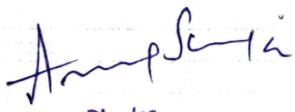


**MANGALAYATAN UNIVERSITY,
ALIGARH**

**CENTRE FOR DISTANCE AND ONLINE
EDUCATION**




Director
Centre for Distance and Online Education
Mangalayatan University, Beswan, Aligarh-202146 (U.P.)


Registrar
Mangalayatan University
Beswan, Aligarh

PROGRAMME PROJECT REPORT

**BACHELOR OF BUSINESS ADMINISTRATION
IN TOURISM AND HOSPITALITY MANAGEMENT
(FYUGP)
2025-26**

Introduction:

The **4-Year Bachelor of Business Administration in Tourism and Hospitality Management Degree (FYUGP)** Programme through ODL mode is one of the most sought bachelor degree the programs after 12th. It combines core business principles with specialized knowledge for the tourism and hospitality sectors. Graduates are prepared for management and leadership roles in hotels, airlines, travel agencies, and event planning firms. The program focuses on skills like customer service, financial management, event planning, marketing, and sustainable tourism practices. It includes complete knowledge of leadership and management. BBA in Tourism and Hospitality Management degree allows the candidates to enter field of tourism and hospitality. Through this program, students develop managerial and entrepreneurial competencies in key areas such as hotel and resort operations, event management, travel and tour operations, marketing, sustainable tourism practices, food and beverage management, and customer relationship management. Bachelor in Business Administration in Tourism and Hospitality Management also gives you a platform for pursuing courses like MBA. Whether you have done your school with arts or humanities or science, you are free to choose the BBA Tourism and Hospitality Management programme. The BBA in Tourism and Hospitality Management is most popular and well-known program among the students.

To do well in this field, students must possess leadership qualities, decision making skills, and good oral and written communication skills. Partial ICT supported teaching learning practices shall be adopted to ensure parity in terms of academic rigor and quality of instructions.

A. Programme's Mission and Objectives

Mission:

1. To Impart quality education to meet national and global challenges.
2. To blend theoretical knowledge with practical skills.
3. To provide access to all sections of society to pursue higher education.
4. To promote leadership qualities among students

Objectives

1. To build a strong foundation in business and management principles.
2. To develop skills for managing tourism and hospitality operations.
3. To provide knowledge of travel, hotel, and event management practices.
4. To encourage entrepreneurship and leadership in the service sector.

B. Relevance of the Program with HEI's Mission and Goals

The vision and mission of HEI, Mangalayatan University, Aligarh are:

Vision

To be an institution where the most formative years of a young mind are spent in the guided pursuit of excellence while developing a spirit of inquisitive questioning, an ability to excel in the pressure of a fast-changing professional world and desire to grow into a personality than a person in an environment that fosters strong moral and ethical values, teamwork, community service and environment consciousness.

Mission

- To be the enablers of the confluence of academic rigor and professional practicality.
- To bring global best practices to students through widespread use of technology.
- To empower our faculty to constantly develop new skills and excel professionally.
- To provide the best campus environment to the students and faculty with all facilities to nurture their interest.

4-Year Bachelor of Business Administration in Tourism and Hospitality Degree Programme (FYUP) of the University strives to realize its vision and mission by rectifying student centric issues on priority and also to empower local community with the help of various social clubs running in University and Alumni association. The University Promotes Multidisciplinary and Allied research in various fields that supports and harnesses joyful learning environment. The goals of ODL program is to provide educational facilities to all qualified and willing persons who are unable to join regular courses due to personal or professional reasons. There are many potential learners who cannot afford to join regular courses due to professional responsibilities and personal commitments. For such cases distance BBA in Tourism and Hospitality Management can be helpful in increasing knowledge base and skill up gradation.

The program aims to provide alternative path to wider potential learners who are in need of refresher courses to update their skills.

C. Nature of Prospective Target Group of Learners

Distance Education Mangalayatan University, Aligarh (MU) shall target the working professional's executives as well as those who cannot attend a full-time program due to constraints. The candidates desirous of taking admission in BBA in Tourism and Hospitality Management program shall have to meet the eligibility norms as follows-

1. To obtain admission in BBA in Tourism and Hospitality Management program offered

through ODL mode, the learner must have completed 10+2 in any stream.

2. The learner must have pass at 10+2 examination.

The ODL- BBA in Tourism and Hospitality Management program offered by Mangalayatan University, Aligarh (MU) caters the needs of diverse groups of undergraduate learners from all disciplines located in diverse regions and social structures such as learners from a low level of disposable income, rural dwellers, women and minorities who have little access to formal institutions of higher learning.

D. Appropriateness of Programme to be conducted in ODL mode to acquire specific skills and competence

The University has identified the following program outcomes and program specific outcomes as acquisition of specific skills and competence for BBA in Tourism and Hospitality Management Program.

1. Programme Outcomes (PO's)

PO1.Knowledge: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2.Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3.Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

2. Programme Specific Outcomes

PSO 1. To apply business management concepts and techniques in tourism and hospitality organizations.

PSO 2. To demonstrate professional skills in hotel, travel, and event management operations.

PSO 3. Exhibit leadership, teamwork, and problem-solving abilities in service environments.

The University has managed care to introduce BBA in Tourism and Hospitality Management Program taking into consideration, 1, and 2, to maintain the quality and to face the competition at the National/International level.

E. Instructional Design

The 4-Year BBA in Tourism and Hospitality Management Programme is divided into eight semesters and minimum credit requirement is 160 to get BBA in Tourism and Hospitality Management degree through ODL mode from Mangalayatan University, Aligarh. Minimum time period for acquiring BBA in Tourism and Hospitality Management degree will be four years and maximum time (extended) period is eight years.

The minimum credits required for the award of 3-Year and 4-Year UG programme degree are given in **Table-1**.

Table 1: Credit Requirement for the Award of Degree in Each Category in UGC-NEP, 2020-

S. No.	Type of Courses	Credits (3-Year UG)	Credits (4-Year UG)
1	Major (Core)	60	92
2	Minor Stream	24	32
3	Interdisciplinary	9	9
4	Ability Enhancement Courses (AECs)	8	8

5	Skill Enhancement Courses (SECs)	10	10
6	Value Added Courses (VACs)	6	6
7	Summer Internship	3	3
Total		120	160

Curricular Components of 4-Year BBA in Tourism and Hospitality

Management Programme:

The curriculum consists of major stream courses (Core Courses), minor stream courses and Interdisciplinary Courses, language courses, skill enhancement courses, and a set of courses on Environmental Education, Understanding India, Digital and Technological Solutions, Health & Wellness, Yoga Education, and Sports and Fitness (Value Added Courses).

At the end of the second semester, students can decide either to continue with the chosen major or request a change of major course. The minor stream courses include vocational courses which will help the students to equip with job-oriented skills. The details regarding the components are as follows –

Major Stream (80 credits) – The discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits) through core courses in the major discipline.

Minor Stream (32 credits) – It helps a student to gain a broader understanding beyond the major discipline.

Interdisciplinary (9 credits) – All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class or equivalent) in the proposed major and minor stream under this category.

Ability Enhancement Courses (AEC; 08 credits) - Students are required to achieve competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills.

Skill Enhancement Courses (SEC; 10 credits) – These courses are aimed at imparting practical skills, hands-on training, soft skills etc. to enhance the employability of the students.

Value-Added Courses (VAC) (Common to all UG students; 06 credits) – The Centre for Distance and Online Education (CDOE) offers two VAC courses as follows:

1. Environmental Education
2. Understating India

Note:

1. The major subject would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline. Students may only be allowed to change major within the broad discipline at the end of the second semester. So, at the end of the second semester, students can decide either to continue with the chosen major or request a change of major.
2. Beyond the major discipline, student would have to choose a minor stream subject for the award of the degree.

Table 2: The Broad Course Structure of the Undergraduate Programmes-

Semester	Discipline Specific Courses	Minor	Inter-disciplinary courses	Ability Enhancement courses (language)	Skill Enhancement courses/Internship	Value-Added Courses	Total Credits
I	2 courses (8C)	2 courses (8C)		1 course (2C)	1 course (2C)		20
II	2 courses (8C)	2 courses (8C)		1 course (2C)	1 course (2C)		20
Students exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject.							40
III	2 courses (8C)	1 course (4C)		1 course (2C)	1 course (3C)	1 course (3C)	20
IV	2 courses (8C)	1 course (4C)	-	1 course (2C)	1 course (3C)	1 course	20

						(3C)	
	Students exiting the programme after securing 80 credits will be awarded Diploma in the relevant Discipline /Subject.						80
V	4 courses (14 C)		2 courses (6C)	-			20
VI	4 courses (14 C)		1 course (3C)	-	Internship (3C)		20
	Students who want to undertake 3-year UG programme will be awarded BBA in Tourism and Hospitality Management Degree after Securing 120 credits.						120
Total	60	24	09	08	10+03	06	120
VII	4 courses (16 C)	1 course (4C)	-				20
VIII	4 courses (16 C)	1 course (4C)	-				20
Total	92	32	09	08	10+03	06	160
	Students will be awarded BBA (Hons.) in Tourism and Hospitality Management Degree after securing 120 credits. Securing 160 credits.						160

***DSC: Discipline Specific Courses**

***IDC: Interdisciplinary Courses**

***AEC: Ability Enhancement Course**

***SEC: Skill Enhancement Courses**

***VAC: Value Added Courses**

Note-

1. Students who opt to exit after completion of the first year and have secured 40 credits will be awarded a **UG certificate**.
2. Students who opt to exit after completion of the second year and have secured 80 credits will be awarded the **UG diploma**.
3. **Students can exit** after completion of six semesters with **120 credits** and will be awarded a **Bachelor's Degree**. For BBA in Tourism and Hospitality Management Programme, a student has to earn minimum 60 credits of core courses (**Major discipline**), 24 credits in **Minor discipline**, 09 credits in **Interdisciplinary area**, 08 credits in **Ability Enhancement Area (AEC)**, 10 credits in **Skill Enhancement Area (SEC)** and 6 credits in two **Value-**

Added Courses (3 credits each) and 3 credits in one **internship** course as per the course structure (Table 2).

4. **If the student wants to continue in FYUP** then he/she may have to earn 20 more credits in **Core Courses** and 8 credits in **Minor discipline** as per the UGC curriculum. So, after completion of 8 semesters with **160 credits**, the student will be awarded a **Bachelor's Degree** BBA in Tourism and Hospitality Management..

Table 3: Evaluation Scheme, NEP, 2020 (Session: 2025-26)

**Bachelor of Business Administration
in Tourism and Hospitality Management
(FYUGP)
(BBA -T&HM)**

Semester-I							
S.No.	Course Code	Course Name	Category	Credit	Contin uous Assess ment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-1111	Principles of Management and Organizational Structure	Major	4	30	70	100
2	MGB-1112	Principles of Marketing	Major	4	30	70	100
3	CMB-1112	Financial Accounting	Minor	4	30	70	100
4	CMB-1113	Principles of Micro Economics	Minor	4	30	70	100
5		Opt one of the language courses (English/Hindi)-I	AEC	2	30	70	100
6	CSB-1101	Fundamentals of Computer System and Office Automation	SEC	2	30	70	100
Total				20	180	420	600

Semester-II							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-1211	Human Resource Management	Major	4	30	70	100
2	MGB-1212	Financial Management	Major	4	30	70	100
3	CMB-1213	Indian Economy	Minor	4	30	70	100
4	THB-1211	Fundamentals of Hospitality	Minor	4	30	70	100
5		Opt one of the language courses (English/Hindi)-II	AEC	2	30	70	100
6	MMB-1201	Logical Reasoning	SEC	2	30	70	100
Total				20	180	420	600
Students exiting the programme after securing 40 credits will be awarded UG Certificate in Tourism and Hospitality Management							

Semester-III							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
2	THB-2111	Hospitality and Tourism Laws	Major	4	30	70	100
1	THB-2112	Introduction to Tourism	Major	4	30	70	100
3	MGB-2112	Consumer Behaviour	Minor	4	30	70	100
4		Opt one of the language courses (English/Hindi)-III	AEC	2	30	70	100
5	MGB-2101	Business Communication	SEC	3	30	70	100
7	VAC-2101	Environmental Education	VAC	3	30	70	100
Total				20	180	420	600

Semester-IV							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	THB-2211	Tour Operations	Major	4	30	70	100
2	THB-2212	Front Office Management	Major	4	30	70	100
3	MGB-2211	Basics of Business Statistics	Minor	4	30	70	100
4		Opt one of the language courses (English/Hindi)-IV	AEC	2	30	70	100
5	MGB-2201	Personal Selling	SEC	3	30	70	100
6	VAC-2201	Understanding India	VAC	3	30	70	100
Total				20	180	420	600
Students exiting the programme after securing 80 credits will be awarded UG Diploma in Tourism and Hospitality Management							

Semester-V							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	THB-3111	Housekeeping Management	Major	4	30	70	100
2	THB-3112	Basics of Food Production	Major	4	30	70	100
3	THB-3113	Transport System	Major	4	30	70	100
4	THB-3114	Tourism Resources	Major	2	30	70	100
5	MGB-3114	Entrepreneurship and Small Business Management	IDC	3	30	70	100
6	MGB-3116	Marketing of Services	IDC	3	30	70	100
Total				20	180	420	600

Semester-VI							
S.No.	Course Code	Course Name	Category	Credit	Continu ous Assessm ent Max. Marks	Term End Exam Max. Marks	Total
1	MGB-3211	Sales management	DSC	4	30	70	100
2	MGB-3212	Goods & Service Tax	DSC	4	30	70	100
3	THB-3211	Food & Beverage Service	DSC	4	30	70	100
4	THB-3212	Business Ethics and Corporate Social Responsibility	DSC	2	30	70	100
5	MGB-3215	Business Research Methodology	IDC	3	30	70	100
6	MGB-3291	Project	SEC	3	30	70	100
Total				20	180	420	600
Students who want to undertake 3-year UG programme will be awarded BBA in Tourism and Hospitality Management Degree after securing 120 credits.							

Semester-VII							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	THB-4112	Cruise & Airline Hospitality Operations	DSC	4	30	70	100
2	THB-4113	Project and Facilities Planning	DSC	4	30	70	100
3	THB-4111	Accommodation Management	DSC	4	30	70	100
4	THB-4114	Event management	DSC	4	30	70	100
5	MGB-4114	Strategic Management	Minor	4	30	70	100
Total				20	150	350	500

Semester-VIII							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	THB-4211	Ancillary / Medical Facilities in Hotels	DSC	4	30	70	100
2	MGB-4211	Digital Marketing	DSC	4	30	70	100
3	MGB-4212	Customer Relationship Management	DSC	4	30	70	100
4	MGB-4213	Supply Chain Management	DSC	4	30	70	100
5	MGB-4214	Compensation Management	Minor	4	30	70	100
Total				20	150	350	500
Students will be awarded BBA (Hons.) Tourism and Hospitality Management Degree after securing 160 credits.							

Table 4: Skill Enhancement Courses (SECs):

S. No.	Name of the Course	Sem.	Course Code
1	Fundamentals of Computer System and Office Automation	I	CSB-1101
2	Logical Reasoning	II	MMB-1201
3	Business Communication	III	MGB-2101
4	Personal Selling	IV	MGB-2201

* First two courses are of two credits and rest are of three credits subject specific

Table 5: Ability Enhancement Courses (AECs):

S. No.	Sem	Course Name	Course Code	Credits	Language	Remarks
1.	I	English Communication	ENB-1101	2		

2.	II	Creative Writing	ENB-1201	2	English	Students are advised to opt one of the language courses
3.	III	Personality Development	ENB-2101	2		
4.	IV	Basic Knowledge of English Grammar	ENB-2201	2		
5.	I	रचनात्मक और समाचार लेखन	HNB-1101	2	Hindi	
6.	II	फ़िल्म और मीडिया लेखन	HNB-1201	2		
7.	III	पटकथा लेखन	HNB-2101	2		
8.	IV	कार्यालयी लेखन	HNB 2201	2		

Table 6: Interdisciplinary Courses (IDCs):

S. No.	Name of the Course	Course Code	Offered by Department
1	Entrepreneurship and Small Business Management	MGB-3114	Business Management
2	Marketing of Services	MGB-3116	
3	Business Research Methodology	MGB-3215	

Table 7: Value-Added Courses (VACs):

S. No.	Name of the Course	Semester	Course Code
1.	Environmental Education	III	VAC-2101
2.	Understanding India	IV	VAC-2201

MOOCS (Massive Online Open Courses):

The University shall give flexibility in opting for MOOC by the students pertaining to the prescribed curriculum and also the Credits earned in the MOOC courses may be dealt as part of the evaluation scheme as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Syllabi and Course Materials:

The Syllabi, PPR and Self Learning Material (SLM) are developed mostly by experienced faculty members of Mangalayatan University, Aligarh in consultation with content experts and the same will be forwarded to CIQA (Centre for Quality Assurance) and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

Table 8: List of Major and Minor courses					
YE A R	SE M	COURSE CODE	COURSE NAME	CREDI TS	CATEGO RY
I	I	MGB-1111	Principles of Management and Organizational Structure	4	Major
	I	MGB-1112	Principles of Marketing	4	Minor
	I	CMB-1112	Financial Accounting	4	Major
	I	CMB-1113	Principles of Micro Economics	4	Minor
	II	MGB-1211	Human Resource Management	4	Major
	II	MGB-1212	Financial Management	4	Minor
	II	CMB-1213	Indian Economy	4	Minor
	II	THB-1211	Fundamentals of Hospitality	4	Major
II	III	THB-2111	Hospitality and Tourism Laws	4	Major
	III	THB-2112	Introduction to Tourism	4	Major
	III	MGB-2112	Consumer Behaviour	4	Minor
	IV	THB-2211	Tour Operations	4	Major
	IV	THB-2212	Front Office Management	4	Major
	IV	MGB-2211	Basics of Business Statistics	4	Minor
III	V	THB-3111	Housekeeping Management	4	Major
	V	THB-3112	Basics of Food Production	4	Major
	V	THB-3113	Transport System	4	Major
	V	THB-3114	Tourism Resources	2	Major
	VI	MGB-3211	Sales management	4	Major
	VI	MGB-3212	Goods & Service Tax	4	Major
	VI	THB-3211	Food & Beverage Service	4	Major
	VI	THB-3212	Business Ethics and Corporate Social Responsibility	2	Major
IV	VII	THB-4112	Cruise & Airline Hospitality Operations	4	Major
	VII	THB-4113	Project and Facilities Planning	4	Major
	VII	THB-4111	Accommodation Management	4	Major
	VII	THB-4114	Event management	4	Minor
	VII	MGB-4114	Strategic Management	4	Major
	VIII	THB-4211	Ancillary / Medical Facilities in Hotels	4	Major
	VIII	MGB-4211	Digital Marketing	4	Major
	VIII	MGB-4212	Customer Relationship Management	4	Major
	VIII	MGB-4213	Supply Chain Management	4	Major
	VIII	MGB-4214	Compensation Management	4	Minor

Course Name: Principles of Management and Organizational Structure

Course Code: MGB-1111

Credits - 4

Course Objective: This course is designed to provide students understanding basic Principles and concept of Management. To provide an overview of the major functions of management. Emphasis is on planning, organizing, controlling, directing, and communicating.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Demonstrate dynamics of business organizations and management practices.
2. Explain varied perspectives related to business environment and entrepreneurship
3. Analyze how organizations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.
4. Analyze the relationship amongst functions of management
5. Compare the change in working pattern of modern organizations.

