

Study Scheme & Syllabus of

B. Voc. (Tourism & Hospitality Management)

Batch 2019 onwards



By
Department of Academics
I.K.G. Punjab Technical University

SEMESTER 1

Course code	CourseTitle	Load Allocation		Marks Distribution		Total	Credits
		L	P	Int	Ext		
BVTHM 101-19	IntroductiontoHospitalityIndustry	4	0	40	60	100	4
BVTHM 102-19	Tourismconceptsand Principles	4	0	40	60	100	4
BVTHM 103-19	GeographyofTourism	4	0	40	60	100	4
BVTHM 104-19	FundamentalsofFrontOffice	2	0	40	60	100	2
BVTHM 105-19	FundamentalsofHousekeeping	2	0	40	60	100	2
BVTHM 106-19	BusinessCommunication-1	2	0	40	60	100	2
BVTHM 107-19	FundamentalsofFrontOffice(Lab)	0	4	60	40	100	2
BVTHM 108-19	FundamentalsofHousekeeping (Lab)	0	4	60	40	100	2
BVTHM 109-19	BusinessCommunication-1(Lab)	0	4	60	40	100	2
BVTHM 110-19	OnJobTrainingReport	180 HRS			200	200	6
Total		18	12	420	680	1100	30

SEMESTER 2

Course code	CourseTitle	Load Allocation		Marks Distribution		Total	Credits
		L	P	Int	Ext		
BVTHM 201-19	IntroductiontoIndianSociety&Culture	4	0	40	60	100	4
BVTHM 202-19	Computer ApplicationinHospitality&Tourism	4	0	40	60	100	4
BVTHM 203-19	BusinessCommunication-II	4	0	40	60	100	4
BVTHM 204-19	FrontOffice Operations	2	0	40	60	100	2
BVTHM 205-19	HousekeepingOperations	2	0	40	60	100	2
BVTHM 206-19	FrontOfficeOperations-(Lab)	0	4	60	40	100	2
BVTHM 207-19	HousekeepingOperations(Lab)	0	4	60	40	100	2
BVTHM 208-19	On Job training	30 Days			200	200	10
Total		16	8	320	580	900	30

SEMESTER 3

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
		L	T	P	Int	Ext		
BVTHM 301-19	Front Office Operations	3	1	4	40	60	100	4
BVTHM 302-19	Front Office Operations	0	0	4	60	40	100	2
BVTHM 303-19	Health, hygiene and medical protocols	3	1	0	40	60	100	4
BVTHM 304-19	Health, hygiene and medical protocols	0	0	4	60	40	100	2
BVTHM 305-19	Tour Guiding & Interpretation	3	1	0	40	60	100	4
BVTHM 306-19	Tour Guiding & Interpretation	0	0	4	60	40	100	2
BVTHM 307-19	Travel Agency & Tour Operation	4	0	0	40	60	100	4
BVTHM 308-19	Hotel Accountancy	4	0	0	40	60	100	4
BVTHM 309-19	Basics of Management	3	0	0	40	60	100	3
BMPD 302-18	Mentoring and Professional Development	1	0	0	25	0	25	1
	TOTAL	21		16	445	480	925	30

SEMESTER 4

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
					Int	Ext		
BVTTM 401-19	22 weeks Industrial training & its evaluation · Log book · Project report Appraisals · Viva voce				300	450	750	30
TOTAL MARKS						750		

SEMESTER 5

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
		L	T	P	Int	Ext		
BVHCM501-19	Front Office Management	3	1	4	40	60	100	4
BVHCM502-19	Front Office Management-Practical	0	0	4	60	40	100	2
BVCHM503-19	Customer Relationship Management	3	1	0	40	60	100	4
BVHCM504-19	Customer Relationship Management-Practical	0	0	4	60	40	100	2
BVHCM505-19	Yield Management	3	1	0	40	60	100	4
BVHCM506-19	Yield Management - Practical	0	0	4	60	40	100	2
BVHCM507-19	Tourism Planning	4	0	0	40	60	100	4
BVHCM508-19	Human Resource Management	4	0	0	40	60	100	4
BVHCM509-19	Financial Management	3	0	0	40	60	100	3
BMPD 502-18	Mentoring and Professional Development	1	0	0	25	0	25	1
	Total	21		16	445	480	925	30

SEMESTER 6

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
					Int	Ext		
BVTM 601-19	22 weeks Industrial Training & Its Evaluation · Log book · Project Report Appraisals · Viva Voce				300	450	750	30
TOTAL MARKS						750		

SEMESTER 1

INTRODUCTION TO HOSPITALITY INDUSTRY (BVTHM-101)

Unit 1: Hospitality Industry – Profile

Meaning & definition, Historical evolution & development, Hospitality as an industry, Inter relation with tourism industry and its sectors, Contribution to Indian and global economy

Unit 2: Hospitality Products & Services

Hospitality accommodation-its various types, Structured and non-structured accommodations- Hotels, Resorts, Condominiums, Guest Houses, Bread and Breakfast outlets etc.

Food & Beverage facilities- Structured and Non structured

Ancillary services- Spa, Health Club, Recreational facilities, Shopping Arcades etc.

Support services- Transport, Guides, Travel desk, Banking, Insurance etc. Hospitality and Tourism Organizations- WTO, FHRAI, IH&RA, IATA, PATA, DOT, etc.

Unit 3: Hospitality Distribution Channels

Meaning & definition, Functions & levels of distribution channels

Major hospitality distribution channels– Travel agents, Tour operators, Consortia and Reservation system, Global Distribution System (GDS), Internet.

Unit 4: Current Scenario

Major players in the industry– 5 in India and 5 worldwide

Present trends in industry

Emerging markets

Impact of international and national events, Latest technology in Industry.

Unit 5: Types of Ownership and Hotel Classification:

Various forms of ownership- Franchise, Chain Concept, Time Share, Management Contract

Classification of Hotels: Norms and Standards, Procedure, Classification/ Types

Classifying bodies.

