HSNC University, Mumbai

(The Cluster University established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)

Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2022-23

HSNC UNIVERSITY, MUMBAI

BOARD OF STUDIES IN VOCATIONAL TOURISM & HOSPITALITY MANAGEMENT

1.) Name of Chairperson/Co-Chairperson/Coordinator:-

Dr Chandani Bhattacharjee

2.) Two to five teachers each having minimum five years teaching experience amongst the full time teachers of the Departments, in the relevant subject.

a.) Dr Rani Tyagi

b) Mr Rahul Mishra

3.) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body; nominated by Parent Body;-

Dr Tanusree Chaudhuri, Assistant Professor, Vivek College of Commerce. Mumbai.

4.) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a.) Ms. Sana Mehta, Advanced Diploma from HR, IATA, Head of Operations, Comfort Voyage, Mumbai.

b.) Mr. Ankit Jhaveri, Senior Credit Analyst, CRISL, Owner, Prathamesh Events and Holidays.

c.) Mr. Jai Berry, First Batch of Travel and Hospitality, Topper, Deputy General Manager, Marketing, Belgian Waffles

d.) Mr. Sanket Pai, Owner, Balaji Travels, Mumbai

5.) **Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year**.

a.) Ms. Amanpreet Kaur Bhamra   b) Hitakshi Khira.

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Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

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Under

The Faculty of Arts and Commerce

With effect from the

Academic year 2022-23

Part I (Section A)

R. **** : **The Definitions Of The Key Terms Used In The Choice Based Credit System And Grading System Introduced From The Academic Year 2020-2021 Are As Under:**

Outline of the Choice Based Credit System as outlined by the University Grants Commission:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

> 2.1 **Discipline Specific Elective (DSE) Course**: Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of **interdisciplinary** nature (to be offered by main discipline/subject of study).

> 2.2 **Dissertation/Project**: An elective course designed to acquire Special/advanced knowledge, such as supplement study/support study to project work, and a candidate studies such a course on his own with advisory support by a teacher/faculty member is called dissertation/project. A Project / Dissertation work would be of 6 credits. A Project / Dissertation work may be given in place of a discipline-specific elective paper.

> 2.3 Generic **Elective (GE) Course**: An elective course chosen generally from an unrelated discipline/subject, to seek exposure is called a Generic Elective.

Note: A core course offered in a discipline/subject may be treated as an elective by another discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement;
SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

4. Choice Based Credit System (CBCS)
CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students.

5. Honours Program
To enhance employability and entrepreneurship abilities among the learners, through aligning Inter-Disciplinary / Intra Disciplinary courses with Degree Program. Honours Program will have 40 additional credits to be undertaken by the learner across three years essentially in Inter / Intra Disciplinary course.

A learner who joins Regular Undergraduate Program will have to opt for the Honours Program in the first year of the Program. However, the credits for honours, though divided across three years can be completed within three years to become eligible for award of Honours Degree.

6. Program:
A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of the study.

7. Course:
A 'course' is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. Several linked courses considered together are in practice, a 'program'.

8. Bridge Course:
Bridge course is visualized as Pre semester preparation by the learner before the commencement of regular lectures. For each semester the topics, whose knowledge is considered as essential for effective and seamless learning of topics of the Semester, will be specified. The Bridge Course can be conducted in online mode. Online content can be created for the Bridge Course Topics.

9. Module and Unit:
A course which is generally an independent entity having its own separate identity is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Unit.

10. Self-Learning:
20% of the topics will be marked for Self-Learning. Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, fieldwork, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated in real-time during evaluative sessions. The purpose of evaluative sessions is

to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question and Answer sessions and open discussion. The marking scheme for Self Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

11. Credit Point:

Credit Point refers to the 'Workload' of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like reading, reflecting, discussing, attending lectures/counselling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many hours it would take for a learner to complete a single course successfully.

12. Credit Completion and Credit Accumulation:

Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria concerning a single course. Learner level of performance above the minimum prescribed level (viz. grades/marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more courses. Thus the learner 'accumulates' course wise credits.