Syllabus

Block I: Evolution of Management Thought

Unit 1: Classical School: F. W. Taylor: Scientific Management Theory, Classical Organization Theory

Unit 2: Fayol's Principles of Management, And Max Webers' Bureaucratic Model.

Unit 3: Behavioural School: Mary Parker Follet, Chester Bearnard, how throne Studies.

Block II: Management Function and Planning

Unit 4: Basics management functions, role of manager, Overview of Planning: Types of Plans & The planning process;

Unit 5: Decision making: Process, Types and Techniques

Unit 6: Control: Function, Process and types of Control

Block III: Organizing & Coordinating Work

Unit 7: Principles of organizing: Common Organizational structures.

Unit 8: Decentralization: Factors affecting the extent of decentralization

Unit 9: Delegation: Process and Principles of delegation.

Block IV: Ownership

Unit 10: Basic forms of Business Ownership;

Unit 11: Special forms of ownership: Franchising, Licensing, Leasing; choosing a form of

Business ownership

Unit 12: Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance.

Block V: Staffing

Unit 13: Concept of staffing - Recruitment and Selection.

Unit 14: Orientations; Training and Development.

Unit 15: Career Developments; Performance Appraisal.

Books Recommended/Suggested Readings:

1. Robbins, S.P. & Coulter, M. (2018) Management. 14th ed. Harlow: Pearson Education.
2. Drucker, P.F. (2007) The Practice of Management. Oxford: Butterworth-Heinemann.
3. Prasad, L.M. (2019) Principles and Practice of Management. 9th ed. New Delhi: Sultan Chand & Sons.
4. Ramaswamy, T. & Namakumari, S. (2018) Principles of Management. 2nd ed. New Delhi: Himalaya Publishing House.
5. Singh, B.P. & Chhabra, T.N. (2017) Business Organisation and Management. 6th ed. New Delhi: Vikas Publishing House.

Course Name: Principles of Marketing

Course Code: MGB-1112

Credits - 4

Course Objective: This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Learn the basic concepts and principles of marketing and to develop their conceptual skill to be able to manage marketing operations of a business firm.
2. Describe the concept of segmentation and targeting
3. Demonstrate the complexities involved in various different ion and positioning decisions
4. Take effective decisions for launching new products and to understand the implications of different pricing strategies.

Syllabus

Block I: Introduction of Marketing

Unit 1: Introduction to Marketing: Definition of Marketing, Entities that can be marketed

Unit 2: Marketing from an organization's viewpoint

Unit 3: Types of markets, Difference between marketing and selling

Block II: Segmentation and Targeting

Unit 4: Concept of segmentation

Unit 5: Bases for segmentation

Unit 6: Targeting, Targeting strategies

Block III: Differentiation and Positioning

Unit 7: Introductions to Differentiation and Positioning

Unit 8: Differentiated, Undifferentiated and Niche marketing

Unit 9: Differentiation parameters, Competition, Positioning

Block IV: Marketing Strategy – I: Product and Price

Unit 10: Meaning and levels of product: Product classification

Unit 11: Product mix concept, Brand and brand decisions

Unit 12: Introduction to Pricing, Pricing decisions

Block V: Marketing Strategy – II: Place and Promotion

Unit 13: Introduction to Distribution: Distribution channels

Unit 14: Channel design and management, Introduction to Promotion, Promotional vehicles,

Unit 15: Product life cycle

Books Recommended/Suggested Readings:

1. Kotler, P. & Armstrong, G. (2022) Principles of Marketing. 18th ed. Harlow: Pearson Education.
2. Ramaswamy, V.S. & Namakumari, S. (2018) Marketing Management: Global Perspective – Indian Context. 6th ed. New Delhi: McGraw-Hill Education.
3. Saxena, R. (2017) Marketing Management. 5th ed. New Delhi: Tata McGraw-Hill Education.
4. Chhabra, T.N. & Grover, S.K. (2016) Marketing Management. 3rd ed. New Delhi: Dhanpat Rai & Co.
5. Pillai, R.S.N. & Bagavathi, V. (2019) Modern Marketing: Principles and Practices. New Delhi: S. Chand & Company.

Course Name: Financial Accounting

Course Code: CMB-1112

Credits - 4

Course Objective: The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing business organizations.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Define theoretical framework of accounting.
2. Explain accounting process and develop the skill of preparation of final accounts.
3. Develop understanding of accounting for hire purchase transactions and determine depreciation.
4. Illustrate branch and departmental accounting.
5. Develop the skill of preparation of Royalty Accounts.

Syllabus

Block I: Introduction

Unit 1: Conceptual Framework: Book keeping, Accounting & Accountancy, objectives, functions, advantage, limitations,

Unit 2: Accounting principle, Concepts and Conventions, Accounting Equations,

Unit 3: Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind. AS).

Block II: Accounting Process

Unit 4: Journal, ledger, Cash Book, Trial Balance,

Unit 5: Preparation of Financial Statements of a profit making sole proprietorship trading firm with additional information

Unit 6: Preparations of Final Accounts.

Block III: Depreciation and Hire Purchase Accounting

Unit 7: Accounting for Plant Property and Equipment

Unit 8: Depreciation: Meaning of Depreciation, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method. (Relevant accounting Standards as applicable)

Unit 9: Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Instalment System (Simple practical problems)

Block IV: Special Types of Accounting

Unit 10: Accounting for Branches (excluding foreign branches): Dependent branches

(‘Debtors system’ and ‘Stock & debtors System’) and overview of Independent branches.

Unit 11: Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses

Unit 12: Methods of departmental accounting (Relevant accounting Standards as applicable)

Block V: Royalties Accounts

Unit 13: Royalty account, Minimum Rent,

Unit 14: Computation and recovery of Short working in the books of Land lord etc.

Unit 15: Financial Accounting for Hospitality and Tourism

Books Recommended/Suggested Readings:

1. Maheshwari, S.N. & Maheshwari, S.K. (2021) Financial Accounting. 7th ed. New Delhi: Vikas Publishing House.
2. Tulsian, P.C. (2019) Financial Accounting. 3rd ed. New Delhi: Pearson Education.
3. Gupta, R.L. & Radhaswamy, M. (2020) Advanced Accountancy: Volume 1. 11th ed. New Delhi: Sultan Chand & Sons.
4. Horngren, C.T., Harrison, W.T., Oliver, M.S. & Lemon, R. (2019) Financial Accounting. 12th ed. Harlow: Pearson Education.
5. Narayanaswamy, R. (2017) Financial Accounting: A Managerial Perspective. 6th ed. New Delhi: PHI Learning Pvt. Ltd.

Course Name: Principles of Micro Economics

Course Code: CMB-1113

Credits - 4

Course Objective: The course aims to promote students' understanding of the basic concepts and principles of Economics, enabling them to grasp the fundamental mechanisms that drive economic activities and markets. It is designed to help learners recognize the relevance of economics in business decision-making by connecting theoretical knowledge with practical applications.

Course Learning Outcomes: After completing the course, the student shall be able to

1. Define Basic Concepts and Principles of micro economics.
2. Explain the mechanics of supply and demand in allocating goods and services and resources
3. Compare the choices made by a rational consumer
4. Identify relationships between production and costs
5. Demonstrate key characteristics and consequences of different forms of markets

Syllabus

Block I: Introduction to Economics

Unit 1: Nature and Characteristics and Scope

Unit 2: Relationship with other disciplines, Concept of Utility

Unit 3: Law of Diminishing Marginal Utility. Concept of Consumer Surplus

Block II: Demand, Supply and Market Equilibrium

Unit 4: Individual demand, market demand, Laws of Demand. Determinants of demand, Elasticity of demand

Unit 5: Determinants of Supply.

Unit 6: Market equilibrium and price determination.

Block III: Factors of Production

Unit 7: Law of returns, Law of variable proportions, Law of returns to scale, Economics

Unit 8: Diseconomies of scale.

Unit 9: Types of costs and behavior of costs in short run and long run.

Block IV: Market Structures

Unit 10: Types, Factors affecting types of market structures, Perfect and imperfect competition.

Unit 11: Monopoly, Monopolistic competition and Oligopoly.

Unit 12: Price and Output determination under perfect competition.

Block V: National Income

Unit 13: Concepts, Measurement and

Unit 14: Difficulties in measurement

Unit 15: Inequalities of Income, Causes. Inflation.

Books Recommended/Suggested Readings:

1. Ahuja, H.L. (2022) Modern Microeconomics: Theory and Applications. 22nd ed. New Delhi: S. Chand & Company Ltd.
2. Dwivedi, D.N. (2021) Microeconomics: Theory and Applications. 4th ed. New Delhi: Pearson Education.
3. Sen, A. (1999) Microeconomics: Theory and Applications. New Delhi: Oxford University Press.
4. Stiglitz, J.E. & Walsh, C.E. (2006) Principles of Microeconomics. 4th ed. New York: W.W. Norton & Company.
5. Chopra, P.N. (2015) Principles of Economics. New Delhi: Kalyani Publishers.

Course code: ENB-1101

Course title: English Communication

Credits-2

Course Objectives:

- To understand the fundamental communication skills in terms of personal, social and professional interactions.
- To develop the ability to share thoughts, emotions and ideas through various means of communication: both verbal and nonverbal.

Course Learning Outcomes: After completion the course, students will be able to communicate effectively and with fluency. They will be able to speak in grammatically correct English with good pronunciation and intonation.

Syllabus

Block I: Self-Introduction

Unit 1: Introducing Self

Unit 2: Skills and Strengths

Unit 3: Speaking about Achievements and Voicing Future Aspects

Unit 4: Body Language

Unit 5: Paralanguage Skills

Block II: Public Speaking Skills

Unit 6: Speeches

Unit 7: Role Play

Unit 8: Debates

Unit 9: Presentation

Unit 10: Story telling or Narration

Books Recommended/Suggested Readings:

1. Bell, J. (2010) *Doing Your Research Project: A Guide for First-Time Researchers*. Maidenhead: Open University Press.
2. Covey, S.R. (1989) *The 7 Habits of Highly Effective People*. New York: Simon & Schuster.
3. Lucas, S.E. (2014) *The Art of Public Speaking*. New York: McGraw-Hill Education.
4. Pease, A. & Pease, B. (2006) *The Definitive Book of Body Language*. London: Bantam.
5. Rath, T. (2007) *StrengthsFinder 2.0*. New York: Gallup Press.

पाठ्यक्रम क्रमांक-HNB-1101

पाठ्यक्रम शीर्षक-रचनात्मक और समाचार लेखन

क्रेडिट-02

उद्देश्य

हिंदी की प्रमुख गद्य-पद्य विधाओं की लेखन-प्रक्रिया से परिचित करवाते हुए लेखन-अभ्यास द्वारा विद्यार्थियों की लेखन-प्रतिभा को निखारना एवं उन्हें सृजनात्मक लेखन हेतु प्रेरित करना। समाचार लेखन से परिचित कराना।

अधिगम की उपलब्धियां

1. समाचार के स्वरूप एवं लेखन प्रक्रियासे परिचय होगा।
2. विभिन्न विधाओं में लेखन कौशल का विकास होगा।
3. विद्यार्थी रचनात्मक भाषा का उपयोग करपाने में समर्थ होंगे तथा लेखन क्षेत्रमें रोज़गार के अवसरों की उपलब्धता।

खंड-1 रचनात्मक लेखन

- इकाई-1 रचनात्मक लेखन : अर्थ एवं स्वरूप
इकाई-2 कविता लेखन: स्वरूप एवं अभ्यास
इकाई-3 लघु कथा लेखन: स्वरूप एवं अभ्यास
इकाई-4 यात्रावृत्तान्त-लेखन: स्वरूप एवं अभ्यास
इकाई-5 रिपोर्टाज-लेखन: स्वरूप एवं अभ्यास

खंड-2 समाचार लेखन

- इकाई-6 समाचार: अर्थ, परिभाषा एवं तत्त्व
इकाई-7 समाचार के प्रकार, स्रोत
इकाई-8 संवाददाता: गुण और प्रकार
इकाई-9 समाचार लेखन-अभ्यास 1
इकाई-10 समाचार लेखन-अभ्यास 2

सहायक पुस्तकें

1. व्यवहारिक निर्देशिका पटकथा लेखन-असगर वजाहत
2. रचनात्मक लेखन, स. रमेशगौतम
3. समाचार लेखन-पीके आर्य

Course title: Fundamental of Computer System & Office Automation

Course code: CSB-110

Credits-2

Course Objectives:

1. Gain proficiency in fundamental computer system concepts and their application in office automation environments.
2. Develop skills in utilizing office automation tools to enhance workplace efficiency and productivity.
3. Understand the principles of data management and analysis to support informed decision-making within office settings.
4. Cultivate effective communication strategies using computer systems and office automation tools for seamless collaboration.
5. Acquire problem-solving abilities to troubleshoot common issues encountered in computer systems and office automation setups.

Course Learning Outcomes:

1. Improved efficiency through streamlined workflows enabled by fundamental computer system knowledge and office automation tools.
2. Enhanced productivity resulting from the effective utilization of office automation, minimizing manual tasks and optimizing resource allocation.
3. Cost reduction achieved by leveraging office automation to minimize errors, reduce manual labor, and optimize resource utilization.
4. Enhanced communication facilitated by understanding computer systems, enabling efficient collaboration through email, instant messaging, and collaborative software tools.
5. Informed decision-making empowered by access to relevant data and analysis through computer systems, leading to strategic choices and better outcomes.

Course Structure:

Block I: Introduction To Computer & Storage Devices

Unit 1: Brief history of development of computers, computer system concept, characteristics, capabilities and limitations, types of computers.

Unit 2: BIOS, Software, Hardware, Firmware, Booting files & Directory system. Data, information

and their need, Levels of information, Quality of information, Comparison of manual & electronic storage of data,

Unit 3: Organization of data as file, Use of information in data processing systems, various data processing methods.

Unit 4: Primary Storage: Storage locations and addresses, storage capacity, RAM, ROM, PROM,

EPROM, Cache memory.

Unit 5: Secondary Storage: Sequential & Direct Access devices, Punched paper devices Magnetic

tape, Magnetic Disk, Floppy Disk, Optical Disk, Magnetic Bubble Memory.

Block II: Input-Output, Operating System & Office

Unit 6: Input-Output devices: Keyboard, Pointing Devices: Mouse Trackball, Touch pad, Track

point, Joystick, Touch Screen, Scanner, Barcode Reader, Optical Mark Reader.

Unit 7: Basic Elements, Functions and Types of Operating System, Serial Processing, Multi- Programmed, Batch System.

Unit 8: Time Sharing Systems, System Components, Operating System Services, Interrupts, Interrupt Processing,

Unit 9: MS-Office, Introduction to MS-Word menus shortcuts, create a word document, opening a File-saving, editing text documents, cut, copy, paste, formatting a document, alignments, font styles, indents. Creating tables – merging, splitting, drawing-shapes, picture tools, mail merge, spell check.

Unit 10: MS-Excel, Introduction, working spread sheets, formatting spread sheets, creating charts, formula usage.

Books Recommended/Suggested Readings:

1. Norton, P. (2001) Introduction to Computers. 4th ed. New Delhi: Tata McGraw-Hill.
2. Leon, A. & Leon, M. (1999) Fundamentals of Information Technology. New Delhi: Leon Techworld.
3. Gupta, V. (2004) Comdex Computer Kit. New Delhi: Wiley Dreamtech India.
4. Sinha, P.K. & Sinha, P. (1992) Computer Fundamentals. New Delhi: BPB Publications.
5. Rajaraman, V. (1998) Introduction to Computers. New Delhi: Prentice-Hall of India.

Semester-II

Course title: Human Resource Management

Course code: MGB-1211

Credits-4

Course Objective: To enable the students to understand and comprehend the vital issues of HRM in a dynamic environment.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Describe basic nature and importance of human resource management.
2. Analyze the current theory and practice of recruitment and selection.
3. Realize the importance of performance management system in enhancing employee performance.
4. Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.
5. Discuss the role of modern HRM in meeting challenges of changing business environment.

