

# **HSNC University, Mumbai**

**(The Cluster University established by Government of Maharashtra vide notification dated 30<sup>th</sup> 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, [jaiberry123@gmail.com](mailto:jaiberry123@gmail.com)**

**d.) Mr.Sanket Pai, Owner, Balaji Travels, Mumbai.,9819262924, [sanketdpai@gmail.com](mailto: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 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, [amanpreetpayne93@gmail.com](mailto:amanpreetpayne93@gmail.com).**

**b) Hitakshi Khira, Topper, 9594113036, [hitaskshikhira25@gmail.com](mailto:hitaskshikhira25@gmail.com)**

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## **Ordinances and Regulations**

**With Respect to**

**Choice Based Credit System (CBCS)**

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**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.

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 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	<b>ONE</b> 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**

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**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**

## **Semester I**

- 1. Principles of Management**
- 2. Managerial Economics**
- 3. Business Communication and Language Lab**
- 4. Foundation of Tourism Business**
- 5. Introduction to Hospitality Management**
- 6. E- learning**
- 7. Experiential Learning**

## **Semester II**

- 1. Financial Management Accounting**
- 2. Principles of Marketing**
- 3. Computer Application in Business**
- 4. Tourism Product and Resources**
- 5. Foundation Course in Front Office Operation**
- 6. E-Learning**
- 7. Experiential Learning**
- 8. Year end Internship/Project work**

## **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 . No.	Subject Code	Subject Title	Periods Per Week					Credit	Internals					Total Marks
			Units	SL	L	T	P		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**

<b>S. N</b>	<b>Subject Code</b>	<b>Subject Unit Title</b>		<b>Lect ures</b>	<b>Total No. of lectures</b>	<b>Credit</b>	<b>Total Marks</b>
<b>1</b>	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			
<b>2</b>	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			
<b>3</b>	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			
<b>4</b>	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			
<b>5</b>	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			
<b>6</b>	**UV-FTH-106	E learning				1	50
<b>7</b>	**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	<b>Nature of Management</b> 1.1 Concept and significance of management 1.2 Nature of management 1.3 Process of Management 1.4 Functional areas of management 1.5 Evolution of management thoughts-contribution of F.W. Taylor, Henry Fayol 1.6 Behavioral Science approach 1.7 Contingency approach 1.8 Management Functions - Planning, Organizing, Staffing, Directing and Controlling.	15
2	<b>Planning and decision making</b> 2.1 Planning – meaning and importance 2.2 Elements of a plan 2.3 Process of planning 2.4 Advantages and limitations of Planning 2.5 Decision making – Concept and Meaning 2.6 Importance of Decision Making 2.7 Process of decision making 2.8 Techniques of decision making.	15
3	<b>Organizing and Staffing</b> 3.1 Meaning and concept of organizing 3.2 Nature and Significance of organizing 3.3 Delegation: Authority and responsibility relationship 3.4 Centralization v/s decentralization 3.5 Meaning of departmentation 3.6 Structure of an organization (formal and informal, line and staff and matrix)	15
4	<b>Directing, leadership, co-ordination and controlling</b> 4.1 Directing: Meaning of Directing 4.2 Process of directing 4.3 Meaning , Concept and significance of motivation 4.4 Theories of Motivation (Maslow, Herzberg, Mc Gregor )	15

	4.3 Meaning and concept of Leadership 4.4 Traits and Qualities of leader 4.5 Styles of Leadership 4.6 Co -ordination – Meaning and elements 4.6 Controlling: Meaning and Concept 4.7 Process of Controlling 4.8 Effective Control System 4.9 Techniques of Controlling ( TQM, Quality Circles, Brainstorming , Decision tree)	
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### 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

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

**Reference Books:**

- Principles of Management - P.C. Tripathi& P.N. Reddy.
- Essentials of Management - Wehrich 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**

