

University of Mumbai




No. AAMS (UG)/125 of 2021

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities.

They are hereby informed that the recommendations made by the Board of Studies in **English** at its meeting held on 30th April, 2021 **vide** item No. 3(iv) and subsequently passed by the Board of Deans at its meeting held on 11th June, 2021 **vide** item No. 5.7 have been accepted by the Academic Council at its meeting held on 29th June, 2021, **vide** item No. 5.7 and subsequently approved by the Management Council at its meeting held on 29th July, 2021 **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 Ordinance 6641 & 6642 Regulations 9384 & 9385 and the syllabus of **Diploma in English for Hospitality & Tourism** has been introduced and the same have been brought into force with effect from the academic year **2022-23**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
25th October, 2021


(Sudhir S. Puranik)
REGISTRAR

To,

The Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/5.7/29/06/2021
M.C/16/29/07/2021


No. AAMS (UG)/125-A of 2021

MUMBAI-400 032

25th October, 2021

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean Faculty of Humanities,
- 3) The Chairman, Board of Studies in English,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre,


(Sudhir S. Puranik)
REGISTRAR

Copy to :-

1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),
2. The Deputy Registrar, College Affiliations & Development Department (CAD),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
5. The Deputy Registrar, Executive Authorities Section (EA),
6. The Deputy Registrar, PRO, Fort, (Publication Section),
7. The Deputy Registrar, (Special Cell),
8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,
9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

1. P.A to Hon'ble Vice-Chancellor,
2. P.A Pro-Vice-Chancellor,
3. P.A to Registrar,
4. All Deans of all Faculties,
5. P.A to Finance & Account Officers, (F.& A.O),
6. P.A to Director, Board of Examinations and Evaluation,
7. P.A to Director, Innovation, Incubation and Linkages,
8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),
9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,
10. The Director of Board of Student Development,
11. The Director, Department of Students Welfare (DSD),
12. All Deputy Registrar, Examination House,
13. The Deputy Registrars, Finance & Accounts Section,
14. The Assistant Registrar, Administrative sub-Campus Thane,
15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
17. The Assistant Registrar, Constituent Colleges Unit,
18. BUCTU,
19. The Receptionist,
20. The Telephone Operator,
21. The Secretary MUASA

for information.

(Appendix 'B')

**New ordinances 6641 & 6642 relating to the
Diploma in English for Hospitality and Tourism.**

1. Necessity of Starting this course:

With the proliferation of global business operations and cross-cultural interactions, there is a growing need of workforce in the hospitality industry and tourism industry. Proficiency in the English language with requisite soft skills play a vital role to upskill one's employment opportunities in the field. The course is particularly designed keeping these opportunities in mind, in order to open up a plethora of avenues available in this ever-growing industry. An Undergraduate Diploma in English for Hospitality and Tourism would thus create a viable opportunity for honing the following skills

- i) It would harness employability skills by bridging the gap between academia and industry.
- ii) It would bring communicative competency to develop verbal and non-verbal skills.
- iii) It would enhance necessary soft skills to develop effective rapport at all levels.
- iv) It would bolster networking, negotiation and persuasive skills enabling development of effective management skills.
- v) It would instil confidence to face challenges that might emerge in the profession from time to time.

2. Whether UGC has recommended to start the said Courses?

UGC has given guidelines for introduction of career oriented courses (<https://www.ugc.ac.in/oldpdf/xiplanpdf/revisedcareerorientedcourses.pdf>).

Universities are allowed to run the diploma / certificate courses and with due approval of its governing councils/ statutory council wherever required

(Ref: <https://www.ugc.ac.in/faq.aspx>). However, u/s 5(16) under Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017), Universities are empowered to start to prescribe the courses of instruction and studies in choice based credit system for the various examinations leading to specific degrees, diplomas or certificates in a stand-alone format or joint format with other State or national or global universities.

3. Whether all the courses have commenced from academic year 2020-21?

The above certificate course recommended by the BoS in English, and further approved by the statutory bodies is to be introduced from the Academic Year 2021- 2022.