References

- Andrew, S., Tourism and Hospitality Industry, Tata McGraw-Hill, New Delhi-2009
- Roda Sumetra, Tourism Operation Management, Oxford University Press, New Delhi, Latest Edition.
- Bansal, Lalit K., Tourism and hospitality industry, Neha, Delhi, 2012.
- Kaul, Virender, Tourism planning: an introduction, Shri Sai Printo-Graphers, Delhi, 2007
- Bagri, S.C., Introduction to Hospitality Industry, IHC, Aman Pub. Delhi, 2008.

TOURISM CONCEPTS AND PRINCIPLES (BVTHM-102)

Unit I:

Historical development of global tourism, Advances in transportation, Concept of Tourism: Definition and meaning of tourist, traveler, visitor, excursionist & transit visitor, International tourist & Domestic Tourist, Typologies of Tourists Factors Influencing the Growth and Development of Tourism. Motivation for Travel and Tourism, Travel de-motivators; Relevance of Motivation Studies, Concept of 'Push' and 'Pull' Forces Typology of Tourism

Unit II:

Concept of demand & supply in tourism, factors affecting demand and supply in tourism. Tourism product, Features of tourism product, Types of tourism product (TOPs, ROPs, BTEs), Difference of tourism product from other consumer products. Factors restraining growth of tourism. Tourism Impacts: Socio-economic, Cultural and Environmental/Ecological Benefits Negative Implications of Tourism Concept of Tourism Carrying Capacity and EIA

Unit III:

Status of Tourism: United Nations World Tourism Organizations' (UNWTO) – Tourism highlights of recent years, Latest Tourism Statistics of India, Future tourism scenario (Global and Indian).

Unit IV:

World Tourism Day: Background Concept, Themes, and Celebrations. Emerging tourism trends – Ecotourism, Green tourism, Alternative tourism, Heritage tourism, Sustainable tourism, Cultural tourism, Volunteer tourism

References

- Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
- Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall.
- Kamra, K.K. and M. Chand, Basics of tourism: Theory, operation and practice, Delhi: Kanishka.
- Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
- Reinhold Mill, R.C. and A.M. Morrison, The Tourism System, New Jersey: Prentice Hall
- McIntosh, Robert,
- W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies. John Wiley and Sons Inc. New York 1990 Seth P.N.,
- Successful Tourism Management, Sterling Publisher: New Delhi

GEOGRAPHY OF TOURISM (BVTHM-103)

Unit-I

Importance of Geography in Tourism: Geography and Tourism Interface, Geography-Location Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones. Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, and Transportation & Communication.

Unit-II

Map reading, scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector. Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India.

Unit-III

Asia and Europe: General geographical features; physiographic, climate, vegetation. Main countries, capitals & their tourist attractions.

Other countries: General geographical features of given countries with information about physiographic, climate, vegetation & tourist attractions of USA (only 5 places) South Africa, Australia

Unit-IV

Climate and Seasons of India, Local state as an attractive tourist destination, Main Tourist attractions of India-focus USPs

. Location of important physiographic features on the map of India. Location of important tourist cities, national parks, wildlife sanctuaries; cultural, historical and religious tourist spots in India

References

- Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
- Williams, Stephen: Tourism geography, Routledge, 1998.
- Lewis, Mark: Singapore, Rough Guides, 2003.
- McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
- Encyclopaedia of Indian Natural History – Hawkins RE
- Geography of Tourism – Robinson H
- Tourism Development and Resource conservation – Jagmohan Negi
- Indian Wildlife – Grewal, Bikram
- Topics in Applied Geography – Douglas Pearce

FUNDAMENTALS OF FRONT OFFICE (BVTHM-104)

UNIT-1:

Introduction to Front Office , Basic Activities of Front Office , F O Layout & Equipment(nonautomated,semiautomatedandautomated) ,VariousSectionsofFrontOffice, OrganizationStructureofFrontOfficedepartmentofaLarge,MediumandSmallhotel,Duties andresponsibilities,Personalitytraits. Introduction toguestcycle,Pre-arrival,Arrival,Duringguest stay, Departure, After departure

UNIT-2:

TypesofRooms,Typesofroomrates,BasisofchargingTypesofplans,Roomstatus definitions

UNIT-3:

Layoutofalobby–placementofBelldesk,ConceptofUniformedServices&it's function,Job descriptionandspecification– Concierge,BellCaptain,BellBoy,Doorman&ParkingValet,Layout&equipmentofBellDesk,LuggagehandlingProcedureonguestarrival–FIT, VIP, Group and Crew

UNIT-4:

ReservationsImportanceofreservationModesofreservation.Channelsandsources Types of reservations, Systems (no automatic, semi automaticfully automatic) .Procedure, Cancellation, Amendments, Overbooking, Room SellingTechniques. Up sellingDiscounts

Reference

- FrontOfficeOperations – ColinDix,ChrisBaird· ProfessionalHotelFrontOfficeManagement– AnutoshBhakta
- Front OfficeOperationsand Management– AhmedIsmail (Thompson Delmar)
- ManagingFront OfficeOperations– MichealKasavana and brooks ·
- Principles of Front OfficeOperations– SueBaker&JermyHuyton
- Practical Aspects of Hotel Guest Cycle-PreArrival Stage-Hardaman SinghBhinder(ProwessPublisher)

**FUNDAMENTALS OF FRONT OFFICE
(BVTHM-104)**

PRACTICALS

- Grooming and Hospitality etiquette
- Appraisal of front office equipment and furniture
- Filling up of various Performa
- Luggage handling
- Telephone handling
- Wakeup call request
- Message and Mail handling
- Handling room reservation request
- Up selling
- Handling room reservation cancellation requests
- Amendments requests
- Pre-registration process

FUNDAMENTALS OF HOUSEKEEPING (BVTHM-105)

UNIT-1

The Role of Housekeeping in Hospitality Operation: Role of Housekeeping in Guest Satisfaction and Repeat Business, Organization Chart Of The Housekeeping Department: Hierarchy in small, medium, large and chain hotels, Identifying Housekeeping Responsibilities, Personality Traits of housekeeping Management Personnel, Duties and Responsibilities of Housekeeping staff, Layout of the Housekeeping Department

