Study Scheme& Syllabus of

B. Voc. (Tourism & Hospitality Management)

Batch 2025 onwards

By Department of Academics
IKG Punjab Technical University

SEMESTER 1

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Int	Ext		
BVTHM 101-19	Introduction to Hospitality Industry	4	0	40	60	100	4
BVTHM 102-19	Tourism concepts and Principles	4	0	40	60	100	4
BVTHM 103-19	Geography of Tourism	4	0	40	60	100	4
BVTHM 104-19	Fundamentals of Front Office	2	0	40	60	100	2
BVTHM 105-19	Fundamentals of Housekeeping	2	0	40	60	100	2
BVTHM 106-19	BusinessCommunication-1	2	0	40	60	100	2
BVTHM 107-19	Fundamentals of Front Office (Lab)	0	4	60	40	100	2
BVTHM 108-19	Fundamentals of Housekeeping (Lab)	0	4	60	40	100	2
BVTHM 109-19	Business Communication-1(Lab)	0	4	60	40	100	2
BVTHM 110-19	On Job Training Report	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	Introduction to Indian Society & Culture	4	0	40	60	100	4
BVTHM 202-19	Computer Application in Hospitality &Tourism	4	0	40	60	100	4
BVTHM 203-19	Business Communication-II	4	0	40	60	100	4
BVTHM 204-19	Front Office Operations	2	0	40	60	100	2
BVTHM 205-19	Housekeeping Operations	2	0	40	60	100	2
BVTHM 206-19	Front Office Operations-(Lab)	0	4	60	40	100	2
BVTHM 207-19	Housekeeping Operations(Lab)	0	4	60	40	100	2
EMC-101-25	Entrepreneurship Setup and Launch **	0	4	60	40	100	2
BVTHM 208-19	On Job training	30 Days			200	200	8
Total		16	8	320	580	900	30

**The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdered entrepreneurship learning platform on the said course. The Institute /Campus shall appoint an assistant professor as faculty coordinator.

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
* Roday 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, Internationaltourist&DomesticTourist,TypologiesofTouristsFactorsInfluencingtheGrowth and Development of Tourism. Motivation for Travel and Tourism, Travel de-motivators; Relevanceof 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 restrain 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) – Tourismhighlightsofrecentyears,LatestTourismStatisticsofIndia,Futuretourismscenario (Global and Indian).

Unit IV:
World Tourism Day: Background Concept, Themes, and Celebrations. Emerging tourismtrends–Ecotourism,Greentourism,Alternatetourism,Heritagetourism,Sustainable tourism, Cultural tourism, Volunteer tourism

References
- Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
- Hudman,E.L.andD.E.Hawkins,TourisminContemporarySociety:anintroductory text, New Jersey: Prentice Hall.
- Kamra,K.K.andM.Chand,Basicsoftourism:Theoryoperationandpractice,Delhi: Kanishka. Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
- ReinholdMill,R.C.andA.M.Morrison,TheTourismSystem,NewJersey:PrenticeHall McIntosh, Robert,
- W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies.JohnWileyandSonsInc.NewYork1990SethP.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 map sand 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:Generalgeographicalfeatures;physiographic,climate,vegetation.Maincountries ,capitals &their tourist attractions.
Other countries: General geographical features of given countries with information about physiographic, climate, vegetation & tourist attractions of USA(only5Places) 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,nationalparks,wildlifesanctuaries;cultural,historicalandreligious 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(non automated, semi-automated and automated) ,Various Sections of Front Office, OrganizationStructureofFrontOfficedepartmentofaLarge,MediumandSmallhotel,Duties and responsibilities, Personality traits. Introduction to guest cycle, Pre-arrival, Arrival, During guest stay, Departure, After departure

UNIT-2:
Types of Rooms, Types of room rates, Basis of charging Types of plans, Room status definitions

UNIT-3:
Lay out of a lobby–placement of Bell desk, Concept of Uniformed Services & it's function, Job description and specification– Concierge, Bell Captain, Bell Boy, Doorman &Parking Valet, Layout &equipment of Bell Desk,
Lug gage handling Procedure on guest arrival–FIT, VIP, Group and Crew

UNIT-4:
ReservationsImportanceofreservationModesofreservation.Channelsandsources Types of reservations, Systems (no automatic, semi-automatic fully automatic) .Procedure, Cancellation, Amendments, Overbooking, Room Selling Techniques. Up selling Discounts

Reference
- Front Office Operations Colin Dix, Chris Baird· Professional Hotel Front Office Management– Anutosh Bhakta
- 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
- Practical Aspects of Hotel Guest Cycle-Pre Arrival Stage-Hardaman Singh Bhinder (Prowess Publisher)

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 Mailhandling
- Handling room reservation request
- Up selling
- Handling room reservation cancellation requests
- Amendments requests
- Pre-registration process

FUNDAMENTALS OF HOUSE KEEPING (BVTHM-105)

UNIT-1

TheRoleofHousekeepinginHospitalityOperation:RoleofHousekeepinginGuest 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 House keeping staff, Layout of the House keeping 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, Leather, Plastic, Ceramics, Wood, Wall finishes, Floor Finishes

UNIT4:

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. ·
- HotelHousekeepingOperations&ManagementbyRaghubalan,Oxford·UniversityPress
- The Professional House keeper by Tucker Schneider, Wiley Publications· Professional management of House keeping by Manoj Madhukar, Rajat · Publications

FUNDAMENTALS OF HOUSE KEEPING (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:EffectiveSpeaking
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 behavior its impact on verbal communication; Communicative use of art effects–furniture, plants, colors,

Unit 5:TelephoneHandling
The nature of telephone activity in the hotel industry; The need for developing telephone skills; Developing telephone skills.