<b>Unit</b>	<b>Content</b>	<b>No. of Lectures</b>
I	<p style="text-align: center;"><b>Introduction to Micro-Economics</b></p> <p><b>A.</b> Scope and importance of business</p> <p><b>B.</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.</p> <p><b>C.</b> Difference Between Micro and Macroeconomics</p>	15
II	<p style="text-align: center;"><b>Demand and Supply Analysis</b></p> <p><b>A. Demand function:</b> 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</p> <p><b>B. Supply function</b> Meaning, significance determinants types. Variation and change in supply. Producer Surplus.</p>	15

	<p><b>C. Demand Estimation and forecasting</b>  Meaning and Significance methods of demand estimation survey and statistics method (only theory)</p> <p><b>D. Case Studies and numerical on Elasticity.</b></p>	
III	<p><b>Production decisions, Cost of Production and Revenue</b></p> <p><b>A. Production Function: Meaning, types</b></p> <ol style="list-style-type: none"> <li>a. Short Run Analysis with law of Variable Proportion.</li> <li>b. Isoquants, ridge lines and least cost combination of inputs.</li> <li>c. Long Run Production Function: Law of Returns to scale expansion path. Economics and Diseconomies of scale. Economics of scope.</li> </ol> <p><b>B. Cost Concepts</b>  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</p> <p><b>C. Revenue concepts: Types</b></p> <ol style="list-style-type: none"> <li>a. Average, marginal and total revenue (under perfect and imperfect competition)</li> </ol> <p><b>D. Profit concepts</b>  Supernormal, Normal, loss.</p> <p><b>E. Numericals on output, cost, revenue and profit</b></p>	15
IV	<p><b>Market Structure: Short run and Long equilibrium of a complete line firm and of industry</b></p> <p><b>A. Monopoly</b>  Short run and long equilibrium of the firm. Price Discrimination. Dumping (only theory)</p> <p><b>B. Monopolistic competition</b>  Equilibrium of the firm in short run and long run, role of advertisement</p> <p><b>C. Oligopoly</b>  Features, collusive and Non collusive Oligopoly. Price rigidity, kinked demand curve, cartel and price leadership models.</p> <p><b>D. Perfect Competition</b>  Equilibrium of the firm in short run and long run</p>	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

<a href="https://nptel.ac.in/courses/110/105/110105075/">https://nptel.ac.in/courses/110/105/110105075/</a>
<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/720">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/720</a>
<a href="https://nptel.ac.in/courses/110/105/110105075/">https://nptel.ac.in/courses/110/105/110105075/</a>

### 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**

<b>Sr. No.</b>	<b>Modules/Units</b>	<b>No. of Lectures</b>
1.	<b>Theory of communication</b> 1.1 Concept of Communication: Meaning, definition, objectives, process, emergence and impact of technological advancements on communication 1.2 Channels of Communication: formal and informal, vertical, horizontal, diagonal, grapevine 1.3 Methods and Modes of Communication: Verbal and Non- Verbal 1.4 Barriers to Communication: Physical barriers, Language barriers, Socio-Cultural barriers, Psychological barriers 1.5 Listening: Importance of listening skills, cultivating good listening skills	15
2	<b>Business Writing and Language</b> 2.1 Theory of Business Letter Writing: Parts, Structure, Layout of Letters- (Full block, Modified Block, Semi- Modified Block) 2.2 Business Letters - Letter of Job Application, Resume Writing, Resignation Letter, Statement of Purpose 2.3 Summarization: identification of main and supporting points, presenting these in a cohesive manner 2.4 Business Proposals	15
3.	<b>Presentation Skills</b> 3.1 Meaning, Nature and Scope 3.2 Principles of Effective Oral communication 3.3 Techniques of Effective Speech 3.4 Effective Presentation Skills 3.5 Interview Skills and Group Discussion- Strategies to prepare for Selection interview and Group Discussion	15

4.	<b>Personality Enhancement</b> 4.1 The Art of Public Speaking 4.2 Voice Modulation 4.3 Grooming 4.4 Personal Branding	15
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### 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

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

**Reference Books:**

Sr. No.	Title Author/s Publisher	Edition Year
1	Modern 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	<i>Effective Academic Writing</i> by 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