4. The courses started by the University are self-financed, whether adequate number of eligible permanent Faculties is available?

The certificate course is purely self-financed. The department/affiliated colleges interested in its affiliation need to comply with the norms laid down as above.

5. To give details regarding duration of the course and is it possible to compress the course?

The duration of the course is maximum 6 month {6 Months (July-December / January-June)} with total 30 contact hours consist of maximum 2 Credits on completion of total 30 hours.

6. The intake capacity of each course and no. of admissions given in the current academic year (2021-22)

The intake capacity is set to maximum 40 students per batch.

7. Opportunities of employability/employment available after undertaking these courses:

- i) Be employed with various jobs related to hospitality and tourism industry.
- ii) Be employed for jobs like Administration, Receptionist, Cashier, and Chef dePartie.
- iii) Be employed for jobs like Housekeeper, Supervisor, and Event Planner, Secretary /administrative assistant and so on.
- iv) Be employed for jobs like Travel agent, Tour guide, Taxi driver / Shuttledriver / Private driver.
- v) Be employed for jobs like Airline agent, Flight attendant, Cruise attendant, Translator, Interpreter, Recreational guide and so on.

UNIVERSITY OF MUMBAI



Syllabus for the
Diploma in English for Hospitality and Tourism

(to be introduced with effect from the academic year 2022-23)

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Programme O.6641	Diploma in English for Hospitality and Tourism
2	Eligibility for Admission O.6642	Candidate who passed 10+2 examination in Arts / Science / Commerce or equivalent examination
3	Passing Marks R - 9384	The candidate must obtain 40 % of the total marks in external and internal examination to pass the course
4	Ordinances / Regulations (if any)	-
5	No. of Years / Semesters R - 9385	One Year-Two Semesters
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2022-2023

Date: 30/04/2021

Name of BOS Chairperson / ~~Dean~~:

Signature:


Dr. Sudhir Nikam



University of Mumbai

Diploma in English for Hospitality and Tourism

(With effect from the academic year 2022-2023)

Board of Studies in English

Dr. Sudhir Nikam (Chairperson)

Dr. Rajesh Karankal (Member)

Dr. Santosh Rathod (Member)

Dr. Bhagyashree Varma (Member)

Dr. Deepa Mishra (Member)

Dr. B. N. Gaikwad (Member)

Dr. Dattaguru Joshi (Member)

Dr. Satyawan Hanegave (Member)

Dr. Deepa Murdeshwar-Katre (Member)

Syllabus Sub-Committee

Dr. Sachin Labade (Convener) Associate Professor, Department of English, University of Mumbai, Mumbai 98. sachin.labade@english.mu.ac.in

Dr. Rajesh Yeole (Member) Head, Department of English, Changu Kana Thakur Arts, Commerce and Science College, New Panvel. rajesh.yeole001@gmail.com

Dr. Surendra Athawale (Member), Assistant Professor, Department of English, Vikas College of Arts, Science & Commerce, Vikhroli East, Mumbai - 83. athwalesurendra@gmail.com

Mr. Somnath Deshmukhya (Member) Assistant Professor, Department of English, PTVA's M.L. Dahanukar College of Commerce, Mumbai- 57. somnathd@mldc.edu.in

Ms. Shweta Punjabi (Member) Assistant Sales Manager, Conrad Tokyo, 1-9-1 Higashi Shinbashi, Minato-ku, Tokyo 105-7337. shwetapunjabi92@gmail.com

