

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

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
EMC-102-25	Entrepreneurship (Marketing Basics)	0	0	4	60	40	100	2
BMPD 302-18	Mentoring and Professional Development	1	0	0	25	0	25	1
	TOTAL	21		20	445	480	925	32

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, 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 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) – 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–Eco tourism, green tourism, Alternate 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 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: 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 (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, 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.
- Encyclopedia 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, Organization Structure of Front Office department of a large, medium and small hotel, 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, Luggage handling Procedure on guest arrival–FIT, VIP, Group and Crew

UNIT-4:

Reservations Importance of reservation Modes of reservation. Channels and sources 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 Mail handling
- ☐ Handling room reservation request
- ☐ Up selling
- ☐ Handling room reservation cancellation requests
- ☐ Amendments requests
- ☐ Pre-registration process

FUNDAMENTALS OF HOUSE KEEPING (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 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, C l e a n i n g 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. ·
- Hotel Housekeeping Operations & Management by Raghubalan, Oxford · University Press
- The Professional House keeper by Tucker Schneider, Wiley Publications · Professional management of Housekeeping 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: 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 behavior its impact on verbal communication; Communicative use of art effects—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 Delhi2015
- Raman, Meenakshi-Business Communication 2nd edition Oxford university press, New Delhi2015
- Karan Pal-Business Management &Organizational Behavior, I.K. International, N. Delhi2011
- Onkar, R.M.-Personality Development &Career Management, S. Chand & Company, New Delhi2011
- Mukerjee, Hory Sankar-Business Communication: connecting at work 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: 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, Suraj kund 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, Rajasthani, Pahari, Kishangarh Paintings

Music: Basics-Hindustani and Karnataka style Major differences; Gharanas–Dance: Classical-Bharatnatyam, Kuchipudi, Odissi, Mohiniattam, Manipuri, KathKali, Kathak and other forms–Folk Dances: Garbha, Bhangada, Bihu, Chau, Rasleela, Kathi, Kolattamando the reforms– 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). 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, seminar's 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, 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 (Evince pub 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 Handling Check–
- ☐ 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-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. Record of 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 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

HOUSE KEEPING OPERATIONS (LAB) (BVTHM207-19)

	Task
Servicing guest room	(Checkout/occupied dan dvacant): Task1-open curtain and adjust lighting task2-clean ash and remove trays if any, task3-strip and make bed, task4- dust and clean drawer and replenish supplies, task5-dust and clean furniture, clockwise or anti clockwise, task6-clean mirror task7-replenish hall supplies, task8-clean and replenish mini bar, task9-vacuum clean carpet task10-check for stains and spot cleaning
Bathroom:	Task 1-disposed soiled linen, Task 2-clean ash tray, 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 vomitory 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-make miter corner (on both corner of your side), Step3-spread second sheet (upside down), Step4-spread blanket, 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-make miter corner with all three on your side, Step9 change side 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, Guest special 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	C	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](#)

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.*

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 or 30 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

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

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, ensuring 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	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 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) 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
Unit 2	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. 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.
Unit 3	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

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.
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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 MANAGEMENT (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

Semester Snapshot - Semester 3

Entrepreneurship 102/201 (Marketing Basics)

GMC-102-25

Introduction

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

Semester 2 Curriculum

Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
Recap	Recap and Introduction	Revise what you learned in Semester 1 and plan what you will do in Semester 2	1	Revise first 12 milestones of Semester 1	Watch a video on "Semester 1 summary"
					Download 12 summary cards of Semester 1 milestones
					Write 3 key learnings of Semester 1
					Write 3 things you will improve in semester 2
			2	Set your goals for Semester 2	Attempt Semester 1 Recap Quiz
					Learn how to 4X your revenue in Semester 02 using Marketing
					Read how famous brands use marketing to increase revenue
					Set your marketing goals
					Attempt Semester 2 Readiness Quiz

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
Share your experience of doing this milestone					
		Attempt task 03 quiz			