Syllabus

Block I: Introduction

Unit 1: Meaning, importance and scope of HRM;

Unit 2: Evolution of HRM; functions, status and competencies of HR manager;

Unit 3: Human Resource Planning - quantitative and qualitative dimensions; Job analysis— job description and job specification; HR Policies.

Block II: Recruitment, Selection & Development

Unit 4: Recruitment, selection, placement, induction, and socialization –

Unit 5: An overview; Developing Human Resources; Training – need, types, and evaluation;

Unit 6: Role specific and competency-based training.

Block III: Performance Appraisal

Unit 7: Performance appraisal- nature and objectives,

Unit 8: Methods of performance appraisal, potential appraisal & employee counseling;

Unit 9: Job changes—transfers and promotions; HR audit.

Block IV: Compensation

Unit 10: Job evaluation; Compensation—concept and policies,

Unit 11: Base and supplementary compensation,

Unit 12: Performance linked compensation—individual, group, and organisation level.

Block V: Employee Maintenance and Emerging Issues in HRM

Unit 13: Employee health and safety, employee welfare, Social security (excluding legal provisions);

Unit 14: Grievance handling and redressal; Industrial disputes and settlement machinery; Emerging issues

Unit 15: Challenges of HRM— employee empowerment, downsizing, work- life balance, use of technology in HRM functions.

Books Recommended/Suggested Readings:

1. Armstrong, M. & Taylor, S. (2020) Armstrong's Handbook of Human Resource Management Practice. 15th ed. London: Kogan Page.
2. Aswathappa, K. (2019) Human Resource Management: Text and Cases. New Delhi: McGraw Hill Education.
3. Gupta, C.B. (2018) Human Resource Management. New Delhi: Sultan Chand & Sons.
4. Rao, V.S.P. (2017) Human Resource Management: Text and Cases. New Delhi: Excel Books.
5. Mathis, R.L. & Jackson, J.H. (2016) Human Resource Management. 15th ed. Boston: Cengage Learning.

Course title: Financial Management

Course code: MGB-1212

Credits - 4

Course Objective: This course aims to acquaint students with the techniques of financial management and their applications for business decision making.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Explain the nature and scope of financial management as well as time value of money and risk return trade off.
2. Analyze capital budgeting process and capital budgeting techniques
3. Estimate various capital structure theories and factors affecting capital structure decisions in a firm
4. Critically examine various theories of dividend and factors affecting dividend policy Evaluate working capital requirement

Syllabus

Block I: Introduction

Unit 1: Nature, scope and objectives of financial management

Unit 2: Time value of money

Unit 3: Risk and Return.

Block II: Capital Budgeting

Unit 4: The Capital Budgeting Process, Cash Flow Estimation

Unit 5: Payback Period Method, Accounting Rate of Return

Unit 6: Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index method.

Block III: Cost of Capital and Financing Decision

Unit 7: Sources of long-term financing, Estimation of components of cost of capital, Method for Calculating Cost of Equity, Cost of Retained Earnings

Unit 8: Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

Unit 9: Capital Structure- Theories of Capital Structure, Operating, Financial and Combined Leverage, EBITEPS, Analysis. Determinants of Capital Structure.

Block IV: Dividend Decision

Unit 10: Theories for relevance and irrelevance of dividend decision for corporate valuation

Unit 11: Walter's Model, Gordon's Model, MM Approach

Unit 12: Forms of dividend payment and Determinants of Dividend policy.

Block V: Working Capital Decision

Unit 13: Concepts of Working Capital, Operating & Cash Cycles,

Unit 14: Sources of short-term finance,

Unit 15: Working capital estimation, cash management, receivables management, inventory management.

Books Recommended/Suggested Readings:

1. Brigham, E.F. & Ehrhardt, M.C. (2019) Financial Management: Theory and Practice. 16th ed. Boston: Cengage Learning.
2. Khan, M.Y. & Jain, P.K. (2018) Financial Management: Text, Problems and Cases. 8th ed. New Delhi: McGraw Hill Education.
3. Pandey, I.M. (2021) Financial Management. 12th ed. New Delhi: Vikas Publishing House.
4. Van Horne, J.C. & Wachowicz, J.M. (2016) Fundamentals of Financial Management. 14th ed. New Delhi: Pearson Education.
5. Chandra, P. (2017) Financial Management: Theory and Practice. 9th ed. New Delhi: McGraw Hill Education.

Course title: Fundamentals of Hospitality

Course code: THB-1211

Credits - 4

Course Objective: The primary objective of this course is to provide students with a comprehensive understanding of the principles, practices, and operations within the hospitality industry. It aims to develop managerial, operational, and analytical skills essential for effective management in hotels, restaurants, travel, and tourism organizations.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Explain the concept, nature and scope of the hospitality industry.
2. Identify and describe the major segments of hospitality (e.g., lodging, food & beverage, events, travel-leisure).
3. Analyse the internal structure of a hospitality enterprise (departments, functions, service delivery).
4. Recognise major external influences on the hospitality industry (economic, social, technological, legal and environmental).
5. Apply the principles of service excellence in a hospitality context and appreciate customer-centric operations.
6. Critically assess current trends, challenges and opportunities in the hospitality industry.

Syllabus

Block I: Conceptual Framework of Hospitality

Unit 1: Origin and Meaning of Hospitality

Unit 2: Nature and Scope of Hospitality Industry

Unit 3: Evolution and Growth of Hospitality in India

Block II: Components and Structure of the Hospitality Sector

Unit 4: Major Sectors of the Hospitality Industry

Unit 5: Types and Classification of Hotels

Unit 6: Structure and Functioning of a Hotel

Block III: Operations and Management in Hospitality

Unit 7: Hospitality Operations and the Guest Cycle

Unit 8: Food and Beverage Operations

Unit 9: Human Resource Management in Hospitality

Block IV: Marketing, Technology, and Sustainability in Hospitality

Unit 10: Marketing of Hospitality Services

Unit 11: Technology Applications in Hospitality

Unit 12: Sustainability and Environmental Responsibility

Block V : Trends, Legal Framework, and Career Perspectives

Unit 13: Emerging Trends in the Hospitality Industry

Unit 14: Legal and Ethical Dimensions

Unit 15: Career Opportunities and Future Prospects

Books Recommended/Suggested Readings:

1. Walker, J. R. (2020). Introduction to Hospitality Management. Pearson Education.
2. Kotler, P., Bowen, J. T. & Makens, J. C. (2018). Marketing for Hospitality and Tourism. Pearson.
3. Ninemeier, J. D. & Hayes, D. K. (2016). Hotel Operations Management. Pearson.
4. Kaul, R. N. (2019). Dynamics of Tourism and Hospitality Industry in India. Sterling Publishers.
5. Shinde, R. (2021). Indian Hospitality Industry: Growth and Challenges. Oxford University Press.

Course title: Indian Economy

Course code: CMB-1213

Credits - 4

Course Objective: This course seeks to enable the student to grasp the major economic problems in India and their solution.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Describe the concept and related terms in Indian Economy.
2. Describe the Basic Features of the Indian Economy at Independence
3. Explain the planning and import substituting industrialization
4. Classify of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions
5. Determine Sectoral Trends.

Course Structure:

Block I: Basic Issues in Economic Development

Unit 1: Concept and Measures of Development and

Unit 2: Underdevelopment;

Unit 3: Human Development

Block II: Basic Features of the Indian Economy at Independence

Unit 4: Composition of national income and

Unit 5: Occupational structure,

Unit 6: The agrarian scene and industrial structure

Block III: Policy Regimes

Unit 7: The evolution of planning and import substituting industrialization.

Unit 8: Economic Reforms since 1991.

Unit 9: Monetary and Fiscal policies with their implications on economy

Block IV: Growth, Development and Structural Change

Unit 10: The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.

Unit 11: The Institutional Framework

Unit 12: Changes in policy perspectives on the role of institutional framework after 1991.

Block V: Sectoral Trends and Issues

Unit 13: Agriculture Sector

Unit 14: Industry and Services Sector.

Unit 15: Financial Sector

Books Recommended/Suggested Readings:

1. Datt, R. & Sundaram, K.P.M. (2020) Indian Economy. 75th ed. New Delhi: S. Chand & Company Ltd.
2. Mishra, S.K. & Puri, V.K. (2021) Indian Economy: Its Development Experience. 41st ed. New Delhi: Himalaya Publishing House.
3. Kapila, U. (2020) Indian Economy: Performance and Policies. 19th ed. New Delhi: Academic Foundation.
4. Jalan, B. (2019) India Ahead: 2025 and Beyond. New Delhi: Rupa Publications.
5. Ahluwalia, M.S. (2020) Backstage: The Story Behind India's High Growth Years. New Delhi: Rupa Publications.

Course title: Creative Writing

Course code: ENB-1201

Credits - 2

Course Objectives:

To develop students' creativity and imagination in writing.

To improve students' writing skills and techniques.

To help students express themselves effectively through different writing styles and genres.

To introduce students to various forms of creative writing, such as poetry, short stories, and plays.

To foster a supportive and collaborative environment for sharing and critiquing each other's work.

Course Structure:

1. Students will be able to generate original ideas and develop them into well-crafted pieces of writing.
2. Students will demonstrate proficiency in different writing styles and techniques.
3. Students will be able to effectively communicate their thoughts and emotions through their writing.
4. Students will have a solid understanding of various forms of creative writing and their unique characteristics.
5. Students will be able to give and receive constructive feedback on their own and others' work.

Block I: Introduction to Creative Writing

Unit 1: Understanding the Basics of Creative Writing

Unit 2: Exploring Different Genres of Writing

Unit 3: Developing a Writing Routine

Unit 4: Understanding the Importance of Feedback

Unit 5: Practicing Self-editing Techniques

Block II: Elements of Creative Writing

Unit 6: Character Development

Unit 7: Setting and Atmosphere

Unit 8: Plot Development

Unit 9: Dialogue and Voice

Unit 10: Theme and Symbolism

Books Recommended/Suggested Readings:

1. Swain, D.V. (2012) *Creating Characters: How to Build Story People*. Cincinnati, OH: Writer's Digest Books.
2. Browne, R. & King, D. (2016) *Self-Editing for Fiction Writers: How to Edit Yourself into Print*. 2nd ed. New York: HarperCollins.
3. Bell, J. & Magrs, P. (eds.) (2016) *The Creative Writing Coursebook: Forty Authors Share Advice and Exercises for Fiction and Poetry*. London: Macmillan.
4. LaPlante, A. (2007) *The Making of a Story: A Norton Guide to Creative Writing*. New York: W.W. Norton & Company.
5. Rasley, A. (2008) *The Power of Point of View: Make Your Story Come to Life*. Cincinnati, OH: Writer's Digest Books.

पाठ्यक्रम क्रमांक-HNB-1201

पाठ्यक्रम शीर्षक- फ़िल्म और मीडिया लेखन

क्रेडिट-02

उद्देश्य:

फ़िल्म के स्वरूप, प्रकार से परिचित कराना।

फ़िल्म के तकनीकी पक्ष का ज्ञान कराना।

मीडिया लेखन के स्वरूप से परिचित कराना।

मीडिया लेखन के विविधरूपों का ज्ञान कराना।

अधिगम की उपलब्धियां

विद्यार्थी फ़िल्म लेखन के स्वरूप, फ़िल्म के प्रकार और फ़िल्म के तकनीकी पक्ष से परिचित होंगे।

मीडिया लेखन के स्वरूप और विविधरूपों का ज्ञान प्राप्त कर सकेंगे।

खंड-1 फ़िल्मलेखन

इकाई-1 फ़िल्म लेखन: स्वरूप एवं महत्त्व

इकाई-2 फ़िल्म के प्रकार

इकाई-3 फ़िल्म का कला पक्ष (पटकथा, संवाद, अभिनय, संगीत)

इकाई-4 फ़िल्म का तकनीकी पक्ष (ध्वनि, प्रकाश, फिल्मांकन, संपादन)

इकाई-5 फ़िल्म-समीक्षा: स्वरूप एवं महत्त्व

खंड-2 मीडिया लेखन

इकाई-6 मीडिया लेखन: अर्थ, परिभाषा एवं अवधारणा

इकाई-7 प्रिंट मीडिया के विविध रूप (समाचार-पत्र पत्रिकाएँ, पोस्टर, विज्ञापन)

इकाई-8 इलेक्ट्रॉनिक मीडिया के विविध रूप (रेडियो, टेलीविजन, सोशल मीडिया)

इकाई-9 मीडिया लेखन में हिंदी की भूमिका

इकाई-10 मीडिया लेखन की संभावनाएं एवं चुनौतियां

सहायकग्रन्थ

1. रचनात्मक लेखन- स. रमेशगौतम
2. मीडिया लेखन: सिद्धांत और व्यवहार- डॉ. चन्द्रप्रकाशमिश्र
3. व्यवहारिक निर्देशिका पटकथा लेखन- असगर वजाहत

Course title: Logical Reasoning

Course Code: MMB-1201

Credits -2

Course Objectives:

Equip learners with the ability to critically analyse, interpret, and evaluate arguments and data, enabling them to solve complex problems with accuracy and efficiency.

Foster the capacity to think clearly and rationally, understanding logical connections between ideas, challenging assumptions, and evaluating evidence.

Provide learners with the tools to effectively analyze and interpret data presented in various formats, making accurate conclusions and decisions based on this analysis.

Teach advanced problem-solving techniques, encouraging creative thinking and enabling learners to approach unfamiliar situations and novel problems with confidence.

Course Learning Outcomes: :

Upon completing the course, learners will be able to:

1. Apply Logical and Analytical Reasoning: Accurately solve a wide range of logical and analytical reasoning questions, using deductive and inductive reasoning skills effectively in both academic and real-world scenarios.
2. Demonstrate Enhanced Critical Thinking: Critically assess arguments, identify logical fallacies, make informed decisions, and construct coherent arguments of their own, applying these skills in diverse contexts.
3. Interpret and Analyze Data Competently: Read and interpret complex data from charts, graphs, and tables, and perform data sufficiency tasks with proficiency, essential for success in the quantitative sections of competitive exams.
4. Solve Complex Problems Efficiently: Utilize advanced problem-solving strategies to tackle challenging puzzles and problems, demonstrating creativity and lateral thinking in developing solutions.

Syllabus

Block I: Foundational Reasoning Skills

Unit 1: Introduction to Logical Reasoning

Unit 2: Deductive Reasoning

Unit 3: Inductive Reasoning

Unit 4: Analogy based on kinds of relationships

Unit 5: Logical statements- Two premise argument, more than two premise argument using connectives.

Block II: Application of Reasoning

Unit 6: Venn diagrams

Unit 7: Moods and figures

Unit 8: Problem on Cubes and Dices

Unit 9: Syllogism

Unit 10: Logical Fallacies

Books Recommended/Suggested Reading:

1. Aggarwal, R.S. (2018) A Modern Approach to Logical Reasoning. New Delhi: S. Chand Publishing.
2. Copi, I.M., Cohen, C. & McMahon, K. (2016) Introduction to Logic. 14th ed. New York: Routledge.
3. Seay, G. & Nuccetelli, S. (2012) How to Think Logically. 2nd ed. Boston: Pearson Education.

Course title: Introduction to Tourism

Course Code: THB-2112

Credits - 4

Course Objective: The objective of this course is to provide students with a fundamental understanding of the tourism industry, its nature, scope, and significance in the global and national economy. It aims to introduce learners to the basic concepts, types, and components of tourism, along with the factors influencing travel motivation and tourist behavior.

Course Learning Outcomes: : After completing this course, learners will be able to:

1. Define and explain the basic concepts, components, and types of tourism.
2. Understand the terminology and classifications related to tourism.
3. Identify and explain the primary and secondary constituents of the tourism industry.
4. Recognize various forms of tourism and their unique characteristics.
5. Explain the relationship and integration among tourism sectors and organizations.

Syllabus

Block I: Fundamentals of Tourism

Unit 1: Definition and Meaning of Tourism

Unit 2: Nature and Importance of Tourism

Unit 3: Objectives and Components of Tourism

Block II: Tourism Terminology and Concepts

Unit 4: Basic Tourism Terminology

Unit 5: Concepts of Tourism

Unit 6: Forms of Tourism

Block III: Types and Constituents of Tourism

Unit 7: Classification and Types of Tourism

Unit 8: Types of Tourists

Unit 9: Constituents of Tourism

Block IV: Specialized Forms of Tourism

Unit 10: Eco Tourism

Unit 11: Mass, Urban, and Rural Tourism

Unit 12: Cultural Tourism

Block V: Tourism Organization and Industry Linkages

Unit 13: Tourism Industry Structure

Unit 14: Relationship between Tourism Projects and Service Providers

Unit 15: Integration in the Tourism Industry

Books Recommended/Suggested Reading:

1. Bhatia, A.K. (2017). *The Business of Tourism*. Sterling Publishers, New Delhi.
2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2020). *Tourism: Principles and Practice*. Pearson Education.
3. Goeldner, C. R. & Ritchie, J. R. B. (2012). *Tourism: Principles, Practices, Philosophies*. Wiley.
4. Page, S. J. (2019). *Tourism Management: An Introduction*. Routledge.

Course title: Hospitality and Tourism Laws

Course Code: THB-2111

Credits -4

Course Objectives: The main objective of this course is to provide students with a clear understanding of the legal framework governing the hospitality and tourism industry. It aims to familiarize learners with the various laws, rules, and regulations that affect hotel operations, travel services, and tourism activities.

