	General Component	UV-FTH-201	Financial Management Accounting
		UV-FTH-202	Principles of Marketing
		UV-FTH- 203	Computer Application in Business
2	Vocational Component	UV-FTH-204	Tourism Products and Resources
		UV-FTH-205	Foundation Course in Front Office Operations

First Year Semester II Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week						Internals					Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-FTH-201	Financial Management accounting	4	20%*	4	0	0	4	10	15	5	10	60	100
2	UV-FTH-202	Principles of Marketing	4	20%*	4	0	0	4	10	15	5	10	60	100
3	UV-FTH-203	Computer Application in Business	4	20%*	4	0	0	3	10	15	5	10	60	100
4	UV-FTH-204	Tourism Products and Resources	4	20%*	4	0	0	4	10	15	5	10	60	100
5	UV-FTH-205	Foundation course in front office operations	4	20%*	4	0	0	5	10	15	5	10	60	100
6	**UV-FTH-206	E Learning						1						50
7	**UV-FTH-207	Experiential Learning						1						50
8	**UV-FTH-208	Year end Internship/ Project work						16						200
	Total Hours / Credit							38			Total Marks			800

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation, CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

*One to two lectures to be taken for CONTINUOUS self -learning Evaluation.

** Sr no 6,7,8 will depicted as grades in the marksheet.

First Year Semester – II Units – Topics – Teaching Hours

S.N	Subject Code		Subject Unit Title	Lectures	Total No. of lectures	Credit	Total Marks
1	UV-FTH-201	I	Stock Valuation	15	60	4	100 (60+40)
		II	Working Capital	15			
		III	Bank Reconciliation Statement, Trial Balance	15			
		IV	Final Accounts	15			
2	UV-FTH-202	I	Introduction to Marketing	15	60	4	100 (60+40)
		II	Segmentation, Targeting, Positioning and Branding	15			
		III	Marketing Mix	15			
		IV	Marketing Services	15			
3	UV-FTH-203	I	Office Productivity Software	15	60	3	100 (60+40)
		II	Microsoft Office Part II	15			
		III	Spreadsheet	15			
		IV	Data Analysis	15			
4	UV-FTH-204	I	Tourism Resource- Introduction	15	60	4	100 (60+40)
		II	Natural Tourism Resources	15			
		III	Socio-cultural Tourism Resources	15			
		IV	Man made tourism resources	15			
5	UV-FTH-205	I	Introduction to Front Office Operation	15	60	5	100 (60+40)
		II	Customer Service	15			
		III	Reservation- Check-in, Check-out	15			
		IV	Health and Safety	15			

6	**UV-FTH-206	E learning		1	50
7	**UV-FTH-207	Experiential Learning		1	50
8	**UV-FTH-208	Year End Internship/ Project Work		16	200
		Total		38	800

** Sr no 6,7,8 will depicted as grades in the marksheet

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject 1 credit = 20 hours
For 4 Credits subject- 1 credit= 15 hours
For 5 Credits subject- 1 credit = 12 hours
For 16 Credits subject- 1 credit = 3.75 hours

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics -To be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code:UV-FTH-201

Unit	Content	No. of Lectures
I	**Stock Valuation** Introduction to Stock Valuation Importance of stock Valuation Stages of Stock Valuation 　　Methods of Taking Inventories 1.3) 　　　First in First Out (FIFO) Method 1.4)　Weighted Average Method	15
II	**Working Capital Management ** 　Introduction ,Definitions ,Elements of Working Capital Working Capital Approaches, Role and importance of Working capital , Types of Working Capital Factors Determining Working Capital Management Requirements Valuation of various items of Working Capital 　Management of Working Capital ,Maximum Permissible Bank Finance	15
III	**Bank Reconciliation Statement(BRS) ,Trial Balance** Introduction to BRS , Need and Importance　Causes of　　　　　Disagreement between the bank book and pass book 　Specimen of Bank Reconciliation Statement , Preparation of Bank Reconciliation Statement 　　Meaning , Purpose and Specimen of Trial Balance 3.4) 　　　Preparation of Trial Balance	15
IV	**Final Accounts** Preparation of Trading Account, 　Preparation of Profit and Loss Account 4.3) 　　Preparation of Balance sheet	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Inventory Management
2	3	Trial Balance
3	4	Final Account

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249

Reference Books:

The Essence of Financial Accounting Chadwick, L. PHI, 2nd Edition

Financial & Managerial AccountingJan Williams, Sue Haka, Mark Bettner, Joseph Carcillo.

Financial and Management Accounting: An Introduction,Bierman, H. MacMillian, New York

Schaum's Financial Accounting,Jae K Shim and Joel G Siegel, Mc Graw Hill Publications, Price Rs. 250 (Approx.)

Financial accounting: an international introduction David Alexander, Christopher Nobes

Financial accounting: an integrated statements approach Jonathan E. Duchac, James M. Reeve, Carl S. Warren

Financial Accounting: An Introduction to Concepts,Methods and Uses Clyde P. Stickney, Roman L. Weil, Katherine Schipper

Financial Accounting: An Introduction to Concepts, Methods, and Uses, Clyde P. Stickney, Roman L. Weil, South-Western College

Financial Accounting: Tools for Business Decision Making Paul D. Kimmel, Jerry J. Weygandt, Donald E. Kieso Wiley

Financial and Managerial AccountingCarl S. Warren, James M. Reeves, Philip E. Fess, James M. Reeve South-Western College

Financial Accounting Rick Antle, Stanley J. Garstka, This book covers Questions, Exercises, Problems, Case Problems, Cases and Thomson Analytics

Jamshed R Batliboi, Advance Accounting a practical manual of advanced accounting for Indian students, accountants, book-keepers and businessmen, Wadhwa and Company, Nagpur ,32nd Edition 1997

Maheshwari.S.N., Management Accounting and Financial Contro, Sultan Chand and Sons, New Delhi, 2008 Edition

Mahajan Mukesh, ―Fundamentals of Accountancy‖ Abhishek Publication Chandigarh, 2006 Edition. Patel

D.R., Accounting and Financial Management, Atul Prakashan, Ahmedabad, 2006 Edition. Prasuna D.G., New Vistas in Accounting ICFAI University Press, Hederabad, 2008 Edition. Rao P.M.,and Pramanik Alok

Bhatt B.R., Accounting and Financial Policies, Practices, Standards and Reporting Snow White House, Mumbai, 2004 Edition.

Publications by ICAI

Publications by ICSI

Course Code: UV-FTH-202

Unit	Content	No. of Lectures
I	Introduction to Marketing Introduction to Marketing: Definition, features, advantages and scope of marketing. 7 Ps and 4Cs of marketing. Marketing as an activity, function, and philosophy. Concepts of Marketing: Needs, wants and demands; transactions, transfers & exchanges Orientation of a firm: Production concept; product concept; selling concept: and marketing concept, Societal concept and relationship marketing concept. New Trends in Marketing: E-Marketing, Internet Marketing and Marketing using social networks, Societal Marketing/Relationship Marketing, Interactive marketing	15
II	Segmentation, Targeting and Positioning (STP) & Branding Segmentation variables for consumer markets & industrial markets Targeting (Undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets)	15

	Positioning (Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position) Branding: Role and importance, Brand equity; branding decisions; brand extensions; brand portfolios , Brand Personality, Brand re-call		

III	Marketing Mix
	
	Product: Products: core, tangible and augmented products Product mixed decisions: product line decisions; strategic filling, line modernization decisions, New product development process, product life cycle, failure of new product, levels of product
	Pricing Decisions: Pricing objectives; factors influencing pricing decisions, Types of pricing, responding to competitors, action through price and non-price variables, Impact of the products stage in the PLC on pricing decisions
	Place/ Distribution: meaning, factors influencing selection of distribution channel, types of distribution channel, recent trend in distribution, components of logistics
	Promotion mix:-Advertising: Importance and scope, Sales promotion: objectives; consumer promotions, PR and publicity, Personal Selling: recruitment, selection, training, motivation and evaluation of sales reps. Integrated Marketing Communication (Definition of target audience; determining communication objectives; designing communication and selection of channels)
	    Packaging – Meaning – Importance/uses- Packaging strategies
	    Positioning -Meaning, Importance- Elements
	    People-Meaning and Importance.
		15	

IV	Marketing Services:	15
	meaning and features of Service Managing Service Quality ways of improving services Ethics in marketing Unethical practices in marketing Role of ASCI (Advertising standard Council of India) Challenges in Marketing Services	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Introduction to Marketing: Definition, features, advantages & scope of marketing
2	2	Branding: Role and Importance
2	3	Advertising: Scope and Importance

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
https://nptel.ac.in/courses/110/104/110104068/

Reference Books:

Ayantunji Gbadamosi, . B. (2013). Principles of Marketing: A Value-Based Approach. Palgrave Macmillan.

J.P Mahajan, A. M. (2015). Principles of Marketing. Vikas Publishing House Pvt Ltd.

John F. Tanner, M. A. (2014). Principles of Marketing 2.0. Flat World Knowledge.

Kotler, P. (2009). Marketing Management. Pearson Prentice Hall.

M. C. Cant, . W. (2009). Marketing Management. Juta & Company Ltd.

Philip Kotler, G. A. (2010). Principles of Marketing. Pearson.

Philip T. Kotler, G. A. (2017). Principles of Marketing, Global Edition. Pearson Education Limited.

Sharma, A. K. Marketing Management. Atlantic Publishers and Distributors.

Course Code: UV-FTH-203

Unit	Content	No. of Lectures
I	**Office Productivity Software:** **Basic Elements** Computers and its types Working of computers Hardware and software Types of input devices and Output devices Software and its types operating system . Microsoft **Word :** Creating, editing, saving and printing text documents Font and paragraph formatting Simple character formatting Inserting tables, smart art, page breaks Using lists and styles Working with images Using Spelling and Grammar check Understanding document properties Mail Merge	15

II	Microsoft PowerPoint
	
	     Opening, viewing, creating, and printing slides
	     Applying auto layouts
	    Master slide concept
	    Adding custom animation
	    Using slide transitions
	    Introduction to latest presentation software's.
	    Insert and edit animations and slide transitions
	    Insert and modify table and charts
	    Add sound and video to a slide presentation
	    Insert clip art images and shapes to slides
	    How to create a puzzle in PowerPoint
	
	Internet Technology:
	Introduction to Internet
	Types of internet connections
	Surfing the World Wide Web
	Using search engines
	Sending and receiving email
	Attaching and downloading Attached files
	Protocol used
		15

III	**Spread Sheet:** Spreadsheet basics Creating, editing, saving and printing spreadsheets Working with functions & formulas Modifying worksheets with color & autoformats Graphically representing data: Charts & Graphs Speeding data entry: Using Data Forms Analyzing data: Data Menu, Subtotal, Filtering Data Formatting worksheets Securing & Protecting spreadsheets *Formulas & Macros Formulas:* Use the Function Wizard, Common functions (AVERAGE, MIN, MAX, COUNT, COUNTA, ROUND, INT) Nested functions, Name cells /ranges /constants Relative, Absolute, Mixed cell references: >,<,= operators Logical functions using IF, AND, OR, NOT The LOOKUP function, Date and time functions, Annotating formulas	15

IV	**DATA Analysis***:*	15
	Sub Total Reports, Auto Filter	
	Password Protecting Worksheets	
	Linking Multiple Sheets	
	Sheet Referencing	
	Linking Between Word/Excel/Ppt	
	Functions:- LOOKUP, VLOOKUP, HLOOKUP, COUNTIF, SUMIF	
	What-if-analysis, GOAL SEEK	
	Pivot Tables, NESTED IF	
	Reporting Consolidation of Data Data Validation	
	Macros	
	Definition and use, Record a macro Assign a macro, Run a macro Store a macro, Introduction to VBA Prog.	
	Develop the Worksheet:	
	Plan a worksheet , Row and Column labels Split worksheet /box /bar, Copy data and formulas	
	Display /move toolbars , Enhance worksheet Appearance	
	Special Operations:	
	Use multiple windows : Copy/ paste between Worksheets Link worksheets , Consolidate worksheets Import and link from other Applications Use AutoFormat : Create, use and modify styles and templates	
	Print features : Create /edit an outline	
	Graphic Operations:	
	Create charts , Enhance charts, Drawing toolbar features	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Internet Technology

Online Resources

https://www.tutorialspoint.com/internet_technologies/index.htm
https://www.websydian.com/olddoc/websydian_v60/knowledgebase/whitepapers/basicinternettechnology.htm

Reference Books:

1. *Introduction to Computers, Peter Norton, Sixth Edition McGraw Hill*
2. *Introduction to information Technology, V. Rajaraman, Prentice Hall India*
3. *Computers and Commonsense, Hunt .L Shelley, Prentice Hall of India*
4. *Fundamentals of Information Technology, A and Leon M. Leon, Vikas 2002*
5. *A first Course in Computers, Saxena, Sanjay, Vikas Publishing 1998*
6. *Fundamentals of Information Technology, Bharioke Deepak, Excel Book 2000*

Course Code: UV-FTH-204

Unit	Content	No. of Lectures
1	**Unit 1: Tourism Resources an Introduction** Tourism Resources – Definition and Types Tourism Planning: Background & Process of tourism Planning, Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept 1.4. Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India 1.5 New measures in Planning and Practices: Ecotourism Planning and Development, Design considerations for eco-tourism facilities, Inclusive Planning, Community participation in tourism planning	15
2	**Unit II: Natural Tourism Resources** Major Physiographic units of India – A general Overview Tourist Resources in Mountains with special references to Srinagar Valley, Shimla, Nainital, Darjeeling and Gangtok.	15

	Tourist Resources in Indo-Ganga-Brahmaputra Plain: Tourist Resources and Destinations with special reference to Amritsar, Delhi, Allahabad, Lucknow, Kolkata. Tourist Resources in Peninsular India: Tourist Resources in Peninsula with special reference to Khajuraho, Ajanta, Ellora, Hyderabad, Bangalore, Mysore Tourist Resources in Coastal Plains and Islands: with special reference to Mumbai, Goa, Cochin, Chennai and Andaman and Nicobar.	
3	**Unit – III: Socio Cultural Tourism Resources** Indian culture through the Ages - a general survey Religion as a Cultural Resources, Concept of pilgrimage and major pilgrimage centers of India. Architecture in India), Landmarks of Buddhist and Jain architecture, Major specimen of Hindu architecture in central, southern and eastern parts of India, Important monuments belonging to Islamic and British periods. Other Cultural Resources: Performing Arts of India, Major fair and festivals of India, Classical dances and music of India, Indian handicrafts	15
4.	**Unit IV: Man made Tourism Resources in India** Created tourist Attractions for Entertainment Academic, Scientific and Industrial purposes. Major International Tourist Products & Resources (UNESCO World Heritage)	15

Recommended books :

Self-Learning Topics (Unit wise)