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
15	Use AI to generate content for marketing	Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs	1	Learn what is content marketing	Watch a video on 'what is content marketing'
					Learn which content works for brand awareness or revenue generation
					Write 3 types of content you believe your customers like
					Attempt task 01 quiz
			2	Generate content ideas to attract customers	Learn how to use AI to generate content marketing ideas for your business
					Generate 10 small content ideas to attract your customers
					Discuss the ideas with your users and take feedback
					Shortlist top 3 content ideas to attract customers
					Attempt task 02 quiz
			3	Create your first brand video using AI	Watch a video on "How to use AI tools to create simple short videos"
					Read this guide on how to ask AI to write a video script
					Generate 5 ideas for your AI videos and write them here
					Upload your AI generated video link
			4	Create a brand poster using AI	Attempt task 03 quiz
					Learn how to create a poster using AI
					Write a prompt for the poster will you create using AI
					Upload the AI poster you have

			created
			Post this poster in your WhatsApp community
			Attempt task 04 quiz
	5	Write a blog using AI	Learn how to use prompt engineering to write content for your business
			Read list of topics on which you can write a blog
			Write the topic on which you will write a short blog
			Write the first version of your blog
			Share your blog with your friends and faculty
			Share your experience of doing this milestone
			Attempt task 05 quiz

Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
16	Plan your social media marketing strategy	Learn what is social media marketing and how can you execute it to scale your business	1	Learn what is social media marketing	Watch a video on "Introduction to Social media marketing"
					Learn different types of social media marketing
					Read a document on how to use social media marketing to generate revenue
					Write your understanding of social media marketing
					Write one social media marketing idea for your business
					Attempt Task 01 Quiz
			2	Research your competitors	Learn how to research your competitors
					Find your competitors
					Write top 3 things your competitors are posting
					Find one unique gap that you can capture
			3	Finalize your content pillars	Attempt task 02 quiz
					Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
			4	Create your weekly social media plan	Attempt task 03 quiz
					Watch a video on 'how to create a weekly social media plan'
					Look at examples of 'social media calendar'
					Create and upload your weekly calendar
					Upload the link of your Instagram Channel
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to build trust	Identify 2 happy customers
					Create a testimonial post with CTA
					Post testimonial on social media
					Post testimonial on the community
					Attempt task 01 quiz
			2	Make people share their problems	Learn how to ask open-ended questions
					List 5 customer problems
					Post these problems in community and social media
					Evaluate top 2 problems customers face
					Encourage people to share their problems
			3	Help your users with 3-5 days content sprint and generate leads	Attempt task 02 quiz
					Brainstorm or use AI to create a solution document for each problem
					Post solution to 1 problem on a daily basis
					DM people to check if your solution is helping them
					Write how many leads did you generate
			4	Convert leads into sales	Attempt task 03 quiz
					Learn how to convert leads into sales
					Soft sell your offering in community and social media
					DM people how can your product help them better
					Follow up after 24 to 48 hours
Write how many leads you converted into sales					
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
18	Make your brand go viral	Design viral marketing campaigns to reach 5X users without spending any money	1	Learn viral marketing	Understand what is virality and how it works
					Read about top 10 viral marketing campaigns in India
					Write 3 reasons why people share content
					Attempt task 01 quiz
			2	Design 2 viral campaigns for your business	Learn 5 types of common viral marketing strategies
					Read 10 viral marketing ideas for your business
					Design 2 viral campaigns for your business
					Take feedback from people and finalize one campaign
					Set your campaign targets
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	Create your campaign launch video or poster
					Create your campaign launch message
					Launch your campaign on your social media platform
					Launch your campaign in your WhatsApp community
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	Share your campaign in other groups and forums
					Measure your campaign performance
					Learn how to improve your campaign
					Analyze your campaign and record final metrics
					Enter the summary of your campaign
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
19	Drive revenue through offline/BTL marketing	Use offline activities to reach local customers and generate sales	1	Understand offline or BTL marketing	Watch a video on what is BTL marketing
					Read about famous BTL marketing campaigns
					Write how you can use BTL marketing for your business
					Attempt task 01 quiz
			2	Pick your offline marketing idea	Learn about common offline tactics for your business
					Write 1 offline marketing idea you can execute
					Design your brand poster for offline marketing
					Create your offline marketing offer or pitch
					Practice your pitch with friends and take feedback
					Attempt task 02 quiz
			3	Execute offline marketing in local market	Identify people or locations in local for offline marketing
					Pitch to at least 10 real customers
					Collect contact details for WhatsApp Community invite
Close at least one sale					
Write your offline marketing metrics					
Share your experience of doing this milestone					
Attempt task 03 quiz					

Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
20	Grow through collaboration and affiliation marketing	Use partners and affiliates to reach new audiences and generate sales	1	Understand affiliate marketing and collaboration	Watch a video on what is affiliate marketing
					Read about top collaboration or affiliate marketing campaigns
					Learn 10 common types of collaboration or affiliate marketing for your business
					Pick 3 types that can work for your business
					Attempt task 01 quiz
			2	Design your affiliation model	Learn how to start an affiliation program
					Decide your commission structure
					Write a pitch for partnership
					Attempt task 03 quiz
			3	Finalize one person or business for collaboration	Learn how to find a right partner for collaboration
					Create a list of 5 to 10 people or businesses for collaboration
					Send your partnership pitch to potential partners
					Write the name of one final partner
					Attempt task 03 quiz
			4	Execute the collaboration	Explain how will the partner market your brand
					Post the link or screenshot of successful collaboration
Respond to new leads within 24 hours					
Close at least one sale					
Attempt task 04 quiz					

			5	Measure your collaboration	Write number of leads generated
					Write number of sales closed and revenue generated
					Write what worked and how to improve collaboration
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
21	Run your first ad on Instagram	Learn how to boost posts or run simple video ads to reach new viewers	1	Setup your Meta Business Suite	Watch a video on why to run ads on Meta
					Learn different types of ads
					Read the guide on Meta Ad account setup
					Setup your Meta Ad account
					Attempt task 01 quiz
			2	Design your first paid ad	Watch samples of good ad designs for your business
					Finalize your ad objective
					Upload the final draft of your ad with final copy and creatives
					Attempt task 02 quiz
			3	Define your target audience and budget	Watch a video on 'how to target the right people for ad'
					Define your target audience
					Learn how to decide the right budget for your ad
					Decide your final budget
			4	Launch your ad	Attempt task 03 quiz
					Learn how to create and launch your ad
					Create your ad and review ad preview
					Upload the screenshot of launched ad
			5	Manage incoming leads from ad	Attempt task 04 quiz
					Draft a message for incoming leads
					Send draft message to leads within 24 hours
					Pitch your offer to leads and follow

					up
					Close at least one sale
					Attempt task 05 quiz
			6	Measure your ad performance	Learn metrics to measure ad performance
					Write money spent and leads or impressions
					Mention CPL or CPM
					Write revenue generated and number of sales closed
					Write what worked and how to improve ads in future
					Share your experience of doing this milestone
					Attempt task 06 quiz

Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
22	Use Psychological Triggers to Increase Sales	Learn how to use urgency, pricing, and offers to increase conversions and revenue	1	Understand the psychological triggers	Learn why people buy products
					Share a story of one product you purchased because of a trigger
					Identify buying triggers for your business
					Attempt task 01 quiz
			2	Execute FOMO or urgency marketing	Learn how to create a FOMO or urgency marketing campaign
					Write how will you create FOMO or urgency for your customers
					Create one FOMO/urgency marketing campaign
					Launch your campaign on social media and community
					Attempt task 02 quiz
			3	Execute one offer or discount marketing campaign	Learn how to create offer or discounting marketing campaigns
					Write how will you create an offer/discount campaign
					Create one offer/discount campaign for your customers
					Launch your campaign on social media and community
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
23	Use Data-Driven Marketing to Grow Faster	Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.	1	Analyze your marketing data	Learn how businesses make decisions using data
					List 3 things that worked well and why
					List 3 things that didn't work well and why
					Attempt task 01 quiz
			2	Re-execute top performing campaign	Re-execute top 1-2 campaigns for 1 week
					Write how it helped generate leads or revenue
					Attempt task 02 quiz
			3	Improve one low performing campaign and relaunch it	Pick one low performing campaign and write how to improve it
					Improve the campaign and relaunch it
					Measure its performance and see if it was better
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
24	Plan your next growth phase	Document your 12 weeks of learning and create a 1 month plan to scale and grow your business	1	Review your progress	List all the ideas you executed
					Write which milestone helped you the most and how
					Write which milestone helped you the least and why
					Write your key learnings from this semester
					Create a not-to-do list for your business
					Attempt task 01 quiz
			2	Create your 1 month marketing plan	Learn how to create a 1 month marketing plan
					Set your marketing goal
					Create and upload your 1 month plan to achieve this goal
					Share your experience of doing this milestone
					Attempt final semester quiz

BMPD302-18 Mentoring and Professional Development

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. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty in charges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