Course Learning Outcomes: After completing this course, learners will be able to:

1. Explain the key laws governing the hospitality and tourism industry in India.
2. Understand and apply contract, labour, and consumer protection laws in real situations.
3. Identify the legal requirements for running hotels, restaurants, and travel businesses.
4. Evaluate issues related to safety, hygiene, environment, and guest rights.
5. Analyze current legal trends, case studies, and ethical practices in tourism and hospitality.

Syllabus

Block I: Introduction to Hospitality and Tourism Laws

Unit 1: Meaning and Importance of Hospitality and Tourism Laws

Unit 2: Legal Framework and Regulatory Bodies in India

Unit 3: Contracts and Legal Obligations in Hospitality

Block II: Licensing, Consumer and Labour Laws

Unit 4: Licenses and Permits for Hotels and Travel Agencies

Unit 5: Consumer Protection and Guest Rights

Unit 6: Labour Laws in the Hospitality Industry

Block III: Safety, Security and Environmental Laws

Unit 7: Food Safety and Hygiene Regulations

Unit 8: Safety and Security Provisions in Hospitality Units

Unit 9: Environmental Laws and Sustainable Tourism

Block IV: Property, Travel and International Laws

Unit 10: Hotel Property and Accommodation Laws

Unit 11: Travel and Transport Laws in Tourism

Unit 12: International Laws and Intellectual Property Rights

Block V: Contemporary Issues and Case Studies

Unit 13: Cyber Laws and Online Tourism

Unit 14: Ethical and Legal Issues in Tourism

Unit 15: Case Studies and Emerging Legal Trends in Tourism and Hospitality

Books Recommended/Suggested Reading:

1. Bhatia, A. K. (2012). *Tourism Development: Principles and Practices*. Sterling Publishers.
2. Chakraborty, S. (2018). *Legal Aspects of Tourism and Hospitality*. Oxford University Press.
3. Sethi, N., & Seth, P. (2017). *Legal Environment of Business*. PHI Learning.
4. Goeldner, C. R., & Ritchie, J. R. B. (2011). *Tourism: Principles, Practices, Philosophies*. Wiley.
5. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2016). *Tourism: Principles and Practice*. Pearson.
6. WTO (2020). *Tourism and the Law*. World Tourism Organization.

Course title: Consumer Behaviour

Course Code: MGB-2112

Credits -4

Course Objectives: The objective of this paper is to give the basic knowledge about the consumer behaviour.

Course Learning Outcomes : After completing the course, the student shall be able to:

1. Identify the key concepts and theories of consumer behaviour.
2. Describe models for describing consumer behaviour.
3. Learn about perception and consumer behaviour
4. Explain Consumer Decision making process.
5. Develop an understanding about industrial buying behavior

Syllabus

Block I: Consumer Behaviour

Unit 1: Introduction- Meaning of consumer behavior, Importance,

Unit 2: Market Analysis, Consumer decision process,

Unit 3: Factors influencing consumer buying decisions.

Block II: Consumer Behavior Models

Unit 4: Economic model, Psycho- analytic model,

Unit 5: Sociological model, Howard & Seth model,

Unit 6: Nicosia model, Engel-Kollat-Blackwell model.

Block III: Perception and consumer behaviour

Unit 7: Individual determinants: Perceptual process,

Unit 8: consumer learning process Introduction: Concept, importance and scope of CB, need for studying,

Unit 9: consumer attitude formation, attitude measurement, meaning and nature of personality, self-concept.

Block IV: Influences & Consumer Decision making

Unit 10: Family, reference group, personal, social and cultural influence on CB,

Unit 11: Consumer Decision making process,

Unit 12: Consumer Communication process, consumer satisfaction.

Block V: Industrial Buying Behavior

Unit 13: Participants, characteristics of industrial markets,

Unit 14: factors influencing industrial markets, stages of industrial buying process,

Unit 15: Customer and marketing of services.

Books Recommended/Suggested Reading:

1. Peter, J. P., & Olson, J. C. (2010). Consumer Behavior and Marketing Strategy. 9th ed. McGraw-Hill Education.
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2019). Marketing Management. 15th ed. Pearson Education.
3. LMajumdar, R. (2010). Consumer Behaviour: Insights from Indian Market. PHI Learning Pvt. Ltd.
4. Kumar, R. S. (2017). Consumer Behaviour and Marketing Communication. Cengage Learning India.
5. Gupta, S. L., & Mittal, A. (2009). Consumer Behaviour: Concepts, Applications and Cases. Sultan Chand & Sons.

Course title: Personality Development

Course code: ENB-2101

Credits-2

Course Objectives: This course aims to provide participants with a comprehensive framework for personal growth and development.

Course Learning Outcomes: At the end of the course student would be able to:

1. Upon successful completion of this course, participants will be able to:
2. Demonstrate a deeper understanding of their personality, including strengths, limitations, and potential areas for growth.
3. Employ improved communication skills, adapting their approach to suit various audiences and contexts.
4. Apply emotional intelligence in personal and professional relationships to foster understanding and cooperation.
5. Navigate various situations confidently, making decisions assertively and presenting ideas persuasively.

Syllabus

Block I: Understanding Self and Interpersonal Skills

Unit 1: Introduction to Personality Development

Unit 2: Communication Skills

Unit 3: Emotional Intelligence

Unit 4: Time Management

Unit 5: Stress Management

Block II: Enhancing Personal Effectiveness and Building Relationships

Unit 6: Critical Thinking and Problem Solving

Unit 7: Leadership and Teamwork

Unit 8: Adaptability and Resilience

Unit 9: Personal Branding and Networking

Unit 10: Planning for the Future

Books Recommended/Suggested Reading:

1. Robbins, S.P. & Judge, T.A. (2019) Organizational Behavior. 18th ed. Harlow: Pearson Education.
2. Hall, J. & Lindzey, G. (2013) Theories of Personality. 4th ed. New York: Wiley.
3. McShane, S.L. & Von Glinow, M.A. (2018) Organizational Behavior: Emerging Knowledge, Global Reality. 8th ed. New York: McGraw-Hill Education.

4. Singh, R. & Kaur, A. (2016) Personality Development and Soft Skills. New Delhi: Kalyani Publishers.
5. Chauhan, S.S. (2015) Personality Development. New Delhi: VK Global Publications.

पाठ्यक्रम शीर्षक-पटकथा लेखन

पाठ्यक्रम क्रमांक-HNB-2101

क्रेडिट-02

उद्देश्य

पटकथा लेखन का परिचय कराना।

विद्यार्थियों की लेखन क्षमता का विकास

विद्यार्थियों को लेखन में रोज़गार संबन्धी क्षेत्रों के लिए तैयार करना।

अधिगम की उपलब्धियां

पटकथा-लेखन के स्वरूप और तकनीकी शब्दों से परिचित होंगे।

पटकथा लेखन की जानकारी मिलने के उपरांत विद्यार्थी रोज़गार-बाज़ार के लिए तैयार होंगे।

अभिव्यक्ति कौशल का विकास।

भाषायी संप्रेषण के महत्त्व से अवगत होंगे।

खंड-1 पटकथालेखन

इकाई-1 पटकथा-लेखन: स्वरूप, तत्त्व

इकाई-2 पटकथा लेखन के प्रकार

इकाई-3 पटकथा लेखन में शोध का महत्त्व

इकाई-4 पटकथा की शब्दावली तथा

एकअंक(थ्रीएक्ट) और पांचअंक(फ़ाइवएक्ट) को समझना

खंड-2 पटकथालेखन-2

इकाई-5 वेब सीरीज़ के लिए पटकथा लेखन

इकाई-6 लघुफ़िल्म के लिए पटकथा लेखन

इकाई-7 डॉक्युमेंट्री के लिए पटकथा लेखन

इकाई-8 विज्ञापनफ़िल्म के लिए पटकथालेखन

सहायक पुस्तकें

व्यवहारिक निर्देशिका: पटकथा लेखन: असगरवजाहत

आइडिया से परदे तक- रामकुमारसिंह

पटकथा कैसे लिखें- राजेन्द्रपांडे

कथा-पटकथा-मन्नूभंडारी

Course title: Business Communication

Course code: MGB-2101

Credits-2

Course Objective: The primary objective of this course is to equip students with effective communication skills necessary for professional success in business and organizational settings. The course focuses on developing both written and oral communication abilities, along with interpersonal and digital communication competencies, enabling students to convey ideas clearly, professionally, and persuasively.

Course Learning Outcomes: At the end of the course student would be able to:

1. To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.
2. To enable students analyse communication situations and develop effective communication strategies
3. To develop skills for communicate professionally and persuasively
4. To make students learn skills for successful formal and informal presentations

Syllabus

Block I: Introduction

Unit 1: Definition, importance, features, purpose and process of communication.

Unit 2: Dimensions and channels of communication, the 7 c's of communication,

Unit 3: Barriers to communication, guidelines for effective communication.

Block II: Modern techniques and Self Development

Unit 4: Modern techniques like video conferencing, social networking. Strategic importance of e- communication.

Unit 5: Self Development and Communication Development of positive personal attitude

Unit 6: Communication models and processes; Self Development and Communication

Development of positive personal attitude; Corporate

Block III : Verbal and NON-Verbal Aspects of Communicating

Unit 7: Introduction of Verbal and NON-Verbal communication

Unit 8: Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening:

Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions.

Unit 9: Interviewing skills: Appearing in interviews, Writing resume and letter of application.

Block IV: Business language and presentation

Unit 10: Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English.

Unit 11: Oral Presentation Importance, Purpose, Presentation Plan, Power point presentation, Visual aids.

Unit 12: Writing skills: Planning business messages, Rewriting and editing, The first draft and Reconstructing the final draft.

Block V: Report Writing

Unit 13: Identify the types of reports, define the basic format of a report.

Unit 14: Identify the steps of report writing, write a report meeting the format requirements.

Unit 15: Determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report.

Books Recommended/Suggested Reading:

1. Locker, K.O. & Kaczmarek, S.K. (2018) Business Communication: Building Critical Skills. 8th ed. New York: McGraw-Hill Education.
2. Raman, M. & Singh, P. (2019) Business Communication. 2nd ed. New Delhi: Oxford University Press.
3. Bovee, C.L. & Thill, J.V. (2017) Business Communication Essentials: A Skills-Based Approach. 7th ed. Boston: Pearson Education.
4. Mahajan, R. (2018) Business Communication: Theory and Practice. New Delhi: Vikas
5. Rai, U. & Rai, S.M. (2019) Business Communication. New Delhi: Himalaya Publishing House.

Course Title: Environmental Education

Course code: VAC-2101

Credits-2

Course Objectives:

- Students will learn about the Earth's natural systems, including ecosystems, biodiversity, and the processes that support life. They will explore the interconnections between these systems and human societies.
- Students will be introduced to global, regional, and local environmental challenges, including pollution, resource depletion, and biodiversity loss, understanding their causes and effects.
- The course aims to equip students with the knowledge and skills to develop and evaluate sustainable solutions to environmental challenges, emphasizing the role of innovation and technology.

Students will be encouraged to reflect on their roles and responsibilities in mitigating environmental issues, promoting a sense of stewardship towards the planet.

Course Learning Outcomes: :

Upon successful completion of this course, students will be able to:

1. Demonstrate a comprehensive understanding of environmental systems and the interdependencies between humans and the natural world.
2. Identify key environmental challenges and critically assess their causes, impacts, and the complexities involved in addressing them.
3. Apply knowledge of environmental science and sustainable practices to develop, propose, and evaluate solutions to environmental problems.
4. Exhibit a commitment to environmental responsibility in personal and professional contexts, including sustainable lifestyle choices and advocacy for environmental causes.

Syllabus

Block I: Understanding Natural Resources

Unit 1: Introduction to Natural Resources

Unit 2: Water Resources

Unit 3: Soil Resources

Unit 4: Forest Resources, Forest management and conservation

Unit 5: Mineral and Energy Resources

Block II: Ecosystems and Biodiversity

Unit 6: Basics of Ecology and Ecosystems

Unit 7: Terrestrial Ecosystems

Unit 8: Aquatic Ecosystems

Unit 9: Urban Ecosystems

Unit 10: Global Biodiversity Hotspots

Block III: Pollution and its prevention

Unit 11: Pollution: Meaning and types

Unit 12: Solid Waste Management

Unit 13: Sustainable Practices in Industries

Unit 14: Energy Conservation and Renewable Energies

Unit 15: Environmental Policies and Legislation

Books Recommended/Suggested Reading:

1. Miller, G.T. & Spoolman, S.E. (2019) Environmental Science. 16th ed. Boston: Cengage Learning.
2. Rajagopalan, R. (2019) Environmental Studies: From Crisis to Cure. 3rd ed. New Delhi: Oxford University Press.
3. Agarwal, K.C. (2016) Environmental Biology. 2nd ed. New Delhi: Nidhi Publishers.
4. Singh, J.S., Singh, S.P. & Gupta, S.R. (2010) Ecology, Environmental Science and Conservation. New Delhi: S. Chand & Company.
5. Sharma, P.D. (2017) Ecology and Environment. 14th ed. Meerut: Rastogi Publications.

Semester IV

Course Title: TOUR OPERATIONS

Course Code: THB-2211

Credits-4

Course Objective: The course aims to provide students with a comprehensive understanding of the principles, functions, and processes involved in tour operations and management. It focuses on familiarizing learners with the structure and working of tour operators and travel agencies, including tour planning, itinerary preparation, costing, and pricing.

Course Learning Outcomes: At the end of the course student would be able to:

1. Define the concept and scope of tour operations.
2. Identify types of tour operators and their functions.
3. Design and cost tour packages for domestic and international destinations.
4. Understand travel documentation, ticketing, and coordination procedures.
5. Apply marketing techniques and technological tools in tour operations.

Syllabus

Block I: Introduction to Tour Operations

Unit 1: Introduction to Tour Operations

Unit 2: Types and Functions of Tour Operators

Unit 3: Components of a Tour Package

Block II: Tour Planning and Design

Unit 4: Itinerary Planning and Development

Unit 5: Tour Costing and Pricing

Unit 6: Tour Scheduling and Coordination

Block III: Tour Operational Procedures

Unit 7: Tour Booking and Reservation Procedures

Unit 8: Travel Documentation

Unit 9: Departure, Operation and Feedback

Block IV: Marketing and Promotion of Tour Packages

Unit 10: Marketing Concepts in Tour Operations

Unit 11: Promotion and Distribution Channels

Unit 12: Technology in Tour Operations

Block V: Regulatory Framework and Contemporary Trends

Unit 13: Legal and Regulatory Framework

Unit 14: International and Domestic Associations

Unit 15: Emerging Trends in Tour Operations

Books Recommended/Suggested Reading:

1. Bhatia, A. K. (2022). *Tourism Development: Principles and Practices*. Sterling Publishers, New Delhi.
2. Negi, J. (2020). *Travel Agency and Tour Operations: Concepts and Principles*. Kanishka Publishers, New Delhi.
3. Foster, D. (2021). *Managing Quality in the Tourism Industry*. Routledge, London.
4. Goeldner, C. R., & Ritchie, J. R. B. (2022). *Tourism: Principles, Practices, Philosophies*. Wiley, New York.
5. Government of India, Ministry of Tourism (2023). *Guidelines for the Recognition of Tour Operators*.

Course Title: Front Office Management

Course Code: THB-2212

Credits-4

Course Objective: The objective of this course is to familiarize students with the structure, functions, and operations of the front office department in hotels and other hospitality establishments. It aims to develop students' understanding of guest handling procedures, reservation systems, communication, and accounting functions.

Course Learning Outcomes: After completing this course, students will be able to:

1. Explain the role and functions of the front office department in the hospitality industry.
2. Understand the guest cycle and effectively handle reservations, check-ins, and check-outs.
3. Apply front office accounting and communication skills in daily hotel operations.
4. Use modern front office technologies and management systems efficiently.
5. Handle guest complaints and ensure high-quality customer service.

Syllabus

Block I: Introduction to Front Office Operations

Unit 1: Introduction to Hotel Industry and Front Office Department

Unit 2: Organization Structure of Front Office

Unit 3: Functions and Duties of Front Office Staff

Block II: Guest Handling Procedures

Unit 4: Guest Cycle – Stages and Activities

Unit 5: Reservation Procedures and Systems

Unit 6: Registration Process – Check-in and Guest Handling

Block III: Front Office Systems and Communication

Unit 7: Room Assignment and Key Control

Unit 8: Types of Rooms, Plans, and Tariffs

Unit 9: Communication and Coordination with Other Departments

Block IV: Accounting and Guest Services

Unit 10: Front Office Accounting System

Unit 11: Check-out and Settlement Procedures

Unit 12: Handling Guest Complaints and Service Recovery

Block V: Safety, Technology and Trends in Front Office

Unit 13: Safety, Security, and Lost & Found Procedures

Unit 14: Use of Technology in Front Office (PMS, e-check-in, etc.)

Unit 15: Recent Trends and Best Practices in Front Office Management

Books Recommended/Suggested Reading:

1. Bardi, J. A. (2019). Hotel Front Office Management. 6th ed. Wiley.
2. Andrews, S. (2013). Hotel Front Office Training Manual. Tata McGraw-Hill Education.
3. Negi, J. (2008). Front Office Operations and Management. Gaurav Publishing House.
4. Walker, J. R. (2017). Introduction to Hospitality Management. 5th ed. Pearson Education.
5. Singh, R. (2015). Front Office: Operations and Management. Aman Publications.
6. Bhatnagar, S. (2011). Front Office Management. Frank Brothers & Co.

Course Title: Basics of Business Statistics

Course Code: MGB-2211

Credits-4

Course Objective: The objective of course is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Explain meaning, scope and functions of statistics and data processing.
2. Apply various measurement of central tendency
3. Apply various measurement of dispersion and skewness.
4. Describe relationship between two variables using concepts of correlation and regression and its use in identifying and predicting the variables.
5. Learn patterns revealed by the time series data and to use it to make predictions for the future.