Sub Unit	Topics

1.3	Wildlife & Beach Tourism in Eastern India, Natural Resources
3.4	Cultural Resources

Online Resources

Unit 2- **Natural Tourism Resources**

Week – 9 | 30.Wild Life & Beach Tourism in Eastern India | 32. Natural & Other Tourism Resources

https://onlinecourses.swayam2.ac.in/cec20_ge18/preview

- **Unit 3: Cultural Tourism Resources**

TOURISM RESOURCES OF INDIA

By Prof. H. Rajashekar | Professor of Commerce & Tourism University of Mysore

https://onlinecourses.swayam2.ac.in/cec20_ge18/preview

To be done from the Course :

Week – 4 | 10.Cultural Tourism in India | 11. Fairs and Festivals of India | 12. Indian Classical Dances | 13.Indian Folk Dances and Music traditions | 14. Fairs & festival in India-Part II |

REFERENCE BOOKS

- Cristopher J. Holloway : The Business of Tourism : Macdonald and Evans, 1983.
- K. Bhatia : Tourism Development Principles and Practice, Sterling Publishers(P) Ltd. New Delhi.
- Anand M. M. : Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd.New Delhi.
- The Wonder that was India : A.L. Basham
- A Cultural History of India : A.L. Basham India –
- Lonely Planet : India –
- Plan your own holiday : S. Jagannathan
- Travelers Indian : H.K. Kaul
- Museums of India : S. Punja
- The Art of Ancient India : S. Huntington
- Indian Architecture : Percy Brown

Unit	Content	No. of Lectures
1	**Unit I: Introduction to Front Office Operation** Introduction to Front Office Operations, Organization Chart for a Large/Medium size hotel Understanding the role of Front Office in overall business operations, Scope of operations 1.3.Front Office Systems: Reservations, Room assignment, Guest check-in and registration, Guest accounting, Credit Verification, Guest check-out and verification of accounts, Maintaining records, Preparing reports and statistics for management, Maintaining control procedures, Room Reservation Card, The Hotel/Accommodation Diary, Advance Reservation Chart, A Density Chart, The Reception Office, Register, Registration Card, Room Board, Arrivals and Departures List 1.4 Front Office Computer Systems	15
2	**Unit II: Customer Service:** Providing a quality service: Meeting different needs, Understanding their needs, arranging tickets, organizing sightseeing and transport. Usage of Telephone & Phone Etiquettes. Online Reservations & service 2.4 Procedures for welcoming guests.	15
3	**Unit III: Reservations, Check- in & Check –out Procedures** Check-in-procedures: VIP Check-in & Group Arrivals Checking out Guests (*Organizing checkouts, Individual Checkouts Speedy or advance check-out Group checkouts, Guest bills, Soliciting guest comments*) 3.3 Handling Complaints Reservation Formalities and Processes	15
4.	**Unit IV: Health and Safety** Health and Safety – Your responsibility Guidelines for accident prevention	15

	Guidelines for fire procedures Guidelines for preventing electrical hazards Guidelines for lifting and carrying heavy objects Guidelines for dealing with bomb scares and attack Basic First Aid and Emergencies	

Self-Learning Topics (Unit wise)

Sub Unit	Topics
2.1	Customer Service
4.4	Health & Safety

Online Resources

Unit 2- **Customer Service**

Hospitality Industry In Tourism

By Prof. H. Rajashekar | University of Mysore, Manasagangotri

To be done from the course

36. Guest Registration

37. Front Office Accounting System

38.front office functions

https://onlinecourses.swayam2.ac.in/cec19_mg30/preview

- **Unit 4: Health & Safelty**

Hospitality Industry In Tourism

By Prof. H. Rajashekar | University of Mysore, Manasagangotri

https://onlinecourses.swayam2.ac.in/cec19_mg30/preview

To be done from the Course :

Food Borne Illnesses | 42. Environmental Hygiene pertaining to hotel kitchen and service area | 43. Food laws, regulations, quality and food standards |

Recommended books :

Tewari J, Hotel Front Office: Operations And Management, 2Nd Edition, Oxford Publication

Baker S, Bradley and Huyton , Principles of Hotel Front Office Operations

Andrews Sudhir, Textbook Of Front Office Management and Operation , McGraw Hill

Rutherford(Ed), 1994, Hotel Management and Operations.

Roday, 2011, Text Book on Food Hygiene and Sanitation, Fppd Poisoning, Micro Organisms, Contaminations, Food Laws and Regulations.
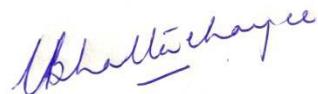
Dr.Chandani Bhattacharjee

Chairperson

HSNC University, Mumbai

(The Cluster University established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)

Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2021-22

HSNC UNIVERSITY, MUMBAI

Board of Studies in Faculties of Commerce &Management

Board ofStudies in Vocational (Tourism &Hospitality Management)

1.) Name of Chairperson/Co-Chairperson/Coordinator:-

 Dr Chandani Bhattacharjee, Associate Professor, H.R College of Commerce and Economics., 9833971817, bhattacharjee.chandani@gmail.com.

 2.) Two to five teachers each having minimum five years teaching

 experience amongst the full time teachers of the Departments, in

 the relevant subject.

a.)Dr Rani Tyagi, Assistant Professor, H.R College of Commerce and Economics.,9869435890, ranityagi@gmail.com

b) Mr Rahul Mishra, Assistant Professor, H.R College of Commerce and Economics, 8108588601, carahul101@gmail.com.

3.) One Professor / Associate Professor from other Universities or professor / AssociateProfessorfromcollegesmanagedbyParentBody;nominatedbyParent Body;-

DrTanusree Chaudhuri, Assistant Professor, Vivek College of Commerce, Vivek College Road, Siddharth Nagar, Goregaon West, Mumbai, 9819559629, tanusreec@gmail.com.

4.) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a.)Ms. Sana Mehta, Advanced Diploma from HR, IATA, Head of Operations, Comfort Voyage, Mumbai.,9820071068, mehtasana8@gmail.com

b.)Mr Ankit Jhaveri, Senior Credit Analyst, CRISL, Owner, Prathamesh Events and Holidays.,98119262924, a.jhaveri89@gmail.com.

c.)Mr Jai Berry, First Batch of Travel and Hospitality, Topper, Marketing, Belgian Waffles.8630262046, jaiberry123@gmail.com

d.) Mr.SanketPai, Owner, Balaji Travels, Mumbai, 9819262924,

sanketdpai@gmail.com.

5.) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussionsonframingorrevisionofsyllabusofthatsubjectorgroupofsubjects for oneyear.

a.) MsAmanpreet Kaur Bhamra, Topper in Semester, 2,3,4& 5, 9869159505, amanpreetpayne93@gmail.com.

b) MsHitakshiKhira, Topper, 9594113036, hitakshikhira25@gmail.com.

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HSNC University Mumbai

(The Cluster University established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)

Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty ofArts and Commerce

With effect from the

Academic year 2021-22

R. **** : **The Definitions Of The Key Terms Used In The Choice Based Credit System And Grading System Introduced From The Academic Year 2020-2021 Are As Under:**

Outline of the Choice Based Credit System as outlined by the University Grants Commission:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

   2.1 **Discipline Specific Elective (DSE) Course**: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of **interdisciplinary** nature (to be offered by main discipline/subject of study).

   2.2 **Dissertation/Project**: An elective course designed to acquire Special/advanced knowledge, such as supplement study/support study to project work, and a candidate studies such a course on his own with advisory support by a teacher/faculty member is called dissertation/project. A Project / Dissertation work would be of 6 credits. A Project / Dissertation work may be given in place of a discipline-specific elective paper.

   2.3 Generic **Elective (GE) Course**: An elective course chosen generally from an unrelated discipline/subject, to seek exposure is called a Generic Elective.

Note: A core course offered in a discipline/subject may be treated as an elective by another discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement;
   SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

4. Choice Based Credit System (CBCS)
CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students.

5. Honours Program
To enhance employability and entrepreneurship abilities among the learners, through aligning Inter-Disciplinary / Intra Disciplinary courses with Degree Program. Honours Program will have 40 additional credits to be undertaken by the learner across three years essentially in Inter / Intra Disciplinary course.

A learner who joins Regular Undergraduate Program will have to opt for the Honours Program in the first year of the Program. However, the credits for honours, though divided across three years can be completed within three years to become eligible for award of Honours Degree.

6. Program:
A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of the study.

7. Course:
 A 'course' is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. Several linked courses considered together are in practice, a 'program'.

8. Bridge Course:
 Bridge course is visualized as Pre semester preparation by the learner before the commencement of regular lectures. For each semester the topics, whose knowledge is considered as essential for effective and seamless learning of topics of the Semester, will be specified. The Bridge Course can be conducted in online mode. Online content can be created for the Bridge Course Topics.

9. Module and Unit:
A course which is generally an independent entity having its own separate identity is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Unit.

10. Self-Learning:
20% of the topics will be marked for Self-Learning. Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, fieldwork, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated in real-time during evaluative sessions. The purpose of evaluative sessions is to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question and Answer sessions and open discussion. The marking scheme for Self Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

11. Credit Point:
Credit Point refers to the 'Workload' of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like reading, reflecting, discussing, attending lectures/counselling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many hours it would take for a learner to complete a single course successfully.

12. Credit Completion and Credit Accumulation:
Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria concerning a single course. Learner level of performance above the minimum prescribed level (viz. grades/marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more courses. Thus the learner 'accumulates' course wise credits.

13. Credit Bank:

A Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the course/s for which Credit has been given, the course-level, nature, etc. Also, all the information regarding the number of Credits transferred to different programs or credit exemptions given may be stored with the individual's history.

14. Credit Transfer:

(Performance transfer) When a learner completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

15. Course Exemption:

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

<p align="center">**Part II (Section B)**</p>

Note: The Ordinances and Regulations given below apply to Under Graduate Programmes of the University.

O***

The minimum duration of the Under Graduate Programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who completes 120 credits of the programme in a period of 3 to 6 years from the year of enrolment to semester VI.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I,he/she may at his/her option transfer his/her performance in the existing/new program after establishing an equivalence between old and new syllabus. Such a performance transfer will bedecided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned subject.The admission to the program will be governed by the existing rules

O*** The fees for the transfer of credits or performance will be based on the number of credits that a learner has to complete for the award of the degree.**

R **** Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.

R**** **TheScheme of Teaching and Examination**:
The Scheme of Teaching and Examination shall be divided into **TWO** components, **internal assessment and External assessment** (semester-end examination) for each course of the program.

The performance of the learners shall be evaluated in two components: Internal Assessment with 40% marks by way of continuous evaluation and by Semester End Examination with 60% marks by conducting the theory examination.

Internal Assessment: - It is defined as the assessment of the learners based on continuous evaluation as envisaged in the credit-based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

   A). Internal Assessment–40%   **40marks**

   1. For Theory Courses

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned)	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

2. For Practical Courses

Sr. No.	Particulars		Marks
1	Semester End Practical Examination		15 Marks
	Journal	05 Marks	
	Viva	05 Marks	
	Laboratory Work	05 Marks	
2.	One assignment/project with the class presentation to be assessed by teacher concerned		10 Marks
	Presentation	05 Marks	
	Written Document	05 Marks	
3	Self-Learning Evaluation		10 Marks
4	Active participation in routine class / Laboratory instructional deliveries		05 Marks

➢ **Project and Assignment:**

- Project or Assignment, which can in the following forms
  - Case Studies
  - Videos
  - Blogs
  - Research paper (Presented in Seminar/Conference)
  - Field Visit Report
  - Presentations related to the subject (Moot Court, Youth Parliament, etc.)
  - Internships (Exposition of theory into practice)
  - Open Book Test
  - Any other innovative methods

➢ **Self-Learning Evaluation**

- 20% of the topics of the curriculum are learned by the student through self-learning using online/offline academic resource specified in the curriculum. hence 20% of the lectures shall be allocated for evaluation of students on self-learning topics.

- The identified topics in the syllabus shall be learnt independently by the students in a time-bound manner preferably from online resources. Evaluative sessions shall be conducted by the teachers and will carry 10 Marks.

- The self-learning topics can be evaluated into 3-4 student groups on the topics,

- Prescribe time duration (in days) for completion of each group of the topic and earmark self-learning evaluation lectures in the timetable. hence each group of the topic can be assigned 3 regular lectures for this evaluation for the entire class.

  3 Sub Topics
  Each evaluative session shall carry 3 Marks (3 x 3 Units = 9 Marks). Students who participate in all evaluative sessions shall be awarded 1 additional Mark.

  4 Sub Topics
  Each evaluative session shall carry 2.5 Marks (2.5 x 4 Units = 10 Marks).

- Evaluation of self-learning topics can commence in regular lectures assigned for self-learning evaluation in the timetable

- All students will actively participate in the presentation of each of the sub-topics.

- SUGGESTIVE Methods for Evaluation of Self-learning topics in Lectures:
  - Seminars/presentation (PPT or poster), followed by Q&A
  - Objective questions /Quiz / Framing of MCQ questions.
  - Debates
  - Group discussion
  - You-Tube videos (Marks shall be based on the quality and viewership)
  - Improvisation of videos
  - Role Play followed by question-answers
  - Viva Voce
  - Any other innovative method

  Student can be evaluated based on the quality of presentation, quality of Question and Answer, the framing of the quiz, conduct of quiz, performance in debate etc.

- Teachers can frame other methods of evaluation also provided that the method, duly approved by the college examination committee, is notified to the students at least 7 days before the commencement of the evaluation session and is forwarded for information and necessary action at least 3 days before the commencement of the evaluation session.

SEMESTER END EXAMINATION: - It is defined as the examination of the learners based on performance in the semester-end theory / writtenexaminations.

B. Semester End Examination-60% <u>**60Marks**</u>

1) Duration – These examinations shall be of 2 hoursduration.
2) Question PaperPattern: -

    i. There shall be four questions each of 15marks.

    ii .All questions shall be compulsory with internal choice within thequestions.

    iiiThe question may be sub-divided into sub-questions a, b, c, d & e only

    and the allocation of marks depends on the weightage of thetopic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

HSNC University Mumbai

(2021-2022)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the programme

Bachelors of Vocation (BVOC) in
(Tourism & Hospitality Management)

Curriculum – Second Year: Semester-III and Semester-IV

INDEX

Section C

Bachelors of Vocation (B. Voc) in Tourism & Hospitality Management

Part 1- Preamble

Education has been changing to accommodate the needs of the industry. With this larger parlance in mind, it has been a constant endeavour of institutions in the country to create curriculum to train, create and skill the learners and nurture them towards employability. The Government of India, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013 issued a notification for National Skills Qualifications Framework (NSQF) formation. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have been established. One of the mandates of Sector Skill Councils is to develop Qualification Packs (QPs) / National Occupational Standards (NOSs) for various job roles in their respective sectors. This course is mandated for the students of Retail Management Vocational Program. The need has been to rework on the industry specific needs, the skill based needs and the educational needs of the current times. Furthermore, the University Grants Commission (UGC) has launched a scheme on 27 February, 2014 for skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B. Voc.) degree with multiple entry and exit points which has been further revised in the year 2015. The chief objective of the course is to provide undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. The course would enable the learners to be informed and trained graduates with a profound sense of responsibility towards the society.