Syllabus

1	Title of the Programme	Diploma in English for Hospitality and Tourism
2	Eligibility for Admission	Candidate who passed 10+2 examination in Arts / Science / Commerce or equivalent examination
3	Intake Capacity	40 Students per batch
4	Passing Marks	The candidate must obtain 40 % of the total marks in external and internal examination to pass the course
5	Selection	First Come First Served Basis
6	Credits	16 Credits
7	Duration of the Course	One year
8	Number of Contact Hours	40(lectures) + 20 (tutorial) Per Theory Paper 60 Learning Hours Per Practical Paper
9	Fee Structure	Rs. 5000/- (The fee covers tuition fee, remuneration of teacher, infrastructural expenses, books, stationery, examination fee etc.)
10	Teaching Faculty Qualification	As per UGC Guidelines
11	Remuneration of Teacher	As per University / Government Guidelines
12	Centre	Any College/Department/Institution under the purview of the University of Mumbai
13	Level	U.G. / Diploma
14	Pattern	Semester
15	Status	To be implemented from the Academic Year 2021-2022

Diploma in English for Hospitality and Tourism

Preamble:

With an increase in global business operations and cross-cultural interactions, there is phenomenal growth in the hospitality and tourism industry. Proficiency in English language with requisite soft skills play a vital role to upskill one's employment opportunities in the field. There is a need for a diploma that is specifically designed keeping these requirements in mind which can open up job avenues available in this fast-growing industry. A Diploma in English for Hospitality and Tourism would thus create a viable opportunity for honing the following skills. It would harness employability skills by bridging the gap between academia and industry. It would bring communicative competency to develop verbal and non-verbal skills. It would enhance necessary soft skills to develop rapport at all levels. Such a diploma would bolster networking, negotiation and persuasive skills enabling development of effective management skills. It would instill confidence to face challenges that may emerge in the profession from time to time. It is with this view; the present diploma has been introduced.

Objectives of the course:

- To familiarize learners with the various roles within the hospitality and tourism industries
- To enhance English speaking, reading, writing, and listening skills with respect to hospitality/tourism
- To orient learners to various modalities related to hospitality and tourism, and the role of language to develop effective managerial skills
- To equip s with necessary language and other soft skills required for the hospitality and tourism industry
- To develop cross-cultural sensitivity and negotiation skills in the context of hospitality and tourism
- To provide hands on training in paralanguage and enhance holistic communicative competence

Learning outcomes:

Learners will be able to

CO1: Display the ability to use appropriate language skills in handling profession specific situations.

CO 2: Develop competency in industry specific verbal and non-verbal communication skills in English.

CO 3: Handle various facets related to hospitality, tour and travel associated procedure and activities which would enable an effective interaction and negotiation skills.

CO 4: Deploy listening, speaking, reading and writing in the professional communicative environment.

CO 5: Demonstrate an understanding of the nature of hospitality and tourism norms.

CO 6: Develop effective cross-cultural sensitivity and negotiation skills.



University of Mumbai
Diploma in English for Hospitality and Tourism

Semester I

Course: Theory

**Course Title: Introduction to English for Hospitality and Tourism
Professionals**

Paper: I

(With effect from the academic year 2021-22)

01	Syllabus as per Choice Based Credit System	
i	Title of the Programme	Diploma in English for Hospitality and Tourism
ii	Course Code	
iii	Course Title	Introduction to English for Hospitality and Tourism Professionals
iv	Course Contents	Enclosed a copy of the syllabus
v	References and Additional References	Enclosed in the Syllabus
vi	Credit Structure (No. of Credits)	04
vii	No. of lectures per Unit	15
viii	No. of lectures per week	04
ix	No. Tutorials per week	01
x	Total Marks	100
02	Scheme of Examination	Theory Examination + Internal Evaluation (60+40)
03	Special notes, if any	No
04	Eligibility, if any	HSC or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Semester I– Paper I

Title: Introduction to English for Hospitality and Tourism Professionals

Unit I Gearing up

(10 lectures)

- a. Know the world of Commercial Hospitality & Tourism
 - Scope of Hospitality & Tourism Industry
 - Types of Hotels
 - Types of Tourism
- b. English in Job Profile for Hospitality & Tourism Industry
 - Language and Hospitality & Tourism Culture
 - Skills that get you hired
- c. Ground work to enter the career
 - Jobs and Responsibilities
 - Locating Job: Online/Offline Sources
 - Applying: Application and CV, Professional networking (e.g. LinkedIn)
 - Stages in Interview