UNIT-2

Cleaning Organization: Principles of cleaning, hygiene and safety factors in cleaning, Methods of organizing cleaning, Frequency of cleaning daily, periodic, special, Design features that simplify cleaning, Use and care of Equipment, Cleaning Agents: General Criteria for selection, Classification, Polishes, Floor finishes, Use, care and Storage, Distribution and Controls, Use of Eco-friendly products in Housekeeping

UNIT-3:

Composition, Care and Cleaning of Different Surfaces: Metals, Glass, Leather, Plastic, Ceramics, Wood, Wall finishes, Floor Finishes

UNIT 4:

Inter Departmental Relationship: With Front Office, With Maintenance, With Security, With Stores, With Accounts, With Personnel, Use of Computers in House Keeping department Use of Computers In House Keeping Department

References

- Hotel, Hostel and Hospital Housekeeping – by Joan C Branson & Margaret Lennox, ELBS, with Hodder & Stoughton Ltd. .
- Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw· Hill publishing company limited New Delhi. .
- Hotel Housekeeping Operations & Management by Raghubalan, Oxford· University Press
- The Professional Housekeeper by Tucker Schneider, Wiley Publications· Professional management of Housekeeping by Manoj Madhukar, Rajat · Publications

**FUNDAMENTALS OF HOUSEKEEPING
(BVTHM-105)
PRACTICALS**

- Equipment handling, Care & Cleaning & Identification of Cleaning Equipment's (both manual & Mechanical)
- Cleaning Agent, Familiarization according to classification
- Familiarizing with different types of Rooms, facilities and surfaces
- Maid's Trolley contents Setting
- Sample Layout of Guest Rooms: Single room, Double room, Twin room, Suite
- Guest Room Supplies and position VIP Room special amenities
- Public Area Cleaning (Cleaning Different Surface)
- Care, Cleaning & polishing of surfaces - metals, glass, floor, Carpets, Paints, Varnishes
- Daily Cleaning of Rooms and Bath Rooms
- Evening Service
- Weekly Cleaning • Special/Periodic Cleaning
- Public Area Cleaning Message/Departure/Maintenance Register & follow ups
- WALL-care and maintenance of different types and parts Skirting, Dado

BUSINESS COMMUNICATION - 1 **(BVHCM-106)**

Unit 1: Business Communication

Need; Purpose; Nature; Models; Barriers to communication; overcoming the barriers.

Unit 2: Listening Skills

Definition; Levels and types of listening; Listening barriers; Guidelines for effective listening; Listening computerization and note taking.

Unit 3: Effective Speaking

Polite and effective enquiries and responses; Addressing a group; Essential qualities of a good speaker ; Audience analysis; Defining the purpose of a speech, organizing the ideas and delivering the speech.

Unit 4: Non-Verbal Communication

Definition and Importance; Kinesics: Body movements, facial expressions, posture, eye contact etc.; Proxemics: The communication use of space; Paralanguage: Vocal behaviour and its impact on verbal communication; Communicative use of artefacts—furniture, plants, colors,

Unit 5: Telephone Handling

The nature of telephone activity in the hotel industry; The need for developing telephone skills; Developing telephone skills.

Suggestive Reading:

- Mitra, Barun K.-Personality Development and Soft Skills, Oxford University Press, New Delhi 2015
- Raman, Meenakshi-Business Communication 2nd edition Oxford University Press, New Delhi 2015
- Karan Pal-Business Management & Organizational Behaviour, I.K. International, N. Delhi 2011
- Onkar, R.M.-Personality Development & Career Management, S.Chand & Company, New Delhi 2011
- Mukerjee, Hory Sankar-Business Communication: connecting at work-, Oxford University Press, New Delhi 2014

BUSINESSCOMMUNICATION - 1
(BVHCM-106)PRACTICALS

Taking notes, practice of addressing groups, practice of delivering speech, how to use Kinesics, practice of telephone handling, how to communicate on phone, role plays

SEMESTER 3

INTRODUCTION TO INDIAN SOCIETY AND CULTURE (BVTHM201-19)

Unit-I

Culture & Civilization-Definition according to UNESCO; Outline of Indian History—Ancient History: Indus valley Civilization; Vedic culture: Pre Aryan and Aryan Culture -Medieval History: specially Akbar (Indo-Islamic Synthesis) Mughal Emperor—Modern History: Western influence

Unit-II

Philosophy, Principle, Doctrines, Scriptures, Sects, Rituals, Customs and Practices, Etiquettes and manners, and fairs and festivals, and popular destinations in India of various religions of India such as Hinduism, Jainism, Buddhism, Islam and Christianity—World Heritage Sites of India

Unit-III

Major Traditional, Cultural and Tourism Fairs and Festivals in North India and South India Like Pongal, Makar Sankranti, Vasant Panchami, Baisakhi, Pooram, Onam, Ugadi, Dusshera, Deepawali, Holi, Bihu, Easter, Muharram, Christmas, Mahavir Jayanti, Navroz, Kumbha Mela, Surajkund Crafts Mela, Rath Yatra at Puri, Ganesh Festival, Magh Mela etc.

Unit-IV

Architecture, Sculpture and Painting: Hindu Architecture, Buddha and Jain Architecture and other forms of Architecture (Indo-Islamic, Indo-Persian, Indo-Arabic etc.)—Schools of Art (Amravati, Gandhara, and Mathura), Cave, Sittanavasal, Aihole, Mughal, Rajasthan, Pahari, Kishangarh Paintings

Music: Basics—Hindustani and Karnatak style Major differences; Gharanas—Dance: Classical—Bharatnatyam, Kuchipudi, Odissi, Mohiniattam, Manipuri, Kathakali, Kathak and other forms—Folk Dances: Garbha, Bhangada, Bihu, Chau, Rasleela, Kathi, Kolattam and other forms—Handicrafts of India

References:

- Basham, A.L., Cultural History of India (Oxford: Clarendon)
- Panikkar, K.M., Essential Features of Indian Culture (Bombay: Bharatiya Vidya Bhavan) Nilakanta Sastri, K.A., A History of South India
- Vidyarthi, M.L., Indian Culture through the ages
- Kundra D.N., History of India, Navdeep Publications, Delhi

COMPUTER APPLICATIONS IN HOSPITALITY & TOURISM (BVTHM202-19)

Unit No. 1: MS Word

- Create a project report for starting a new interior design company using MS Word

Unit No. 2: MS Excel

- Perform Calculations and create relevant charts and insert in the project report created.