1. Course Objectives:

Semester III

UV-STH-301 Service Marketing

- To understand distinctive features of services and key elements in service marketing.
- To develop fundamental understanding of learners into the concept of service marketing, its planning, process and various challenges involved in marketing and managing services.
- The course also focuses on customer value creation through customer relationship management framework.

UV-STH-302 Business Statistics

- To develop arithmetical and numerical abilities.
- To develop the abilities to apply concepts to real life problems in commerce, economics and management.
- To develop logic and quantitative thinking.
- To prepare for competitive examinations.
- To make a student job ready.
- The assignments/projects, which will be part of internal assessment, aim at improving the problem solving ability of the student as also his/her ability to do teamwork. They will also help the student to get an in depth understanding of the topic.
- The presentations for the assignments/projects will improve presentation and interpersonal communication skills.

UV-STH 303 Corporate Grooming and Communication Skills

- To introduce integrated approach to language learning wherein learners are exposed to modern methods of communication like tweet and blog writing along with traditional letter writing

- To balance the theoretical and the practical aspects of communication and grooming which are essential in today's business world

- To lay emphasis on personality development, corporate etiquette, grooming along with communication skills that would make students job ready

- To equip learners with necessary skills for personal and professional interaction. Upon the completion of the course, they will learn application of effective communication skills and grooming in different domains.

- To teach students to be comfortable in their prospective workplace and to help them imbibe measures to be more effective and successful

UV-STH- 304 Travel Agency& Tour Business Operations

- To enlighten the students as how a Travel Agency Functions
- To make students learn about the essential elements of Tour Business and its use in the practical way
- To provide clarity to the students about organization's vision, mission, objectives and goals.
- To help students in understanding the integration of Travel Agency goals with the Tour Business goals.
  To update students with the kind of skills and structure needed for a Travel Agencyand their role in creating a sustainable business.

UV-STH-305 MICE (Meetings, Incentives, Conventions, Exhibitions) Management

- This course gives students an overview of the MICE (Meetings, Incentive, Conventions and Events/Exhibitions) sector of the tourism industry.
- Students will understand the managerial and operational aspects pertaining to MICE industry.
- The purpose of this course is to acquire an in-depth knowledge about the specialized field of "MICE industry" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a MICE context.
- Help prepare students to become executives or entrepreneurs in the future.
- To study the present scenario of MICE industry in India
- To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics
- To apprise the students about the utilities of event business and role of event planner in making event a success. To help the students to attain the basics skills for organizing, conferences, tours, festivals etc.

Semester IV

UV-STH-401 Customer Relationship Management

- To develop skills to analyse and synthesise information and issues related to customer relationship management from multiple perspective.
- To examine customer relationship management as a business strategy that integrates internal processes and external networks to create and deliver value for targeted customers and for the organisation

- To ensure that students understand the relevance of building long term relationship with customers and other internal and external stakeholders in business
- To update learners with customer relationship management practices and techniques to achieve organisation's vision and mission.
- To provide a scope for practical learning through projects and class activities

UV-STH- 402 Research Methodology

- To provide learners with a comprehensive understanding of all aspects of research.
- To provide learners with a guide to conduct research in a systematic manner, solve problems and analyse data and results.
- Develop learner's skill to handle qualitative and quantitative research.
- Empower the students with the skills in writing and presenting research proposals and reports in tune with globally accepted standards.

UV-STH-403 Brand Management

- To enable students to explore the important issues in planning, implementing, and evaluating brand strategies.
- To provide appropriate concepts, theories, models, and other tools to make better branding decisions.
- To explain the three main ways to build brand equity by properly choosing brand elements, designing marketing programs and activities
- To establish the different approaches to measuring brand equity, and how to implement a brand equity measurement system

UV-STH-404 Team Leader in Tourism

- To enlighten the students as how to be leaders.
- To make students learn about the essential elements of leadership and its use in the practical way
- To provide clarity to the students about how to create organization's vision, mission, objectives and goals.
- To update students with the kind of skills and organization structure and their role in creating a sustainable business.
- To help students understand how to delegate work to teams and follow up the same.
- To make students understand the importance of customers and how to deal with them.

UV-STH-405Facility Management

- To enlighten the students about the importance the scope of facility management in present scenario.

- To make students learn about the organizational theory, essential elements and applied aspects of facility management.
- To enlighten the students about how strong facility professionals have the skills to lead effectively, manage productivity, time and other resources to positively impact the triple bottom line.
- To help the students in understanding the core-concepts, terms and competencies that all facility professionals use in the workplace and day-to-day..

2. Process adopted for curriculum designing:

The members of the syllabus drafting committee developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subject and connecting to the sector skill of the discipline. Thereafter, the syllabus was put across to the academicians and industry experts. Their valuable inputs were collected through meetings and thereafter incorporated into the syllabus.

3. Salient features, how it has been made more relevant:

This syllabus has been developed with meticulous detail to identify the newer concepts in the retail scenario. There have been twin focuses on the larger global scenario and a finer Indian aspect which have been covered in detail. All valuable inputs have been adapted into the course. This course also brings into its fold, current industry challenges, solutions, India centric steps taken and future of the subject in technological usage to combat these challenges. In order to be contemporary and relevant, there is extensive use of examples, practical problem solving have introduced.

4. Learning Outcomes:

Semester III

UV-STH-301 Service Marketing

- To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.
- Participants will be introduced to and work with tools and strategies that address these challenges. ·
- To develop an understanding of the 'state of the art' of service management thinking.

UV-STH-302 BusinessStatistics

At the end of the course, students will be able to:
- Apply statistical techniques in a diverse variety of disciplines
- Solve problems on their own by analysing the topics
- Recognize the importance and value of mathematical and statistical thinking which can be measured through a structured feedback
- Do research independently

UV-STH-303Corporate Grooming and Communication skills

- The learners will be familiarized with global business etiquette and effective communication strategies, techniques and skills.
- The learners will have greater understanding and appreciation for the nuances of dining with professional acquaintances including invitations, arrival, ordering, and tipping.
- The students will be trained to maintain a presentable, well-groomed, and professional image at all times in business situations and professional settings.
- The learners will be able to use techniques to enhance their confidence and impact while speaking with professional acquaintances, customers and colleagues.
- The learners will have increased comprehension of the techniques effective writing as they learn and practice to write reports, emails, blogs, etc.The learners will also be trained to perfect the art of making a professional presentation to ensure the entire conversation goes painlessly and turns out rewarding.

UV-STH- 304 Travel Agency& Tour Business Operations

- It will make students define Travel and Tourism concepts
- It will help students to explain historical development of travel and tourism concepts.
- It will define the structure of travel industry, list the enterprise and functions of the Travel Industry.
- Students will be able to design Tour Packages and itidentifies the effects of travel and tourism on destination countries
- Students will be able to explain the relationship among transportation, tour operators and travel industry. Also a detailed analysis on the different requirements for a Travel Agency.

UV-STH-305 MICE (Meetings, Incentives, Conventions, Exhibitions) Management

- To understand the basics of MICE industry
- To be able to make discussions regarding the project phases, and strategies used for

each of the phases

- To analyze and manage the risks of MICE
- To identify the project stakeholders and build a "politically correct" action plan to satisfy the stakeholders
- To become future managers, organisers and leaders.
- To create awareness about the complexities of the business and enable them to better tackle the issues and challenges of the events.
- To examine the key characteristics of the Meetings, Incentives, Conferences, Events sector (MICE)
- To illustrate the range of existing leisure events, analyse their characteristics and their role in the development of tourism
- To develop leadership skills and to provide necessary Managerial, Communicative, IT, product and Resource skills to effectively handle Tourism activities.
- Gain confidence in financial application in the industry.

Semester IV

UV-STH-401 Customer Relationship Management

- The students will be able to understand the fundamental of customer relationship management such as customer behaviour, relationship marketing, customer satisfaction and loyalty
- There will be improvement in the analytical skills of the learners as they understand the key components of customer relationship management and explore ways to integrate it within an organization.
- The students will be able to study the impact of customer relationship management on sales & marketing strategy.
- The students will be updated with basic technological infrastructure and organisations involved in current and emerging customer relationship management practices.
- There will be an awareness regarding consumer privacy concerns and the students will also learn methods to deal with privacy and ethical compliance.

UV-STH -402 Research Methodology

- Learners are expected to demonstrate an understanding of research methodologies.
- Identify the overall process of designing a research study from its inception to the report stage.
- Imbibe data collection, analysis, interpretation and presentation skills at par with globally accepted standards.
- It provides a solid foundation for development of rational problem solving skills and analytical thinking that can last throughout their education and subsequent professional careers.

UV-STH-403 Brand Management

- It will be able to describe and identify all the components of Brand Management and how they affect and improve marketing decision-making.
- To determine how new products should be introduced and how they should be named.
- To be able to design and implement branding strategies.
- The ability to describe and identify all the components of "Brand equity" and how it can be built and developed.
- To understand how "strong" brands are created, managed and measured.

UV-STH-404 Team Leader in Tourism

- It will make students better future managers and leaders.
- It will help students to improve their decision-making skills.
- It will create awareness amongst students about the complexities of the leadership and enable them to better tackle the issues and challenges of the organization.
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.
- Students will not only understand the essentials of leadership and functioning of the organization but will be also able to handle situations with the customers.
- Students will be enabled to delegation of work.

• UV-STH-405 Facility Management

- It will help students to gain knowledge, skills and abilities in building systems, operations and maintenance, leadership, real estate and space planning.
- It will create awareness amongst students about the current strategies, techniques, methods and issues in the industry today, including sustainability, productivity as well as human and environmental factors.
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.
- Students will be able to understand about the facilities operation, maintenance, staff management, budget, schedules, design and construction management, energy management and effective relationships with contractors and vendors.

5. Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested

subsequently adding more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

Part 2 - The Scheme of Teaching and Examination is as under:

Semester – III

Summary

Sr. No.	Choice Based Credit System	Subject Code	Subject Name
1	**General Component**	UV-STH-301	Service Marketing
		UV-STH-302	Business Statistics
		UV-STH-303	Corporate Grooming and Communication skills
2	**Vocational Component**	UV-STH-304	Travel Agency& Tour Business Operations
		UV-STH-305	MICE(Meetings, Incentive, Conventions, Exhibitions)Management

Second Year Semester III Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week							Internals				Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-STH-301	Service Marketing	4	20%	4	0	0	4	10	15	5	10	60	100
2	UV-STH-302	Business statistics	4	20%	4	0	0	4	10	15	5	10	60	100
3	UV-STH-303	Corporate Grooming and Communication skills	4	20%	4	0	0	3	10	15	5	10	60	100
4	UV-STH-304	Travel Agency & Tour Business Operations	4	20%	4	0	0	5	10	15	5	10	60	100
5	UV-STH-305	MICE(Meeting, Incentives, Conventions, Exhibitions) Management	4	20%	4	0	0	4	10	15	5	10	60	100
6	UV-STH-306	E Learning						1						50

7	UV-STH-307	Experiential Learning						1							50
	Total Hours / Credit					22			Total Marks				600

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

Second Year Semester – III Units – Topics – Teaching Hours

S. No	Subject Code		Subject Unit Title	Lectures	Total No. of lectures	Credit	Total Marks
1	UV-STH-301	I	Introduction of Services Marketing	15	60	4	100 (60+40)
		II	Understanding customer expectation through market research	15			
		III	Key Elements of Services Marketing Mix	15			
		IV	Service Management	15			
2	UV-STH-302	I	Introduction to Statistics	15	60	4	100 (60+40)
		II	Measures of Central Tendency	15			
		III	Measures of Dispersion	15			
		IV	Correlation and Regression	15			
3	UV-STH-303	I	Introduction	15	60	3	100 (60+40)
		II	Professional Etiquette	15			
		III	Personality Development	15			
		IV	Writing skills	15			
4	UV-STH-304	I	Booking Tickets	15	60	5	100 (60+40)
		II	Plan the Travel Itinerary as per Customer Requirement	15			
		III	Travel Insurance	15			
		IV	Making Visa	15			
5	UV-STH-305	I	Introduction to MICE	15	60	4	100
		II	Map the Customer Requirement	15			

		III	Organize the Meeting & Conference Plans	15			(60+40)
		IV	Process & Management	15			
6	UV-STH-306	E learning				1	50
7	UV-STH-307	Experiential Learning				1	50
		Total				22	600

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject- 1 credit = 20 hours
For 4 Credits subject- 1 credit= 15 hours
For 5 Credits subject- 1 credit = 12 hours
For 16 Credits subject- 1 credit = 3.75 hours

Part 3 - Detailed Scheme

Course Code: UV-STH-301

Subject: Service Marketing

Sr No	Modules/Units	No. of Lectures
I	**Introduction of Services Marketing** 1.1 Services Marketing Concept 1.2 Distinctive Characteristics of Services, 1.3 Services Marketing Triangle 1.4 Marketing Challenges of services 1.5 Role of Services in Modern Economy 1.6 Services Marketing Environment 1.7 Goods vs Services Marketing 1.8 Goods Services Continuum 1.9 Type of Contact: High Contact Services and Low Contact Services with respect to Retail, Tourism and Hospitality	15
II	**Understanding customer expectation through market research** 2.1 Types of service research 2.2 Market segmentation -Bases Targeting in services. 2.3 Positioning a Service in the Market Place 2.4 Concept of Customer astounding 2.5 Conflict Handling in Services and Service Recovery	15
III	**Key Elements of Services Marketing Mix** 3.1 The Service Product 3.2 Pricing Mix 3.3 Promotion & Communication Mix 3.4 Place/Distribution of Service 3.5 People 3.6 Physical Evidence 3.7 Process-Service Mapping- Flowcharting and Benchmarking 3.8 Role of customer in Service Delivery 3.9 Defining Productivity – Improving Productivity	15

IV	**Service Management** 4.1 Improving Service Quality 4.2Service Quality – GAP Model 4.3 Measuring Service Quality -Zone of Tolerance and Improving Service Quality 4.4 The SERVQUAL Model 4.5 Global Strategies in Services Marketing 4.6 Recent Trends in Marketing of Services in: Tourism, Hospitality and Retail	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Goods vs Services Marketing
2	2	2.1 Types of service research
3	4	Recent Trends in Marketing Of Services in: Tourism, Hospitality and Retail

Online Resources

https://nptel.ac.in/courses/110/105/110105038/
https://nptel.ac.in/courses/110/105/110105078/
https://onlinecourses.swayam2.ac.in/cec20_ge19/preview
https://unacademy.com/lesson/recent-trends-in-retail-marketing-in-india/35SSVK0E

Reference Books

- Service Marketing, Himalaya Publishing House.
- Service Marketing, Second edition, K. Rama Mohana Rao, Pearson Education India.
- Services Marketing Concept Planning and Implementation by C. Bhattacharjee, Published by Excel Books.
- Services Marketing by GovindApte, Oxford University Press, 2004