Syllabus

Block I: Introduction

Unit 1: Meaning, Characteristics, scope and function, limitations & misuse of statistics

Unit 2: Primary & secondary data, collection & editing of data

Unit 3: Classification, Frequency distribution and statistical series, Tabulation of data.

Block II: Measures of Central Tendency

Unit 4: Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean.

Unit 5: Positional Averages including Mode and Median

Unit 6: Partition values - quartiles, deciles, and percentiles with graphic presentation.

Block III: Measures of, Dispersion and Skewness

Unit 7: Measures of Dispersion: absolute and relative. Range, Quartile deviation, Mean deviation

Unit 8: Standard deviation, and their coefficients; Properties of standard deviation/variance.

Unit 9: Moments: Calculation and significance; Skewness: Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.

Block IV: Simple Correlation and Regression Analysis

Unit 10: Simple correlation – Kari Pearson formula in grouped and ungrouped. Data, Ranking method, con-current deviations method

Unit 11: Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation

Unit 12: Properties of regression coefficients; Relationships between Correlation and Regression coefficients.

Block V: Time Series

Unit 13: Meaning, Importance and Component of Time series

Unit 14: Additive model, Multiplication model, Measurement of Trend

Unit 15: Semi average method, Moving average method and Methods of Least squares.

Books Recommended/Suggested Reading:

1. Levin, R.I. & Rubin, D.S. (2017) Statistics for Management. 8th ed. Boston: Pearson Education.
2. Gupta, S.C. & Kapoor, V.K. (2018) Fundamentals of Mathematical Statistics. 12th ed. New Delhi: Sultan Chand & Sons.
3. Berenson, M.L., Levine, D.M. & Krehbiel, T.C. (2015) Basic Business Statistics: Concepts and Applications. 13th ed. Boston: Pearson Education.
4. Anderson, D.R., Sweeney, D.J. & Williams, T.A. (2016) Statistics for Business and Economics. 13th ed. Boston: Cengage Learning.
5. Gupta, S.P. (2019) Statistical Methods. 50th ed. New Delhi: Sultan Chand & Sons.

Course Title: Basic Knowledge of English Grammar

Course code: ENB-2201

Credits-2

Course Objectives:

To develop a fundamental understanding of English grammar rules and concepts.

To improve students' ability to communicate effectively in both spoken and written English.

To enhance students' confidence in using correct grammar in various contexts.

To provide students with the necessary foundation for more advanced studies in English language and literature.

Course Learning Outcomes:

1. Students will be able to identify and apply key grammar rules, such as subject-verb agreement, tense usage, and sentence structure.
2. Students will be able to effectively use parts of speech, including nouns, pronouns, verbs, adjectives, and adverbs.
3. Students will be able to recognize and correct common grammatical errors in their own writing.
4. Students will be able to demonstrate improved proficiency in grammar through quizzes, exams, and class assignments.
5. Students will be able to communicate clearly and confidently in both informal and formal settings using correct grammar.

Block I: Parts of Speech

Unit 1: Nouns

Unit 2: Pronouns

Unit 3: Verbs

Unit 4: Adjectives

Unit 5: Adverbs

Block II: Sentence Structure

Unit 6: Subject-Verb Agreement

Unit 7: Sentence Fragments

Unit 8: Run-on Sentences

Unit 9: Types of Sentences

Unit 10: Sentence Combining

Books Recommended/Suggested Reading:

1. Swan, M. (2016) *Practical English Usage*. 4th ed. Oxford: Oxford University Press.
2. Murphy, R. (2019) *English Grammar in Use*. 5th ed. Cambridge: Cambridge University Press.
3. Azar, B.S. & Hagen, S.A. (2017) *Understanding and Using English Grammar*. 5th ed. Boston: Pearson Education.
4. Greenbaum, S. & Quirk, R. (2010) *A Student's Grammar of the English Language*. 2nd ed. Harlow: Pearson Education.
5. Leech, G., Rayson, P. & Wilson, A. (2014) *A Communicative Grammar of English*. 3rd ed. London: Routledge.

पाठ्यक्रम शीर्षक-कार्यालयी लेखन

पाठ्यक्रम क्रमांक-HNB 2201

क्रेडिट-02

उद्देश्य

कार्यालयी लेखन से परिचित कराना।

टिप्पण एवं प्रारूपण लेखन एवं उसकी विशेषताओं से परिचित कराना साथ ही उसका अभ्यास कराना।

अधिगम की उपलब्धियां

टिप्पण एवं प्रारूपण-लेखन का कौशल विकसित होगा।

औपचारिक पत्र-लेखन का कौशल विकसित होगा।

खंड-1 कार्यालयी प्रणाली एवं टिप्पण-लेखन

इकाई-1 सरकारी कार्यप्रणाली

इकाई-2 टिप्पण का स्वरूप, अर्थ

इकाई-3 टिप्पण-लेखन की प्रक्रिया और प्रकार

इकाई-4 टिप्पण लेखन का अभ्यास

खंड-2 प्रारूप-लेखन और सरकारी पत्र-लेखन

इकाई-5 प्रारूपण: स्वरूप, प्रारूप लेखन-प्रक्रिया

इकाई-6 प्रारूप लेखन: विशेषताएं और अभ्यास

इकाई-7 सरकारी पत्रों का स्वरूप एवं प्रकार

इकाई-8 सरकारी पत्र का अभ्यास

सहायक पुस्तकें

1. प्रयोजनमूलक हिंदी-विनोद गोदरे
2. प्रयोजनमूलक प्रशासनिक हिंदी-दिनेश चमोला "शैलेश"
3. व्यवहारिक हिंदी-ओमप्रकाश सिंघल
4. प्रयोजनमूलक हिंदी: सिद्धांत और प्रयोग- दंगल झालटे

Course Name: Personal Selling

Course Code: MGB-2201

Credits-3

Course Objective: The aim of the course is to build knowledge, understanding and skills in personal selling and sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales process and management.

Course Outcomes: At the end of the course student would be able to:

1. To provide knowledge about personal selling.
2. Understand theory and modern sales approaches.
3. To give an overview about buying motives and their uses in personal selling.
4. To provide knowledge about selling process.
5. To give an overview about sales planning and control.

Syllabus

Block: I: Introduction to Personal Selling

Unit 1: Nature and importance of personal selling, Difference between Personal Selling, Salesmanship and Sales Management, Myths of selling.

Unit 2: Relationship Marketing and Role of Personal Selling.

Unit 3: Characteristics of a good salesman, Types of selling situations, Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.

Block: II: Theories of Selling

Unit 4: Traditional and Modern: AIDAS Model of Selling.

Unit 5: Problem Solving Approach.

Unit 6: Right Set of Circumstances Theory and Modern Sales Approaches.

Block: III: Buying Motives

Unit 7: Concept of motivation, Maslow's theory of need hierarchy.

Unit 8: Dynamic nature of motivation.

Unit 9: Buying motives and their uses in personal selling.

Block: IV: Selling Process

Unit 10: Prospecting and qualifying; Pre-approach; Approach.

Unit 11: Presentation and demonstration; handling of objections and complaints; Closing the sale; techniques for closing the sale.

Unit 12: Customer Relations, Follow up and Dealing customer concerns and complaints.

Block: V: Sales Planning and Control

Unit 13: Sales Forecasting, Sales Budget.

Unit 14: Sales Territories, Sales quota.

Unit 15: Ethical aspects of Selling.

Books Recommended/Suggested Reading:

1. Kotler, P., Keller, K.L., Koshy, A. & Jha, M. (2021) Marketing Management: A South Asian Perspective. 16th ed. New Delhi: Pearson Education.
2. Panda, T.K. (2019) Sales and Distribution Management. New Delhi: Oxford University Press.
3. Sharma, R. (2018) Personal Selling and Salesmanship. New Delhi: Kalyani Publishers.
4. Spiro, R.L., Rich, G.A. & Stanton, W.J. (2012) Management of a Sales Force. 12th ed. New York: McGraw-Hill Education.
5. Ramaswamy, V.S. & Namakumari, S. (2016) Marketing Management: Indian Perspective. 5th ed. New Delhi: Macmillan Publishers.

Course Title: Understanding India

Course code: VAC-2201

Credits-3

Course Objectives:

To provide students with a foundational understanding of the historical events and philosophies that influenced the formation of the Indian Constitution and shaped the nation's identity.

To familiarize students with the structure, features, and key components of the Indian Constitution, including its unique blend of federalism, parliamentary governance, and judicial independence.

To examine the fundamental rights and duties outlined in the Constitution, their implications for Indian citizens, and the balance between individual freedoms and social responsibilities.

To delve into the intricacies of India's system of governance at both the Union and State levels, including the roles and functions of the executive, legislature, and judiciary.

Course Learning Outcomes: :

Upon completing this course, students will:

1. Have a deep understanding of the Indian Constitution, its historical context, and its current application.
2. Be knowledgeable about the fundamental rights and duties of Indian citizens and their significance.
3. Understand the roles and functions of various pillars of Indian democracy, including the executive, legislature, and judiciary.
4. Be aware of the socio-political challenges facing India and the measures being taken to address them.
5. Be able to critically analyze contemporary issues in the Indian socio-political context and their constitutional implications.

Syllabus

Block I: The Indian Constitution

Unit 1: Historical Background of the Constitution

Unit 2: Basic structure of the Constitution

Unit 3: Salient Features of Indian Constitution

Unit 4: Union and its Territory, Citizenship

Unit 5: Fundamental Rights

Block II: System of Government

Unit 6: Fundamental Duties & Directive Principles of State Policy

Unit 7: Parliamentary System & Federal system

Unit 8: Parliament

Unit 9: Prime Minister & President

Unit 10: Chief Minister & Governor

Block III: Various Bodies

Unit 11: Panchayati Raj System

Unit 12: Supreme Court & High Court

Unit 13: Judicial Review, Judicial Activism, Public Interest Litigation

Unit 14: Constitutional Bodies

Unit 15: Non - Constitutional Bodies

Books Recommended/Suggested Reading:

1. Laxmikanth, M. (2019). Indian Polity: A comprehensive guide to Indian constitutional and political systems. Publisher.
2. Basu, D. D. (2019). Introduction to the Constitution of India. Publisher.
3. Kashyap, S. C. (2019). Our Constitution: An Introduction to India's Constitution and Constitutional Law. Publisher.

Semester V

Course Title: Housekeeping Management

Course code: THB-3111

Credits -4

Course Objectives: The objective of this course is to provide students with a comprehensive understanding of the housekeeping operations within the hospitality industry. It aims to equip learners with knowledge about cleaning procedures, maintenance of guest rooms and public areas, handling of linen and laundry, and the use of modern housekeeping equipment.

Course Learning Outcomes: After completing this course, students will be able to:

1. Understand the structure, role, and functions of the housekeeping department.
2. Identify different cleaning agents, equipment, and methods used in housekeeping.
3. Apply effective room and public area management techniques.
4. Manage linen, laundry, and interior decoration operations efficiently.
5. Ensure safety, hygiene, and quality standards through proper supervision and modern practices.

Syllabus

Block I: Introduction to Housekeeping Operations

Unit 1: Introduction to Housekeeping Department and Its Importance

Unit 2: Organization Structure and Functions of Housekeeping Department

Unit 3: Role and Responsibilities of Housekeeping Personnel

Block II: Cleaning Science and Equipment

Unit 4: Cleaning Agents, Equipment and Tools

Unit 5: Cleaning Procedures and Schedules

Unit 6: Waste Management and Environmental Practices in Housekeeping

Block III: Room and Public Area Management

Unit 7: Types of Guest Rooms and Cleaning Procedures

Unit 8: Bed Making, Turn-Down Service and Room Maintenance

Unit 9: Cleaning of Public Areas – Lobbies, Corridors and Washrooms

Block IV: Linen, Laundry and Flower Arrangement

Unit 10: Linen and Uniform Room Management

Unit 11: Laundry Operations and Stain Removal Techniques

Unit 12: Flower Arrangement and Interior Decoration in Hotels

Block V: Supervision, Safety and Emerging Trends

Unit 13: Supervision and Inspection in Housekeeping

Unit 14: Safety, Security and Pest Control in Hotels

Unit 15: Modern Trends and Technology in Housekeeping Management

Books Recommended/Suggested Reading:

1. Andrews, S. (2013). Hotel Housekeeping: Training Manual. Tata McGraw-Hill Education.
2. Malik, S. C. (2010). Hotel Housekeeping: Operations and Management. Avishkar Publishers.
3. Bardi, J. A. (2019). Hotel Front Office and Housekeeping Operations. Wiley.
4. Singh, R. (2016). Hotel Housekeeping Management and Operations. Aman Publications.
5. Negi, J. (2008). Housekeeping: Operations, Design and Management. Gaurav Publishing House.

Course Title: Basics of Food Production

Course code: THB-3112

Credits -4

Course Objective: The objective of this course is to introduce students to the fundamental concepts and principles of food production. It aims to develop a basic understanding of kitchen operations, cooking methods, and the use of ingredients and equipment in food preparation.

Course Learning Outcomes: After completing this course, students will be able to:

1. Understand the organization and functions of the kitchen and its staff.
2. Identify and use various tools, equipment, and ingredients in food production.
3. Apply basic cooking methods and prepare standard dishes.
4. Plan nutritionally balanced menus and ensure food safety standards.
5. Recognize modern trends and technologies in culinary operations.

Syllabus

Block I: Introduction to Food Production

Unit 1: Introduction to the Culinary World and Kitchen Department

Unit 2: Organization Structure and Layout of Kitchen and Ancillary Departments

Unit 3: Roles, Duties and Attributes of Kitchen Staff

Block II: Kitchen Tools, Equipment and Ingredients

Unit 4: Kitchen Tools, Equipment and Their Maintenance

Unit 5: Fuels, Heat Sources and Safety Measures in the Kitchen

Unit 6: Basic Ingredients – Cereals, Pulses, Vegetables, Fruits, Dairy and Fats

Block III: Basic Food Preparation Methods

Unit 7: Principles of Cooking and Various Cooking Methods

Unit 8: Stocks, Sauces and Soups – Classification and Preparation

Unit 9: Salads, Sandwiches and Egg Cookery

Block IV: Bakery, Meat and Menu Planning

Unit 10: Basic Bakery and Confectionery Products

Unit 11: Cuts of Meat, Poultry and Fish – Selection and Storage

Unit 12: Menu Planning – Types, Principles and Nutritional Balance

Block V: Hygiene, Nutrition and Modern Trends

Unit 13: Kitchen Hygiene, Sanitation and Food Safety

Unit 14: Basics of Nutrition and Balanced Diet

Unit 15: Modern Trends in Food Production and Kitchen Technology

Suggested Readings and References:

1. Foskett, D., Ceserani, V., & Kinton, R. (2016). Practical Cookery. 13th ed. Hodder Education.
2. Andrews, S. (2013). Food and Beverage Service Training Manual. Tata McGraw-Hill Education.
3. Negi, J. (2008). Theory of Cookery. Gaurav Publishing House.
4. Sanjeev Kapoor. (2010). Professional Cooking. Popular Prakashan.
5. Goyal, N., & Sarma, S. (2018). Basic Food Production: A Complete Manual. PHI Learning Pvt. Ltd.

Course Title: Transport System

Course code: THB-3113

Credits -4

Course Objectives: The course aims to:

The course aims to provide students with a comprehensive understanding of the structure, evolution, and functioning of various modes of transport used in tourism. It explains the interrelationship between transport and tourism development, highlighting how efficient transportation systems contribute to the growth of tourism destinations.

Course Outcomes: At the end of the course student would be able to:

1. Explain the evolution and importance of transport systems in tourism.
2. Identify different modes of transport and their roles in the tourism sector.
3. Understand the operational and organizational structure of various transport systems.
4. Analyze policies, regulations, and associations governing transport operations.
5. Evaluate future trends, technology, and sustainable practices in travel transportation.

Syllabus

Block I: Introduction to Transport Systems

Unit 1: Evolution and Significance of Transport Systems

Unit 2: Global Developments and Trends in Transport

Unit 3: Organizations and Associations in Transport

Block II: Aviation Industry

Unit 4: Evolution and Growth of Civil Aviation

Unit 5: Structure and Operations of the Aviation Sector

Unit 6: Aviation Regulatory and Supporting Bodies

Block III: Rail Transport Systems

Unit 7: History and Development of Railways

Unit 8: Indian Railways and Tourist Trains

Unit 9: Railway Associations and Future Prospects

Block IV: Road Transport and Car Rental Systems

Unit 10: Overview of Road Transport

Unit 12: Car Rental Systems and Emerging Trends

Block V: Water Transport, Cruises and Future Trends

Unit 13: Water Transport and Its Historical Development

Unit 14: Cruises and Ferry Systems

Unit 15: Trends, Issues, and Sustainability in Transport Systems

Books Recommended/Suggested Reading:

1. Bhatia, A. K. (2021). *Tourism Development: Principles and Practices*. Sterling Publishers, New Delhi.
2. Singh, M. (2020). *Tourism and Transport Systems*. Kanishka Publishers, New Delhi.
3. Khanna, S. (2021). *Transport Management in Tourism*. Himalaya Publishing House, Mumbai.
4. Goeldner, C. R. & Ritchie, J. R. B. (2022). *Tourism: Principles, Practices, Philosophies*. Wiley, New York.
5. Ministry of Tourism (2023). *Tourism Transport Guidelines in India*, Government of India.

Course Title: Tourism Resources

Course Code: THB-3114

Credits -2

Course Objectives

The main objectives of this course are to introduce learners to the concept, classification, and significance of tourism resources, helping them understand their importance in the development and promotion of tourism. It aims to familiarize students with various natural, cultural, and man-made tourism resources of India, showcasing their diversity and contribution to the country's tourism appeal.

