

University of Mumbai




No. UG/162 of 2019-20  
MUMBAI-400 032  
28<sup>th</sup> November, 2019

To,  
The Principal,  
S.H.Kelkar College of Arts,  
Commerce & Science,  
Devgad,  
Dist. Sindhudurg – 416 613.

Sir,

I am to invite your attention to the ordinances, Regulations and Syllabus relating to the B.Voc. (Hospitality and Tourism) Programme and to inform you that the proposed resolution passed by the Board of Deans, at its meeting held on 24<sup>th</sup> December, 2018 have been accepted by the Academic Council at its meeting held on 26<sup>th</sup> July, 2019 vide item No. 4.69 and subsequently approved by the Management Council at its meeting held on 13<sup>th</sup> September, 2019 vide item No. 16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinances No. 6502 & 6503, Regulations No. 9246, 9247 and the syllabus of B.Voc. (Hospitality and Tourism) Programme has been introduced as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF be accepted as per appendix and the same have been brought into force with effect from the academic year 2018-19 accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).


MUMBAI – 400 032  
28<sup>th</sup> November, 2019  
A.C/4.69/26/07/2019  
M.C/16/13/09/2019

  
(Dr. Ajay Deshmukh)  
REGISTRAR

No. UG/162 -A of 2019 MUMBAI-400 032  
Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Director, Board of Students Development,
- 4) The Co-ordinator, University Computerization Centre,

28<sup>th</sup> November, 2019

  
(Dr. Ajay Deshmukh)  
REGISTRAR

Ordinance No. 6502	Title	B. Voc. (Hospitality and Tourism)
Ordinance No. 6503	Eligibility	The Eligibility condition for admission to B.Voc. programme shall be 10+2 or equivalent, in any stream.
Regulation No. 9246	Duration	3 years
Regulation No.	Intake Capacity	
Regulation No. 9247	Fees Structure	Student fee should be decided as per the prevalent mechanism for fee fixation for aided courses in the university/College.
Regulation No.	Standard of Passing	

4.69 B.Voc. Programme in Hospitality & Tourism

Ac 26/07/2019

Item NO 4.69



www.ugc.ac.in  
Ph. No. 011-23604284



विश्वविद्यालय अनुदान आयोग  
(मानव संसाधन विकास विभाग, भारत सरकार)  
महापुराण जवाहर मार्ग, नई दिल्ली - 110 002

University Grants Commission  
(Ministry of Human Resource Development, Government of India)  
Bahadurshah Zafar Marg, New Delhi - 110 002

No. F. 4-214/2018(NSQF)

2<sup>nd</sup> August, 2018

The Principal  
Shri. S.H. Kelkar College of Arts, Commerce & Science  
Smt Neerabai Parkar Vidyanagari  
A/P Devgad,  
Sindhudurg,  
Maharashtra 416613

Shri. S.H. Kelkar College  
DEVGAD  
Inward No 163  
File No.  
Date: 30/8/2018

Subject: Approval of programmes/courses under NSQF

Dear Sir/Madam,

This is with reference to your proposal for introducing vocational courses under NSQF. I am directed to convey approval of the UGC for the following programmes/courses to be run by your institution under NSQF from the academic session 2018-19.

- B.Voc
- Health Care
  - Hospitality and Tourism

It is further informed that the institution may admit 50 students per course and appoint faculty and staff as per the provisions of the NSQF Guidelines

You are requested to kindly ensure compliance of the terms and conditions/provisions as laid down in the Guidelines for providing Skill-based Education under National Skill Qualification Framework. You are also requested to convey your confirmation to start the course/s from the academic session 2018-19 along with the course-wise actual intake of students to UGC at the earliest

Yours faithfully  
  
(Mriganka Sekhar Sarmal)  
Education Officer

**Syllabus for B. Voc.**

**(Hospitality and Tourism)**

under the UGC Scheme for providing skill

Based Education under National Skill

Qualification Framework (NSQF)

**Shri. S. H. Kelkar College of Arts,  
Commerce and Science, Devgad**

Affiliated to University of Mumbai

**Phone:** 02364 – 262237, 261117

**Email:** dcdevgad@gmail.com

**2018-19**

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components. The General Education Component shall have 40 % of the total credits and balance 60% credits will be of Skill Component.