Course Code: UV-STH-302

Subject: Business Statistics

Sr.No	Modules/Units	No. of Lectures
I	**Introduction to Statistics** 1.1 Functions of statistics, its importance, uses and limitations. 1.2 Data – Relevance of data, types of data, Primary and Secondary data, merits and demerits of primary and secondary data. 1.3 Presentation of data: Diagrams and Graphs, Histogram and Cumulative Frequency Curves.	15
II	**Measures of Central Tendency** 2.1 Definition of Average, Types of Averages: Arithmetic Mean, Median, and Mode for grouped as well as ungrouped data. Combined Arithmetic Mean, Quartiles, Deciles and Percentiles. 2.2 Locating Median and Mode graphically. Using cumulative frequency curve locate median and using Histogram locate mode. 2.3 Merits and demerits of averages	15
III	**Measures of Dispersion:** 3.1 Concept and idea of dispersion. 3.2 Range 3.3 Quartile Deviation 3.4 Mean Deviation from arithmetic mean, median and mode 3.5 Standard Deviation	15
IV	**Correlation and Regression** 4.1 Correlation: Meaning, Types of Correlation, Determination of Correlation using Scatter diagram, Karl Pearson's Product Moment method of Correlation and Spearman's Rank Correlation Coefficient 4.2 Regression: Meaning, Concept of Regression equations, Slope of the regression line and its interpretation. Finding the equations of Regression lines by method of Least Squares	15

Self-Learning– Topics

Sr. No	Unit	Topic
1	1	1.1 Functions of statistics, its importance, uses and limitations. 1.2 Data – Relevance of data, types of data, Primary and Secondary data, merits and demerits of primary and secondary data.
2	2	2.3 Merits and demerits of averages

Online Resources:

1.	https://nptel.ac.in/courses/110/107/110107114/ (Units 1 and 2)
2.	4.1 Introduction to Statistical Data - YouTube

Reference Books:

Sr. No.	Title Author/s Publisher
1.	Fundamental of Statistics by S.C.Gupta, Himalaya Publication House
2.	Statistics for Management by Levin & Rubin, Prentice Hall of India
3.	Statistics - Theory, Method & Applications by D.S.Sancheti&V.K.Kapoor
4.	Statistics for Business & Economics by Anderson, David &Sweney, Dennis, Thompson Publication

UV-STH-303

Subject: Corporate Grooming and Communication Skills

Sr.No.	Modules/ Units	No. of Lectures
I	**Introduction** 1.1 Importance of grooming and communication skills in Retail, Hospitality & Tourism Industry 1.2 Corporate grooming tips for men and women 1.3 Role of body language in corporate success 1.4 First impression – Power of personal appearance 1.5 The Art of Public Speaking	15
II	**Professional Etiquette** 2.1 Workplace Etiquette 2.2 Telephone Etiquette 2.3 Business Networking Skills 2.4 Gender Etiquette 2.5 Dining Etiquette 2.6 Personal Etiquette	15
III	**Personality Development** 3.1 Group Discussion and Interview Skills 3.2 Communication Skills 3.3 Cross Cultural Communication 3.4 Team Work 3.5 Decision Making	15
IV	**Writing Skills** 4.1 Effective business writing (principles, types and stages) 4.2 Oral communication (presentation, spontaneous conversation, persuasive/dissuasive argument) 4.3 English fluency and E-communication (blogs, tweets, online learning platforms, social media) 4.4 Communication management (theory, conflict resolution and crisis communication) 4.5 Report Writing (methods and types of reports)	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.5 The Art of Public Speaking
2	2.5 Dining Etiquette

3	3.1 Group Discussion and Interview Skills
4	4.1 Effective business writing (principles, types and stages)

Online Resources

https://nptel.ac.in/courses/109/105/109105117/   1.5 Art of Public Speaking
https://www.youtube.com/watch?v=zA2PfKRcm0g   2.5 Dining Etiquette
https://nptel.ac.in/content/storage2/courses/109104030/Module8/Lecture26.pdf   3.1 Group Discussion and Interview Skills
https://nptel.ac.in/courses/109/107/109107172/   4.1 Effective business writing

References:

- 'Effective Listening Skills' - Kratz, Abby Robinson, Irwin Professional Publishing, Toronto, 1995
- 'Body Language'- Allan Pease, Sudha Publications, Delhi, 1998
- 'Business Communication Strategies' - Monippally, Matthukutty, M., Tata McGraw Hill, New Delhi, 2001
- 'Basic Business Communication: Skills For Empowering The Internet Generation', Tata McGraw Hill, New Delhi - Lesikar , 2005
- 'Improve Your Communication Skills', Replika Press Pvt. Ltd., New Delhi - Barker, Alan, 2010
- 'Grooming and Etiquette for Corporate Men and Women'- ChibayaMbuya John, 2010
- 'Modern Etiquette Made Easy: A Five-Step Method to Mastering Etiquette' - MykaMeie, September 2011
- 'Essentials of Business Writing' - Guffey Mary Ellen, South-Western College Publishing, Ohio, 2016
- 'Everything About Corporate Etiquette'- VivekBindra , January 2017
- 'Communicating at Work' - Ronald B. Adler, Jeanne Marquardt Elmhorst , March 2018
- 'Business Etiquette Made Easy: The Essential Guide to Professional Success' by Myka Meier, May 2020
- 'This Book Will Teach You Business Etiquette: The Insider's Guide to Workplace Courtesy and Customs' - Tim Rayborn , August 2020
- 'How to Understand Body Language 2021: A Guide to Improve Your Communication and Negotiation Skills' - Jess Burns, April 2021
- 'Decoding Communication: A Complete Handbook for Effective Communication'- Girish Jain and ManzoorMoideen, April 2021

Course Code UV-STH-304

Subject: Travel Agency & Tour Business Operations

Sr.No	Modules/ Units	No. of Lectures
I	**Booking Tickets** 1.1 Coordinating with transport operators 1.2 Gathering Documents 1.3 Processing ticket booking 1.4 Following up with the customer to handover the ticket 1.5 Assisting the customer with cancellation and postponing requests	15
II	**Plan the Travel Itinerary as per Customer Requirement** 2.1 Estimating the cost of the tour 2.2 Gathering resources and preparing the itinerary 2.3 Handing over the finalized package to the customer 2.4 Coordinating with different department wings 2.5 Monitor the Tour 2.6 Informing of any mishaps to customers in the planned tour itinerary 2.7 Assisting the customers as required 2.8 Seeking feedback from the customers 2.9 Recording and documenting the process	15
III	**Travel Insurance** 3.1 Definition of Travel Insurance 3.2 Types, method, need, documentation in Travel Insurance	15
IV	**Making Visa** 4.1 Understanding the customer requirements 4.2 Maintaining relationship with the consulate 4.3 Collecting the required documents from the customers 4.4 Arranging for an Interview 4.5 Liaising and coordinating with the local embassy and visa consulate	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Setting up of a Travel Agency 1.5 Different ways to book a Ticket with software's used
2	2.1 Travel Broacher 2.2 Types of itinerary
3	3.1 Types of Insurance Used in Travel
4	4.3 Requirements for Visa (Any four countries) 4.5 Consulates and their roles in processing a Visa

Online Resources

https://onlinecourses.swayam2.ac.in/nou21_ge03/preview
https://onlinecourses.swayam2.ac.in/nou20_hs02/preview ; https://www.coursera.org/lecture/hotel-distribution/working-with-online-travel-agents-WUb5r
https://understandinsurance.com.au/types-of-insurance/travel-insurance
https://www.youtube.com/watch?v=lNzecKtOfkc

Reference Books:

- Business of Travel Agency & Tour Operations Management – A.K.Bhatia

- Tourism: Operations and Management – Oxford Press

- An Introduction To Travel And Tourism - by Sushma Seth Bhat , PranNath Seth

- Marketing for Hospitality and Tourism - by Philip T. Kotler , John T. Bowen , James Makens , SeyhmusBaloglu

- Handbook of Research on International Travel Agency and Tour Operation Management - by Mohinder Chand Dhiman , Vinay Chauhan

Course Code UV-STH-305

Subject: MICE(Meetings, Incentives, Conventions, Exhibitions) Management

Sr.No.	Modules/ Units	No. of Lectures
I	**Introduction to MICE** 1.1 Introduction and history of MICE 1.2 Meetings, Incentive, Convention& Events 1.3 Role of travel agency in MICE 1.4 Issues with MICE and recent trends	15
II	**Map the Customer Requirement** 2.1 Understanding the needs of the customers 2.2 Attending to customer queries 2.3 Organisational context 2.4 Technical knowledge	15
III	**Organise the Meeting & Conference Plans** 3.1 Collecting and assembling the required resources 3.2 Estimating the cost 3.3 Coordinating with the various departments 3.4 Processing and organizing meetings and conferences	15
IV	**Process & Management** 4.1 Confirming the planned arrangements with customers 4.2 Collecting the payment 4.3 Monitoring the event or conference and assisting the customer as required 4.4 Recording and documenting the activities 4.5 Achieving customer satisfaction	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Introduction and History of MICE
2	2.3 Organisational context (Unit 8 of link 2)
3	3.2 Estimating the cost (Unit 14, 18, 19, 20 of link 2)
4	4.1 Confirming the planned arrangements with customers

Online Resources

https://www.edx.org/course/tourism-and-travel-management?source=aw&awc=6798_1621496449_c26dd8214bcb719fb1520f98af92fa33&utm_source=aw&utm_medium=affiliate_partner&utm_content=text-link&utm_term=301045_https%3A%2F%2Fwww.class-central.com%2F
https://onlinecourses.swayam2.ac.in/nou21_ge15/preview

References:

- WTO (2012): MICE Tourism, An Asia Pacific Overview, World Tourism Organization
- Quinn Bernadette (2013): Key concepts
- The Sage Handbook of Hospitality Management
- Gade, J. and Ankathi, R. Tourism Management Philosophies, Principles and Practices. Hyderabad, India: Zenon Academic Publishing, 2016.
- Walker J. R. and Walker, J. T. Tourism Concept and Practices. Noida, India: Dorling Kindersley Pvt., Ltd, 2011.
- Walker, J. R. Exploring the Hospitality Industry. Harlow, England: Pearson Education Ltd, 2012.
- Newindianexpress.com. 'MICE Sector on a rise in India', Oct, 2017. [Online]. Available http://www.newindianexpress.com/cities/hyderabad/2 017/oct/25/mice-sector-on-a-rise-in-india-1683125 [Accessed: 23-4-2018]
- www.indiainfoline.com,'India to Generate 6.5 Million Outbound Luxury and MICE Tourists Annually by 2020', 2017. [Online]. Available: https://www.indiainfoline.com/article/news-businesswire-finance/india-to-generate-6-5-million-outboundluxury-and-mice-tourists-annually-by-2020-117062400157 [Accessed: 23-4-2018]
- Coleman, Lee &Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
- Getz, D. (1997). Event Management & Event Tourism. New York: Cognizant Communication Corporation.

Part 4 - The Scheme of Teaching and Examination

Semester – IV

Summary

Sr. No.	Choice Based Credit System	Subject Code	Subject Name
1	**General Component**	UV-STH-401	Customer Relationship Management
		UV-STH-402	Research Methodology
		UV-STH-403	Brand Management
2	**Vocational Component**	UV-STH-404	Team Leader in Tourism
		UV-STH-405	Facility Management

Second Year Semester IV Internal and External Detailed Scheme

Sr No.	Subject Code	Subject Title	Periods Per Week							Internals				Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-STH-401	Customer Relationship Management	4	20%*	4	0	0	4	10	15	5	10	60	100
2	UV-STH-402	Research Methodology	4	20%*	4	0	0	3	10	15	5	10	60	100
3	UV-STH-403	Brand Management	4	20%*	4	0	0	4	10	15	5	10	60	100
4	UV-STH-404	Team Leader In Tourism	4	20%*	4	0	0	4	10	15	5	10	60	100
5	UV-STH-405	Facility Management	5	20%*	4	0	0	5	10	15	5	10	60	100
6	UV-STH-406	E Learning						1						50
7	UV-STH-407	Experiential Learning						1						50
8	UV-	Year End						16						200

	STH-408	Internship/ Project Work													
	Total Hours / Credit					38			Total Marks						800

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

*One to two lectures to be taken for CONTINUOUS self -learning Evaluation.

Second Year Semester – IV Units – Topics – Teaching Hours

S. N	Subject Code		Subject Module/ Unit Title	Lect ures	Total No. of lectures	Cre dit	Total Marks
1	UV-STH-401	I	Introduction	15	60	4	100 (60+40)
		II	Customer Satisfaction	15			
		III	Customer Retention	15			
		IV	CRM and Customer Care Management	15			
2	UV-STH-402	I	Introduction to Research	15	60	3	100 (60+40)
		II	Data Collection and Processing	15			
		III	Data Analysis and Interpretation	15			
		IV	Advanced Statistical Techniques Research Report	15			
3	UV-STH-403	I	Introduction to Brand Management	15	60	4	100 (60+40)
		II	Planning and implementation of Brand management programs	15			
		III	Strategic Brand Management process	15			
		IV	Growing and sustaining brand Equity	15			
4	UV-STH-404	I	Introduction to Leadership	15	60	4	100 (60+40)
		II	Monitor the Team And Client Management	15			
		III	Supervise the Operations	15			

		IV	Promote Sales	15			
5	UV-STH-405	I	Establish soft services and their quality	12	60	5	100 (60+40)
		II	Monitor soft services and their quality at client's premises	12			
		III	Manage client and vendors	12			
		IV	Perform administrative work at facility	12			
		V	Communicate with customer and colleagues	12			
6	UV-TH-406	E learning				1	50
7	UV-STH-407	Experiential Learning				1	50
8	UV-STH-408	Year End Internship/ Project Work				16	200
		Total				38	800

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject 1 credit = 20 hours

For 4 Credits subject- 1 credit= 15 hours

For 5 Credits subject- 1 credit = 12 hours

For 16 Credits subject- 1 credit = 3.75 hours

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics -To be covered, through self-learning mode along with the respective Unit.Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code : UV-STH-401

Subject: Customer Relationship Management

Sr.No.	Modules/ Units	No. of Lectures
I	**Introduction** 1.1 Introduction to CRM 1.2 Evolution of CRM 1.3 Meaning, definition, objectives, and benefits of CRM 1.4 Building Customer Relationship 1.5 Barriers to CRM	15
II	**Customer Satisfaction** 2.1 Customer Satisfaction: Meaning, Definition, Benefits 2.2 Components of Customer Satisfaction 2.3 Customer Satisfaction Models 2.4 Rationale of Customer Satisfaction 2.5 Customer Profiling and Segmentation	15
III	**Customer Retention** 3.1Customer Retention Management 3.2 Reasons for Customer Switching 3.3 Need for Customer Retention in recent time 3.4 Customer Complaint Management Strategy	15
IV	**CRM and Customer Care Management** 4.1Customer Service Representative 4.2Customer Care Software 4.3 Customer Service Application 4.4 Customer Facilities 4.5 Multimedia Contact Centre 4.6 Electronic Point of Sale 4.7 Recent trends, challenges and opportunities : winning strategies and processes for effective CRM implementation, e-CRM, ethics in CRM	15