Unit II Mend your Language: Accuracy and Appropriacy

(10 lectures)

- a. Pronunciation
 - Neutralizing accent
 - Stress & Intonation
 - Pronouncing words of foreign origin
 - Enunciation
- b. Vocabulary
 - Profession specific diction
 - Collocations
 - Usage
 - Strategies, tools and techniques to enrich professional diction
- c. Grammar
 - Common Errors at the sentence level
 - Common Errors at the Discourse level

The purpose of this module is to communicate to the learners the importance of accuracy and appropriacy in terms of vocabulary, pronunciation and grammar; to help the learner understand the standard of English required / desired vis a vis learners' level / standard, and to introduce vocabulary specific to the tourism and hospitality industry and teach its accurate and appropriate usage.

Unit III: Language at work: Hospitality**(10 lectures)**

- Handling tour operations by talking about tour packages and different parts of a daily itinerary
- Managing reservation enquiries through email and phone calls
- Greeting and receiving guests
- Checking-in guests
- Concierge (Building a detailed itinerary for guests on arrival)
- Responding to specific guest requests
- Managing telecommunication
- Doing site inspections / Describing specific hotel amenities / facilities
- Serving guests at a hotel restaurant/bar
- Sales & Events
- Addressing complaints and difficult customers (Negotiation & Conflict Resolution)
- Checking-out guests

Unit IV Language at Work: Tourism**(10 lectures)**

- Designing and preparing tour / holiday packages
- Arranging transport (air, train, cruise, road),
- Selling tour packages in person or remotely (sales skills)
- Destination Management (describing tourist attractions, tourist spots, things to see and do at the destination, etc.)
- Talking about the geography, origin, history and culture
- Telephone calls
- Emails and business letters (writing skills)
- Making Presentations

Instructional Guidelines:

It is recommended that the instructors use a dual approach in executing the curriculum. The primary focus may be placed on building language proficiency of the learners, whereas, it may be achieved by way of using methods, teaching strategies, approaches, pedagogical inputs to give them an experience of hospitality and tourism management and dealing with target clients.

Evaluation Pattern:**Internal Assessment (40 Marks):**

Sr. No.	Particulars	Marks
1	Classroom Attendance and Participation	10
2.	Oral Presentation (Use of ICT is recommended)	10
3	Test/Written Assignment	20

Suggested Topics for Internal Assessment:

1. Interviewing hotel/tour entrepreneurs
2. Preparing guide/brochure
3. Food & Beverages
4. Tourist Attractions in your area
5. Ecotourism
6. Presentation Hotel features /tourist destination

NB: Students, in consultation with and due approval of the instructor, may work on similar and relevant topics.

Semester End Examination (60 Marks):

Evaluation: Semester End Examination Pattern 60 Marks Hours: 02
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The Semester End Examination for 60 marks will have 4 questions of 15 marks each (with internal choice):

Question 1	Objective (15/20)	15 Marks
Question 2	Short Notes (3/5)	15 Marks
Question 3	Short Answer (3/5)	15 Marks
Question 4	Application/Long answer (2/3)	15 Marks



University of Mumbai
Diploma in English for Hospitality and Tourism

Semester I

Course: Practical

Course Title: Project

Paper: II

(With effect from the academic year 2022-2023)

01	Syllabus as per Choice Based Credit System	
i	Title of the Programme	Diploma in English for Hospitality and Tourism
ii	Course Code	
iii	Course Title	Project
iv	Course Contents	Enclosed a copy of the syllabus
v	References and Additional References	Enclosed in the Syllabus
vi	Credit Structure (No. of Credits)	04
vii	No. of Learning Hours	60
viii	No. Tutorials per week	01
ix	Total Marks	100
02	Scheme of Examination	Internal Evaluation (75+25)
03	Special notes, if any	No
04	Eligibility, if any	HSC of any stream or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Semester I– Paper II**Title: Project**

The purpose of this course is to engage learners through the mode of project to reinforce the ideas, concepts and skills that are introduced in the theory paper. Learners choose a topic for the project in consultation with the project guide. The project may be carried out individually or in collaboration with other learners.