Course Outcomes: At the end of the course student would be able to:

1. Define and classify different types of tourism resources.
2. Identify major physical and bio-geographical tourism resources of India.
3. Explain the importance of conservation and protection of tourism resources.
4. Discuss the significance of India's cultural and natural heritage sites.
5. Appreciate India's artistic, literary, and performing art traditions as tourism resources.

Syllabus

Block I: Introduction to Tourism Resources

Unit 1: Introduction to Tourism Resources

Unit 2: Classification of Tourism Resources

Unit 3: Conservation and Protection of Tourism Resources

Block II: Physical Tourism Resources of India

Unit 5: Deserts, Plains, and Wetlands

Unit 6: Coastal Lands, Islands, Rivers, and Lakes

Block III: Bio-Geographical and Eco-Tourism Resources

Unit 7: Flora and Fauna of India

Unit 8: Wildlife Sanctuaries and National Parks

Unit 9: Eco-Tourism and Adventure Tourism

Block IV: Cultural and Heritage Resources

Unit 10: UNESCO World Heritage Sites of India

Unit 11: Built Heritage – Monuments and Architecture

Unit 12: Performing Arts and Indian Cultural Expressions

Block V: Handicrafts, Handlooms, Literature & Rural Tourism

Unit 14: Fairs, Festivals, and Rural Tourism

Unit 15: Indian Language, Literature, and Modern Culture

Books Recommended/Suggested Reading:

1. Bhatia, A.K. (2022). *Tourism Development: Principles and Practices*. Sterling Publishers, New Delhi.
2. Negi, J. (2021). *Tourism Resources of India*. Kanishka Publishers, New Delhi.
3. Singh, S. (2020). *Natural and Cultural Heritage of India*. Rawat Publications, Jaipur.
4. Dixit, M. & Sheela, C. (2019). *Tourism and Travel Management*. Atlantic Publishers, New Delhi.
5. Ministry of Tourism (2023). *Incredible India: Natural and Cultural Heritage*. Government of India.

Course Name: Entrepreneurship for Small Business Management

Course Code: MGB-3114

Credits -3

Course objectives:

The main objectives of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Provide context to those processes in the form of differences between small and large firms, and the economic environment.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Describe entrepreneurship as volition in context of India.
2. Discuss the existing support system for entrepreneurial orientation.
3. Describe enterprise formation process for gaining ideas as to creation of an enterprise for pursuing a career.
4. Calculate the requirements of post-enterprise creation for effective operation of the business.
5. Acquire on available growth strategies for implementing effective suitable strategy for expansion and growth.

Syllabus

Block I: Introduction

Unit 1: Entrepreneurship- meaning and importance, entrepreneurship in Indian context, entrepreneurship as a creative solution provider,

Unit 2: Meaning of various terms related to entrepreneurship.

Unit 3: Entrepreneurship, social entrepreneurship, net entrepreneurship.

Block II: Entrepreneurial Eco System

Unit 4: Socio-economic support system for entrepreneurship; Public and private system of stimulation;

Unit 5: Role of development institutes, availability of finance, marketing, technology and project related assistance; Role of trade associations and self-help groups for promotion of entrepreneurship;

Unit 6: Types of business entities- micro, small and medium enterprises, role of MSME sector in Indian economy family businesses in India; Conflicts in family business; Start-up Action Plan; Make in India initiative.

Block III: Enterprise Formation Process

Unit 7: Understanding and analysing business opportunities, market demand analysis, project feasibility study; preparation of business plan;

Unit 8: Start-ups and basic start-ups problems, sources of financing business start ups;

Unit 9: Cases of Indian start-ups (practical knowledge on preparation of business plan/project report shall be imparted).

Block IV: Managerial Aspects of Business

Unit 10: Managing finance- preparation of operating/cost budget, cash budget; Understanding management of short term and long term capital;

Unit 11: Human resource planning; Contract management;

Unit 12: Understanding marketing methods; Understanding of GST and other tax compliances.

Block V: Managing Growth

Unit 13: Business growth strategies specific to small enterprises;

Unit 14: Enterprise life cycle and various growth strategies; Business collaboration and outsourcing of resources;

Unit 15: Network management; Succession planning for sustenance.

Books Recommended/Suggested Readings

1. Panda, S.C. (2018) Entrepreneurship Development and Small Business Management. New Delhi: Vikas Publishing House.
2. Dollinger, M.J. (2019) Entrepreneurship: Strategies and Resources. 5th ed. New Jersey: Pearson Education.
3. Taneja, S.L. (2018) Entrepreneurship and Small Business Management. 2nd ed. New Delhi: Himalaya Publishing House.
4. Desai, V. (2019) Small-Scale Industries and Entrepreneurship. Mumbai: Himalaya Publishing House.
5. Batra, S.K. (2017) Entrepreneurship Development: New Venture Creation. 2nd ed. New Delhi: Excel Books.

Course Title: Marketing of Services

Course Code: MGB-3116

Credits -3

Course Objective: The course is designed to equip students with the knowledge of marketing of all types of services.

Course Outcome: At the end of the course student would be able to

- 1 Explain the basic concepts about services.
- 2 Define the marketing mix in terms of service sector.
- 3 Expresses scales related service quality and productivity.
- 4 Identify various Strategies in services marketing
- 5 Acquire knowledge of recent trends in marketing of services.

Syllabus

Block I: Introduction of Services Marketing

Unit 1: Services Marketing, concept, characteristics of services, service marketing triangle, purchase process of service marketing, challenges of services.

Unit 2: Goods V/S services marketing

Unit 3: Consumer behaviour, positioning a service in Marketplace.

Block II: Service Delivery

Unit 4: Service product price mix, promotion and communication mix, Place / distribution of services people, Physical evidence.

Unit 5: Branding of services problem and solutions

Unit 6: Options for Service Delivery.

Block III: Service quality and productivity

Unit 7: Improving service quality and productivity

Unit 8: Service quality GAP model, Benchmarking, Measuring service quality

Unit 9: Defining productivity improving productivity.

Block IV: Strategies in services marketing

Unit 10: International and global strategies in services marketing

Unit 11 Factors favouring transactional strategy,

Unit 12: Elements of transactional strategy.

Block V: Recent trends in marketing of services

Unit 13: Recent trends in marketing of services

Unit 14: Ethics in service marketing

Unit 15: Unethical practices in service sector

Books Recommended/Suggested Reading:

1. Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2018) Services Marketing: Integrating Customer Focus Across the Firm. 7th ed. New York: McGraw-Hill Education.
2. Lovelock, C. & Wirtz, J. (2016) Services Marketing: People, Technology, Strategy. 8th ed. Singapore: World Scientific Publishing.
3. Srinivasan, R. (2017) Services Marketing: Indian Context. New Delhi: Pearson Education.
4. Chawla, S. & Sharma, R. (2016) Services Marketing: Text and Cases. New Delhi: Sage Publications.
5. Rao, K.S. & Bhat, R.S. (2017) Services Marketing. New Delhi: Himalaya Publishing House.

Semester VI

Course Title: Sales management

Course Code: MGB-3211

Credits -4

Course Objective: The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management.

Course Outcomes: At the end of the course student would be able to:

1. Develop an understanding about sales management.
2. Understand about Selling skills & Selling strategies.
3. Explain concept of distribution channels.
4. Explain about importance of sales force in organization.
5. Gain knowledge about recent developments in marketing & sales.

Syllabus

Block I: Introduction to Sales Management:

Unit 1: Meaning, Importance, objectives of sales management

Unit 2: sales organizations, qualities and responsibilities of sales manager. Types of sales organizations

Unit 3: Standard sales management process-international sales management

Block II: Selling Skills & Selling Strategies:

Unit 4: Selling and business Styles, selling skills, situations

Unit 5: selling process, sales presentation

Unit 6: Handling customer objections, Follow-up action.

Block III: Distribution Network Management:

Unit 7: Types of Marketing Channels

Unit 8: Factors affecting the choice of channel, Types of middlemen and their characteristics

Unit 9: Concept of physical distribution system.

Block IV: Sales Force Management:

Unit 10: Recruitment and Selection, Sales Training

Unit 11: Sales Compensation- Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process

Unit 12: Sales force motivation -Nature of motivation, Importance, Process and factors in

the motivation.

Block V: Recent Developments in Marketing & Sales:

Unit 13: Retail Sales: Types of retailing – store based and non- store based retailing, Retailing in India: changing scenario.

Unit 14: Recent developments in marketing & sales : Social Marketing, Online Marketing, Direct Marketing, Services Marketing

Unit 15: Green Marketing, Relationship Marketing, Rural marketing

Books Recommended/Suggested Reading:

1. Panda, T.K. (2019) Sales and Distribution Management. New Delhi: Oxford University Press.
2. Sharma, R. (2018) Personal Selling and Salesmanship. New Delhi: Kalyani Publishers.
3. Spiro, R.L., Rich, G.A. & Stanton, W.J. (2012) Management of a Sales Force. 12th ed. New York: McGraw-Hill Education.
4. Ramaswamy, V.S. & Namakumari, S. (2016) Marketing Management: Indian Perspective. 5th ed. New Delhi: Macmillan Publishers.
5. Zoltners, A.A., Sinha, P. & Lorimer, S.E. (2016) Sales Force Design for Strategic Advantage. 3rd ed. New York: Palgrave Macmillan.

Course Name: Goods and Service Tax

Course Code: MGB-3212

Credits -4

Course objective: the main aim of this course is to provide students with the working knowledge of principles and provisions of GST to understand the relevance of GST in the present Indian tax in scenario and its contribution for economic development.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Connect with the genesis of goods and services tax (GST), decipher the constitutional amendment carried out to install GST in India.
2. Describe the meaning of supply under GST law, differentiate between intra-state and inter-state supply, comprehend rules related to the place of supply and compute the value of supply.
3. Discuss the utilization of input tax credit, and the reverse charge mechanism of paying GST and to know the procedure for claiming refund under GST law.
4. Explain the provisions for registration under GST along with Maintenance of accounts.
5. Explain the provisions for Valuation of GST.

Syllabus

Block I: Introduction to GST

Unit 1: Indirect Tax: Meaning, Features, Difference Between Direct And Indirect Tax, Types Of Indirect Tax Before GST, Shortcoming Of Indirect Tax System During Pre GST Era.

Unit 2: GST Meaning Advantages, Disadvantages Of Evaluation of GST,

Unit 3: Structure of GST, CGST, SGST, IGST UTGST, and Important Definition under GST Act.

Block II: Concept of Supply

Unit 4: Time Of Supply: Meaning of Goods and Services, TOS under Reverse Charge Mechanism, Invoicing Provisions, Provisions Related With Change Changes In GST Rate.

Unit 5: Place Of Supply: POS Meaning, POS of Goods and Services, Intra state And Interstate Supply.

Unit 6: Value Of Supply: Meaning, Provisions Related With Determination Of Value Of

Supply Of Goods And Services, Determination of GST Liability.

Block III: Input Tax Credit & Payment of GST

Unit 7: Input Tax Credit ITC: Meaning of Utilization of ITC, Block Credit, Supply Not Eligible For ITC, Matching, Reversal And Reclaim of ITC.

Unit 8: Payment Under GST: Manner of Payment Of GST Liability, Concept Of Electronic, Cash Credit And Liability Ledger, Refund of Excess GST.

Block IV: Registration, Returns and Accounts and Assessment

Unit 9: Registration: Meaning of Final Registration, Compulsory Registration, and Procedure For New Registration, Amendment and Cancellation of Registration.

Unit 10: Accounts And Records: Manner of Maintenance of Accounts, Period of Retention of Relevant Records. Invoice: Format, Types Debit and Credit Note, Voucher

Unit 11: Return: Meaning, Purpose And Importance, Different Types of Return, Due Date of Filing Return,

Unit 12: Assessment Under GST, Meaning, Types Sales Assessment, Provisional Assessment, Summary Assessment, Best Judgment Assessment.

Block V: Valuations of Goods and Services Under GST and Audit under GST

Unit 13: Valuation under GST

Unit 14: Audit under GST Meaning, Types Mandatory, Departmental and Specific Audit, Penalty Under GST,

Unit 15: E -Way Bill, GST portal- Introduction, GST Eco-system, GST Suvidha Provider (GSP),

Books Recommended/Suggested Reading:

1. Ahuja, G. & Gupta, R. (2021) Indirect Taxes including GST. 4th ed. New Delhi: Bharat Law House.
2. Singhania, V. & Singhania, K. (2020) GST Law and Practice. 4th ed. New Delhi: Taxmann Publications.
3. Rao, M.N. (2020) GST Ready Reckoner. New Delhi: Himalaya Publishing House.
4. Gaur, V. & Narang, A. (2021) Goods and Services Tax: Concepts and Procedures. New Delhi: Wolters Kluwer.
5. Ahuja, G. (2020) GST Manual. New Delhi: Bharat Law House.

Course Title: Food and Beverage Service

Course Code: THB-3211

Credits -4

Course Objectives: The objective of this course is to provide students with a clear understanding of the principles and practices of food and beverage service in the hospitality industry. It aims to develop knowledge of service types, equipment, menu planning, and guest handling procedures.

Course Learning Outcomes: After completing this course, students will be able to:

1. Understand the organization and functions of the food and beverage service department.
2. Identify various types of service methods and restaurant operations.
3. Apply knowledge of menu planning, meal service, and guest handling procedures.
4. Manage billing, control systems, and cash handling effectively.
5. Maintain hygiene, ensure safety, and adopt modern service technologies and trends.

Syllabus

Block I : Introduction to Food and Beverage Service

Unit 1: Introduction to the Food and Beverage Industry

Unit 2: Sectors and Types of Food Service Operations

Unit 3: Organization Structure and Duties of F&B Staff

Block II: Food and Beverage Service Areas and Equipment

Unit 4: Types of Service – American, English, French, and Indian

Unit 5: Food Service Areas – Restaurants, Banquets, and Room Service

Unit 6: Service Equipment, Tableware, and Linens

Block III: Menu, Types of Meals and Service Procedures

Unit 7: Menu Planning – Types, Courses, and Designing

Unit 8: Types of Meals – Breakfast, Lunch, Dinner, and Brunch

Unit 9: Sequence of Service and Guest Handling Procedures

Block IV: Beverage Service and Control Systems

Unit 10: Classification of Beverages – Alcoholic and Non-Alcoholic

Unit 11: Methods of Service of Wines, Spirits, Beer, and Cocktails

Unit 12: Control Systems – KOT/BOT, Billing, and Cashiering Procedures

Block V: Hygiene, Safety and Modern Trends

Unit 13: Hygiene and Sanitation in Food and Beverage Service

Unit 14: Safety, Security, and Responsible Service of Alcohol

Unit 15: Emerging Trends and Technology in Food and Beverage Service

Books Recommended/Suggested Reading:

1. Andrews, S. (2013). Food and Beverage Service: Training Manual. Tata McGraw-Hill Education.
2. Singh, R. (2016). Food and Beverage Service. Aman Publications.
3. Cousins, J., Lillicrap, D., & Weekes, S. (2019). Food and Beverage Management. 9th ed. Routledge.
4. Negi, J. (2008). Food and Beverage Service. Gaurav Publishing House.
5. Madan, S. (2012). Food and Beverage Service: Operations and Management. Oxford University Press.

Course Title: Business Ethics and Corporate Social Responsibility

Course Code: THB-3212

Credits -4

Course Objective: The objective of this course is to develop an understanding of ethical principles and moral values that guide business decisions and professional conduct. It aims to sensitize students to the importance of ethics in corporate life and prepare them to identify and resolve ethical dilemmas in business.

Course Learning Outcomes: After completing this course, students will be able to:

1. Understand the concept and importance of ethics in business decision-making.
2. Apply ethical theories and frameworks to real-life business situations.
3. Recognize ethical issues in various functional areas such as marketing, finance, and HR.
4. Appreciate the significance of CSR and corporate governance in modern organizations.
5. Address emerging ethical challenges in technology, environment, and global business.

Syllabus

Block I: Introduction to Business Ethics

Unit 1: Meaning, Nature and Importance of Ethics

Unit 2: Principles of Business Ethics

Unit 3: Ethical Theories and Approaches in Business

Block II: Values and Ethical Decision-Making

Unit 4: Values, Morals, and Integrity in Business

Unit 5: Factors Influencing Ethical Behavior

Unit 6: Ethical Decision-Making Process

Block III: Ethics in Functional Areas of Business

Unit 7: Ethics in Marketing and Advertising

Unit 8: Ethics in Finance and Accounting

Unit 9: Ethics in Human Resource Management and Information Technology

Block IV: Corporate Social Responsibility and Governance

Unit 10: Concept and Importance of Corporate Social Responsibility (CSR)

Unit 11: CSR Policies and Practices in India

Unit 12: Corporate Governance – Principles, Framework, and Challenges

Block V: Emerging Issues and Global Perspective

Unit 13: Environmental Ethics and Sustainable Development

Unit 14: Ethics in International Business

Unit 15: Emerging Ethical Issues – Technology, AI, and Data Privacy

Books Recommended/Suggested Reading:

1. Fernando, A. C. (2019). Business Ethics: An Indian Perspective. Pearson Education.
2. Hartman, L. P., DesJardins, J., & MacDonald, C. (2018). Business Ethics: Decision Making for Personal Integrity and Social Responsibility. 4th ed. McGraw-Hill Education.
3. Weiss, J. W. (2014). Business Ethics: A Stakeholder and Issues Management Approach. 6th ed. Berrett-Koehler Publishers.
4. Badi, R. V., & Badi, N. V. (2017). Business Ethics. Vrinda Publications (India).
5. Chandra, P. (2018). Business Ethics and Corporate Governance. Himalaya Publishing House.