Self-Learning Topics (Unit wise)

Unit	Topics
1	1.4 Building Customer Relationship
2	2.1 Customer Satisfaction: Meaning, Definition, benefits
3	3.3 Need for Customer Retention in recent time
4	4.5 Multimedia Contact Centre

Online Resources

https://nptel.ac.in/courses/110/105/110105145/   1.4 Building Customer Relationship
https://www.agilecrm.com/blog/measuring-customer-satisfaction-methods-and-benefits/   2.1 Customer Satisfaction: Meaning, Definition, benefits
https://www.google.co.in/books/edition/The_CRM_Handbook/BELFKCVVHfcC?hl=en&gbpv=1&printsec=frontcover   3.3 Need for Customer Retention in recent time
https://nptel.ac.in/courses/110/105/110105145/   4.5 Multimedia Contact Centre

Reference Books:

- Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning - Alok Kumar Rai
- Customer Relationship Management- Routledge Inc. - Simon Knox, Adrian Payne, Stan Maklan:
- Customer Relationship Management (Wiley Dreamtech) - . Bhasin

Course Code: UV-STH-402

Subject: Research Methodology

Sr.No	Modules/Units	No. of Lectures
I	**Introduction to Research** 1.1 Foundation of Research: Meaning, Objectives , Motivation and Utility of Research, Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable 1.2 Research Process, Characteristics of Good Research. 1.3 Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues 1.4 Hypothesis: Meaning, Nature, Significance, Types and Sources. 1.5 Research Design: Concept and Importance in Research – Features and Essentials of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Sampling: Meaning of Sample and Sampling, Methods of Sampling, Non-Probability Sampling, Convenient, Judgement, Quota, Snow Ball, Probability, Simple Random, Stratified, Cluster.	15
II	**Data Collection and Processing** 2.1 Types of Data and Sources: Primary and Secondary Data Sources. 2.2 Collection of Primary Data, Collection of Data through questionnaire and Schedules, other Observation Interview Methods, Collection of Secondary Data, Selection of appropriate method for data collection, Case Study, Techniques of developing research tools, viz. Questionnaire and rating scales etc. Reliability and validity of Research tools. 2.3 Methods of Collection of Primary data- Observation: Structured and Unstructured, Disguised and Undisguised, mechanical observations(use of gadgets) Experimental : Field, laboratory. Interview : Personal interview, focused group, in-depth interview methods. Survey : Telephonic Survey, Mail, E-mail, internet survey, Social Media and	15

		Media listening.	
		Survey Instrument: Questionnaire designing- Types of questions: Structured/close ended and unstructured/open ended, Dichotomous, Multiple Choice Questions: Scaling Techniques: Likert Scale, Semantic Differential Scale	
III		**Data Analysis and Interpretation**	15
		3.1 Processing of Data: Meaning and Essentials of – Editing, Coding, Tabulation	
		3.2 Analysis of Data : Meaning, Purposes, Types.	
		3.3 Interpretation of Data : Essentials, Importance, Significance and Descriptive Analysis.	
		3.4 Testing of Hypothesis: One Sample, T-Test, ANOVA, F-Test, Chi-Square and Paired Sample Test.	
IV		**Advanced Statistical Techniques and Research Report**	15
		4.1 Introduction: Characteristics and Application of Correlation and Regression Analysis, Factor Analysis, Multi-Dimensional Scaling.	
		4.2 Report Writing: Meaning and techniques of interpretation.	
		4.3 Research Report Writing: Importance, Essentials, Structure/layout, Types.	
		4.4 Review of related literature its implications at various stages of research. (Formulation of research problem, hypothesis, interpretation and discussion of results). Major findings, Conclusions and suggestions. Citation of references and Bibliography	

Sr. No	Sub Unit	Topic
1	1.1	Objectives of Research
2	2.3	Factors affecting the choice of method of data collection
3	3.1	Data Processing

4	4.3	Importance of Research Report writing

Online Resources:

Online Resources	https://onlinecourses.nptel.ac.in/noc21_mg11/preview Marketing Research and Analysis-II By Prof. J. K. Nayak	IIT Roorkee

<div align="center">

References:

</div>

- Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
- Business Research Methodology by T N Srivastava and ShailajaRego, Tata McGraw Hill Education Private Limited, New Delhi
- Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
- Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
- Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
- Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
- SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
- Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House
- Statistical Analysis with Business and Economics Applications, Hold Rinehart &Wrintston, 2nd Edition, New York
- Business Research Methods, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc.
- Business Research Methods, EmaryC.Willima, Richard D. Irwin In. Homewood
- Research Methods in Economics and Business by R. Gerber and P.J. Verdoom, The Macmillan Company, New York
- Research and Methodology in Accounting and Financial Management, J.K Courtis
- Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E
- Panneerselvam, R., Research Methodology, Prentice Hall of India, New Delhi, 2004.
- Kothari CR, Research Methodology- Methods and Techniques, New Wiley Ltd., 2009
- Mayan, M. J. (2016). Essentials of Qualitative Inquiry. Routledge. (Chapter 1, Introduction to Qualitative Inquiry, Chapter 4, Research Question and Sampling).
- Mickez, R. (2012). Interviewing Elites: Addressing Methodological Issues. Qualitative Inquiry 18: 482- 493.

Course Code: UV-STH-403

Subject:Brand Management

Sr No.	Modules/ Units	No. of Lectures
I	**Introduction to Brand Management** 1.1 Meaning of Brand, Branding, Brand Management 1.2 Importance of Branding to Consumers, Firms, Brands v/s Products 1.3 Scope of Branding, Branding Challenges and Opportunities 1.4 Advantages and Limitations of Branding 1.5 Process of Branding	15
II	**Planning and Implementing Brand Marketing Programs** 2.1 Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements 2.2 Integrating Marketing Programs and Activities: Personalizing Marketing, Experiential Marketing, One to One Marketing, Permission Marketing 2.3 Brand Positioning: Meaning, Importance, Basis	15
III	**Strategic Brand Management Process** 3.1 Steps of Brand Building including Brand Building Blocks 3.2 Customer Based Brand Equity model (CBBE) 3.3 Sources of Brand Equity 3.4 Benefits of Brand Equity 3.5 Branding Strategies: Brand Licensing, Manufacturer Branding (National Brand) And Distributor Branding (Private/store Brand),Co-Branding, Composite Co-Branding, Ingredient Co-Branding	15
IV	**Growing and Sustaining Brand Equity** 4.1 Designing & Implementing Branding Strategies 4.2 Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix 4.3 Brand Hierarchy: Meaning of Brand Hierarchy, 4.4 Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity 4.5 Managing Brands over Time: Reinforcing Brands, Revitalizing Brands, Brand Revival 4.6 Managing Failure of Brands	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Meaning of Brand
2	2.5 Benefits of Brand Equity
4	4.6 Managing Failure of Brands

Online Resources

https://onlinecourses.swayam2.ac.in/imb19_mg04/preview
http://www.infocobuild.com/education/audio-video-courses/business-management/MarketingManagement2-IIT-Kanpur/lecture-17.html
http://www.infocobuild.com/education/audio-video-courses/business-management/MarketingManagement2-IIT-Kanpur/lecture-24.html

Reference Books:

1. Aggarwal, S (2008): 'Brand Management: A Theoretical and Practical Approach', Global India Publications Pvt. Ltd., New Delhi
2. Verma, H (2002): 'Brand Management: Text and Cases', Excel Books, New Delhi.
3. Sagar, M (2009): 'Ane Books Pvt. Ltd.', New Delhi. David, A Aker, Building strong brands, the free press, 1996
4. . Deirdre Breakcnridhe cyber branding-Financial Times-Prentice Hall 2001
5. John Philip Jones, What's in a Brand-Building Brand Equity through Advertising,TatacGraw Hill 2001.
6. Al Ries and Laura Ries, the 11 Immutable Laws of Internet branding, Harper Collins,2001
7. Susannah Hart and John Murphy, Brands: The New Wealth Creators, MacmillanBusiness, 1998
8. Kumar Ramesh, Marketing and Branding-Indian Scenario, 2007
9. Keller, Kevin Laurie, Strategic Brand Management, Prentice Hall of India 2003

Course Code: UV-STH-404

Subject: Team Leader in Tourism

Sr.No	Modules/ Units	No. of Lectures
I	**Unit I: Introduction to Leadership** 1.1 What is leadership 1.2 Characteristics of a good leader 1.3 Types of Leadership 1.4 Characteristics of types of leadership 1.5 Job role of a travel leader 1.6 Essential Qualities of a travel leader	15
II	**Unit II: Monitor the Team And Client Management** 2.1 Charting out work plan 2.2 Coordinating with the team 2.3 Maintaining relationship with the client and customers 2.4 Organizational Context & Technical Knowledge 2.5 Core Skills & Professional Skills 2.6 Importance of effective team communication	15
III	**Unit III: Supervise the Operations** 3.1 Monitoring and coordinating the operational activities 3.2 Submitting the operations and performance reports 3.3 Assisting in finance maintenance and budgets 3.4 Handling the concerns of customers, clients and team members 3.5 Organizational Context & Technical Knowledge 3.6 Core Skills, Professional Skills	15
IV	**Unit IV: Promote Sales** 4.1 Understanding the market 4.2 Initiating meeting with the customers 4.3 Generating sales and business development	15

	4.4 Organizational Context & Technical Knowledge	
	4.5 Core Skills, Professional Skills	
	4.6 How to boost your business and make it big	

Self-Learning topics (Unit wise)

Unit	Topics
1	1.4 Types of leadership
2	2.6 Effective Team Communication
3	3.4 Handling the concerns of customers, clients and team members
4	4.3 Generating Sales & Business Development

Online Resources

https://freevideolectures.com/course/2522/leadership/1
https://www.edx.org/course/working-in-teams-a-practical-guide?source=aw&awc=6798_1621424265_589308267e8763af4a39ec52ad6c802f&utm_source=aw&utm_medium=affiliate_partner&utm_content=text-link&utm_term=301045_https%3A%2F%2Fwww.class-central.com%2F
https://www.edx.org/course/customer-relationship-management?source=aw&awc=6798_1621424658_f03548e4b6efd708e9d78406031e60c8&utm_source=aw&utm_medium=affiliate_partner&utm_content=text-link&utm_term=301045_https%3A%2F%2Fwww.class-central.com%2F
https://www.coursera.org/learn/connecting-with-sales-prospects?ranMID=40328&ranEAID=SAyYsTvLiGQ&ranSiteID=SAyYsTvLiGQ-3uKJhiYo4MJs_FUZDfGxAg&siteID=SAyYsTvLiGQ-3uKJhiYo4MJs_FUZDfGxAg&utm_content=10&utm_medium=partners&utm_source=linkshare&utm_campaign=SAyYsTvLiGQ

Reference Books:

- Cutler, A (2010): 'Aspire to Inspire : Inspirational Leadership within the Hospitality, Leisure, Travel and Tourism Industries', Hospitality Leadership Ltd., UK
- Northouse, P (2015): 'Leadership: Theory and Practice', SAGE Publications

Course Code: UV-STH-405

Facility Management

Sr.No.	Modules/ Units	No. of Lectures
I	**Establish soft services and their quality** 1.1 Identifying client's facility management service needs 1.2 Conducting preliminary inspections\ at client's premise 1.3 Establishing parameters for monitoring and quality of services 1.4 Organizational Context, Technical Knowledge, Core Skills, Professional Skills	12
II	**Monitor soft services and their quality at client's premises** 2.1 Ensuring provision of adequate resources for quality service provision 2.2 Monitoring operational performance and quality of service delivery 2.3 Inducting and monitoring supervisor 2.4 Organizational Context, Technical Knowledge, Core Skills, Professional Skills	12
III	**Manage client and vendors** 3.1 Developing productive relationship with client 3.2 Developing productive relationship with vendors 3.3 Organizational Context, Technical Knowledge, Core Skills, Professional Skills	12
IV	**Perform administrative work at facility** 4.1 Generating work plan for the location 4.2 Submitting operation performance reports 4.3 Assisting in creation of service contracts 4.4 Making the location budget 4.5Submitting invoice and receiving money from client 4.6 Organizational Context, Technical Knowledge, Core Skills, Professional Skills	12
V	**Communicate with customer and colleagues** 5.1 Interacting with superior 5.2 Communicating with colleagues 5.3 Communicating effectively with customers 5.4 Organizational Context, Technical Knowledge, Core Skills, Professional Skills	12

Self-Learning topics (Unit wise)

Unit	Topics
1&2	Managing Services By Prof. Jayanta Chatterjee Course Date: 23rd August- 15th October,2021 https://onlinecourses.nptel.ac.in/noc21_mg52/preview https://nptel.ac.in/courses/110/106/110106046/
3&5	Organizational Communication https://nptel.ac.in/courses/110/105/110105052/

Reference Books:

- 'Facilities Management and Development for Tourism, Hospitality and Events' CAB International, UK' - Hassanien, Ahmed and Dale, Crispin (2013).

- 'Recreation Facility Management: Design, Development, Operations, and Utilization', Human Kinetics' - Mull, R (2009)
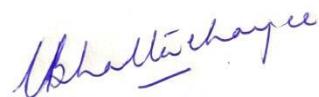
Dr.Chandani Bhattacharjee

Chairperson

HSNC University, Mumbai

(The Cluster University established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)

Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2022-23

HSNC UNIVERSITY, MUMBAI

BOARD OF STUDIES IN VOCATIONAL TOURISM & HOSPITALITY MANAGEMENT

1.) Name of Chairperson/Co-Chairperson/Coordinator:-

Dr Chandani Bhattacharjee

2.) Two to five teachers each having minimum five years teaching experience amongst the full time teachers of the Departments, in the relevant subject.

a.) Dr Rani Tyagi

b) Mr Rahul Mishra

3.) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body; nominated by Parent Body;-

Dr Tanusree Chaudhuri, Assistant Professor, Vivek College of Commerce. Mumbai.

4.) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a.) Ms. Sana Mehta, Advanced Diploma from HR, IATA, Head of Operations, Comfort Voyage, Mumbai.

b.) Mr. Ankit Jhaveri, Senior Credit Analyst, CRISL, Owner, Prathamesh Events and Holidays.

c.) Mr. Jai Berry, First Batch of Travel and Hospitality, Topper, Deputy General Manager, Marketing, Belgian Waffles

d.) Mr. Sanket Pai, Owner, Balaji Travels, Mumbai

5.) **Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year**.

a.) Ms. Amanpreet Kaur Bhamra   b) Hitakshi Khira.

HSNC University Mumbai

(The Cluster University established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)

Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Arts and Commerce

With effect from the

Academic year 2022-23

Part I (Section A)

R. **** : **The Definitions Of The Key Terms Used In The Choice Based Credit System And Grading System Introduced From The Academic Year 2020-2021 Are As Under:**

Outline of the Choice Based Credit System as outlined by the University Grants Commission:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

> 2.1 **Discipline Specific Elective (DSE) Course**: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of **interdisciplinary** nature (to be offered by main discipline/subject of study).