Ideas for Project:

The following is only a suggested topic. Similar topics keeping the learning and local context may be given to the learners.

Select any two profit-making businesses in the hospitality and Tourism industry in your local area and prepare a report on the same with the menu, service, décor, number of employees, grooming & presentation policy, rate range, communication mechanism, etc.

The learners may be encouraged to use strategies such as Interview, online/offline Survey, On-field visits, collection of documents such as menu card, photographs, brochure etc.

Guidelines for reporting and presenting project

The report may be submitted in Print (type-written) format/ (PDF format for online submission) or in Non-Print (Blog / Vlog / Web-page) format

Format of the Print Report:

- The full content of the report must be bound together so that the pages cannot be removed or replaced.
- The cover of the report must contain, title, name of the candidate, the name of the guide, Centre, title of the diploma, semester and the year of submission.
- Page numbers must be mentioned at the bottom of each page and Margin should be 1.5” on the left and 1” on the three sides.
- Use separate index sheets for all chapters should start from a new page.
- Report must contain all the necessary documents such as. Certificate of the guide, training completion Certificate by the institute/ organization, student declaration certificate, acknowledgements, table of contents, bibliography, appendix (if any) etc.
- Learners should use appropriate English while writing the report. Avoid grammatical errors.
- No aspects of the structure of the report should be omitted.

Guidelines for the instruction and assessment

- Learners may be allotted project mentors to guide them through the process.
- Learners may be allotted a co-guide in case of availability and necessity.
- Learners may be encouraged to take up a project in pair or group (depending on the context)
- Learners may be trained to present final project to improve their presentation skills,
- A well-planned rubric and additional guidelines may be prepared by the study centre keeping in view the core content, quality of the project and presentation of work.

Evaluation Pattern:

Internal Assessment (100 Marks):

Sr. No.	Particulars	Marks
1	Project Field Work (minimum 25 hours) Report (Up to 2500 words. It may include images, graphs, appendix, where necessary)	75
2	Presentation (with the use of ICT tool)	25



University of Mumbai
Diploma in English for Hospitality and Tourism

Semester II

Course: Theory

**Course Title: Building Communicative Competencies in Hospitality &
Tourism Professionals**

Paper: III

(With effect from the academic year 2022-2023)

01	Syllabus as per Choice Based Credit System	
i	Title of the Programme	Diploma in English for Hospitality and Tourism
ii	Course Code	
iii	Course Title	Building Communicative Competencies in Hospitality & Tourism Professionals
iv	Course Contents	Enclosed a copy of the syllabus
v	References and Additional References	Enclosed in the Syllabus
vi	Credit Structure (No. of Credits)	04
vii	No. of lectures per Unit	15
viii	No. of lectures per week	04
ix	No. Tutorials per week	01
x	Total Marks	100
02	Scheme of Examination	Theory Examination + Internal Evaluation (60+40)
03	Special notes, if any	No
04	Eligibility, if any	HSC or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Semester II– Paper III

Title: Building Communicative Competencies in Hospitality & Tourism Professionals

Unit I English at Front Desk

(10 lectures)

This module introduces the various functions where English is used at handling and coordinating guests being at the front desks. The front desk operator works as a bridge between the customers, management and staff members. They play a crucial role in creating the positive image and goodwill of the organisation.

- Greeting and Receiving Guests at a hotel (In person/ Telephonic/Email)
- Handling reservation inquiries and issues at a hotel (In person/ Telephonic/Email)
- Responding to specific enquiries/ requests of Guests (In person/ Telephonic/Email)
- Discussing various hotel amenities with Guests / Clients (In person / Telephonic / Email)
- Coordinating with the housekeeping team (In person/ Telephonic)
- Giving suggestions and directions to Guests (In person/ Telephonic/Email)
- Enabling check-in and check-out of Guests at a hotel
- Dealing with difficult customers (In person/ Telephonic/Email)

Unit II Effective Communication during Guest Service

(10 lectures)

This module introduces the various functions where English is used at handling and coordinating guests and customers at hotels and restaurants. It also aims at enhancing interpersonal communication including non-verbal elements enabling honing of etiquette in the realm of the hotel industry.