Unit No. 3: MS PowerPoint

- Prepare a PowerPoint presentation based on the project report.

Unit No. 4: Internet

- Browse various interior design company websites, create an E-mail ID.

Suggested Readings:

- Arora, Ashok & Bansal, Shefali. (2000). Computer Fundamentals. New Delhi: Excel Books.
- Chauhan, S, Saxena, A, & Gupta, K (2006). Fundamentals of Computer. NP: Laxmi Publications
- Sinha, Pradeep Kumar & Sinha, Priti. (2007). Computer Fundamentals. New Delhi: BPB Publication.
- Stallings, William. (2007). Computer Networking with Internet Protocols and Technology. Delhi: Pearson Education.
- Narang, R (2011). Database management systems.
- Ramakrishnan, R & Gehrke, J (2002). Database Management Systems. ND: McGraw-Hill
- Leon, Alexis & Leon, Mathews. (2006). Fundamentals of Database Management Systems. Chennai: Vijan Nicole.
- Kumar, P. S. G. (2004). Information and Communication. Delhi: B. R. Publication.
- Prasher, R. G. (2003). Information and its Communication. Ludhiana: Medallion Press
- Crumlish, Christian. (2007). The ABCs of the Internet. New Delhi: BPB Publications.

BUSINESS COMMUNICATION-II (BVTHM203-19)

Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

Unit II

Etiquettes & Manners

Social & Business Dining Etiquettes, Social & Travel Etiquettes

Unit III

Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

Unit IV Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place

Unit V

Group Discussion

Team Behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

Unit VI

Telephone conversation

Introduction, Objectives, Job Description of front office cashier, Hotel Credit

Unit VII Presentation

Presentation skills, seminars skills role-play

Unit VIII

Electronic Communication Techniques E mail, Fax, Answering Internal Phones **Maintext**

Reference books

- Sinha Ashok k (2017). Dimensional Personality Development. New Delhi: Galgatiya Publishing Company
- Chhabra, Sandhya. (2012). Personality Development and Communication Skills. Sunindia
- Thill, John. (2006). Business Communication Essentials. Pearson

FRONT OFFICE OPERATIONS (BVTHM-204-19)

Unit 1:

Welcoming and greeting the guests, understanding reservation status, preparing for guest arrivals at Reservation and Front Office, Pre-registration, Registration (non-automatic, semiautomatic and automatic). Relevant records for FITs, Groups, Aircrews & VIPs.

Unit 2:

Rooming a guest, introduction to hotel facilities, orientation of the room, Registration procedure, recording mandatory information, handling late registrations, room allotment as per guest preferences, attending guest queries, rate negotiation and discounts.

Unit 3:

Handling group check in process, Express check in, Potential problems occur at the time of guest arrival and solutions.

Unit 4:

Room change procedure, safety locker and foreign currency exchange, Guest complaints, feedback-build friendly but impersonal relationship with the customers and understand guest satisfaction

References

- Check –In & During Stay Activities of Hotel Guest Cycle- Hardaman Singh Bhinder (Evincepub publisher)
- Front Office Operations – Colin Dix, Chris Baird ·
- Professional Hotel Front Office Management – Anutosh Bhakta · Hotel Front Office Management – James. A. Bardi ·
- Front Office Operations and Management – Ahmed Ismail (Thompson Delmar)
- Managing Front Office Operations – Micheal Kasavana and Brooks ·
- Principles of Front Office Operations – Sue Baker & Jermy Huyton ·
- Check-in check-out – Jerome Valley · A Manual of Hotel Reception – J.R.S. Beavis, S. Medlik Heinemann Professional

FRONT OFFICE OPERATIONS (LAB)
(BVTHM206-19)

Role Play Conversations and Task

- Create and update guest profiles
- Activities carried out in the Registration Process
- Handling Check-In Procedure of an Expected Arrival
- Handling Group Check
- Express Check-in
- Handling Check in process of a Walk in guest
- Room Selling Techniques
- Potential problem occurs at the time of guest arrival
- Concierge Services
- Room Change Procedure
- Safety Locker and Foreign Currency Exchange

HOUSEKEEPING OPERATIONS (BVTHM-205)

UNIT-1:

Room Layout And Guest Supplies-Standard rooms, VIP ROOMS, Guest's special requests Area Cleaning-Guestrooms, Front-of-the-house Areas, Back-of-the-house Areas, Work routine and associated problems e.g. high traffic areas, Façade cleaning etc.

UNIT-2:

Routine Systems And Records Of House Keeping Department - Reporting Staff placement , Room Occupancy Report , Guest Room Inspection , Entering Checklists, Floor Register, Work Orders, Log Sheet, Lost and Found, Register and Enquiry File, Maid's Report and Housekeeper's Report, Handover Records, Guest's Special Requests Register I. Record of Special Cleaning, Call Register, VIPLists

UNIT3:

Types of Beds and Mattresses, Pest Control, Areas of infestation, Preventive measures and Control measure

UNIT4:

Keys, Types of keys, Computerized keycards, Key control Topic

References

- Hotel House Keeping a Training Manual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.
- Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
- Professional Management of Housekeeping Operations (II Edn.) by Robert J. Martin & Thomas J.A. Jones, Wiley.
- The Professional Housekeeper by Tucker Schneider, Wiley Publications.
- Professional management of Housekeeping by Manoj Madhukar, Rajat Publications

HOUSEKEEPING OPERATIONS (LAB)
(BVTHM207-19)