> 2.2 **Dissertation/Project**: An elective course designed to acquire Special/advanced knowledge, such as supplement study/support study to project work, and a candidate studies such a course on his own with advisory support by a teacher/faculty member is called dissertation/project. A Project / Dissertation work would be of 6 credits. A Project / Dissertation work may be given in place of a discipline-specific elective paper.

> 2.3 Generic **Elective (GE) Course**: An elective course chosen generally from an unrelated discipline/subject, to seek exposure is called a Generic Elective.

Note: A core course offered in a discipline/subject may be treated as an elective by another discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement;
   SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

4. Choice Based Credit System (CBCS)

CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students.

5. Honours Program

To enhance employability and entrepreneurship abilities among the learners, through aligning Inter-Disciplinary / Intra Disciplinary courses with Degree Program. Honours Program will have 40 additional credits to be undertaken by the learner across three years essentially in Inter / Intra Disciplinary course.

A learner who joins Regular Undergraduate Program will have to opt for the Honours Program in the first year of the Program. However, the credits for honours, though divided across three years can be completed within three years to become eligible for award of Honours Degree.

6. Program:

A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of the study.

7. Course:

A 'course' is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. Several linked courses considered together are in practice, a 'program'.

8. Bridge Course:

Bridge course is visualized as Pre semester preparation by the learner before the commencement of regular lectures. For each semester the topics, whose knowledge is considered as essential for effective and seamless learning of topics of the Semester, will be specified. The Bridge Course can be conducted in online mode. Online content can be created for the Bridge Course Topics.

9. Module and Unit:

A course which is generally an independent entity having its own separate identity is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Unit.

10. Self-Learning:

20% of the topics will be marked for Self-Learning. Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, fieldwork, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated in real-time during evaluative sessions. The purpose of evaluative sessions is

to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question and Answer sessions and open discussion. The marking scheme for Self Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

11. Credit Point:

Credit Point refers to the 'Workload' of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like reading, reflecting, discussing, attending lectures/counselling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many hours it would take for a learner to complete a single course successfully.

12. Credit Completion and Credit Accumulation:

Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria concerning a single course. Learner level of performance above the minimum prescribed level (viz. grades/marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more courses. Thus the learner 'accumulates' course wise credits.

13. Credit Bank:

A Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the course/s for which Credit has been given, the course-level, nature, etc. Also, all the information regarding the number of Credits transferred to different programs or credit exemptions given may be stored with the individual's history.

14. Credit Transfer:

(Performance transfer) When a learner completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

15. Course Exemption:

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

Part II (Section B)

Note: The Ordinances and Regulations given below apply to Under Graduate Programmes of the University.

O***
The minimum duration of the Under Graduate Programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who completes 120 credits of the programme in a period of 3 to 6 years from the year of enrolment to semester VI.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I,he/she may at his/her option transfer his/her performance in the existing/new program after establishing an equivalence between old and new syllabus. Such a performance transfer will bedecided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned subject.The admission to the program will be governed by the existing rules

O*** The fees for the transfer of credits or performance will be based on the number of credits that a learner has to complete for the award of the degree.**

R **** Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.

R** The Scheme of Teaching and Examination**:
The Scheme of Teaching and Examination shall be divided into **TWO** components, **internal assessment and External assessment** (semester-end examination) for each course of the program.

The performance of the learners shall be evaluated in two components: Internal Assessment with 40% marks by way of continuous evaluation and by Semester End Examination with 60% marks by conducting the theory examination.

Internal Assessment: - It is defined as the assessment of the learners based on continuous evaluation as envisaged in the credit-based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

  A). Internal Assessment–40%   **40marks**

1. For Theory Courses

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned)	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

2. For Practical Courses

Sr. No.	Particulars		Marks
1	Semester End Practical Examination		15 Marks
	Journal	05 Marks	
	Viva	05 Marks	
	Laboratory Work	05 Marks	
2.	One assignment/project with the class presentation to be assessed by teacher concerned		10 Marks
	Presentation	05 Marks	
	Written Document	05 Marks	
3	Self-Learning Evaluation		10 Marks
4	Active participation in routine class / Laboratory instructional deliveries		05 Marks

➢ **Project and Assignment:**

- Project or Assignment, which can in the following forms
    - Case Studies
    - Videos
    - Blogs
    - Research paper (Presented in Seminar/Conference)
    - Field Visit Report
    - Presentations related to the subject (Moot Court, Youth Parliament, etc.)

- Internships (Exposition of theory into practice)
- Open Book Test
- Any other innovative methods

➢ **Self-Learning Evaluation**

- 20% of the topics of the curriculum are learned by the student through self-learning using online/offline academic resource specified in the curriculum. hence 20% of the lectures shall be allocated for evaluation of students on self-learning topics.

- The identified topics in the syllabus shall be learnt independently by the students in a time-bound manner preferably from online resources. Evaluative sessions shall be conducted by the teachers and will carry 10 Marks.

- The self-learning topics can be evaluated into 3-4 student groups on the topics,

- Prescribe time duration (in days) for completion of each group of the topic and earmark self-learning evaluation lectures in the timetable. hence each group of the topic can be assigned 3 regular lectures for this evaluation for the entire class.

  3 Sub Topics
  Each evaluative session shall carry 3 Marks (3 x 3 Units = 9 Marks). Students who participate in all evaluative sessions shall be awarded 1 additional Mark.

  4 Sub Topics
  Each evaluative session shall carry 2.5 Marks (2.5 x 4 Units = 10 Marks).

- Evaluation of self-learning topics can commence in regular lectures assigned for self-learning evaluation in the timetable

- All students will actively participate in the presentation of each of the sub-topics.

- SUGGESTIVE Methods for Evaluation of Self-learning topics in Lectures:
  - Seminars/presentation (PPT or poster), followed by Q&A
  - Objective questions /Quiz / Framing of MCQ questions.
  - Debates
  - Group discussion
  - You-Tube videos (Marks shall be based on the quality and viewership)
  - Improvisation of videos

- Role Play followed by question-answers
- Viva Voce
- Any other innovative method

Student can be evaluated based on the quality of presentation, quality of Question and Answer, the framing of the quiz, conduct of quiz, performance in debate etc

- Teachers can frame other methods of evaluation also provided that the method, duly approved by the college examination committee, is notified to the students at least 7 days before the commencement of the evaluation session and is forwarded for information and necessary action at least 3 days before the commencement of the evaluation session.

SEMESTER END EXAMINATION: - It is defined as the examination of the learners based on performance in the semester-end theory / written examinations.

B. Semester End Examination-60%   60Marks

1)   Duration – These examinations shall be of 2 hours duration.
2)   Question Paper Pattern: -
          i. There shall be four questions each of 15marks.
         ii .All questions shall be compulsory with internal choice within the questions.
         iii The question may be sub-divided into sub-questions a, b, c, d & e only
         and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

HSNC University Mumbai

(2022-2023)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the programme

Bachelors of Vocation (BVOC) in

Retail Management

Curriculum –Third Year: Semester-V and Semester-VI

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Section C

Bachelors of Vocation (B.Voc) in Tourism and Hospitality Management

Part 1- Preamble

Education has been changing to accommodate the needs of the industry. With this larger parlance in mind, it has been a constant endeavour of institutions in the country to create curriculum to train, create and skill the learners and nurture them towards employability. The Government of India, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013 issued a notification for National Skills Qualifications Framework (NSQF) formation. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have been established. One of the mandates of Sector Skill Councils is to develop Qualification Packs (QPs) / National Occupational Standards (NOSs) for various job roles in their respective sectors. This course is mandated for the students of Retail Management Vocational Program. The need has been to rework on the industry specific needs, the skill based needs and the educational needs of the current times. Furthermore, the University Grants Commission (UGC) has launched a scheme on 27 February, 2014 for skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B. Voc.) degree with multiple entry and exit points which has been further revised in the year 2015. The chief objective of the course is to provide undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. The course would enable the learners to be informed and trained graduates with a profound sense of responsibility towards the society.

1. Course Objectives:

Semester V

UV-TTH-501 Strategic Management

- To understand the meaning and significance of strategy and its importance in management.
- To gain an appreciation of the balance of qualitative and quantitative aspects of Policy formulation, Implementation and Evaluation and Control.
- To learn about the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world.
- To learn the various theories and methods of business management strategies.
- To understand the entire range of skills necessary for strategizing the process of business decisions.
- To better understand and practice the concept of change management.

UV-TTH-502 Human Resource Management

- To develop necessary skill set in the students for application of issues pertaining to Human Resource Management.
- To provide an overview of the Human Resource Department and to enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decision
- To create a critical appreciation and knowledge for understanding the determinants of human resource requirements and the means for meeting those requirements

UV-TTH 503 Leadership and Change Management

- To understand the various types of leadership styles and learn from case studies of prominent leaders.
- To present a picture of the constant change in the business and social environment.
- To discuss the impact of this change on individuals and organizations.
- To analyze ways in which organizations and individuals can deal more effectively with the change process.

UV-TTH-504 Tourism Administration In India

- To develop a deeper understanding of the Administration of Tourism in India.
- To examine efficiencies and discrepancies in the regulations and roles of the governments.

- To enable the students to develop a concept of the structure of the planning in India, including the central and state agencies.
- To update learners with new trends, vision and mission of the administration of Indian tourism.

UV-TTH-505 Tour Manager

- To understand the role of the Tour manager in the tourism ecosystem.
- To examine possibilities of designing tour packages
- To ensure that students understand the tour manager's roles and be able to skill towards management and administrative responsibilities
- To update learners about the new trends of tour managers
- To provide a scope for practical learning through projects and class activities

Semester VI

UV-TTH-601 Business Ethics and CSR

- To understand the Business Ethics and to provide best practices of business ethics .
- To learn the values and implement in their careers to become a good managers.
- To develop various corporate social Responsibilities and practise in their professional life
- To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

UV-TTH- 602 Entrepreneurship

- To understand the role and fundamentals of Entrepreneurship and the ability to identify and create business opportunities that can be commercialized successfully.
- To learn problem solving, creativity and to elaborate on the understanding of the process and types of innovation.
- To understand the relevance and application of Business Canvas Model, how to start up a venture and launching formalities for a new venture.
- The students develop and can systematically apply an entrepreneurial way of thinking and understand the process adopted for protection of intellectual property involving patents, trademarks, and copyrights.

UV-TTH-603 Sales and Negotiation Skills

- To understand the nature of conflicts, their causes and outcomes
- To study the aspects of conflict management and how to handle them effectively
- To get insight into negotiations and negotiation process
- To understand the role of third party negotiation and skills for effective negotiation

UV-TTH-604 Emerging Trends In Tourism

- To develop a deeper understanding of the the emerging trends in tourism sector.
- To examine efficiencies and discrepancies in the newer concepts and the possibilities of employability in the sector
- Update and create an understanding of the challenges faced by the sector with the development of the emerging trends. It would also focus on the ability of the sector to adapt and change with the new requirements of the sector

UV-TTH-605 Emerging Trends In Hospitality Industry

- To develop a deeper understanding of the emerging trends in hospitality sector.
- To examine efficiencies and discrepancies the hospitality sector
- To enable the students to develop a concept of the structure of hospitality sector, its challenges and the way forward
- To enable the learners to be a part of the hospitality sector by acquiring the everyday running of a sector.

2. Process adopted for curriculum designing:

The members of the syllabus drafting committee developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subject and connecting to the sector skill of the discipline. Thereafter, the syllabus was put across to the academicians and industry experts. Their valuable inputs were collected through meetings and thereafter incorporated into the syllabus.

3. Salient features, how it has been made more relevant:

This syllabus has been developed with meticulous detail to identify the newer concepts in the retail scenario. There have been twin focuses on the larger global scenario and a finer Indian aspect which have been covered in detail. All valuable inputs have been adapted into the course. This course also brings into its fold, current industry challenges, solutions,

India centric steps taken and future of the subject in technological usage to combat these challenges. In order to be contemporary and relevant, there is extensive use of examples, practical problem solving have introduced.

4. Learning Outcomes:

Semester V

UV-TTH-501 Strategic Management

- To understand the meaning and significance of Strategy
- To practice and implement the various theories and methods of business management strategies.
- Design and develop the business strategies for national and global management.
- Get an overview of the national and global expansion strategies
- To evaluate the various techniques and tools of strategies in business management.
- To better understand and practice the concept of change management.

UV-TTH-502 Human Resource Management

- Students will get a clear understanding of managing the human resources from getting employees on board to developing and retaining them
- Evaluate the developing role of human resources in the global era
- Learners will have an awareness about the industrial relations and the elements associated with it

UV-TTH 503 Leadership and Change Management

- To understand Leadership, Role and function of a Leader
- To absorb Leadership theories and styles
- To gain knowledge about Organizational change concepts
- To understand the Perspectives of change
- To be able to formulate Strategies for Managing change

UV-TTH-504 Tourism Administration In India

- The students will be able to understand the fundamental concept of tourism administration, the roles and the regulations that govern it.
- As learners they need to bridge the gap between the nature, context and the provisions that the administration allows in the further development of the sector.

- Students cab have an in-depth study of the nature of the state-run tourism development corporations
- There would be an exposure to the challenges faced by the sector, which will help those willing to take up leadership roles in the sector.

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UV-TTH-505 Tour Manager

- The students will be able to understand the concept of tour management roles and responsibilities.
- The students would be able to find practical training relevant and necessary to find employment in the future.
- The course would help the students to run and manage tour guiding.
- The course would enable development of client management skills in tourism.

Semester VI

UV-TTH-601 Business Ethics and CSR

- To incorporate the concept of Business Ethics and Corporate Social Responsibility (CSR) into business decisions.
- Explain ethical issues that are found in corporate governance and shareholder relationships.

UV-TTH- 602 Entrepreneurship

1. To sharpen creative, innovative and problem solving skills of students which will enable them to ideate towards new entrepreneurial ventures.
2. Students will learn life skills and how to tackle failures and uncertainties especially in the domain of entrepreneurship.
3. Identification and selection of best entrepreneurial opportunities through application of design thinking and other methodologies.
4. To learn new modern business models, entrepreneurial culture and ethics.

UV-TTH-603 Sales and Negotiation Skills

- To understand and appreciate the skills and competencies required to be an effective sales person
- To close sales effectively and manage their respective territories

- To understand and appreciate what it takes to be a good negotiator
- To manage conflict in the negotiation process
- To understand the advantages and limitations of various negotiation strategies

UV-TTH-604 Emerging Trends In Tourism

- The students will be able to understand the fundamental concept of tourism new emergent aspects of tourism like adventure tourism, etc.
- As learners they need to bridge the gap between the impacts of excess development and the need for responsible tourism growth.
- The learners will be prepared with the understanding of the tourism demand and the ability of the sector to match supply with it.

UV-TTH-605 Emerging Trends In Hospitality Industry

- The students will be able to understand the hospitality sector trends and structure
- As learners they need to bridge the gap between the theory and the practical learning which will enable them to find employment.
- In depth knowledge of the departments, the management and issues in the hotel sector.
- There would be an exposure to the challenges faced by the sector, which will help those willing to take up leadership roles in the sector.

5. Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested subsequently to add more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

Part 2 - The Scheme of Teaching and Examination is as under:

Semester – V

Summary

Sr. No.	Choice Based Credit System	Subject Code	Subject Name
1	General Component	**UV-TTH-501**	Strategic management
		UV-TTH-502	Human Resource Management
		UV-TTH-503	Leadership and Change Management
2	Vocational Component	**UV-TTH-504**	Tourism Administration in India
		UV-TTH-505	Tour Manager

Third Year Semester V Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week							Internals				Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-TTH-501	Strategic Management	4	20%	4	0	0	4	10	15	5	10	60	100
2	UV-TTH-502	Human Resource Management	4	20%	4	0	0	4	10	15	5	10	60	100
3	UV-TTH-503	Leadership and Change Management	4	20%	4	0	0	3	10	15	5	10	60	100
4	UV-TTH-504	Tourism Administration in India	4	20%	4	0	0	5	10	15	5	10	60	100
5	UV-TTH-505	Tour Manager	4	20%	4	0	0	4	10	15	5	10	60	100
6	UV-TTH-506	E Learning						1						50
7	UV-TTH-507	Experiential Learning						1						50
	Total Hours / Credit							22		Total Marks				600

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

Third Year Semester – V Units – Topics – Teaching Hours

S. N0	Subject Code		Subject Unit Title	Lectures	Total No. of lectures	Credit	Total Marks
1	UV-TTH-501	I	Introduction	15	60	4	100 (60+40)
		II	Strategy Formulation	15			
		III	Strategic Implementation	15			
		IV	Strategic Evaluation & Control; Global Management	15			
2	UV-TTH-502	I	Introduction to HRM	15	60	4	100 (60+40)
		II	Job analysis, Job Design and Job Evaluation	15			
		III	Performance Appraisal	15			
		IV	Participative Management, Industrial relation and Trade Union	15			
3	UV-TTH-503	I	Introduction to Leadership	15	60	3	100 (60+40)
		II	Contemporary Issues In Leadership	15			
		III	Organizational Culture and Level Organizations	15			
		IV	Resistance to Change and Impact	15			
4	UV-TTH-504	I	Role of National Government in Tourism Management	15			

		II	Role of State Government in Tourism Management	15	60	5	100 (60+40)
		III	Organizations in Management of Tourism	15			
		IV	Present Scenario of Tourism in India	15			
5	UV-TTH-505	I	Administer the Company Operations	15			
		II	Handle the Administration and Staff	15	60	4	100 (60+40)

		III	Manage Client and Develop business	15			
		IV	Tourist Guiding	15			
6	UV-TTH-506	E learning				1	50
7	UV-TTH-507	Experiential Learning				1	50
		Total				22	600

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject- 1 credit = 20 hours

For 4 Credits subject- 1 credit= 15 hours

For 5 Credits subject- 1 credit = 12 hours

For 16 Credits subject- 1 credit = 3.75 hours

Part 3 - Detailed Scheme

Course Code: UV-TTH-501

Subject: Strategic Management

Sr. No.	Modules/ Units	No. of Lectures
1	**Introduction** 1.1 Business Policy - Meaning, Nature, Importance 1.2 Strategy - Meaning, Definition 1.3 Strategic Management - Meaning, Definition, Importance, Strategic management 1.4 Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) 1.5 Strategic Intent - Mission, Vision, Goals, Objective, Plans	15

2	**Strategy Formulation**
	
	2.1 Environment Analysis and Scanning- SWOT and PESTLE
	
	2.2 Strategy Levels:
	  – Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization)
	  – Business Level Strategy (Cost Leadership, Differentiation, Focus)
	  – Functional Level Strategy (R&D, HR, Finance, Marketing, Production)
		15

3	**Strategic Implementation** 3.1 Models of Strategy making. 3.2 Strategic Analysis; Choices & Implementation: BCG Matrix, GE 9 Cell, Porter's 5 Forces, 7S Frame Work 3.3 Implementation: Meaning, Steps and Implementation at Project, Process, Structural, Behavioural, Functional level. 3.4 Case studies	15
4	**Strategic Evaluation & Control; Global Management** 4.1 Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control 4.2 Synergy: Concept, Types, evaluation of Synergy. Synergy as a	15

	Component of Strategy & its Relevance.	
	4.3 Diversity / Change Management – Elementary Concept, Meaning and Importance, Process and Challenges of diversity management.	
	4.4 Contemporary Management – introduction, meaning, issues and significance	
	4.3 Global Management – introduction, meaning, Hofstede's dimensions and Recruitment policies.	

SLE TOPICS:

1. Business Units (SBU's) Strategic Intent - Mission, Vision, Goals, Objective, Plans
2. Environment Analysis and Scanning - SWOT and PESTLE

ONLINE RESOURCES:

https://nptel.ac.in/courses/110108047

https://www.youtube.com/watch?v=WKr-lfE4QaE

REFERENCE BOOKS:

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.

2. P.K. Ghosh: Business Policy, Strategy, Planning and Management

3. Christensen, Andrews Dower: Business Policy- Text and Cases

4. William F. Gkycj: Business Policy – Strategy Formation and Management Action

5. Bongee and Colonan: Concept of Corporate Strategy.

Course Code: UV-TTH-502

Subject: Human Resource Management

Sr. No.	Modules/ Units	No. of Lectures
1.	**Introduction to HRM** 1.1 Definition, Features, Scope/Functions of HRM, Definition of Personnel Management 1.2 Difference between HRM and PM 1.3 Challenges before the HR manager 1.4 Role of HR manager 1.5 Traits/ characteristics of the workplace 1.6 **Human Resource Planning :** Definitions , Objectives and importance of HRP 1.7 Factors affecting HRP 1.8 Process of HRP along with brief coverage of personnel demand and supply forecasting techniques 1.9 Promotions and transfers 1.10 Introduction to HRD 1.11 HRM vs HRD	15
2.	**Job analysis, Job Design and Job Evaluation** 2.1Job analysis- definition, methods of collecting data, merits and demerits 2.2Recruitment and Selection 2.1Recruitment- Definitions, sources of recruitment, merits and demerits 2.2Selection- definition, process of selection, types of selection tests, types of interviews 2.3Training and Development Definition of Training and Development	15

	2.4 Methods of training managers 2.5 Process/ procedure of conducting training programme 2.6 Management Development Programs	
3.	**Performance Appraisal** 3.1 Performance Appraisal - concept, process, methods and problems , KRA's 3.2 Methods of appraisal for managers- traditional and modern 3.3 Career Planning and Development: Definitions of Career Planning and Development, Process/ procedure of career planning 3.4 Career stages/ Career Life Cycle and handling personnel at each stage 3.5 Succession Planning 3.6 Employees attitudes vs expectation: Rewards and Punishments Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing 3.7 Global Human Resource Management and future issues: Comparison of Global vs Domestic HRM	15
4.	**Participative Management** 4.1 Definition of Participative Management 4.2 Factors essential for successive participative management 4.3 Forms of participation, Participation through Quality Circles, Empowered Teams **Industrial Relations** 4.4 Definitions of Industrial Relations, Features of Industrial Relations 4.5 Importance of Industrial Relations 4.6 Approaches to Industrial Relations, Parties to Industrial Relations **Trade Unions** 4.7 Definitions Of Trade Unions 4.8 Features Of Trade Unions	15

4.9 Trade Union Movement in India
4.10   Tends In Trade Unions

Sr. No	Unit	Topic
1	1	Recruitment and Selection
2	2	Process/ procedure of conducting training program
3	3	Performance Appraisal - concept, process, methods and problems, KRA'S
4	3	Career planning and succession planning

Online resources

https://www.youtube.com/watch?v=FiPPfxWgefA (IIT Kharagpur)
http://www.digimat.in/nptel/courses/video/110105069/L06.html
http://www.digimat.in/nptel/courses/video/110105069/L09.html
https://www.youtube.com/watch?v=nqXUfrblLUM (NPTEL)

References

1. Aswathappa, K: Human Resource and Personnel Management: Text and Cases, Tata McGraw Hill

2. Sadri, Jayshree and Sadri, Sorabh: A Strategic Approach to Human Resource Management, Jaico Publishing House

3. Mamoria: Personnel Management, McGraw Hill- International

4. Armstrong, Michael: Handbook of Human resource Management Practice, Kogan Page

UV-TTH-503

Leadership and Change Management

Unit	Contents	No. of Lectures
I	**Introduction to Leadership** 1.1. Leadership- Meaning, Traits and Motives of an Effective Leader, Styles of Leadership 1.2 Theory- Trait Theory, Behavioural Theory, Path Goal Theory 1.3 Transactional Vs. Transformational Leaders 1.4 Strategic Leaders- Meaning of Charisma, Qualities 1.5 Charismatic Leaders-Meaning of Charisma, Qualities, Characteristics, Types of Charismatic Leaders (Socialized, Personalized, Office-Holder, Personal Divine)	15
II	**Contemporary Issues in Leadership** 2.1 Contemporary Issues In Leadership- Leadership Roles, Team Leadership, Mentoring, Self-Leadership, Online Leadership, Finding and Creating Effective Leader. 2.2 Great Leaders, Their Style, Activities And Skills (Ratan Tata, Narayan Murthy, Bill Gates, Mark Zuckerberg, Donald Trump, Indra Nooyi, Kiran Mazumdar- Shaw), Elon Musk,	15
III	**Organisation Culture and level of change** 3.1 Introduction and Levels of Change. Importance, Imperatives of Change, Forces of Change. Causes- Social, Economic, Technological and Organizational. 3.2 Organizational Cultures and Change. 3.3 Change and Implementation- Individual Change: Concept, Need and Importance 3.4 Technological change: Introduction special features of new technology; organizational implications of technological change	15

IV	**Resistance to Change and Impact**	15
	4.1 Change and its Impact- Resistance to Change and Sources- Sources of Individual Resistance, Sources of Organisational Resistance	
	4.2 Overcoming Resistance to Change	
	4.3 Effective Implementation of Change- Change Agents and Effective Change Programs.	
	4.4 Case Studies of Companies during Covid -19 pandemic	

Self-Learning topics (Unit wise):

Sr. No	Topic
1	Traits and Motives of an Effective Leader
2	Overcoming Resistance to Change

Online Resources

https://onlinecourses.nptel.ac.in/noc19_mg34/preview
https://nptel.ac.in/courses/110105120

Reference Books

1. Kumar, Niraj: Organizational Behaviour: A New Looks (Concept, Theory and Cases), Himalaya Publishing House
2. Sahu and Bharti: Strategic Leadership, Excel Books
3. Kavita Singh: Organizational Change
4. Radha Sharma: Training and Development

UV-TTH-504

TOURISM ADMINISTRATION IN INDIA

Sr.No.	Modules/ Units	No. of Lectures
1	**Role of National Government in Tourism Management** 1.1 Role of Government in tourism Regulation and Management 1.2 Role of Ministry of Tourism, Government of India in terms of its Organization, Role and Functions	15
2	**Role of State Government in Tourism Management** 2.1 Introduction to the State Tourism Development Corporations; their organization and role in tourism development and promotion 2.2 Gujarat Tourism Corporation 2.3 Maharashtra Tourism Development Corporation 2.4 Haryana Tourism Corporation 2.5 Rajasthan Tourism Development Corporation 2.6 Kerala Tourism Development Corporation 2.7 Goa Tourism Development Corporation	15
3	**Organizations in Management of Tourism** 3.1 India Tourism Development Corporation (ITDC) organization, role and functions: Divisions of ITDC 3.2 Hospitality Development and Promotion Board (HDPB): Role and Functions 3.3 Role of Tourism Finance Corporation of India in tourism growth	15
4	**Present Scenario of Tourism in India** 4.1 Tourism Planning in India: Growth and Performance	15

	4.2 National Tourism Policy – 2002: Objectives and main features 4.3 Problems and challenges of Tourism Administration in India	

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Government Role in Tourism Regulation
2	2.3 Maharashtra Tourism Development Corporation- Tourism Packages
3	3.3 TFCI-
4	4.3 Problems and challenges of Tourism Administration in India

Online Resources

https://www.youtube.com/watch?v=auKdFjM3VDk&t=112s https://www.youtube.com/watch?v=a9ghGj_VeTE&t=1146s https://www.youtube.com/watch?v=hpdq9eQnYrE&t=867s
https://www.maharashtratourism.gov.in/tourism-packages
https://www.tfciltd.com/
https://www.youtube.com/watch?v=49vxcFuEvTU&t=129s

Reference Books:

1. 1. Tourism in India: Planning and Development: Asif Iqbal Fazili, Sarup and Sons, 2006 2. Official websites of Tourism Corporations

Course Code UV-TTH-505

TOUR MANAGER

SR.No.	Modules/ Units	No. of Lectures
1	**Administer the Company Operations** 1.1 Designing the tour packaging 1.2 Planning and controlling the work requirement and assigning duties 1.3 Managing the financial operations 1.4 Attending to customer concerns 1.5 Achieving customer satisfaction	15
2	**Handle the Administration and Staff** 2.1Managing the staffing process 2.2setting standards 2.3 Checking the work and activities performed by the staff 2.4 Attending to the concerns of the staff	15
3	**Manage Client and Develop Business** 3.1 Developing relationship with the clients 3.2Managing the business 3.3 Expanding and developing the business	15
4	**Tourist Guiding** 4.1 Basic requirements of a tour operator or a guide 4.2 Importance of personality: personal grooming, etiquettes, knowledge, communication 4.3 Pre-tour preparation	15

Self-Learning topics (Unit wise)

Unit	Topics
1	Tour Packaging
2	Administration Tour Manager
3	Business and tour manager

Online Resources

https://onlinecourses.swayam2.ac.in/cec20_ge19/preview- week 6
https://www.careers360.com/university/indira-gandhi-national-open-university-new-delhi/ts-1-foundation-course-in-tourism-certification-course
https://www.careers360.com/university/indira-gandhi-national-open-university-new-delhi/ts-1-foundation-course-in-tourism-certification-course

Reference Books:

Tour Manager: Qualification Pack by Tourism and Hospitality Skill Council of India

Part 4 - The Scheme of Teaching and Examination

Semester – VI

Summary

Sr. No.	Choice Based Credit System	Subject Code	Subject Name
1	General Component	**UV-TTH-601**	Business Ethics and CSR
		UV-TTH-602	Entrepreneurship
		UV-TTH-603	Sales and Negotiation Skills
2	Vocational Component	**UV-TTH-604**	Emerging Trends in Tourism
		UV-TTH-605	Emerging Trends in Hospitality Industry

Third Year Semester IV Internal and External Detailed Scheme

Sr No.	Subject Code	Subject Title	Periods Per Week						Internals					Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-TTH-601	Business ethics and CSR	4	20%*	4	0	0	4	10	15	5	10	60	100
2	UV-TTH-602	Entrepreneurship	4	20%*	4	0	0	3	10	15	5	10	60	100
3	UV-TTH-603	Sales and Negotiation skills	4	20%*	4	0	0	4	10	15	5	10	60	100
4	UV-TTH-604	Emerging Trends in Tourism	4	20%*	4	0	0	4	10	15	5	10	60	100
5	UV-TTH-605	Emerging Trends in Hospitality Industry	4	20%*	4	0	0	5	10	15	5	10	60	100
6	UV-TTH-606	E Learning						1						50
7	UV-TTH-607	Experiential Learning						1						50

8	UV-TTH-608	Year End Internship/ Project Work						16							200
	Total Hours / Credit				38				Total Marks							800

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

*One to two lectures to be taken for CONTINUOUS self -learning Evaluation.