**Course Code: UV-FTH-104**

<b>Unit</b>	<b>Content</b>	<b>No. of Lectures</b>
1	<p><b>Unit 1: Introduction to Tourism Industry &amp; Tourist Destination:</b></p> <p>1.1 Introduction, Definition, historical development of Tourism, Forms of Tourism, Purpose of Travel and Significance of study</p> <p>1.2 Factors motivating Travel, Nature &amp; Characteristics of Tourism Industry and Components</p> <p>1.3 Tourism benefits, Elements of Tourist destination and activities</p> <p>1.4 Influence on Tourist flows, Concept &amp; Patterns of Tourist destination ,General pattern of World Tourism</p> <p>1.5 Geographical Resources available for Tourism.</p>	15
2	<p><b>Unit II: Significance &amp; Facilitators</b></p> <p>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</p> <p>2.2. Infrastructure in Tourism: Tourism Infrastructure - Types, Forms and Significance</p> <p>2.3 Accommodation: Forms and types</p> <p>2.4 Transport Sectors: Modes and relative significance</p> <p>2.5 Other support Infrastructures required for tourism</p>	15
3	<p><b>Unit – III: Tourism Products &amp; Organizations:</b></p> <p>3.1 Tourism Product – Definition, elements, characteristics and types of tourism products</p> <p>3.2 Tourism Products - Natural attractions, Cultural attractions, World Heritage sites</p> <p>3.3 Tourism Organizations Global -WTO, ICAO, IATA, PATA, UFTAA</p>	15

	<p>3.4 Tourism Organizations Indian- TAAI, IATO, ITDC, ASI</p> <p>3.5. Other Organizations in Tourism- Railways, Accommodation, Civil aviation and Air transport.</p>	
4.	<p style="text-align: center;"><b>Unit IV: Thrust &amp; Emerging Areas of Tourism:</b></p> <p>4.1 Thrust Areas Of Tourism: Eco Tourism, Ethnic Tourism, MICE Tourism, Medical Tourism, Agro Tourism, Wedding Tourism, Cruise Tourism, Space Tourism.</p> <p>4.2 Emerging Sectors of Tourism-Information technology and Tourism, Tourism and Hospitality Industry, Hospitality Work force, Digital Technology for Tourism Marketing</p> <p>4.3 Emerging trends in Tourism Business and Hospitality</p> <p>4.4 Sustainable Tourism, Responsible Tourism</p> <p>4.5 Best Practices.</p>	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](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](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](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](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.



**Course Code: UV-FTH-105**

<b>Unit</b>	<b>Content</b>	<b>No. of Lectures</b>
1	<b>Unit 1: Introduction to the Hospitality Sector</b>  1.1 An introduction of the Hospitality Sector, Global and Indian Scenario, Scope of the sector 1.2 Major Players in hospitality industry, 1.3 Hotel Industry Out Look , Governmental & Non-Governmental bodies in the hospitality sector 1.4 Characteristics of the Hospitality Industry, Relationship between the Hospitality Industry and Tourism 1.5 Demand Drivers and Risk Factors	15
2	<b>Unit 2: Overview of Hotel Industry</b>  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  2.4 Types of rooms and types of plans License, permits and regulatory condition and  2.5 Guidelines for hotel	15
3	<b>Unit 3: Legal Frame Work in Hospitality</b>  3.1 Regulatory Policies (including environmental & foreign trade policies) 3.2 License and Permits for Hotel and Catering Establishments 3.3 Laws of Hotels under municipal corporations 3.4 Renewal, Suspensions & Termination of Licenses	15
4.	<b>Unit 4: FDI &amp; Career Opportunities in Hospitality Industry:</b>  4.1 Impact of FDI on the Hospitality Sector, Trends in FDI (Hospitality) 4.2 Career options in hospitality industry, Demand of manpower in hospitality industry. 4.3 Emerging Trends in Hospitality industry: Service Apartments, Spas, Budget Hotels, Resorts, Clubs	15

	4.4 Success Stories & Learning's: Across the globe(Switzerland, South Africa, China, US, Australia and France.)	
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### 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.swyam2.ac.in/cec20\\_ge20/preview](https://onlinecourses.swyam2.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.swyam2.ac.in/cec20\\_ge20/preview](https://onlinecourses.swyam2.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](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](http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/151)

Self Learning Series.