<b>NSQF Level</b>	<b>Skill Component Credits</b>	<b>General Education Credits</b>	<b>Total Credits for Award</b>	<b>Normal Duration</b>	<b>Exit Points / Awards</b>
4	18	12	30	One Sem.	Certificate
5	36	24	60	Two Sem.	Diploma
6	72	48	120	Four Sem.	Advanced Diploma
7	108	72	180	Six Sem.	B.Voc Degree

The general education component should adhere to the normal university standards. It should emphasis and offer courses which provide holistic development.

**O. 6502 - B. Voc. (Hospitality and Tourism)**

**Semester – 1**

	<b>General education</b>	<b>Credits</b>
	<p><b>Paper 1</b></p> <p><b>Language study: English</b></p> <p><b>Unit I</b></p> <p>Vocabulary-word power; grammar-common errors and sentence building, phonetics; reading comprehension and vocabulary building psychometrics; aptitude and personality assessment and testing</p> <p><b>Unit II</b></p> <p>Basic languages, Tenses, one word substitution, Synonym &amp; antonym, special terms related to management studies</p> <p><b>Unit III</b></p> <p>Basic letter writing</p> <p>Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests &amp; replies from hotels point of view, sample official letters, Circulars, Letters connected with sales, Letters for financial arrangements</p> <p><b>Unit IV</b></p> <p>Extempore speaking</p> <p>Elocutions, etiquettes &amp; manners, phonetics</p> <p>Report writing</p> <p>Basic format of reports, investigate reports on accidents, evaluation &amp; appraisal reports, miscellaneous reports connected with hotel industry</p> <p>Writing bio-data for interviews</p> <p><b>Books:</b></p> <p>Bellare, Nirmala. Reading Strategies. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.</p> <p>Bhasker, W. W. S &amp; Prabhu, N. S.: English through Reading, Vols. 1 and 2. Macmillan, 1975</p> <p>Brown, Ralph: Making Business Writing Happen: A Simple and Effective Guide to Writing Well. Sydney: Allen and Unwin, 2004</p>	6

	<p>Hamp-Lyons, Liz and Ben Heasiey. Second edition. Study Writing: A Course in Writing Skills for Academic Purposes. Cambridge: CUP, 2006</p> <p>Freeman, Sarah: Written Communication. New Delhi: Orient Longman, 1977.</p>	
	<p><b>Paper 2</b></p> <p><b>Unit I</b></p> <p>National tourism policy 2002</p> <p>Tourism and national development in India, tourism development, Scope for employment generation in tourism sector</p> <p>Maharashtra Tourism Policy 2016</p> <p>Vision, Mission, Objectives and Targets of Maharashtra Tourism Policy 2016, Policy related to Film Tourism, Rural Tourism, Adventure Tourism, Public Private Partnership Model for growth in tourism sector</p> <p><b>Unit II</b></p> <p>The dimensions of tourism: Attraction, Facilities, Transportation, Hospitality.</p> <p>Various organizations: International Union of Official Travel Organization (IUOTO), World Tourism Organization (WTO), International Air Transport Association (IATA)</p> <p><b>Unit III</b></p> <p>Introduction - Identifying the different sectors of tourism industry, Classification of tourism, Knowledge of types of travel, Learning about types of travelers, Understanding various travel, related services, Functions of travel consultant and travel agency</p> <p>Package Tours - Understanding the concept of package tours, Developing knowledge of different types of tours for customers.</p> <p>Purpose of Travel - Establishing the purpose and objectives of travel,</p> <p>Identifying the needs of the customers in planning tours, Understanding the geographic preferences for the customers.</p> <p><b>Unit IV</b></p> <p>Customer travel requirements - Collecting information from the Customer to plan his tour, Coordination with customers for other</p>	6