Course Name: Business Research Methodology

Course Code: MGB-3215

Credits -3

Course Objective: This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to field of management.

Course Learning Outcome: After completing the course, the student shall be able to:

1. Describe meaning, scope and process of research. Understand
2. Familiarize with research terminologies and various types of research design.
3. Get an insight into various scaling techniques and sources of data collection.
4. Get acquainted with various techniques of data analysis and its implications.
5. Create enhanced Report writing skills

Syllabus

Block I: Research Formulation

Unit 1: Introduction, meaning of Business research,

Unit 2: Types; Role of research in important area of business and Process of Research;

Unit 3: Defining research Problems; Hypothesis Formulation.

Block II: Research Elaborated

Unit 4: Research Design- Exploratory;

Unit 5: Descriptive and Experimental; Research plan;

Unit 6: Concept of sample; various types of sampling techniques.

Block III: Data Collection

Unit 7: Methods of Data Collection:

Unit 8: Primary & Secondary,

Unit 9: Including Questionnaires & schedule), Scaling Techniques.

Block IV: Processing and analysis of Data

Unit 10: Processing- Editing, coding, Classification and tabulation of data

Unit 11: Analysis of Data by application of statistical tools and techniques;

Unit 12: Various kinds of charts and diagrams used in data analyses; Interpretation.

Block V: Hypothesis testing and Report Writing

Unit 13: Hypothesis, Concept, Need, Objectives of the hypotheses and types

Unit 14: Hypothesis testing

Unit 15: Report Writing

Books Recommended/Suggested Reading:

1. Kothari, C.R. & Garg, G. (2019) Research Methodology: Methods and Techniques. 5th ed. New Delhi: New Age International Publishers.
2. Cooper, D.R. & Schindler, P.S. (2019) Business Research Methods. 13th ed. New York: McGraw-Hill Education.
3. Saunders, M., Lewis, P. & Thornhill, A. (2019) Research Methods for Business Students. 8th ed. Harlow: Pearson Education.
4. Krishnaswamy, K.N., Sivakumar, A.I. & Mathirajan, M. (2016) Management Research Methodology: Integration of Principles, Methods and Techniques. 3rd ed. New Delhi: Pearson Education.
5. Bhattacharyya, D.K. (2018) Research Methodology. 3rd ed. New Delhi: Excel Books.

Semester VII

Course Title: Accommodation Management

Course Code: THB-4111

Credits -4

Course Objective: The objective of this course is to provide students with an understanding of the key functions, operations, and management aspects of the accommodation sector in the hospitality industry. It focuses on front office and housekeeping operations, facility planning, maintenance, and the role of technology in enhancing guest experience.

Course Learning Outcomes: After completing this course, students will be able to:

1. Understand the structure and functions of accommodation operations in the hospitality industry.
2. Manage front office and housekeeping procedures efficiently.
3. Apply knowledge of facility planning, design, and maintenance in hotels.
4. Utilize technology and sustainability practices in accommodation management.
5. Identify emerging trends and challenges in managing accommodation units.

Syllabus

Block I: Introduction to Accommodation Management

Unit 1: Concept and Importance of Accommodation in Hospitality Industry

Unit 2: Types and Classification of Hotels and Accommodation Units

Unit 3: Organizational Structure and Functions of the Front Office and Housekeeping Departments

Block II: Front Office Operations and Management

Unit 4: Front Office Layout, Equipment, and Functions

Unit 5: Guest Cycle – Pre-arrival, Arrival, Stay, and Departure

Unit 6: Reservation, Registration, and Guest Accounting Procedures

Block III: Housekeeping Operations and Management

Unit 7: Role of Housekeeping in Guest Satisfaction

Unit 8: Cleaning Equipment, Agents, and Procedures

Unit 9: Laundry Operations and Linen Management

Block IV: Facility Planning and Maintenance

Unit 10: Planning and Design of Guest Rooms and Public Areas

Unit 11: Energy Conservation, Safety, and Security in Accommodation Units

Unit 12: Maintenance and Renovation of Hotel Property

Block V: Trends and Technology in Accommodation Management

Unit 13: Use of Technology in Front Office and Housekeeping

Unit 14: Environmental Sustainability and Green Practices in Hotels

Unit 15: Emerging Trends and Challenges in Accommodation Operations

Books Recommended/Suggested Reading:

1. Raghubalan, G., & Raghubalan, S. (2016). Hotel Housekeeping: Operations and Management. 3rd ed. Oxford University Press.
2. Kasavana, M. L., & Brooks, R. M. (2015). Managing Front Office Operations. 9th ed. Educational Institute of AHLEI.
3. Andrews, S. (2013). Hotel Front Office Training Manual. Tata McGraw-Hill Education.
4. Singh, R. (2018). Housekeeping Operations and Management. Aman Publications.
5. Neg, J. (2008). Hotel Accommodation Management. Gaurav Publishing House.

Course Title: Cruise & Airline Hospitality

Course Code: THB-4112

Credits -4

Course Objective: The objective of this course is to familiarize students with the principles and practices of hospitality services in cruise ships and airlines. It aims to provide a clear understanding of operations, guest handling, service management, and the roles of various personnel in delivering quality experiences.

Course Learning Outcomes: After completing this course, students will be able to:

1. Understand the structure and operations of cruise ships and airlines.
2. Manage guest handling, reservations, and service procedures effectively.
3. Apply principles of food, beverage, and housekeeping services in cruise and airline settings.
4. Ensure compliance with safety, hygiene, and regulatory standards.
5. Recognize emerging trends and technology applications in cruise and airline hospitality.

Syllabus

Block I: Introduction to Cruise and Airline Hospitality

Unit 1: Overview of Cruise and Airline Industry

Unit 2: Types of Cruises – Ocean, River, Luxury, and Expedition Cruises

Unit 3: Types of Airlines – Full-Service, Low-Cost, Charter, and Regional Airlines

Block II: Organization and Management

Unit 4: Organizational Structure of Cruise Ships and Airlines

Unit 5: Roles and Responsibilities of Crew and Cabin/Flight Staff

Unit 6: Interdepartmental Coordination – Front Office, Housekeeping, and F&B

Block III: Guest Handling and Service Operations

Unit 7: Cruise Passenger Handling – Check-in, Orientation, and Onboard Services

Unit 8: Airline Passenger Handling – Check-in, Boarding, In-Flight Services

Unit 9: Cabin/Seat Management, Reservations, and Guest Complaints Handling

Block IV: Food, Beverage, and Housekeeping Services

Unit 10: On-board Food and Beverage Services – Menus, Special Meals, and Service Types

Unit 11: Housekeeping Management on Cruise Ships and Airlines

Unit 12: Safety, Hygiene, and Sanitation in Cruise and Airline Operations

Block V: Trends, Technology, and Regulations

Unit 13: Use of Technology – Reservation Systems, PMS, and In-Flight/Cruise Management Software

Unit 14: Legal, Safety, and Security Regulations – International Maritime and Aviation Laws

Unit 15: Emerging Trends in Cruise and Airline Hospitality – Sustainable Tourism, Luxury Travel, and Experiential Services

Books Recommended/Suggested Reading:

1. Negi, J. (2011). Airline and Cruise Hospitality Management. Gaurav Publishing House.
2. Brunner-Sperdin, A., Peters, M., & Strobl, A. (2012). Managing Service Quality in Hospitality. Springer.
3. Morrison, A. (2017). Hospitality and Travel Marketing. 2nd ed. Cengage Learning.
4. Ahmed, S. M. (2016). Cruise and Airline Tourism Management. PHI Learning.
5. Gibson, P. (2010). Airline Operations and Management. McGraw-Hill Education.

Course Title: Project and Facilities Planning

Course Code: THB-4113

Credits -4

Course Objective: The objective of this course is to provide students with a comprehensive understanding of project and facilities planning in the hospitality and tourism industry. It aims to equip learners with knowledge of project conceptualization, design, layout, resource allocation, and cost management.

Course Learning Outcomes: After completing this course, students will be able to:

1. Understand the principles and stages of project planning in the hospitality industry.
2. Design layouts and allocate resources efficiently for various hospitality projects.
3. Estimate costs, prepare budgets, and schedule projects using standard tools and techniques.
4. Ensure safety, quality, and sustainability in project and facility planning.
5. Apply modern trends and technology to enhance project and facility efficiency.

Syllabus

Block I: Introduction to Project and Facilities Planning

Unit 1: Concept and Importance of Project Planning in Hospitality

Unit 2: Types of Projects – Hotels, Resorts, Restaurants, and Tourism Ventures

Unit 3: Stages of Project Planning – Feasibility, Design, and Implementation

Block II: Project Design and Layout

Unit 4: Site Selection and Location Analysis

Unit 5: Space Planning and Layout of Accommodation, F&B, and Support Areas

Unit 6: Interior Design Principles and Ergonomics in Hospitality Facilities

Block III: Equipment and Resource Planning

Unit 7: Kitchen and Housekeeping Equipment Selection

Unit 8: Furniture, Fixtures, and Fittings Planning

Unit 9: Resource Allocation – Human, Financial, and Material Resources

Block IV: Costing, Scheduling and Control

Unit 10: Project Cost Estimation and Budgeting

Unit 11: Project Scheduling – Tools and Techniques (Gantt Charts, CPM, PERT)

Unit 12: Project Monitoring, Control, and Quality Management

Block V: Sustainability, Safety and Emerging Trends

Unit 13: Environmental and Sustainable Practices in Hospitality Projects

Unit 14: Safety, Security, and Legal Considerations in Facilities Planning

Unit 15: Emerging Trends – Smart Hotels, Technology Integration, and Modular Designs

Books Recommended/Suggested Reading:

1. Bardi, J. A. (2013). *Facilities Planning in Hospitality Operations*. Wiley.
2. Kasavana, M. L., & Brooks, R. M. (2015). *Managing Front Office Operations*. Educational Institute of AHLEI.
3. Negi, J. (2012). *Hotel Planning and Project Management*. Gaurav Publishing House.
4. Jones, P., & Lockwood, A. (2004). *Hospitality Facilities Management and Design*. 2nd ed. Butterworth-Heinemann.
5. Morrison, A. (2017). *Hospitality and Travel Marketing*. Cengage Learning.

Course Title: Strategic Management

Course Code: MGB-4114

Credits -4

Course Objective: The aim of the course is to build knowledge and understanding about Strategic Management among the student.

Course Learning Outcomes: After completing this course, students will be able to:

1. Identify the Nature & importance of process and levels of strategy.
2. Explain strategic business environment and its models.
3. Analyze strategic tools and techniques.
4. Describe strategic organisation structure.
5. Evaluate the strategic performance, evaluation techniques.

Syllabus

Block I: Introduction, Process and Levels of Strategy

Unit-1- Strategy-Introduction, Definition, Meaning.

Unit 2- Strategy- Objectives, Goals, Policies, Program, Budget.

Unit 3- Strategic management process, Levels of strategy

Block-II: Strategic Business Environment and its Models

Unit-4- Identifying strategic alternatives of business; Environmental appraisal – Internal environment;

Unit-5- Key Success Factors; Role of Resources, Capabilities and Core Competencies;

Unit-6- Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL.

Block III: Strategic Tools and Techniques

Unit-7- Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix;

Unit-8- Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix;

Unit-9- Functional Strategies, Global entry strategies.

Block IV: Strategic Organisation Structure

Unit-10- Organization Structure; Resource Allocation; Projects and Procedural issues.

Unit 11- Integration of Functional Plans. Leadership and corporate culture;

Unit 12- Evaluation and Control: Organizational Systems.

Block V: Strategic Performance, Evaluation Techniques

Unit 13 - Techniques of Strategic Evaluation.

Unit 14- Control techniques of Performance and Feedback

Unit 14 - Evaluation Techniques

Books Recommended/Suggested Reading:

1. Johnson, G., Scholes, K. & Whittington, R. (2017) Exploring Corporate Strategy: Text and Cases. 11th ed. Harlow: Pearson Education.
2. Kazmi, A. (2019) Strategic Management and Business Policy. 5th ed. New Delhi: McGraw-Hill Education (India).
3. Gupta, V. (2018) Strategic Management: Concepts and Cases. New Delhi: PHI Learning.
4. Reddy, P.N. (2016) Strategic Management: Text and Cases. 2nd ed. New Delhi: Himalaya Publishing House.
5. Porter, M.E. (2008) Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press.

Course Title: Event Management

Course Code: THB-4114

Credits -4

Course Objective: The primary objective of the Event Management course is to equip students with a comprehensive understanding of the concepts, principles, and practices involved in planning and managing events of various types and scales.

Course Learning Outcomes: After successful completion of the course, students will be able to:

1. Understand the fundamental principles and practices of event management.
2. Plan, organize, and manage events effectively using professional management techniques.
3. Apply marketing, financial, and legal frameworks in event execution.
4. Coordinate diverse teams and stakeholders to ensure successful event delivery.
5. Evaluate event performance for continuous improvement and client satisfaction.

Syllabus

Block I: Fundamentals of Event Management

Unit 1: Introduction to Events – Meaning, Nature, Scope, and Significance

Unit 2: Types and Categories of Events – Corporate, Social, Cultural, Sports, and Mega Events

Unit 3: Event Management as a Profession – Role of Event Manager, Skills, and Competencies

Block II: Event Planning and Design

Unit 4: Event Management Process – Conceptualization, Planning, Execution, and Evaluation

Unit 5: Event Planning Process – Idea Generation, Feasibility, and Proposal Development

Unit 6: Event Design and Theme Development – Creativity and Innovation in Events

Block III: Event Marketing and Promotion

Unit 7: Event Marketing Concepts – Market Research and Target Audience Identification

Unit 8: Promotion and Public Relations – Advertising, Sponsorships, and Media Management

Unit 9: Digital and Social Media Promotion – Online Branding and Engagement Strategies

Block IV: Financial, Legal, and Risk Management

Unit 10: Event Budgeting and Financial Planning – Cost Estimation and Control

Unit 11: Funding and Sponsorship Management

Unit 12: Risk Management, Safety, and Security Issues in Events

Block V: Event Operations and Evaluation

Unit 13: Venue Selection and Logistics Planning – Layout, Facilities, and Infrastructure

Unit 14: On-Site Management – Staffing, Coordination, and Execution

Unit 15: Event Evaluation and Reporting – Post-Event Analysis, Feedback, and Documentation

Books Recommended/Suggested Reading:

1. Fenich, G.G. (2015) Meetings, Expositions, Events, and Conventions: An Introduction to the Industry. 4th ed. Harlow: Pearson Education.
2. Ferdinand, N. & Kitchin, P. (2017) Events Management: An International Approach. London: Sage Publications.
3. Kapoor, J.R. (2018) Event Management: Principles and Practice. New Delhi: Oxford University Press.
4. Singh, R. (2017) Event Management and Public Relations. New Delhi: Vikas Publishing House.
5. Sharma, D. (2019) Event Planning and Management. New Delhi: Himalaya Publishing House.

Semester VIII

Course Title: Ancillary / Medical Facilities in Hotels

Course Code: THB-4211

Credits -4

Course Objective: The objective of this course is to provide students with an understanding of the ancillary and medical facilities offered in hotels to enhance guest comfort, safety, and satisfaction. It aims to familiarize students with the management of guest support services, medical preparedness, and emergency response.

Course Learning Outcomes: After completing this course, students will be able to:

1. Identify and manage various ancillary services in hotels to enhance guest experience.
2. Understand the principles of medical preparedness and first-aid facilities for guests and staff.
3. Coordinate emergency services and implement crisis management procedures.
4. Integrate wellness, spa, gym, and other ancillary facilities with hotel operations.
5. Apply technology and adopt emerging trends to improve the quality of ancillary and medical services.

Syllabus

Block I: Introduction to Ancillary and Medical Facilities

Unit 1: Concept and Importance of Ancillary Facilities in Hotels

Unit 2: Types of Ancillary Services – Guest, Employee, and Operational Services

Unit 3: Introduction to Medical Facilities in Hospitality

Block II: Front Office and Guest Support Services

Unit 4: Concierge Services – Assistance and Guest Handling

Unit 5: Communication and Information Services

Unit 6: Valet, Luggage, and Porter Services

Block III: Safety, Medical and Emergency Services

Unit 7: First Aid and Basic Medical Services

Unit 8: Coordination with Hospitals, Clinics, and Medical Professionals

Unit 9: Emergency Response, Evacuation Procedures, and Crisis Management

Block IV: Ancillary Facilities Management

Unit 10: Spa, Gym, and Wellness Services

Unit 11: Transportation, Travel Desk, and Ticketing Services

Unit 12: Laundry, Business Centers, and Other Support Services

Block V: Quality, Technology and Trends

Unit 13: Maintaining Standards and Quality in Ancillary Services

Unit 14: Technology Integration – PMS, Health Tracking, and Guest Assistance Apps

Unit 15: Emerging Trends in Ancillary and Medical Facilities for Hotels

Books Recommended/Suggested Reading:

1. Raghubalan, G., & Raghubalan, S. (2016). Hotel Housekeeping: Operations and Management. 3rd ed. Oxford University Press.
2. Negi, J. (2008). Hotel Management: Front Office and Ancillary Services. Gaurav Publishing House.
3. Bardi, J. A. (2019). Hotel Operations Management. Wiley.
4. Walker, J. R. (2017). Introduction to Hospitality Management. 5th ed. Pearson Education.
5. Andrews, S. (2013). Hotel Operations Training Manual. Tata McGraw-Hill Education.