	Task
Servicing guest room	(Checkout/occupied and vacant): Task 1-open curtain and adjust lighting task 2-clean ash and remove trays if any, task 3-strip and make bed, task 4- dust and clean drawers and replenish supplies, task 5-dust and clean furniture, clockwise or anticlockwise, task 6-clean mirror task 7-replenish hall supplies, task 8-clean and replenish mini bar, task 9-vacuum clean carpet task 10-check for stains and spot cleaning
Bathroom:	Task 1-disposed soiled linen, Task 2-clean ash tray, Task 3-clean WC Task 4-clean bath and bath area, Task 5-wipe and clean shower curtain, Task 6-clean mirror Task 7-clean tooth glass, Task 8-clean vanity unit, Task 9-replenish bath supplies, Task 10-mop the floor
Bedmaking supplies (day bed/ night bed):	Step 1-spread the first sheet (from one side) Step 2-make miter corner (on both corners of your side), Step 3-spread second sheet (upside down), Step 4-spread blanket, Step 5-Spread crinkle sheet, Step 6-make two fold on head side with all three (second sheet, blanket and crinkle sheet), Step 7-tuck the folds on your side, Step 8-make miter corner with all three on your side, Step 9- change side and finish the bed in the same way, Step 10-spread the bed spread and place pillow
Records	Room occupancy report, Checklist, Floor register, Work/maintenance order], Lost and found, Maid's report, Housekeeper's report, Logbook, Guest special request register, Record of special cleaning, Call register, VI list, Floor linen book/ register Guest room inspection Handling room linen/guest supplies: maintaining register/record, replenishing floor pantry, stock taking Guest handling: Guest request, Guest complaints

**ONJOB TRAINING
(BVTHM209-19)**

Property: Threestar or above threestar hotel

Department Division: 30 days in Front office or 30 Days in housekeeping

Appraisal form: Students are required to get I.T Appraisal forms from the respective training manager of the hotel

Logbook: on daily basis students are required to make entries in the logbook as per the assigned duties and responsibilities carried out on daily basis.

Training Report: Students are required to make two copies of training report (hard and soft) covering the following chapters

Chapter I- Introduction to Hotel

Chapter II- Introduction to City

Chapter III- Front office operations- Hierarchy, Duties and Responsibilities, Room types, Tariff, SOP- Reservation, Registration

Chapter IV- Housekeeping operations:- Hierarchy, Duties and Responsibilities, Room amenities and supplies, Room cleaning, Supervision.

Chapter V- Suggestions & Conclusions

Annexure

SEMESTER 3

FRONT OFFICE OPERATIONS BVTHM 301-19

UNIT I

Front Office Security Functions

Lobby layout, types of lobbies, Role of Front Office in Hotel Security, Latest security measures used in hotels at the time of check-in: use of metal detectors, baggage checks, X-ray machines, bollards, collapsible gates etc, Key Control from security point of view-handling Grandmaster & Master key, lost & found, guest & staff movement & access control, ELS (electronic key cards) damaged keys.

UNIT II

Front Office Computer Operation

Application of Property Management System in generating reports & use in- Reservations, Registration, Cashiering, Night Audit & Telephones

UNIT III

Front Office Accounting, Credit Control & Night Audit

Accounting fundamentals, Foreign currency awareness & handling procedures, Cash sheet, Hotel credit management & credit control, Credit control-meaning, objective, hotel credit policy regarding guaranteed bookings /corporate account holders/credit card users, Control measures at the time of ;reservation, check-in, during stay, check-out,after departure, Prevention of Skippers-on arrival/during stay/on departure day, Night audit functions & process

UNIT IV

Guest Complaint Handling/Problem Solving

Process, thumb rules, Common complaints & their types, Role of emotions in situation handling

SUGGESTED READING:

1. Check in Check out (Jerome Vallen)
2. Hotel Front Office Training Manual. (Sudhir Andrews)
3. Principles of Hotel Front Office Operations (Sue Baker, P. Bradley, J. Huyton)
4. Hotel Front Office (Bruce Braham)
5. Managing Front Office Operations (Michael Kasavana, Charles Steadmon)
6. Front Office Procedures and Management (Peter Abbott)
7. Front Office operations/Accommodations Operations (Colin Dix)
8. Front Office Operation and Administration (Dennis Foster)
9. Hotel Front Office-Operations & Management (Jatashankar .R.Tewari)
10. Front Office Management-S.K.Bhatnagar

FRONT OFFICE OPERATIONS (Practical's)
BVTHM 302-19

Tasks to be performed as part of role play

- Identification of lobby layout & different types of lobbies 2
- Preparation of Guest Folio-filling up, accounting & totaling guest folios. 4
- Handling of keys-situations related to loss of keys. 2
- Awareness of exchange rates of commonly accepted foreign currency 2
- Preparing & filling of forms of traveler's cheques, cash sheet 4
- Operating PMS for check-out. 6
- Express check out, late check out 4
- Handling guest complaints 4

HEALTH, HYGIENE AND MEDICAL PROTOCOLS
BVTHM 303-19

Objective: The subject aims to provide basic concepts of health and hygiene with link to give a clean environment that will help in understanding the basic concepts of health, hygiene and various medical protocols for increasing food hygiene, ensuing customer health safety, concern for nutritional value of food, help in stopping the transmission of diseases and enabling working as per set medical protocols. It also provides an outline of first aid concepts and basic emergency procedures including contagious disease control and prevention.