- **Creation of an ambience prior and during the visit of Guests/Clients**
- Use of effective body language (Facial expressions, Gestures, Postures and Eye contact)
- Describing Restaurant Menus
- Describing Dishes to Guests/Clients
- Describing beverages to Guests/Clients
- Serving Guests/Clients with politeness
- Taking customers' orders with politeness
- Addressing guest complaints & managing conflict

Unit III English for Tour Operations

(10 lectures)

This module introduces the various functions where English is used effectively to handle and coordinate Guests/Customers while organising tours and operations related to the same. This module will also impart the primary managerial skills of time management, negotiation, itinerary planning and its effective implementation.

- Preparing sales leaflets and handouts
- Presenting tour packages and different parts of a daily itinerary
- Communicating attractions such as zoos, theme parks, sanctuaries, museums, places of historical and national significance
- Speaking responsibly and politely in the context of conflicts with Customers/Guests
- Managing irate, difficult or problematic Customers/Guests
- Coordinating with the hotels

Unit IV English in Action for Successful Event Management

(10 lectures)

This module introduces the various functions where English is used at handling and coordinating guests/ customers and vendors while managing as well as organising events. This also aims at developing various skills required in the process of organising events in a grand manner.

- Managing events at hotels and/or at tours
- Steps involved in planning of events and its successful implementation
- Coordinating with seniors and juniors while planning an event
- Communicating with customers and vendors
- Preparing Proposals & Presentations
- Making enquiries and inviting for quotations
- Writing complaints, claims and adjustment letters

Instructional Guidelines:

It is recommended that the instructors use a dual approach in executing the curriculum. The primary focus may be placed on building language proficiency of the learners, whereas, it may be achieved by way of using methods, teaching strategies, approaches, pedagogical inputs to give them an experience of hospitality and tourism management and dealing with target clients.

Evaluation Pattern:**Internal Assessment (40 Marks):**

Sr. No.	Particulars	Marks
1	Classroom Attendance & Participation	10
2.	Oral Presentation (10 Minutes with or without PowerPoint)	10
3	Test/Written Assignment	20

Suggested Topics for Internal Assessment:

1. Role play/Simulation/Dry run
2. Making Proposals & Presentations
3. Preparing brochure/leaflets
4. Making brief videos (tourist destinations/attractions etc.)

NB: Students, in consultation with and due approval of the instructor, may work on similar and relevant topics.

Semester End Examination (60 Marks):

Evaluation: Semester End Examination Pattern 60 Marks Hours: 02
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The Semester End Examination for 60 marks will have 4 questions of 15 marks each (with internal choice):

Question 1	Objective (15/20)	15 Marks
Question 2	Short Notes (3/5)	15 Marks
Question 3	Short Answer (3/5)	15 Marks
Question 4	Application/Long answer (2/3)	15 Marks



University of Mumbai
Diploma in English for Hospitality and Tourism

Semester II

Course: Practical

Course Title: On-the-Job Training/Internship

Paper: IV

(With effect from the academic year 2022-2023)

01	Syllabus as per Choice Based Credit System	
i	Title of the Programme	Diploma in English for Hospitality and Tourism
ii	Course Code	
iii	Course Title	On-the-Job Training/Internship
iv	Course Contents	Enclosed a copy of the syllabus
v	References and Additional References	Enclosed in the Syllabus
vi	Credit Structure (No. of Credits)	04
vii	No. of learning hours	60
viii	No. of learning hours per week	04
ix	No. Tutorials per week	01
x	Total Marks	100
02	Scheme of Examination	Internal Evaluation (75+25)
03	Special notes, if any	No
04	Eligibility, if any	HSC of any stream or Equivalent Certificate
05	Fee Structure	As per University Structure
06	Special Ordinances / Resolutions if any	No

Semester II– Paper IV**Title: On-the-Job Training/Internship**

The purpose of this course is to engage learners through the mode of on-job training to reinforce the ideas, concepts and skills that are introduced in the theory course. Learners choose a topic for the project in consultation with the project guide. The project may be carried out individually or in collaboration with other learners.