	<p>travel related services, Understanding the budget of customer for travel.</p> <p>Knowledge about the various travel plans that could be told to Guests Planning the itinerary for inbound and out bound tours as per customer requirements - Understanding the importance of planning an itinerary, developing an itinerary different destinations from start to the end of the journey, Mapping the destinations, To identify the tourist places of interest to the customer to be included in the itinerary Understand the distance between the different destinations, To communicate with customers the time taken for the each activity Developing a list accommodation places according to the preferences of the customer Developing a list of food and beverage service outlets according to the preferences of customers Costing and budgeting for the tour.</p> <p>Books:</p> <p>T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978</p> <p>Nisbet "Social Change and History"- OxfordUniversity Press, 1972</p> <p>Gilbert Sigeauxz "History of Tourism".</p> <p>Herbert "Heritage Tourism and Society".</p> <p>J. Christopher Holloway "The Business of Tourism</p> <p>Burkhardt and Madlik "Tourist Past, Present and Future"- Butterworth, Heinemann, several editions</p> <p>Jain, Hukumchand and Mathur, Krishna., Adhunik Jagacha Itihas, K Sagar Publication, Pune 2006.</p> <p>Kadam, Y.N., Visavya Shatkalin Jagacha Itihas, Phadke Prakashan, Kolhapur, 2005.</p> <p>Kulkarni, A.R and Deshpande., Adhunik Jagacha Itihas, Vol. I and II, Snehvardhan Publishing House, Pune, 1996.</p> <p>Sakure, Vijaya and Kathare, Anil., Jagtik Itihasatil Stithantre, Chinmey Prakasan, Aurangabad, 2011</p>	
	<b>Skill Component:</b>	
	<p><b>Paper 1</b></p> <p>Grooming hygiene and Body Language</p>	4



	<p>First Aid</p> <p>Welcoming and Receiving Guests.</p> <p>Giving Information to Guest- Places of Historical /Tourist importance</p> <p>Duties and responsibilities of a Front Office Assistant with regards to registration.</p>	
	<p><b>Paper 2</b></p> <p>Communication skills:</p> <p>Group Discussions</p> <p>Telephone Handling and Telephone Etiquettes</p> <p>Presentations</p> <p>Book Reviews</p> <p>Vocabulary and Language Games</p> <p>Get information about different travel packages &amp; travel Agencies</p>	4
	<p><b>Paper 3</b></p> <p>Identify and provide advice on popular destination countries</p> <p>Advise on modes of transportation, accommodation, and tour products</p> <p>Accommodation products other than hotels</p>	4
	<p><b>On job training/ Practical Internship</b></p> <p>Each student of Vocational Courses shall undergo Practical Internship of one month (daily 6 hrs: a minimum of 168 hours) in a Business/Industrial/Govt./Service organization.</p> <p>The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report by the date fixed by the College.</p> <p>The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.</p> <p>Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.</p>	6
<p><b>Semester – 2</b></p>		

	<b>General education:</b>	
	<p><b>Paper 1</b></p> <p><b>Entrepreneurship and tourism products</b></p> <p><b>Unit I</b></p> <p>Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.</p> <p>Micro, Small and Medium Enterprises.</p> <p>Managerial roles and functions in a small business. Entrepreneur as the manager of his business.</p> <p><b>Unit II</b></p> <p>Sources of business ideas and tests of feasibility.</p> <p>Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning &amp; control.</p> <p>Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation</p> <p>Role of self-help groups.</p> <p><b>Unit III</b></p> <p><b>Tourism products</b></p> <p>Meaning and definition of tourism products, Characteristics of tourism products, Different types of tourism products</p> <p>Nature based tourism products</p> <p>Culture based tourism products</p> <p><b>Unit IV</b></p> <p>Recreation based tourism products</p> <p>Adventure based tourism products</p> <p>VFR tourism, Rural Tourism, Mass Tourism</p> <p><b>Impact of Tourism</b></p> <p>Environmental and Socio-Cultural Impacts, Economic and Other impacts, Sustainable Tourism- Concept, Need &amp; Importance, Current Scenario</p>	6