Unit 1	<p>Health Determinants and Standards - Individual health parameters Determinants of Health, Key health indicators, Importance and Source of Public-health Data, Health status in India: Standards, Occupational health: Labour Law and ESI</p> <p>International Agencies in Public Health: Role of Public, Private and NGO in Health sector The Global Health Council, The Global Network for Neglected Tropical Diseases, The Global Alliance for TB Drug Development, The International AIDS Vaccine Initiative, Malaria Vaccine Initiative World Health Organization (WHO) and Centre for Disease Control and Prevention (CDC)</p> <p>Understanding various types of diseases and their spread Contagious and Non contagious diseases (SARS, HIV, COVID 19 etc), symptoms, precaution measures including kitchens, workplace, public places etc. Contagious diseases and its prevention through social distancing, using PPE's, maintaining hygiene standards, using proper sanitization techniques etc Elements of an effective housekeeping program. Handling and disposing waste</p>
Unit 2	<p>Understanding Personal hygiene, Health: Definition, Determinants of health, mental health, Maintaining health, Role of science in health, Role of public health, Self-care strategies, Hygiene: Concept of hygiene, Home and everyday life hygiene Personal Hygiene: History of hygienic practices, principles, Excessive body hygiene, Sanitization: definition and concepts of sanitization, hand washing techniques, planning for the improvement of personal hygiene.</p> <p>Health and medical Audit: Understanding health and medical audit of hotels, Aviation and tourism establishments. Reviewing most common unsafe places, acts/conditions, Creating SOPs for managing common unsafe acts on daily and periodic basis.</p>
Unit 3	<p>Food Hygiene Food Hygiene & Kitchen Safety: Cooking & baking, hygiene, Disinfection and sterilization, Food preparation, Temperature, Food poisoning Contamination, Cooking and reheating food, balance diet Nutrients: Carbohydrates, Fiber, Fat, Essential fatty acids, Protein, Minerals, Macrominerals, Trace minerals Vitamins, Water Other nutrients: Antioxidants, Phytochemicals, Intestinal bacterial flora. SOPs for Control of Food Poisoning and Intoxication</p>

Unit 4**First Aid and First Aid Box**

Aims of first aid & the role of a manager, Incident management, Communicating with a patient, Contents of a first aid kit, Life Saving Skills: Primary survey, The recovery position / safe airway position, The chain of survival, Cardiopulmonary Resuscitation (CPR), Using an Automated External Defibrillator (AED), Choking, Bleeding,

Medical Protocols

Introduction to Quality and Patient safety: including Basic emergency care and life support skills, WHO and ICMR guidelines for the prevention of infectious control, Infection prevention and control measures of following diseases: air born, water born and food borne illness (tuberculosis, cholera) influenza, hepatitis.

Basic Immunization/vaccination of staff.

HEALTH, HYGIENE AND MEDICAL PROTOCOLS – LAB BVTHM 304-19

Aims /learning Objectives: Students are able to classify, identify, and learn the health and hygiene practices in their day today life.

1. To demonstrate safe code of practice for personal hygiene and sanitation.
2. To demonstrate the clanging and sterilization of surface and utensils.
3. To demonstrate the various safety codes used to prevent communicable and infectious disease.
4. Formulation and preparation of low cost disinfectant and sterilizing agent.
5. Preparation of audio visual aids like charts, posters, models related to health and nutrition.
6. Conduct of survey on health and hygiene practices among high and low income groups.
7. Study and demonstration of instruments used in health and hygiene practices.
8. Demonstration of Hand washing technique.
9. Formulation and preparation of low cost nutritious recipe.
10. Demonstration of Physical examination of spoiled/contaminated food sample.
11. Measurement of Body temperature, Heartbeats, Pulse rates and Blood pressure.
12. Case study on recent disease outbreak viz HIV, HEPATITIS, COVID-19 etc.
13. Demonstration of medically important entomological specimens.
14. Collection and interpretation of local data on disease prevalence.
15. Field visits.

TOUR GUIDING & INTERPRETATION

BVTHM 305-19

UNIT I

The tour Guide- Meaning and classification, qualities of ideal tour guide, Personal Hygiene role of tour guide, the business of guiding, organizing a guiding business.

UNIT II

Guiding techniques- leadership and social skills, presentation and oral communication skills, Guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances.

UNIT III

The role of guide and interpretation: Are guiding and interpretation synonym? Creating memorable interpretations, interpreting different themes- nature, history, Art and architecture and incidental interpretations, Responsibilities towards locals and Society.

UNIT IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

Suggested Readings:

1. Chand, Mohinder - Travel Agency and Tour Operations: An Introductory text, Anmol Publications
2. Negi, Jagmohan(2006) Travel Agency and Tour Operation: Concepts and Principles. : Kanishka Publishers
3. Negi, Jagmohan (2007) Tour Guide & Tour Operations: Planning & Organizing Kanishka Publishers
4. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)
5. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
6. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)

TOUR GUIDING & INTERPRETATION (PRACTICAL'S)
BVTHM 306-19

- Role of tour guide
- Personal hygiene and presentation of a tour guide
- Tour guiding in India
- Mechanics of tour guiding
- Knowhow of cultural differences
- Guiding at monuments, museums, religious site, archaeological site, walking tours, nature walk
- Designing and conducting heritage walks
- Handling emergencies
- Responsible guiding
- Planning an itinerary
- Code of Conduct for tour guides in India (MoT)

TRAVEL AGENCY & TOUR OPERATION

BVTHM 307-19

UNIT -I

Introduction

Travel Agencies and Tour Operators- meaning, concept, types and importance
Historical growth and development of travel agency
Tour operation Business, Linkages and Integrations in Travel Agency and Tour Operation
The future Role of Travel Intermediaries

UNIT-II

Tour Operators

Passport, VISA, Health Certificate for International Travel, TIM
Tour operator-Role and Responsibilities
Types of Tour Operators
Tours Package& Types

UNIT -III

Travel Agency Set Up

Permission for Travel Agents
Infrastructure, Location, Finance
Tour Operators by Department of Tourism
Government of India and IATA Ownership Procedure

UNIT - IV

Travel Agency

The Travel Agencies of India
Profile of Modern Travel Agencies
Travel Documentation
Sources of earning: commissions, service charges etc

Suggested Readings:

1. Gee, Chuck and Y. Makens. (1990). Professional Travel Agency Management. New York. Prentice Hall
2. Holloway, J. c.(1983). The Business of Tourism. Polymouth. London. Mac Donald and Evan.
3. Mohinder Chand.(2007). Travel Agency Management: An Introductory Text. New Delhi. Anmol Publications Pvt. Ltd.
4. Stevens Laurence (1990). Guide to Starting and Operating Successful Travel Agency. New York. Delmar Publishers Inc.
5. SyrrattGwenda. (1995). Manual of Travel Agency Practice. London. Butterworth Heinmann

HOTEL ACCOUNTANCY

BVTHM 308-19

UNIT I

Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP). Recording of transactions: Voucher system; Accounting Process.