Suggestive Reading:

- Mitra,BarunK-PersonalityDevelopmentandSoftSkills,Oxforduniversitypress,New Delhi2015
- Raman,Meenakshi-BusinessCommunication2ndeditionOxforduniversitypress,New Delhi2015
- Karan Pal-Business Management &Organizational Behaviour, I.K. International, N.Delhi2011
- Onkar, R.M.-Personality Development &Career Management, S.Chand&Company, New Delhi2011
- Mukerjee,HorySankar-BusinessCommunication:connectingatwork-,Oxford university press, NewDelhi2014

BUSINESS COMMUNICATION -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 2

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: speciallyAkbar(indo-IslamicSynthesis)MughalEmperor–ModernHistory: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, Makarsankranti, Vasant Panchami, Baisakhi, Pooram, Onam, Ugadi,Dusshera,Deepawali,Holi,Bihu,Easter,Muharram,Christmas,MahavirJayanti,Navroz, Kumbha Mela, Suraj kund Crafts Mela, Rath Yatraat Puri, Ganesh Festival, Magh Melaetc.

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,andMathura),Cave,Sittanavasal,Aihole,Mughal,Rajasthani,Pahari, Kishangarh Paintings

Music:Basics-HindustaniandKarnatakastyleMajordifferences;Gharanas–Dance:Classical-Bharatnatyam,Kuchipudi,Oddisi,Mohiniattam,Manipuri,KathKali,Kathakandotherforms– Folk Dances: Garbha,   Bhangada,   Bihu, Chau, Rasleela, Kathi,   Kolattamando the rforms– 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 Power Point 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). Data base management systems.
- Ramakrishnan, R &Gehrke, J(2002). Database Management Systems. ND: McGraw- Hill
- Leon,Alexis&Leon,Mathews.(2006).FundamentalsofDatabaseManagementSystems.
- 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 Dinning 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 **Main text**

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

FRONT OFFICE OPERATIONS (BVTHM-204-19)

Unit1:
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.

Unit2:
Rooming a guest, introduction to hotel facilities, orientation of the room, Registration procedure,recordingmandatoryinformation,handlinglateregistrations,roomallotmentasper guest preferences, attending guest queries, rate negotiation and discounts.

Unit 3:
Handling group check in process, Express check in, Potential problems occurs 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–JeromeValley   ·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 HandlingCheck–
- In Procedure fan 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

HOUSE KEEPING OPERATIONS (BVTHM-205)

UNIT-1:
Room Layout And Guest Supplies-Standard rooms, VIP ROOMS, Guest's special requests Area Cleaning-Guestrooms,Front-of-the-houseAreas,Back-of-thehouseAreas, 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 andHousekeeper'sReport,HandoverRecords,Guest'sSpecialRequestsRegisterI.Recordof Special Cleaning, Call Register, VIP Lists

UNIT3:
Types of Beds and Mattresses, Pest Control,. Areas of infestation, Preventive measures and Control measure

UNIT4:
Keys, Types of keys, Computerized key cards, 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 House keeping 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, RajatPublications

HOUSE KEEPING OPERATIONS (LAB) (BVTHM207-19)

	Task
Servicing guest room	(Checkout/occupie dan dvacant): Task1-open curtain and adjust lighting task2- clean ashand remove traysifany, task3-stripand make bed, task4- dust and clean drawer sand replenish supplies, task5-dust and clean furniture, clockwise ornate clock wise, task6-cleanmirror task7-replenishallsupplies, task8-cleanand replenish mini bar, task9-vaccum clean carpet task10-check for stains and spot cleaning
Bathroom:	Task 1-disposed soiled linen, Task 2-cleanashtray, Task 3-clean WC Task4-clean bath and bath area, Task5 wipe and clean shower curtain, Task6-clean mirror Task 7-clean tooth glass, Task8-clean vanitory unit, Task9-replenish bath supplies, Task 10-mop the floor
Bedmaking supplies(daybed/ night bed):	Step 1-spread the first sheet(from one side) Step2-makemitercorner(on both corner of your side), Step3-spreadsecondsheet (upside down), Step4-spreadblanket, Step5 Spread crinkle sheet, Step 6-make two folds on head side with all three(second sheet, blanket and crinkle, sheet), Step7-tuck the folds on your side, Step8-makemitercorner with all three on your side, Step9 changes ide and finish the bed in the same way, Step10-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, Log book, Guestspecia request register, Record of special cleaning, Call register, VIP 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