<p><b>Books/ references:</b></p> <p>Kuratko and Rao, <i>Entrepreneurship: A South Asian Perspective</i>, Cengage Learning</p> <p>Panda, Shiba Charan. <i>Entrepreneurship Development</i>.New Delhi, Anmol Publications</p> <p>SIDBI Reports on MSME</p> <p>Anand M.M. (1976) – <i>Tourism and Hotel Industry in India</i>, Prentice Hall of India Pvt. Ltd., New Delhi.</p> <p>Badan and Bhatt- <i>Eco Tourism</i></p> <p>Singh, Nagendra P. <i>Emerging Trends in Entrepreneurship Development</i>. New Delhi: ASEED</p> <p>Gupta S. P., Krishna Lal (1999) – <i>Tourism Museums and Monuments in India</i>, Oriental Publishers,New Delhi</p> <p>Chopra Sunita (1991)- <i>Tourism Development of India</i>, Ashish Publishing House, New Delh.</p> <p>Tourism and Travel Techniques, Paper III, pp 170 -271</p>	
<p><b>Paper 2</b></p> <p><b>Tour operations management</b></p> <p><b>Unit –I</b></p> <p>Tour Operation: Definition- Concept-History and Growth of Tour Operation business.</p> <p>Types of Tour Operators, Organizational Structure, Forms of Organization, Departments and its functions The Process of travel decision making, Mode and Destination selection</p> <p><b>Unit-II</b></p> <p>Reservation and Cancellation procedures for Tour related services- Hotels, Airlines, Cruise liners, Car rentals and Rail travel, Commission Structures from Suppliers of Service</p> <p><b>Unit-III</b></p> <p>Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future RBI Regulations for Tour Operators</p> <p><b>Unit -IV</b></p> <p>Managing Tour Operation, Field Operations- inbound and outbound,</p>	6

	<p>Managing Distribution</p> <p>Role of Distribution in exchange process, Selling through distribution chains.</p> <p>Distribution System in Tourism Operation Management of In-house operations</p> <p>Associations and Organizations promoting tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA, European and Indian Directive on Tour operation</p> <p><b>Books/ references</b></p> <p>Travel Agency and Tour Operation, JM Negi;</p> <p>Travel Agency Management, M.N.Chand;</p> <p>Tour operations and Tour Guiding, J.N. Negi.</p> <p><i>Studies in Tourism - Sagar Singh</i></p> <p><i>Sustainable Tourism Development, Guide for Local Planners by WTO</i></p>	
	<p><b>Skill Component:</b></p>	
	<p><b>Paper 1</b></p> <p>Itinerary making and costing</p> <p>Demo tours arrangement for school/ college students/ other interested groups</p>	4
	<p><b>Paper 2</b></p> <p>Computer operating skills</p> <p>Organization of business office (IT based)</p> <p>Basic awareness of manual and computerized office systems and procedures</p> <p>Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing</p>	4
	<p><b>Paper 3</b></p> <p>Approval of Travel Agency by Department of Tourism, Govt. of India: Rules and Regulations for approval</p> <p>Type of rooms with specifications, Room Rates and Tariff cards</p> <p>Guest complaints - Room Change (noise)/ AC not effective/ delay in check in process/ laundry complaint/ Delay in Room Service etc.</p> <p>Coordination between departments in a Hotel-Role Play</p>	4

	Importance of team work & personality development programme	
	<p><b>On job training/ Practical Internship</b></p> <p>During OJT student have to maintain a book on daily basis indicating activities performed during the day which shall also be countersigned by teacher/ supervisor of student.</p>	6
<b>Semester – 3</b>		
	<b>General education:</b>	
	<p><b>Paper 1</b></p> <p><b>Tourism marketing and management</b></p> <p><b>Unit I</b></p> <p>Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.</p> <p><b>Unit II</b></p> <p>Destination Planning and Product Diversification. Destination Marketing. Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing. Complementary Marketing.</p> <p>Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.</p> <p><b>Unit III</b></p> <p>Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sightseeing, special interest, free time, emergency procedures, finance &amp; accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.</p> <p><b>Unit IV</b></p> <p>Meaning and contents of globalization- modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital). Role of globalisation in reducing inequality and poverty.</p> <p>Distribution of benefits of globalisation shared by developed and</p>	6