UNIT II

Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.

UNIT III

Final Accounts: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four): Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation.

UNIT IV

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.

Suggested Readings:

1. Sharma, R.K. and Shashi K. Gupta, Management Accounting, Kalyani Publisher, Ludhiana.
2. Gupta, R.L., Booking keeping & Accounting, Sultan Chand, New Delhi
3. Grewal T.S., Introduction to Accounting, S. Chand
4. Jagels, M., Hospitality Management Accounting
5. Ahmad, N., Hotel Management and Accounting
6. Rawat, Elements of Hotel Accountancy

BASICS OF MANAGEMNT (BVTMM 309-19)

UNIT I

Introduction: Concept of Management, Scope, Functions and Principles of Management. Evolution of Management Thought(Basic concepts of F.W.Taylor, Henri Fayol ,Elton Mayo , Chester Barnard & Peter Drucker to the management thought)

UNIT II

Planning:-Meaning, Need & Importance, types, levels, advantages & limitations, Process of Planning, Objectives, Policy& Procedures. Forecasting – Meaning, Need & Techniques. Decision Making - Meaning, Types &Process

UNIT III

Organizing: Meaning, Importance, Patterns of Organization, Life & Staff relationship, Centralization & decentralization, Staffing: Nature & scope of Staffing, Manpower planning, Selection & Training. Performance Appraisal: Meaning and importance; Directing: Meaning, Nature& scope

UNIT IV

Motivation: Meaning, importance Leadership: Meaning, importance, qualities & functions of leaders Communication:-Types & Importance; Controlling: Need, Nature, importance, Process & Techniques

Suggested Readings:

1. Srinivasan, R. and S.A. Chunawalia, Management Principles & Practice, Himalaya Publishing House, New Delhi.
2. Prasad, L.M., Principles & Practice of Management, Sultan Chand & Sons, New Delhi.
3. Koontz Harold and Heinz Weihrich, Management, Mc Grwa Hill
4. Burton and Thakur, Management Today- Principles and Practices, Tata Mc Graw Hill

MENTORING AND PROFESSIONAL DEVELOPMENT BMPD 302-18

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A

(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B

(Outdoor Activities)

7. Sports/NSS/NCC
8. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors / Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department

SEMESTER 4

Industrial Training

SEMESTER 5

FRONT OFFICE MANAGEMENT BVHCM501-19

UNIT I

SALES & MARKETING DEPARTMENT

Role of Sales & Marketing Department in hotels, Co-ordination with Front Office, Concept of MICE, MICE destinations, Internal/in-house sales promotion, merchandising
Direct sales-travel agents, tour operators, hotel booking agencies, internet, tourist information counter at airports, direct mail etc

UNIT II

ACCOMMODATIONS MANAGEMENT ASPECTS

Effective use of SOP's in front office department, Establishing standards, monitoring performance, Tariff decisions, Cost & pricing-Hubbart formula, Rule of the Thumb, Marginal/Contribution pricing, Occupancy & Revenue reports, Equipment-management & maintenance.

UNIT III

PERSONNEL MANAGEMENT

Calculating Staff Requirement, Duty Rotas, Selection & Requirement of employees – Attributes for staff at various levels of hierarchy, Time & Motion study, work study & work measurements

UNIT IV

FINANCIAL MANAGEMENT & COST CONTROL

Budgets : Types – fixed, flexible, zero base, Preparation of Budget, Revenue Budget for Front Office, Measures to reduce operating cost & labour cost

SUGGESTED READING:

1. Check in Check out (Jerome Vallen)
2. Hotel Front Office Training Manual. (Sudhir Andrews)
3. Principles of Hotel Front Office Operations (Sue Baker, P. Bradley, J. Huyton)
4. Hotel Front Office (Bruce Braham)
5. Managing Front Office Operations (Michael Kasavana, Charles Steadmon)
6. Front Office Procedures and Management (Peter Abbott)
7. Front Office operations/Accommodations Operations (Colin Dix)
8. Front Office Operation and Administration (Dennis Foster)
9. Hotel Front Office-Operations & Management (Jatashankar .R.Tewari)
10. Front Office Management-S.K.Bhatnagar

FRONT OFFICE MANAGEMENT (PRACTICAL)
BVHCM502-19

1. Preparation of SOP's for guest arrival, departure, complaint handling
2. Yield Management calculations, preparing statistical data based on actual calculations
3. Role play & problem handling 4
4. Preparation of sales letters, brochure, tariff cards & other sales documents Assignment on GDS
5. Calculation of staff requirement & making of duty rotas for front office department of small, large & medium sized hotels with different levels of occupancy
6. Preparation of operating budget for front office
7. Computer proficiency in all hotel computer applications-actual computer lab Hours.
8. Preparation of SOP's for guest arrival, departure, complaint handling. 4

**CUSTOMER RELATIONSHIP MANAGEMENT
BVCHM503-19**

Unit - I	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
Unit - II	CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behavior Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement
Unit - III	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), - Partner relationship Management (PRM).
Unit - IV	Analytical CRM - Managing and sharing customer data - Customer information 2 databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering. Unit - V 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 Team - Scoping and prioritizing - Development and delivery - Measurement
References	<ul style="list-style-type: none"> • Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi. 2011 • S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008 • Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008 • Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT • V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, Willey India • Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc. . • Bhasin- Customer Relationship Management (Wiley Dreamtech) • Dyche- Customer relationship management handbook prentice hall • Peelan-Customer relationship management prentice hall

	<ul style="list-style-type: none">• Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional• Chaturvedi-Customer Relationship Management(Excel Books)• Sheth J N, Parvatiyar A. and Shainesh G. : Customer relationship management: , Emerging Concepts,Tools, & Applications, Tata McGraw-Hill Education• Lumar- Customer Relationship Management (Wiley India
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CUSTOMER RELATIONSHIP MANAGEMENT (Practical's)
BVCHM504-19