Ideas for Internship:

The following is only a suggested topic. Similar topics keeping the learning and local context may be given to the learners.

Select any two profit-making businesses in the hospitality and Tourism industry in your local area and prepare a report on the same with the menu, service, décor, number of employees, grooming & presentation policy, rate range, communication mechanism, etc.

Bell Desk, Server, Front Desk, Guest Relation, Receptionist, Cashier, concierge, host / hostess, supervisor, event planner, Travel agent, Tour guide, Airline agent

Guidelines for the study Centre:

Since the On-the-Job Training/Internship is an integral part of this diploma, the study centre is advised to identify potential organizations/institutes/companies/Hotels etc. and either enter into an MoU with them or establish rapport with them so as to the learners are taken as interns.

Guidelines for reporting and presenting project

The report may be submitted in Print (type-written) format (PDF format for online submission) or in Non-Print (Blog/Vlog/ /Web-page) format

Format of the Print Report:

- The full content of the report must be bound together so that the pages cannot be removed or replaced.
- The cover of the report must contain, title, name of the candidate, the name of the guide, Centre, title of the diploma, semester and the year of submission.
- Page numbers must be mentioned at the bottom of each page and Margin should be 1.5” on the left and 1” on the three sides.
- Use separate index sheets for all chapters should start from a new page.

- Report must contain all the necessary documents such as. Certificate of the guide, training completion Certificate by the institute/ organization, student declaration certificate, acknowledgements, table of contents, bibliography, appendix (if any) etc.
- Learners should use appropriate English while writing the report. Avoid grammatical errors.
- No aspects of the structure of the report should be omitted.

Guidelines for the instruction and assessment

- Learners may be allotted project mentors to guide them through the process.
- Learners may be allotted a co-guide in case of availability and necessity.
- Learners may be encouraged to take up a project in pair or group (depending on the context)
- Learners may be trained to present final project to improve their presentation skills,
- A well-planned rubric and additional guidelines may be prepared keeping in view the core content, quality of the project and presentation of work.
- The project report will be assessed by two examiners (Guide +1).
- These two examiners will also assess the student's presentation. The learners will be awarded average marks given by the 02 examiners.

Evaluation Pattern:

Internal Assessment (100 Marks):

Sr. No.	Particulars	Marks
1	Internship Field Work (minimum 30 hours) Report: Up to 2500 words (It should include images, graphs, appendix etc.)	75
2	Viva Voce (Presentation should include the use of ICT tools.)	25

Recommended Reading

- Airey, David. Tribe, John. Edited. *An international handbook of tourism education*. Routledge. 2005.
- Andrews, Sudhir. *Introduction to Tourism and Hospitality Industry*. New Delhi: McGraw Hill, 2007.
- Arora, Neha. *Communication Skills for Hospitality Management and Tourism Industry*, Book Enclave. 2019.
- Buckley, Ralf. *Adventure Tourism Management*. Cabi Publishing Series. 2006.
- Fennell, David. *Ecotourism*. Routledge. 2020.
- Harding, Keith, and Michael Duckworth. *High Season: Michael Duckworth. Workbook*. Oxford University Press, 1999.
- Harding, Keith, and Paul Handerson. *High season: English for the hotel and tourist industry*. Oxford University, 2000.
- Harding, Keith. *Going International. English for Tourism*. Oxford University Press. 1998.
- Hudson, Simon. Hudson, Louise. *Customer Service for Hospitality and Tourism*. 2012.
- Issenberg, Sasha. *Outpatients: The Astonishing New World of Medical Tourism*. Columbia Global Reports. 2016
- Jacobs, Alan. *The Pleasures of Reading in an Age of Distraction*. Oxford University Press, 2011.
- Jones, Leo. *English for the Travel and Tourism Industry*. Cambridge University Press. 1998..
- Jones, Leo. *Student's book: English for the Travel and Tourism Industry*. Cambridge University Press, 1998.
- McDowell, D. Stephen. *International and Development Communication: A 21st Century Perspective*, Sage Books.