### **Reference Books:**

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.

## **Part 4 - The Scheme of Teaching and Examination**

### **Semester – II**

### 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					Credit	Internals					Total Marks
			Units	SL	L	T	P		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**

<b>S. N</b>	<b>Subject Code</b>	<b>Subject Unit Title</b>		<b>Lect ures</b>	<b>Total No. of lectures</b>	<b>Cre dit</b>	<b>Total Marks</b>
<b>1</b>	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			
<b>2</b>	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			
<b>3</b>	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			
<b>4</b>	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			
<b>5</b>	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			

<b>6</b>	<b>**UV-FTH-206</b>	E learning		1	50
<b>7</b>	<b>**UV-FTH-207</b>	Experiential Learning		1	50
<b>8</b>	<b>**UV-FTH-208</b>	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	<b>Stock Valuation</b>  1.1) Introduction to Stock Valuation Importance of stock Valuation Stages of Stock Valuation 1.2) Methods of Taking Inventories 1.3) First in First Out (FIFO) Method 1.4) Weighted Average Method	15
II	<b>Working Capital Management \</b>  2.1) Introduction ,Definitions ,Elements of Working Capital 2.2) Working Capital Approaches, Role and importance of Working capital , Types of Working Capital 2.3) Factors Determining Working Capital Management Requirements Valuation of various items of Working Capital 2.4) Management of Working Capital ,Maximum Permissible Bank Finance	15
III	<b>Bank Reconciliation Statement(BRS) ,Trial Balance</b> 3.1) Introduction to BRS , Need and Importance Causes of Disagreement between the bank book and pass book 3.2) Specimen of Bank Reconciliation Statement , Preparation of Bank Reconciliation Statement 3.3) Meaning , Purpose and Specimen of Trial Balance 3.4) Preparation of Trial Balance	15
IV	<b>Final Accounts</b>  4.1) Preparation of Trading Account, 4.2) 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

<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249</a>
<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249</a>
<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/249</a>

### Reference Books:

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

Financial & Managerial Accounting Jan 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 Accounting Carl 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 ICAI 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	<p>Introduction to Marketing</p> <p>1.1 Introduction to Marketing: Definition, features, advantages and scope of marketing.</p> <p>1.2 7 Ps and 4Cs of marketing. Marketing as an activity, function, and philosophy.</p> <p>1.3 Concepts of Marketing: Needs, wants and demands; transactions, transfers &amp; exchanges</p> <p>1.4 Orientation of a firm: Production concept; product concept; selling concept: and marketing concept, Societal concept and relationship marketing concept.</p> <p>1.5 New Trends in Marketing: E-Marketing, Internet Marketing and Marketing using social networks, Societal Marketing/Relationship Marketing, Interactive marketing</p>	15
II	<p>Segmentation, Targeting and Positioning (STP) &amp; Branding</p> <p>2.1 Segmentation variables for consumer markets &amp; industrial markets</p> <p>2.2 Targeting (Undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets)</p>	15

	<p>2.3 Positioning (Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position)</p> <p>2.4 Branding: Role and importance, Brand equity; branding decisions; brand extensions; brand portfolios , Brand Personality, Brand re-call</p>	
III	<p>Marketing Mix</p> <p>3.1 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</p> <p>3.2 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</p> <p>3.3 Place/ Distribution: meaning, factors influencing selection of distribution channel, types of distribution channel, recent trend in distribution, components of logistics</p> <p>3.4 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)</p> <p>3.5 Packaging – Meaning – Importance/uses- Packaging strategies</p> <p>3.6 Positioning -Meaning, Importance- Elements</p> <p>3.7 People-Meaning and Importance.</p>	15

IV	<p>Marketing Services:</p> <p>4.1 meaning and features of Service</p> <p>4.2 Managing Service Quality</p> <p>4.3 ways of improving services</p> <p>4.3 Ethics in marketing</p> <p>4.4 Unethical practices in marketing</p> <p>4.5 Role of ASCI (Advertising standard Council of India)</p> <p>4.6 Challenges in Marketing Services</p>	15
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**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**