- Cases of Customer Satisfaction from tourism and hospitality industry
- Customer Satisfaction Practices
- Customer Satisfaction Models
- Service Quality Gaps and Service Quality measurement Scales
- e-CRM in business: technology dimensions and solutions
- Virtual Customer Representative
- CRM Software packages
- Customer Relationship Portals
- Voice Portals
- Call Center
- Multimedia Contact Center

YIELD MANAGEMENT BVHCM 505-19

UNIT I

The Concept of Yield Management

Benefits of the yield techniques, Elements of Revenue Management, Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events

UNIT II

Measuring Yield

Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/ Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room Revenue per Guest

UNIT III

Using Revenue Management

Potential High and Low Demand Tactics, Implementing Revenue Strategies/Availability Strategies

UNIT IV

Revenue Management Computer Software and Revenue Management Team

Works performed by Revenue Management Software, Working of the software, Advantages and disadvantages of computerized revenue management, Reports generated, Revenue Management Team, Role of Revenue Management Team

Suggested Readings:

1. Professionla Front Office Management by Robert H Woods, Jack D Ninemeier, David K Hayesand Michele A Austin
2. Colin Dix & Chirs Baird Front office operations
3. James Bardi, Hotel Front office management VNR
4. Managing front office operations by Kasavana& Brooks
5. Sudhir Andrews, Front office training manual Tata McGraw Hill
6. Raymond S Schmidgall Managerial accounting and hospitality accounting
7. Michael Kasavana, Effective Front Office Operation, CBI-VNR
8. J.R.S.Beavis&S.Medlik, A Manual of Hotel Reception, Heinemann Professional

YIELD MANAGEMENT (Practical's)
BVHCM 506-19

- Room rate management: Room rate economics, Rate types, Rate Determination
- Revenue Management Tools: Room Types, Market Codes, Track Codes
- Revenue Management Essentials: Managing Occupancy, Managing ADR, Evaluating Effectiveness Occupancy Index, ADR Index, Rev Par Index, Go Par
- Role of Revenue manager
- Case Studies on Yield Management on any two comparable properties:
 - Resort Properties
 - Heritage Properties
 - Hotels
 - Airline Catering
 - Tour Operations

TOURISM PLANNING

BVHCM507-19

UNIT I

Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels. Involvement of local community in tourism development.

UNIT II

An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest policy document on tourism.

UNIT III

Tourism Planning at International, national, regional, state and local level. Tourism and Five-Year Plans in India with special reference to 11th Five-Year Plan.

UNIT IV

Background & process of tourism planning. Techniques of plan formulation. Planning for tourism destinations - objectives, methods and factors influencing planning. Destination life cycle concept. Incentives & concessions extended for tourism projects and sources of funding

Suggested Readings:

1. Chib, SomNath, Essays on Tourism, New Delhi: Cross Section Publication.
2. Gee, Chunk Y., James C. & Dexter J.L. Choy, Travel Industry: New York: Van Nostrand Reinhold.
3. Peter E. Murphy, Tourism: A Community Approach, New York: Methuen.
4. Inskeep E., Tourism Planning: An integrated and Sustainable Approach. London: Routledge
5. Inskeep E., National & Regional Tourism Planning :London: Routledge

HUMAN RESOURCE MANAGEMENT

BVHCM508-19

UNIT I

Meaning, nature and scope of HRM; Nature, Functions, Importance and Limitations of HRM; Challenges faced by Modern HR Managers; The Evolving Role of HRM in the tourism industry: the Changing Emphasis.

UNIT II

Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning; Objectives, Process, Factors affecting HR planning; Types, Benefits, Problems in HR planning and Suggestions for making HR Planning Effective; Succession planning.

UNIT III

Job Analysis, Job Design & Compensation management: Introduction, Objectives, Benefits, Process, Techniques and Problems in Job Analysis. Job Design-Meaning, Objectives and Techniques of Job Design. Compensation Management: Concept, policies and Administration, Methods of Wage payments and incentive plans, Fringe Benefits.

UNIT IV

Recruitment and Selection: Meaning and Definitions, Importance and Purpose, Process, Factors affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in recruitment. Selection: Meaning and definition, procedure, selection Process.

Suggested Readings:

1. PramodVerma, Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
2. VenkataRatnam CS &Srivatsava B K, Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
3. S. K. Chakravarthy, Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
4. Robert L. Mathis & John. H. Jackson, HRM, South Western Pub. SaiyadainS.Mirza, HRM, TMH, New Delhi.
5. Dessler, A Framework for HR Management, Pearson Edn India.

FINANCIAL MANAGEMENT

BVHCM509-19

UNIT I

Financial Management: Finance goals, profit vs. Wealth maximization; Financial functions – Investment, financing and dividend decision, Financial Planning

UNIT II

Capital Structure: Meaning and determinants. Operating and financial leverage: Their measure; effects on profit, analyzing alternate financial plans, combines financial and operating leverage

UNIT III

Cost of capital: Significance of cost of capital; Calculating cost of debt, Preference shares, equity capital, and retained earnings, Weighted Average cost of capital. Dividend Policies: forms of dividends and stability in dividends, determinants, issues in dividend policies, Walter's mode, Gordon's Model, M. Hypothesis.

UNIT IV

Management of working capital: Nature types and importance of working capital, operating cycle and factors determining working capital requirement, Management of working capital – Cash, receivables and inventories (Concept and Control Techniques Only)

Suggested Readings:

1. Pandey, I.M., Financial Management, Vikas Publishing, New Delhi.
2. Khan, M.Y., Financial Management , Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi.
3. Financial Management -V.K.Bhalla
4. Financial Management – M.Y.Khan&P.K.Jain
5. Financial management – John Wiley

MENTORING AND PROFESSIONAL DEVELOPMENT BMPD 502-18

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A

(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B

(Outdoor Activities)

7. Sports/NSS/NCC
8. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors / Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department

SEMESTER 6

Industrial Training