	<p>developing countries, Globalisation and the world economy – production</p> <p><b>Books/ references:</b></p> <p>Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.</p> <p>Middleton- Victor T.C Marketing in Travel and Tourism, Oxford, 1994</p> <p>NamaKumari and Rama Swami- Marketing Management</p> <p>Jagmohan Negi-Travel Agency &amp; Tour Operations</p> <p>IATO Manuals and reports.</p> <p>Report of National Committee on Tourism, Know India, 1988.</p> <p>National Action Plan, 1992.</p> <p>Various Reports of United Nations World Tourism Organizations.</p> <p>Deepak Nayyar, Globalisation</p> <p>Joseph Stiglitz, Globalisation and its discontents</p>	
	<p><b>Paper 2</b></p> <p><b>Customer relationship management</b></p> <p><b>Unit - I</b></p> <p>CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.</p> <p><b>Unit - II</b></p> <p>CRM in Marketing - One-to-one Relationship Marketing - Cross Selling &amp; Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability &amp; Value Modeling, Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.</p> <p><b>Unit - III</b></p> <p>Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), -</p>	6

	<p>Partner relationship Management (PRM).</p> <p><b>Unit - IV</b></p> <p>CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development</p> <p>Team - Scoping and prioritizing - Development and delivery - Measurement.</p> <p><b>Books/ references:</b></p> <p>Pondicherry University, (A Central University), Directorate of Distance Education, Customer Relationship Management</p>	
	<p><b>Paper 3</b></p> <p><b>Business Communication</b></p> <p><b>Unit I</b></p> <p>Nature of Communication Process of Communication, Types of Communication (verbal &amp; Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers</p> <p><b>Unit II</b></p> <p>Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim &amp; adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.</p> <p><b>Unit III</b></p> <p>Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.</p> <p><b>Unit IV</b></p> <p>Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.</p>	6

	<p><b>Books/ references:</b></p> <p>Shirley Taylor, <i>Communication for Business</i>, Pearson Education</p> <p>Locker and Kaczmarek, <i>Business Communication: Building Critical Skills</i>, TMH</p> <p>Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi</p> <p>Lesikar, R.V. &amp; Flatley, M.E.; <i>Basic Business Communication Skills for Empowering the</i></p> <p><i>Internet Generation</i>, Tata McGraw Hill Publishing Company Ltd. New Delhi.</p>	
	<b>Skill component:</b>	
	<p><b>Paper 1</b></p> <p>Personal grooming/ hygiene</p> <p>Activity upon arrival and check-out of guest</p> <p>Listening to guest's concerns and Achieving guest satisfaction by resolving guest's issues</p> <p>Gender and age sensitive service practices</p> <p>Identifying latest trends in Front Office department</p> <p>Safety standards and procedures</p>	6
	<p><b>Paper 2</b></p> <p>Communicating with customers</p> <p>Etiquette and hospitable conduct</p> <p>Interacting with superiors and colleagues</p> <p>Basic knowledge of a Foreign / State language</p>	6
	<p><b>Paper 3</b></p> <p>Practice on: Performing start-of-shift activities.</p> <p>Handling cash payment</p> <p>Non-cash payment</p> <p>Performing bucket check</p>	6
<b>Semester – 4</b>		
	<b>General Education:</b>	