Course Title: Digital Marketing

Course Code: MGB-4211

Credits -4

Course Objective: The primary objective of this course is to equip learners with comprehensive knowledge and practical understanding of digital marketing concepts, tools, and strategies used in the modern business environment.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Describe the concept, scope, and importance of digital marketing.
2. Describe how marketers think, conceptualize, test continuously to optimise their product search on digital platforms.
3. Illustrate how the effectiveness of a digital marketing campaign can be measured
4. Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation.
5. Appreciate the need for regulatory framework for digital marketing in India.

Syllabus

Block I: Introduction

Unit 1: Concept, scope, and importance of digital marketing.

Unit 2: Traditional marketing versus digital marketing.

Unit 3: Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.

Block II: Digital Marketing Management

Unit 4: Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment.

Unit 5: Digital technology and customer-relationship management.

Unit 6: Digital consumers and their buying decision process.

Block III: Digital Marketing Presence

Unit 7: Concept and role of Internet in marketing. Online marketing domains.

Unit 8: The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics.

Unit 9: Online advertising: types, formats, requisites of a good online advertisement.

Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.

Block IV: Interactive Marketing

Unit 10: Interactive marketing: concept and options. Social media marketing: concept and tools.

Unit 11: Online communities and social networks. Blogging: types and role.

Unit 12: Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.

Block V: Ethical and Legal Issues

Unit 13: Ethical issues and legal challenges in digital marketing.

Unit 14: Regulatory framework for digital marketing in India.

Unit 15: Contemporary Discussion in classroom.

Books Recommended/Suggested Reading:

1. Kotler, P., Kartajaya, H. & Setiawan, I. (2021) Marketing 5.0: Technology for Humanity. Hoboken: Wiley.
2. Strauss, J. & Frost, R. (2016) E-Marketing. 7th ed. London: Routledge.
3. Bhatia, P. (2018) Fundamentals of Digital Marketing. New Delhi: Pearson Education India.
4. Sinha, P.K. & Sinha, S. (2019) E-Marketing and E-Commerce. New Delhi: Himalaya Publishing House.
5. Saxena, R. (2020) Marketing Management: A Strategic Approach to Digital Marketing. New Delhi: Tata McGraw-Hill Education.

Course Title: Customer Relationship Management

Course Code: MGB-4212

Credits -4

Course Objective: An understanding of the ways the firm can create and enhance the sources of value to the customer service. To understand strategic frame work of CRM and Impact of CRM on customer experience, satisfaction and loyalty, to understand recent development in usage of CRM.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Describe the concept of Customer Relationship Management (CRM) and types and various strategies of Customer viewpoint
2. Measure the customer satisfaction and loyalty in terms of CRM.
3. Identify the path of Marketing services and its technological implementation of CRM
4. Explain the feature of E-CRM and Enterprise Marketing Automation tools for augmentation of business
5. Describe the insights of Customer Relationship Management (CRM) and its implementation.

Syllabus

Block I: Introduction to CRM

Unit 1: CRM concepts: Theoretical perspectives of relationship -CRM Definitions –

Unit 2: Components of CRM - Stakeholders in CRM -Significance of CRM

Unit 3: Types of CRM – strategies of CRM - customer life style and customer interaction.

Block II: Customer Satisfaction

Unit 4: Customer Satisfaction Significance - Components of Customer Satisfaction

Unit 5: Customer Satisfaction Models - Rationale of Customer Satisfaction and measurement

Unit 6: Customer Loyalty - Customer Loyalty Ladder - -Benefits of Customer Loyalty - Dimensions of Customer Loyalty - Determinants of Customer Loyalty - Drivers of Customer Loyalty.

Block III: CRM in Marketing

Unit 7: CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention - Behaviour Prediction

Unit 8: Customer Profitability & Value Modeling , Channel Optimization

Unit 9: CRM and Customer Service:

Block IV: E-CRM

Unit 10: Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM

Unit 11: Sales Force Automation (SFA) – need and barrier of (SFA) - Field Force Automation

Unit 12: Enterprise Marketing Automation (EMA) Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

Block V: Implementation of CRM

Unit 13: CRM Implementation – A comprehensive model –

Unit 14: Developing CRM vision and strategy Management support -Pre-implementation - kick off meeting - requirements gathering - prototyping and detailed proposal generation

Unit 15: Development of customization - system optimization - follow up.

Books Recommended/Suggested Reading:

1. Rai, A.K. (2011) Customer Relationship Management: Concepts and Cases. New Delhi: Prentice Hall of India Private Limited.
2. Shanmugasundaram, S. (2008) Customer Relationship Management. New Delhi: Prentice Hall of India Private Limited.
3. Mukherjee, K. (2008) Customer Relationship Management. New Delhi: Prentice Hall of India Private Limited. Sheth, J., Parvatiyar, A. & Shainesh, G. (2001)
4. Customer Relationship Management: Emerging Concepts, Tools and Applications. New Delhi: Tata McGraw-Hill Education.
5. Kumar, V. & Reinartz, W. (2008) Customer Relationship Management: A Databased Approach. New Delhi: Wiley India.

Course Title: Supply Chain Management

Course Code: MGB-4213

Credits -4

Course Objective: This syllabus provides a structured approach to learning supply chain management, incorporating theoretical knowledge, practical applications, and real-world case studies to prepare students for careers in this dynamic field.

Course Learning Outcomes: After completing the course, the student shall be able to:

1. Develop a sound understanding of the important role of supply chain management in today's business environment.
2. Become familiar with Strategic issues in Supply Chain.
3. Develop a sound understanding about role of procurement in Supply Chain Management.
4. Understand about production and operations management.
5. Develop a sound understanding about logistics and distribution management.

Syllabus

Block I: Introduction to Supply Chain Management

Unit-1- Definition and Importance of Supply Chain Management; Components of a Supply Chain.

Unit-2-Supply Chain Objectives and Performance Measures, Key Flows in Supply Chains: Information, Product, and Financial

Unit-3- Historical Evolution of Supply Chain Management

Block II: Supply Chain Strategy and Design

Unit-4- Supply Chain Strategy and Competitive Advantage; Designing the Supply Chain Network.

Unit-5- Supply Chain Drivers and Metrics, Aligning Supply Chain Strategies with Business Strategies

Unit-6- Case Studies of Strategic Supply Chain Designs

Block III: Procurement and Supply Management

Unit-7- Role of Procurement in Supply Chain Management; Strategic Sourcing and Supplier Selection

Unit-8- Procurement Processes and Technologies; Contract Management and Negotiation Techniques

Unit-9- Supplier Relationship Management

Block IV: Production and Operations Management

Unit-10-Production Planning and Control , Lean Manufacturing and Just-In-Time (JIT) ,

Unit-11-Inventory Management and Optimization; Quality Management in the Supply Chain

Unit-12- Case Studies in Production and Operations Management

Block V: Logistics and Distribution Management

Unit-13- Role of Logistics in Supply Chain Management; Transportation Management and Optimization

Unit-14- Warehousing and Distribution Center Management

Unit-15- Global Logistics and International Trade; Technology in Logistics: RFID, GPS, and WMS

Books Recommended/Suggested Reading:

1. Chopra, S. & Meindl, P. (2019) Supply Chain Management: Strategy, Planning and Operation. 7th ed. Harlow: Pearson Education.
2. Ballou, R.H. (2007) The Evolution and Future of Logistics and Supply Chain Management. European Business Review, 19(4), pp.332–348.
3. Christopher, M. (2016) Logistics and Supply Chain Management. 5th ed. Harlow: Pearson Education.
4. Agarwal, D.K. (2010) Supply Chain Management: Text and Cases. New Delhi: Macmillan Publishers India.
5. Sharma, S. (2017) Supply Chain Management: Concepts, Practices and Implementation. New Delhi: Oxford University Press.

Course Title: Compensation Management

Course Code: MGB-4214

Credits -4

Course Objective: This course provides a comprehensive understanding of compensation management, covering key concepts such as job analysis, job evaluation, wage administration, performance management, and employee benefits. It equips BBA students with the knowledge and skills necessary to effectively manage compensation systems in organizations.

Course Learning Outcomes: After completing this course, students will be able to:

1. Acquaint with importance of compensation in organizations.
2. Explain methods of job analysis.
3. Describe the various principles involved and premise of the grant of bonus, wages, and minimum wages to workers.
4. Explain performance management and compensation.
5. know various employee benefits and compensation

Syllabus

Block I: Introduction to Compensation Management

Unit-1-Overview of compensation management, Importance of compensation in organizations, Objectives of compensation management

Unit-2- Historical perspective and evolution of compensation management

Unit-3- Current trends and challenges in compensation management

Block II: Job Analysis and Job Evaluation

Unit-4- Concept and importance of job analysis; Methods of job analysis: observation, interviews, questionnaires, and job analysis forms

Unit-5-- Job description and job specification

Unit-6- Concept and purpose of job evaluation; Techniques of job evaluation: ranking method, classification method, point method, and factor comparison method

Block III: Wage and Salary Administration

Unit-7- Principles of wage and salary administration; Factors influencing wage determination

Unit-8- Wage structure: basic wage, allowances, and benefits

Unit-9- Wage payment systems: time-based, performance-based, and incentive-based; Laws and regulations governing wage and salary administration.

Block IV: Performance Management and Compensation

Unit-10- Performance management process: goal setting, performance appraisal, feedback, and development planning; Performance appraisal methods: graphic rating scale, behaviorally anchored rating scale (BARS), and management by objectives (MBO)

Unit-11- Link between performance management and compensation; Designing and implementing performance-based compensation systems

Unit-12- Ethical considerations in performance management and compensation

Block V: Employee Benefits and Compensation

Unit-13- Overview of employee benefits; Types of employee benefits: health insurance, retirement plans, paid time off, and other fringe benefits

Unit-14- Legal and regulatory framework governing employee benefits; Designing and managing employee benefit programs

Unit-15- Cost-benefit analysis of employee benefits.

Books Recommended/Suggested Reading:

1. Armstrong, M. and Murlis, H. (2007) Reward Management: A Handbook of Remuneration Strategy and Practice. London: Kogan Page.
2. Chhabra, T.N. and Rastogi, S. (2003) Compensation Management. New Delhi: Sun India Publications.
3. Dunn, J.D. and Stephens, E.C. (1972) Management of Personnel: Human Resources. New York: McGraw-Hill.
4. Dwivedi, R.S. (2001) Managing Human Resources: Industrial Relations in Indian Enterprises. New Delhi: Galgotia Publishing House.

Faculty and Support Staff

The University has identified the dedicated requisite faculty and support staff as mandated by the UGC and they are allocated the positions exclusively for ODL mode. The course material prepared by the CDOE faculty is at par with the regulations 2020.

List of Faculty associated with BBA in Tourism and Hospitality Management program is as follows:-

S. No.	Name of Faculty	Designation	Nature of Appointment	Qual	Subject
1	Dr Kush Kumar	Associate Professor	Full-Time	Ph.D	Management
2	Mr. Aashish Srivastava	Assistant Professor	Full-Time	UGC NET	Management

Delivery Mechanism

The ODL of MU follows a modern ICT (Information & Communication Technology) enabled approach for instruction. The methodology of instruction in ODL of MU is different from that of the conventional/regular programs. Our ODL system is more learner-oriented and the learner is an active participant in the teaching-learning process. ODL of MU academic delivery system comprises:

A. Print Material

The printed material of the programme supplied to the students will be unit wise for every course.

B. Counselling Sessions

There will be 6 counselling/ contact classes in face to face mode of two hours each for a course of 4 credits. The counselling sessions / face to face contact classes will be held on the campus of the University on Saturdays and Sundays.

C. Medium of Instruction

Medium of Course Instruction: English

Medium of Examination: English

D. Student Support Systems

Universities study Centers or Learner Support Centre shall be headed by a coordinator, not below the rank of Assistant professor and shall be augmented with academic and non-academic staff depending on the learner.

The university has made appropriate arrangements for various support services including counselling schedule and resource-oriented-services evaluation methods and dates both on and off line modes for easy and smooth services to the students through distance mode.

At present the university has only one study center in the campus. The institution is not promoting any study centers outside the campus. All student support services will be provided to the student through a single window method/mode onsite and online.

F. Procedure for Admissions, Curriculum, Transaction and Evaluation

Admission Process

Admission to the BBA in Tourism and Hospitality Management programme will be done on the basis of screening of candidate's eligibility on first come first serve basis. Admission shall not be a right to the students and MU, CDOE shall retain the right to cancel any admission at any point of time if any irregularity is found in the admission process, eligibility etc.

Maximum Duration-

- A. The maximum duration of the BBA in Tourism and Hospitality Management Programme is eight years. Thereafter, students seeking completion of the left-over course(s) will be required to seek fresh admission.
- B. The student can complete his programme within a period of 8 years failing which he/she shall seek fresh admission to complete the programme.

Eligibility

10+2 in any stream from any recognized board.

Fee Structure

Name of the Program	Degree	Duration	Year	Program Fee/Year	Exam Fee/Year	Total (in Rs.)
BBA in Tourism and Hospitality Management	UG	4 to 8 Years	1	13500	2000	15500
			2	12000	2000	14000
			3	12000	2000	14000
			4	12000	2000	14000
Total						57500

Activity Schedule

S.NO.	Name of the Activity	Tentative months schedule(specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practical's. etc.)	Sep	Nov	Mar	May

Credit System

MU, CDOE proposes to follow the 'Credit System' for most of its programs. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a 8 credit course requires 240 hours, 6 credit course requires 180 hours , 4 credit course requires 120 hours and 2 credit course requires 60 hours of study. This helps the student to understand the academic effort to complete a course. Completion of an academic programme requires successful clearing of both, the assignments and the term-end examination of each course in a programme.

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
4 Yrs.	160	BBA in Tourism and Hospitality Management	Bachelor's Degree

Assignments

Distance Education learners have to depend much on self-study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

Evaluation: The evaluation system of the programme is based on two components:

A. Continuous Evaluation in the form of assignments (weightage 30%): This Component carries a weightage of 30%. There will be at least one graded assignment and test per course. These assignments are to be submitted to the

Co-ordinator of the CDOE/Study Centre to which the student is assigned or attached with.

B. Term-end examination (weightage 70%): This will be held twice every year in the months of June and December. The students are at liberty to appear in any of the examinations conducted by the University during the year. A student will be allowed to appear in the Term-End Examination only after she/he has registered for that course and submitted the assignment. For appearing in the Examination, every student has to submit an Examination form through online (www.mangalayatan.in)/ or offline before the due dates as given in the schedule of operations. If a student misses any term-end examination of a course for any reason, s/he may appear for any of them or all the courses subject to the maximum of 8 courses in the subsequent term-end examinations. This facility will be available until a student secures the minimum pass grade in the courses but up to a maximum period of four semesters, since the date of registration of the course is valid for four semesters. Beyond this period s/he may continue for another four semesters by getting Re-registration by paying fee again. In that case, the score of qualified assignments and/or term-end examination will be retained and the student will be required to complete the left out requirements of such re-registered courses. Minimum requirement for passing a course will be 40% marks.

G. Laboratory Support and Library Resources

The library of Mangalayatan University, Aligarh aims to empower the teaching mission and intellectual culture of the community through availability through an organized collection of information as well as instruction in its access, relevance and evaluation.

The University Library enriches advance learning and discovery by providing access to a broad array of resources for education, research and creative work to ensure the rich interchange of ideas in the pursuit of knowledge.

Centre for Distance and Online Education of Mangalayatan University, Aligarh has initiated the process of setting up a dedicated Library for ODL program and

acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. We have a full functioning community radio service on board (90.4 FM). We already have annual journal subscriptions and the capacity can be enlarged at later stages as the University lines up with more online journals.

The collection of the Library is rich and diverse especially in terms of the breadth and depth of coverage. Collection encompasses subjects in Management, Commerce, Information Technology, Computer Applications, and other allied areas. This collection further includes Books, Research Journals, Project Reports/Dissertations and online Journals.

The University has well equipped Computer Laboratories, Lecture Capturing Systems, Audio Videofacilities, ICT enabled class rooms, Wi-Fi facilities etc.

H. Cost Estimate of the Programme and the Provisions

Initial expenses have been done by the University in terms of provision of infrastructure, manpower, printing of self study material and other. The University intends to allocate expenses out of the total fee collection as per following details:

a) SLM Development and Distribution	:	20%
b) Postal Expense	:	10%
c) Salary and other Administrative expenses	:	60%
d) Future development	:	10%

Once programmes are operational, fee receipt from the programmes budget to be planed as per the guidelines of University Grants Commission.

I. Quality Assurance

The University has established the Centre for Internal Quality Assurance (CIQA) in the University campus. The CIQA will monitor and maintain the quality of the ODL programmes. It has the following objectives in making the compliances of quality implementations.

Objectives

The objective of Centre for Internal Quality Assurance is to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes of higher education in the Open and Distance Learning mode and Online mode being implemented by the Higher Educational Institution are of acceptable quality and further improved on continuous basis.

Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following

- 1) To maintain quality in the services provided to the learners.
- 2) To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
- 3) To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.
- 4) To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
- 5) To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
- 6) To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.
- 7) To facilitate the implementation of its recommendations through periodic reviews.
- 8) To organize workshops/ seminars/ symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.
- 9) To develop and collate best practices in all areas leading to quality

enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.

- 10) To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme (s).
- 11) To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme.
- 12) To put in place a mechanism to ensure the proper implementation of Programme Project Reports.
- 13) To maintain a record of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.
- 14) To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
- 15) To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.
- 16) To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.
- 17) To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.
- 18) To coordinate between Higher Educational Institution and the Commission for various quality related initiatives or guidelines.
- 19) To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
- 20) To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.
- 21) It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling in 4-year BBA in Tourism and Hospitality Management Programme of Mangalayatan University, Aligarh in ODL mode, student will exhibit leadership skill and ability to work effectively in teams. After completion of BBA in Tourism and Hospitality Management Programme, student will participate in business decision making and bring synergy to their ventures.