<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221</a>
<a href="http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221">http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221</a>
<a href="https://nptel.ac.in/courses/110/104/110104068/">https://nptel.ac.in/courses/110/104/110104068/</a>

### 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	<p><b>Office Productivity Software:</b></p> <p><b>Basic Elements</b></p> <ul style="list-style-type: none"><li>Computers and its types</li><li>Working of computers</li><li>Hardware and software</li><li>Types of input devices and Output devices</li><li>Software and its types</li><li>operating system .</li></ul> <p><b>Microsoft Word :</b></p> <ul style="list-style-type: none"><li>Creating, editing, saving and printing text documents</li><li>Font and paragraph formatting</li><li>Simple character formatting</li><li>Inserting tables, smart art, page breaks</li><li>Using lists and styles</li><li>Working with images</li><li>Using Spelling and Grammar check</li><li>Understanding document properties</li><li>Mail Merge</li></ul>	15

<p>II</p>	<p>Microsoft PowerPoint</p> <ul style="list-style-type: none"> <li>Opening, viewing, creating, and printing slides</li> <li>Applying auto layouts</li> <li>Master slide concept</li> <li>Adding custom animation</li> <li>Using slide transitions</li> <li>Introduction to latest presentation software's.</li> <li>Insert and edit animations and slide transitions</li> <li>Insert and modify table and charts</li> <li>Add sound and video to a slide presentation</li> <li>Insert clip art images and shapes to slides</li> <li>How to create a puzzle in PowerPoint</li> </ul> <p><b>Internet Technology:</b></p> <ul style="list-style-type: none"> <li>Introduction to Internet</li> <li>Types of internet connections</li> <li>Surfing the World Wide Web</li> <li>Using search engines</li> <li>Sending and receiving email</li> <li>Attaching and downloading Attached files</li> <li>Protocol used</li> </ul>	<p>15</p>
<p>III</p>	<p><b>Spread Sheet:</b></p> <ul style="list-style-type: none"> <li>Spreadsheet basics</li> <li>Creating, editing, saving and printing spreadsheets</li> <li>Working with functions &amp; formulas</li> <li>Modifying worksheets with color &amp; autoformats</li> <li>Graphically representing data: Charts &amp; Graphs</li> <li>Speeding data entry: Using Data Forms</li> <li>Analyzing data: Data Menu, Subtotal, Filtering Data</li> <li>Formatting worksheets</li> <li>Securing &amp; Protecting spreadsheets</li> </ul> <p><i>Formulas &amp; Macros Formulas:</i></p> <ul style="list-style-type: none"> <li>Use the Function Wizard, Common functions (AVERAGE, MIN, MAX, COUNT, COUNTA, ROUND, INT)</li> <li>Nested functions, Name cells /ranges /constants</li> <li>Relative, Absolute, Mixed cell references: &gt;,&lt;,&lt;= operators</li> <li>Logical functions using IF, AND, OR, NOT</li> <li>The LOOKUP function, Date and time functions, Annotating formulas</li> </ul>	<p>15</p>

IV	<p><b>DATA Analysis:</b>  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  <i>Macros</i>  Definition and use, Record a macro Assign a macro, Run a macro Store a macro,  Introduction to VBA Prog.  <i>Develop the Worksheet:</i>  Plan a worksheet , Row and Column labels Split worksheet /box /bar, Copy data  and formulas  Display /move toolbars , Enhance worksheet Appearance  <i>Special Operations:</i>  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  <i>Graphic Operations:</i>  Create charts , Enhance charts, Drawing toolbar features</p>	15
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**Self-Learning topics (Unit wise):**

Sr. No	Unit	Topic
1	1	Internet Technology

**Online Resources**

<a href="https://www.tutorialspoint.com/internet_technologies/index.htm">https://www.tutorialspoint.com/internet_technologies/index.htm</a>
<a href="https://www.websydian.com/olddoc/websydian_v60/knowledgebase/whitepapers/basicinternettechnology.htm">https://www.websydian.com/olddoc/websydian_v60/knowledgebase/whitepapers/basicinternettechnology.htm</a>