- Mol, Hans. Phillips, Terry. *English for Tourism and Hospitality in Higher Education Studies Course Book with audio CDs*. Garnet Education, 2008.
- Morris, Catrin E. *Flash on English for tourism*. ELi, 2012.
- Rabe-Aranda, Rosario, Maria. *English for Tourism and Hospitality Industry*. Philippines: C & E Publishing, Incorporated, 2018.
- Seymour, Mark. *Hotel and Hospitality English*. London, United Kingdom: Harper Collins. 2014.
- Seymour, Mike. *Hotel and Hospitality English*. London: Collins. 2011.
- Strutt, Peter. O' Keeffe, Margaret. Dubicka, Iwoonna. *English for International Tourism Business Course CEFR: A2 - B2*. Pearson Publishing.
- Wagen, Lynn Van Der. *Communication in Tourism and Hospitality*. Hospitality Press. 1997.
- Walker, John R. *Introduction to Hospitality*. Pearson Prentice Hall. 2006.
- Walker, Robin & Harding, Keith. *Oxford English for Careers: Tourism 1 Student's Book*. Oxford University Press, 2010.
- Zwier, Lawrence. Caplan, Nigel. Malarcher, Casey. *Everyday English for Hospitality Professionals*. Compass Publishing. 2006.

Web Resources:

- Argyle, Michael. *Bodily Communication*, Taylor & Francis Group, 2010. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=1433936>.
- Hill, Anne, et al. *EBOOK: Key Themes in Interpersonal Communication*, McGraw-Hill Education, 2007. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=332720>.
- <https://rmit.libguides.com/c.php?g=721838&p=5145785>
- <https://voxy.com/courses/career-aligned/english-tourism-hospitality/>
- <https://www.amazon.in/English-Tourism-Hospitality-Course-Book/dp/1859649424>
- <https://www.english4hotels.com/>
- <https://www.fluentu.com/blog/english/english-for-tourism-books/>
- <https://www.youtube.com/watch?v=ypXO0VE4RBM> English for Tourism and Hospitality
- <https://youtu.be/fLaslONQAKM> The Power of Nonverbal Communication
- <https://youtu.be/hDIaq6B0ITY> Global Trends in Luxury Hospitality
- <https://youtu.be/saXfavo1OQo> The Power of Listening
- <https://youtu.be/TVtgb153S6I> For more tolerance, we need more tourism

- <https://youtu.be/Y2GccYdGc-I> Innovation and Sustainable Tourism
- Lorio, Mary Gretchen, and Charles E. Beyer. Grammar Cracker : Unlocking English Grammar, Vocalis, Limited, 2001. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3572010>.
- Morris Catrin E. English for Tourism (Free e book is available with me.)

Movies and TV Shows

- *Hotel* (1967)
 - *Fawlty Towers* (TV show, 1975 – 1979)
 - *Agatha Christie's Miss Marple: At Bertram's Hotel* (1987)
 - *Blame it on the Bellboy* (1992)
 - *For Love or Money* (1993)
 - *Four Rooms* (1995)
 - “*Maid in Manhattan*” (2002)
 - *Hotel Babylon* (TV show, 2006 – 2009)
 - *The Best Exotic Marigold Hotel* (2012)
 - *The Grand Budapest Hotel* (2014)

N.B:

1. At the end of the course, the Centre (College/Institute/Department) should ensure that the university rules and regulations have been duly followed.
2. On the basis of examination results and credits earned by the student, the Centre will issue the joint certificate with the name of University and College/Institute/Department.