<p><b>Paper 1</b></p> <p><b>E-commerce and legislation</b></p> <p><b>Unit I Introduction</b></p> <p>Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.</p> <p><b>Unit II</b></p> <p><b>E- payments system:</b> Models and methods of E – payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), and risks involved in E-payments.</p> <p><b>Unit III</b></p> <p><b>Online business transactions:</b> meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment)</p> <p><b>Unit IV</b></p> <p><b>Tourism legislation</b></p> <p>Objectives, Introduction</p> <p>Tourism legislation, sources of Tourism law</p> <p>Why tourism law</p> <p>The Indian scenario</p> <p>Tourism Law in India: relating to airports, availability of general facilities and amenities, summary of rules and regulations governing customs protocols, drug, foreign exchange, gambling, safety, harassment issues</p> <p><b>Books/ references:</b></p> <p>Management Information System: Jawadekar</p> <p>The Essential Guide to Knowledge management: Amrit Tiwana</p>	<p><b>6</b></p>
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	<p>Internet (Use of Search Engines Google &amp; yahoo etc)</p> <p>E – Commerce: Milind Oka</p> <p>E – Commerce: C.V.S. Murty</p> <p>Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin</p> <p>E-Governance Case Studies – Ashok Agarwal</p> <p>Unit 16: Tourism Legislation, ignou</p>	
	<b>Skill component:</b>	
	Internship and Report	<b>18</b>
<b>Semester – 5</b>		
	<b>General education:</b>	
	<p><b>Paper 1</b></p> <p><b>Managerial accounting</b></p> <p><b>Unit I</b></p> <p>Nature of accounting: Nature of accounting and Generally accepted accounting principles.</p> <p>Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.</p> <p>Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement</p> <p>Accounting for Non- Trading Concerns. Miscellaneous Accounts: Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanized system of accounting. Cash flow statement (AS -3 Revised)</p> <p><b>Unit II</b></p> <p>Meaning, Role, Scope and Importance of Financial Management: Job of the financial</p> <p>Manager, financial Goals, financial control, Organization &amp; objective of financial function.</p> <p>Financial Planing, Capitalisation and Capital Structure: Meaning, concept of capital, Theories</p> <p>of capitalization, Over capitalization and under capitalization,</p> <p><b>Unit III</b></p>	6

<p>Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision:</p> <p>Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets</p> <p><b>Unit IV</b></p> <p>Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.</p> <p><b>Books/ references</b></p> <p>Singh, Surender and Kaur, Rajeev. <i>Fundamentals of Financial Management</i>. Book Bank International.</p> <p>Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.</p> <p>Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill</p> <p>Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.</p>	
<p><b>Paper 2</b></p> <p><b>Hospitality</b></p> <p><b>Unit I Introduction to Hospitality</b></p> <p>Concept, Historical evolution of Hospitality industry – Global and Indian Context</p> <p><b>Unit II Hotel</b></p> <p>Definition, classification of accommodation establishments based on – Location, Size, Affiliation and Accreditation, Ownership, Management contracts. Grading Star category of hotels in India. Major National/international hotels chains in India Hotel plans(AP, MAP, CP, EP) Hotel guest room types and status: Menu types of menu</p>	6

<p><b>Unit III Departments/Functional units in Hotel and organizational Structure</b></p> <p>Hotel Organisation – Organisational Structure- Front of the house and back office departments in a hotel, function of the core departments of the hotel- Room division and food and beverage depts..</p> <p>Unit IV</p> <p>Timeshare and vacation ownership- Concept of Vacation ownership, Definition of time share and condominiums, marketing of timeshares, exchange companies-RCI and Intervals international, developing Vacation ownership concept in India, Government's/industry role</p> <p><b>Books/references:</b></p> <p>Hotel Management – Yogendra K Sharma.</p> <p>Introduction to Tourism and Hospitality Industry – Sudhir Andrew</p> <p>Hotel Housekeeping Operations – Sudhir Andrew</p> <p>Hotel Front office Operations – Sudhir Andrew</p> <p>Housekeeping Operations – Raghubalan and Smritee Raghubalan</p>	
<p><b>Paper 3</b></p> <p><b>Event Management</b></p> <p><b>Unit – I: Introduction to MICE &amp; EVENT Industry</b></p> <p>History and structure of Industry, Growth of Industry, Types of MICE &amp; EVENT, Impact of Industry on stakeholders, Latest trend in Industry, Case study of major events</p> <p><b>Unit – II: Pre and post planning of organizing Events</b></p> <p>Event Managers and their Qualities, Resources &amp; Logistics Required for Conducting Events, Individual Events &amp; Corporate Events, Conference &amp; Convention Centers, Types of Venues for Conducting Events, Selection, Location, Theme, Layout of Events, Application of Management Principles in Event Management, Steps Required to Conduct An a Successful Event, Event Budget, Legal Issues Related With Events</p> <p><b>Unit – III: Business Tourism &amp; Event as a Tourism Product</b></p> <p>Classification &amp; Significance, Nature of Business Tourism &amp; Types, Structure Of Business Tourism, Incentive Travel, Demand &amp; Supply of Business Tourism</p> <p>Relationship between Events &amp; Tourism Industry, Relevance &amp;</p>	6