### 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	<b>Unit 1: Tourism Resources an Introduction</b>  1.1 Tourism Resources – Definition and Types  1.2 Tourism Planning: Background & Process of tourism Planning, Techniques of Plan Formulation.  1.3 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	<b>Unit II: Natural Tourism Resources</b>  1.1 Major Physiographic units of India – A general Overview 1.2 Tourist Resources in Mountains with special references to Srinagar Valley, Shimla, Nainital, Darjeeling and Gangtok.	15



	<p>1.3 Tourist Resources in Indo-Ganga-Brahmaputra Plain: Tourist Resources and Destinations with special reference to Amritsar, Delhi, Allahabad, Lucknow, Kolkata.</p> <p>1.4 Tourist Resources in Peninsular India: Tourist Resources in Peninsula with special reference to Khajuraho, Ajanta, Ellora, Hyderabad, Bangalore, Mysore</p> <p>1.5 Tourist Resources in Coastal Plains and Islands: with special reference to Mumbai, Goa, Cochin, Chennai and Andaman and Nicobar.</p>	
3	<p><b>Unit – III: Socio Cultural Tourism Resources</b></p> <p>3.1 Indian culture through the Ages - a general survey</p> <p>3.2 Religion as a Cultural Resources, Concept of pilgrimage and major pilgrimage centers of India.</p> <p>3.3 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.</p> <p>3.4 Other Cultural Resources: Performing Arts of India, Major fair and festivals of India, Classical dances and music of India, Indian handicrafts</p>	15
4.	<p><b>Unit IV: Man made Tourism Resources in India</b></p> <p>4.1 Created tourist Attractions for Entertainment</p> <p>4.2 Academic, Scientific and Industrial purposes.</p> <p>4.3 Major International Tourist Products &amp; Resources (UNESCO World Heritage)</p>	15

**Recommended books :**

**Self-Learning Topics (Unit wise)**

Sub Unit	Topics
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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](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](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

**Course code: UV-FTH-205**

<b>Unit</b>	<b>Content</b>	<b>No. of Lectures</b>
1	<p><b>Unit I: Introduction to Front Office Operation</b></p> <p>1.1 Introduction to Front Office Operations, Organization Chart for a Large/Medium size hotel</p> <p>1.2 Understanding the role of Front Office in overall business operations, Scope of operations</p> <p>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</p> <p>1.4 Front Office Computer Systems</p>	15
2	<p><b>Unit II: Customer Service:</b></p> <p>2.1 Providing a quality service: Meeting different needs, Understanding their needs, arranging tickets, organizing sightseeing and transport.</p> <p>2.2 Usage of Telephone &amp; Phone Etiquettes.</p> <p>2.3 Online Reservations &amp; service</p> <p>2.4 2.4 Procedures for welcoming guests.</p>	15
3	<p><b>Unit III: Reservations, Check- in &amp; Check –out Procedures</b></p> <p>3.1 Check-in-procedures: VIP Check-in &amp; Group Arrivals</p> <p>3.2 Checking out Guests (<i>Organizing checkouts, Individual Checkouts Speedy or advance check-out Group checkouts, Guest bills, Soliciting guest comments</i>)</p> <p>3.3 3.3 Handling Complaints</p> <p><b>3.4</b> Reservation Formalities and Processes</p>	15
4.	<p><b>Unit IV: Health and Safety</b></p> <p>1.1 Health and Safety – Your responsibility</p> <p>1.2 Guidelines for accident prevention</p>	15

	1.3 Guidelines for fire procedures 1.4 Guidelines for preventing electrical hazards 1.5 Guidelines for lifting and carrying heavy objects <b>1.6</b> Guidelines for dealing with bomb scares and attack <b>1.7</b> Basic First Aid and Emergencies	
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### 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.swyam2.ac.in/cec19\\_mg30/preview](https://onlinecourses.swyam2.ac.in/cec19_mg30/preview)

#### - Unit 4: Health & Safety

Hospitality Industry In Tourism

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

[https://onlinecourses.swyam2.ac.in/cec19\\_mg30/preview](https://onlinecourses.swyam2.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, Food Poisoning, Micro Organisms, Contaminations, Food Laws and Regulations.