EMC-101-25	L	T	P
Entrepreneurship Setup and Launch	**0**	**0**	**4**

Introduction:
This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

Learners Objective:
1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

Outcome: By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning, growth mindset development**, and **identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins, peer collaboration, and locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action, reflection, and collaboration. By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

Semester Syllabus:

Format: 12 weeks, 4 hours/week | 2 credits
Revenue Target: ₹10,000

Week	Learning Goal	Measurable Outcome
1	Understand what entrepreneurship is and who can be an entrepreneur	Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community
2	Connect personal identity to entrepreneurship (strengths, interests, struggles)	Students create a "value map" showing how a skill/interest/problem from their life could become a business opportunity
3	Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services	Students explore 1–2 examples from each domain and share one they're most curious to try and why
4	Choose a path and generate a basic business idea	Students write down a clear offer (what, for whom, why) and one way to reach their

		customer
5	Take first real action: message, post, pitch, or sell	Students reach out to or serve 1 real potential customer and record what happened
6	Reflect on first attempt and share with peers	Students share their result, a challenge faced, and one idea to improve next time
7	Improve and try again: aim for first ₹100	Students apply a change, try again, and aim to make their first ₹100 or get meaningful response
8	Learn how to identify and understand your target customer	Students talk to 2 potential customers or observe them and list 3 insights about their needs
9	Learn how to serve your target audience better	Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need
10	Explore core entrepreneurial values (resilience, honesty, effort)	Students reflect on 1 value they're building and show it in a business task or peer story
11	Focus on earning and staying consistent	Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)
12	Reflect on earnings, grit, and how to keep going	Students record total earnings, one resilience moment, and one support system or habit they'll continue with

Weekly Component:

Component	Duration	Description
Learning Module	~1.5 hrs	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1–2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace

Evaluation Criteria

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks including reflections, activities, quizzes etc.	40%
Target Completion	Performance-based evaluation on hitting **revenue or profit targets** (e.g., generating ₹10,000 revenue)	30%
Final Project	A comprehensive project based on the semester's theme	30%

Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

INTRODUCTION: Could *You* Be an entrepreneur?
When people hear "entrepreneur," they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, "I can solve this," - you've already taken your first step.

Component 1: Learning Module (~1.5 hours) Unit 1:
What is Entrepreneurship?
1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

Simple Slide/Visual Aid Tip:
A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.
<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

MCQ 1

Q: What best describes entrepreneurship?
A. Getting a job in a company
B. Solving problems for others and earning from it ■
C. Studying business in college
D. Buying expensive things

Feedback:
1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.
   Problem she saw: Expensive or generic rakhis in the market; no personal touch.
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.
   Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.
   Problem she saw: Office workers struggled to find affordable, homemade meals.
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.
   Problem he saw: His cousin needed help with math, but good learning resources were hard to access.

MCQ

Q: Which of these can be a form of entrepreneurship?
A. Making reels on skincare tips and selling homemade face packs ■
B. Buying new clothes from malls
C. Studying engineering
D. Playing games without sharing or streaming

Feedback:

1. *Correct! Sharing useful tips + selling a product = solving a need!*
2. *Try again! Entrepreneurship is about creating value and helping others.*

Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

Component 2: Action Lab (~2 hours) Task Find & Learn from 2 Entrepreneurs Near You

Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
   a) What do they do?
   b) How do they earn?

    c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

    Final Deliverable
    Learner submits:
1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)
    → Submitted in the submissions tab. Supplementary Resources (Optional)
1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
2. [The Better India – Stories of local entrepreneurs](#)

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Week 2: Can I Be an entrepreneur?

INTRO – What Makes an entrepreneur?
You don't need a suit, a degree, or a lot of money to be an entrepreneur.
You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

Component 1: Learning Module (~1.5 hours) Unit 1: What Makes an entrepreneur?
Key Concepts:
1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

Real-Life Examples:
1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

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Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

"What can I offer?"

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

What is a Value Map?

A Value Map connects three simple things:

A. **What people around you need**
   → *Look around: is there something people often struggle with or something that could be better?*

B. **What you *enjoy* or are *willing to try***
   → *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*
   → *Even if you're just curious about something: that's enough to begin.*

C. **What solution you can create**
   → *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

Visuals:

3 overlapping circles:
   1. "People Need"
   2. "I Can"
   3. "My Offer"

Examples:

1. **People Need → Affordable meals**
   I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service
   2. **People Need → Study tips in Punjabi I Can → Speak clearly + love teaching**
   My Offer → 3-minute video tips on Instagram

MCQ

Q: What's the first step to being an entrepreneur?
A. Waiting for the perfect idea
B. Solving a problem with your skills ■
C. Buying a shop
D. Studying for years

Feedback:

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

Reflection Prompt

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

Component 2: Action Lab (~2 hours)

Task: Create Your Personal Value Map Steps (checklist in app):

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

Final Deliverable (Submitted in App):

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

Supplementary Resources (Optional)

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

ON JOB TRAINING (BVTHM209-19)

Property: Three star or above three star hotel

Department Division: 30 days in Front office or30 Days in house keeping

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 log book 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*