<p>Applications of Event Technology – Video Conferencing, Tele Conferencing, LCD Projectors, Internet, Fax, E-Mail</p> <p><b>Unit – IV: Players in Event Business</b></p> <p>ICBP, ICCA. Historical &amp; Heritage Sites, Classification of Events, Tourism Events &amp; Events Characteristics, Impacts &amp; Limitations of Events. Risk &amp; Security Management : Security Issues, Crowd Management, Major Risk, Emergency Planning, Incident Reporting &amp; Emergency Procedures</p> <p>Books/ Reference:</p> <ol style="list-style-type: none"> <li>1. Coleman, Lee &amp; Frankle (1991), Powerhouse Conferences. Educational Institute of AH &amp; MA.</li> <li>2. Hoyle, Dorf &amp; Jones (1995), Meaning conventions &amp; Group business. Educational institute of AH &amp; MA.</li> <li>3. Montgomery, R.J. 1994, “Meeting, Conventions and Expositions : VNR, New York</li> <li>4. Hoyle, L.H., TJA Jones (1995) “Managing Conventions and Group Business”, Educational Institute of AM &amp; MA</li> </ol>	
<p><b>Paper 4</b></p> <p><b>Image Building and Self Awareness</b></p> <p><b>Unit I</b></p> <p>Developing Self Awareness</p> <p>Projecting a winning personality</p> <p>How to match the industrial expectations as a professional</p> <p>How to be a consistent Performer</p> <p>Developing Competitive Coping Mechanism</p> <p>Understanding Business Etiquette</p> <p>Business Mannerism and Tourism Professional</p> <p><b>Unit – II</b></p> <p>PRE, ON &amp; POST INTERVIEW</p> <p>Filling Application form, company knowledge; Formal look, handling queries, gestures &amp; postures Follow up</p> <p>RECRUITMENT PROCESS</p> <p>Resume writing ; Types , contents , formats</p>	6

	<p>Interview handling ; types , do's and don'ts , Stress managements</p> <p><b>Unit – III</b></p> <p>OFFICE ETIQUETTES</p> <p>Formal Look; office, get together Peer to Peer communication</p> <p>Work ethics</p> <p>Hierarchy communication</p> <p>Handling complaints &amp; grapevine Developing professionalism</p> <p>Handling switch over</p> <p>Developing &amp; maintaining contacts</p> <p><b>Unit – IV</b></p> <p>Interviewing skill development</p> <p>Multiple activities session for the interview preparation starting from resume building to how to cope with the interviewing</p> <p><b>Books/References:</b></p> <p><i>Communication in Tourism and Hospitality - Lynn Vander Wagen, Hospitality Press Pty Ltd.</i></p> <p><i>Interpersonal Skills for Travel and Tourism - Jon &amp; Lisa Burton - Longman Group Ltd.</i></p> <p><i>Business Communication - Rayon and V. Lesikar, John D. Pettit, JR. - Richard D. Irwin, INC</i></p>	
	<b>Skill Component:</b>	
	<p><b>Paper 1</b></p> <p>Mock Event/ Conference/ Meeting planner</p> <p><i>Planning a Product Oriented Package tour such as : Health tourism, Yoga, Meditation and Nature Cure, Beach holidays</i></p> <p><i>Adventure Package: Soft and Hard adventure - Desert safaris, Mountaineering, Skiing, Scuba Diving, Theme tours</i></p> <p><i>Eco and Wildlife tours- Farm tours-Fairs and Festivals-Rural/Village tour</i></p>	4
	<p><b>Paper 2</b></p> <p>Stress management classes by expert</p> <p>Grooming classes by a corporate trainer</p>	4

	Interaction sessions with HR of any company Yoga classes	
	<b>Paper 3</b> Leadership and communication activities- Motivation activities, leadership activities, team building activities, assertiveness activities, time management techniques, creativity and ideation <i>Mock Interviews</i>	4
<b>Semester – 6</b>		
	Internship and Report	24