Third Year Semester – VI Units – Topics – Teaching Hours

S. N	Subject Code		Subject Unit Title	Lect ures	Total No. of lectures	Cre dit	Total Marks
1	UV-TTH-601	I	Introduction to Business Ethics	15	60	4	100 (60+40)
		II	Indian Perspective to Ethics	15			
		III	Corporate Governance	15			
		IV	Concept of CSR and CSR in Society	15			
2	UV-TTH-602	I	Introduction to Entrepreneurship	15	60	3	100 (60+40)
		II	Entrepreneurial Development	15			
		III	Entrepreneurial Project Development	15			
		IV	Small and Medium Enterprises (SMEs)	15			
3	UV-TTH-603	I	Sales Management	15	60	4	100 (60+40)
		II	Selling	15			
		III	Introduction to Negotiation	15			
		IV	The Negotiation Stage	15			
4	UV-TTH-604	I	Adventure Tourism	15	60	4	100 (60+40)
		II	Ecotourism and Sustainable Tourism	15			
		III	Tourism Impacts	15			
		IV	Tourism Demand	15			
5	UV-TTH-605	I	Introduction to Hospitality Industry	15	60	4	100
		II	Classification of Hotels Classification & Categorization of Hotels	15			

		III	Housekeeping in Hotels House Keeping	15			(60+40)
		IV	Functions of Different Departments	15			
7	UV-TTH-606	E learning				1	50
8	UV-TTH-607	Experiential Learning				1	50
9	UV-TTH-608	Year End Internship/ Project Work				16	200
		Total				38	800

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject 1 credit = 20 hours

For 4 Credits subject- 1 credit= 15 hours

For 5 Credits subject- 1 credit = 12 hours

For 16 Credits subject- 1 credit = 3.75 hours

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics -To be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code : UV-TTH-601
Business Ethics and CSR

Unit	Contents	No. of Lectures
1	**Introduction to Business Ethics** 1.1 Business Ethics-Conceptual Background 1.2 Conceptual Approaches to Business Ethics 1.3 Normative Ethics, Perspective Ethics and Applied Ethics 1.4 Ethics, Morality and Legality 1.5 Concept of Right and Duty: Business- Western and Indian Perspectives 1.6 Definition and Scope Relevance in Social Changes 1.7 Ethical Organism and Corporate Code of Conduct	15
2	**Indian Perspective to Ethics** 2.1 Purusharthas: Dharma, Artha, Kama, Mokhsha 2.2 Concept of Dharma 2.3 Ethics: A Global Perspective 2.4 Ethics in Global Marketing and Advertising 2.5 Ethical Perspective in Employment Including International Labour Organization Standards	15
3	**Corporate Governance** 3.1 Corporate Governance: Meaning, scope and reporting 3.2 The Agency Theory: Principal-Agent Relationship 3.3 Role of CEO, Board and Senior Executives 3.4 Right of Investors and Shareholders	15

4	**Concept of CSR and CSR in Society**	15
	4.1 Meaning and Scope of CSR	
	4.2 Relevance and Significance of CSR in Contemporary Society	
	4.3 Value Approach to CSR	
	4.4 CSR: Within the Organization	
	4.5 Role and Responsibility of Local Community in Business	
	4.6 Interventions of Business to fulfil social responsibilities	
	4.7 CSR and Sustainable Development	
	4.8 CSR through Triple Bottom Line in Business	

Self-Learning topics (Unit wise):

Sr. No	Topic
1	Business Ethics-Conceptual Background
2	CSR: Within the Organization

Online Resources

https://nptel.ac.in/courses/109104032
https://onlinecourses.nptel.ac.in/noc21_mg54/preview

Reference Books

- William Lillie, "An Introduction To Ethics", Universal Paperbacks
- R.M. Lala, "In Search of Ethical Leadership", Vision Books Pvt. Ltd.

- Joseph Des Jardind, "An Introduction to Business Ethics", Tata McGraw Hill, 2nd Edition, 2009

Course Code : UV-TTH-602

Entrepreneurship

Unit	Contents	No. of Lectures
1.	**Introduction to Entrepreneurship** 1.1 Concept, meaning and definition of entrepreneur and entrepreneurship 1.2 Importance and significance of growth of entrepreneurial activity 1.3 Characteristics and qualities of entrepreneurs 1.4 Classification and types of entrepreneurship 1.5 Entrepreneurial Decision Making activities Role models, mentors and support system for entrepreneurs 1.6 External Influences on Entrepreneurship Development (PESTLE) 1.7 Role of Entrepreneurial culture in Entrepreneurship Development, relevance of subcultures of different countries.	15
2.	**Entrepreneurial Development** 2.1 Factors influencing entrepreneurial development and motivation 2.2 Entrepreneurial Development Programme (EDP), managing the problems faced by entrepreneurs 2.3 Development of women entrepreneurs with reference to SHGs 2.4 Options available to entrepreneurs- ancillarisation franchising and outsourcing. 2.5 Cases on takeover, mergers and acquisitions in India and at global level	15
3.	**Entrepreneurial Project Development**	15

		3.1 Entrepreneurial Project Development	
		3.2 Idea Generation- sources and methods	
		3.3 Identification and Classification of ideas	
		3.4 Environmental scanning and SWOT analysis and Porters 5 forces	
		3.5 Preparation of project plan-points to be considered	
		3.6 Components of an ideal business plan-market plan, financial plan, operational plan and HR plan	
		3.7 Creating Entrepreneurial Venture-Entrepreneurship Development Cycle	
		3.8 Business Model Canvas	
		3.9 Critical Risk Contingencies of the proposal, Scheduling and milestones.	
4.		**Small and Medium Enterprises (SMEs)**	15
		4.1 Meaning, definition and evolution of SMEs	
		4.2 Role and importance of SMEs	
		4.3 Policies governing SMEs	
		4.4 Organizational structure	
		4.5 Steps involved in starting of Venture: Launching formalities (licensing, registration, GST no and other formalities	
		4.6 Government initiatives to promote entrepreneurship in India: Small and Medium Enterprises Development (MSMED) Act, 2006 (Amended in 2020)	
		4.7 New trends in entrepreneurship: Digital Nomadism, Subscription based business	
		4.8 Transition from Campus to Entrepreneurial Life: Elevator pitch, Entrepreneur communities	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic

1	1	Concept of Entrepreneurship
2	1	External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal.
3	2	Women Entrepreneurs
4	3	Environmental scanning and SWOT analysis and Porters 5 forces.
5	4	New trends in entrepreneurship: Digital Nomadism, Subscription based business,

Online Resources
1. https://nptel.ac.in/courses/110/107/110107094/
2. https://nptel.ac.in/courses/110/106/110106141/

References

- Innovation and Entrepreneurship (1985) by Peter F. Drucker

- Angels, Dragons and Vultures (2011) by Simon Acland

- Crossing the Chasm (1991) by Geoffrey A. Moore

- The $100 Startup (2012) by Chris Guillebeau

- A Dozen Lessons for Entrepreneurs by Tren Griffin

- The Sage handbook of small business and entrepreneurship by Blackburn, Robert A; De Clercq, Dirk; Heinonen, Jarna

- Dream With Your Eyes Open by Ronnie Screwvala by Ronnie Screwvala

- Bhaag by Ganesh V.

- Connect The Dots by Rashmi Bansal

- Dhirubhai Ambani: Against All Odds by A G Krishnamurthy

- Steel King: Lakshmi Mittal by Prateeksha M Tiwary

Course Code : UV-TTH-603

Sales and Negotiation Skills

Unit	Contents	No. of Lectures
1	**Sales Management** 1.1 Meaning, Role of Sales Department, Evolution of Sales Management 1.2 Interface of Sales With Other Management Functions 1.3 Qualities of a Sales Manager 1.4 Sales Management: Meaning, Developments In Sales Management- Effectiveness To Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use Of Internet, CRM, Professionalism in Selling 1.5 Structure of Sales Organization- Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure. 1.6 AIDA & AIDCAM Model for effective Sales	15
2	**Selling** 2.1 Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing 2.2 Theories of Selling- Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory 2.3 Selling Skills- Communication Skills, Listening Skills, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill 2.4 Selling Strategies- Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, and Negotiation Strategy. 2.5 Difference Between Consumer Selling and Organizational Selling **2.6** Difference Between National Selling and International Selling	15
3	**Introduction to Negotiation** 3.1 Definition; Negotiation vs. other social interactions; Aspects of negotiation research and practice; Aspects of negotiation 3.2 Goal-setting: identifying your goals, options and criteria of success 3.3 Identifying your BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement)**;** Assessing the other side, red-teaming	15

4	**The Negotiation Stage** 4.1 Three phases of actual negotiations: initial phase, exploratory phase and finalization 4.2 Rational and emotional elements of trust, cultural and psychological differences of trusting people 4.3 Tactics for promoting a constructive negotiation climate; Positions and interests in negotiations 4.4 Four negotiation scenarios: win-win, win-lose, lose-win, lose-lose 4.5 Case studies of successful negotiations (Twitter deal)	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1.1	Meaning of Conflict, Causes, Levels of Conflict
2	3.2	Role of Communication, Personality and Emotions in Negotiation.
3	4.2	Skills for Effective Negotiation as an Approach to Manage Conflicts
4	4.4	Culture and Negotiation – Meaning, Influence of culture on negotiations

Online Resources

https://youtu.be/wYb_PKTawE4 (IIT KHARAGPUR)
https://youtu.be/KXTi6S-pLa8 (IIT KHARAGPUR)
https://hbr.org/video/4773888299001/negotiating-across-cultures (Harvard Business Review)

Reference Books

- Fundamentals of Selling - Charles Futrell 10th edition
- Negotiation - Lewicki, Saunders, Barry 6th edition
- Selling, Principles and Practices - Russell, Beach and Buskirk
- Ziglar on Selling - The Ultimate Handbook for the complete sales professional - Zig Ziglar
- Secrets of top Performing sales professional - Del Gaizo, Lunsford, Marone
- Everyday Negotiation - Kolb and Williams
- Negotiating Skills for Managers - Steven Cohen
- Win-Win Negotiating - Turning Conflict into Agreement - Fred E Jandt

- Bargaining Games - A New Approach to Strategic Thinking in Negotiating - J K Murnighan

Readings

1) The Only Four Page Guide to Negotiating You'll Ever Need - HBR article

2) Six Habits of Merely Effective Negotiators - James K Sebenius, HBR article

3) Negotiating with a customer you can't afford to lose - Thomas C Keiser

4) Step into my parlor: A survey of strategies and techniques for effective negotiation - Terry Anderson

5) Negotiation games - Negotiating Techniques - Tom Nelson

Course Code : UV-TTH-604
EMERGING TRENDS IN TOURISM

Sr.No.	Modules/ Units	No. of Lectures
1	**Adventure Tourism** 1.1 Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions. 1.2 Concept of Adventure 1.3 Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, parasailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)	15
2	**Ecotourism and Sustainable Tourism** 2.1 Concept of ecotourism and sustainable tourism and its Management. 2.2 The impacts of ecotourism in an area (positive and negatives) 2.3 Best practised ecotourism sites in world. 2.4 Eco-tel and Eco resorts. Theme Parks. Rural and Urban Tourism	15
3	**Tourism Impacts** 3.1 Socio-cultural impacts of tourism 3.2 Economic impact 3.3. Environmental impact- Environment Impact Assessment	15

	3.4 Approach to evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits	
4	**Tourism Demand** 4.1 Introduction to Demand for Tourism Patterns: 4.2 Determinants and Motivations of Tourism Demand 4.3 Measuring the Tourism Demand. 4.4 Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions.	15

Self-Learning topics (Unit wise)

Unit	Topics
1	Adventure Tourism- Concept
2	Sustainable Tourism
3	Synergism between tourism promotion & nature conservation

Online Resources

https://onlinecourses.swayam2.ac.in/cec20_ge19/preview- week 3
https://www.classcentral.com/course/swayam-tourism-planning-and-sustainable-development-58569
https://www.classcentral.com/course/swayam-tourism-planning-and-sustainable-development-58569- Week 10

Reference Books:

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge 2.Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.

2. Dixit, M. Tourism Products, Royal Publishers

Course Code : UV-TTH-605
EMERGING TRENDS IN HOSPITALITY INDUSTRY

Sr.No.	Modules/ Units	No. of Lectures
1	**Introduction to Hospitality Industry** 1.1 Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry 1.2 Travelers at rest, Home away from Home 1.3 Hospitality culture, Atithi Devo Bhava 1.4 Expectations of the guest	15
2	**Classification of Hotels Classification & Categorization of Hotels** 2.1 Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. 2.2 Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel. 2.3 Major Hotel chains in India. 2.4 FHRAI	15
3	**Housekeeping in Hotels House Keeping** 3.1 Organizational structure – important housekeeping activities in hotels 3.2 Coordination with other departments 3.3 Advantages of good housekeeping and problems of poor housekeeping 3.4 Food and Beverage Operations:	15

	3.5 Organizational structure and Functions	
	3.6 Food Production and Service. Restaurants: Types of Menu, Types of Service	
4	**Functions of Different Departments**	15
	4.1 Security department - Responsibilities - Security systems in a hotel.	
	4.2 Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department	
	4.3 Case study of important Hotels: Taj Hotels, Resorts and Palaces; Marriot International; The Oberoi Group; Hilton Worldwide, Hyatt Hotels Corporation	

Self-Learning topics (Unit wise)

Unit	Topics
1	Classification of Hotels
2	Case Study of the Taj Hotel
3	Organisational Structure in a hotel

Online Resources

https://www.classcentral.com/course/swayam-hospitality-industry-in-tourism-14110 -Week 2
https://twimbit.com/insights/taj-hotels-success-story
https://www.classcentral.com/course/swayam-hospitality-industry-in-tourism-14110- Week 1

Reference Books:

1. John R Walker - Introduction to Hospitality Management – Pearson Education India

2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry, UBS Pub, New Delhi 3. Dennis. L. Foster – VIP and Introduction to Hospitality, Mc Graw Hill, NewDelhi

4. M. L. Ksavana and R. M. Brooks – Front Office procedures, EducationalInstitute, A.H.M.A 5. Sudhir Andrews –Hotel front Office Management. Mc.Graw Hill, NewDelhi

Dr Chandani Bhattacharjee

Chairperson, BOS in Vocational TTM