13. Credit Bank:

A Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the course/s for which Credit has been given, the course-level, nature, etc. Also, all the information regarding the number of Credits transferred to different programs or credit exemptions given may be stored with the individual's history.

14. Credit Transfer:

(Performance transfer) When a learner completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

15. Course Exemption:

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

Part II (Section B)

Note: The Ordinances and Regulations given below apply to Under Graduate Programmes of the University.

O*****
The minimum duration of the Under Graduate Programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who completes 120 credits of the programme in a period of 3 to 6 years from the year of enrolment to semester VI.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I,he/she may at his/her option transfer his/her performance in the existing/new program after establishing an equivalence between old and new syllabus. Such a performance transfer will bedecided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned subject.The admission to the program will be governed by the existing rules

O***** The fees for the transfer of credits or performance will be based on the number of credits that a learner has to complete for the award of the degree.

R **** Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.

R**** **The Scheme of Teaching and Examination**:
The Scheme of Teaching and Examination shall be divided into **TWO** components, **internal assessment and External assessment** (semester-end examination) for each course of the program.

The performance of the learners shall be evaluated in two components: Internal Assessment with 40% marks by way of continuous evaluation and by Semester End Examination with 60% marks by conducting the theory examination.

Internal Assessment: - It is defined as the assessment of the learners based on continuous evaluation as envisaged in the credit-based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

   A). **Internal Assessment–40%**   **40marks**

1. For Theory Courses

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	15 Marks
2	One assignment based on curriculum (to be assessed by the teacher Concerned)	10 Marks
3	Self-Learning Evaluation	10 Marks
4	Active participation in routine class instructional deliveries	05 Marks

2. For Practical Courses

Sr. No.	Particulars		Marks
1	Semester End Practical Examination		15 Marks
	Journal	05 Marks	
	Viva	05 Marks	
	Laboratory Work	05 Marks	
2.	One assignment/project with the class presentation to be assessed by teacher concerned		10 Marks
	Presentation	05 Marks	
	Written Document	05 Marks	
3	Self-Learning Evaluation		10 Marks
4	Active participation in routine class / Laboratory instructional deliveries		05 Marks

➢ **Project and Assignment:**

- Project or Assignment, which can in the following forms
  – Case Studies
  – Videos
  – Blogs
  – Research paper (Presented in Seminar/Conference)
  – Field Visit Report
  – Presentations related to the subject (Moot Court, Youth Parliament, etc.)

- Internships (Exposition of theory into practice)
- Open Book Test
- Any other innovative methods

➢ **Self-Learning Evaluation**

- 20% of the topics of the curriculum are learned by the student through self-learning using online/offline academic resource specified in the curriculum. hence 20% of the lectures shall be allocated for evaluation of students on self-learning topics.

- The identified topics in the syllabus shall be learnt independently by the students in a time-bound manner preferably from online resources. Evaluative sessions shall be conducted by the teachers and will carry 10 Marks.

- The self-learning topics can be evaluated into 3-4 student groups on the topics,

- Prescribe time duration (in days) for completion of each group of the topic and earmark self-learning evaluation lectures in the timetable. hence each group of the topic can be assigned 3 regular lectures for this evaluation for the entire class.

  3 Sub Topics
  Each evaluative session shall carry 3 Marks (3 x 3 Units = 9 Marks). Students who participate in all evaluative sessions shall be awarded 1 additional Mark.

  4 Sub Topics
  Each evaluative session shall carry 2.5 Marks (2.5 x 4 Units = 10 Marks).

- Evaluation of self-learning topics can commence in regular lectures assigned for self-learning evaluation in the timetable

- All students will actively participate in the presentation of each of the sub-topics.

- SUGGESTIVE Methods for Evaluation of Self-learning topics in Lectures:
  - Seminars/presentation (PPT or poster), followed by Q&A
  - Objective questions /Quiz / Framing of MCQ questions.
  - Debates
  - Group discussion
  - You-Tube videos (Marks shall be based on the quality and viewership)
  - Improvisation of videos

- Role Play followed by question-answers
- Viva Voce
- Any other innovative method

Student can be evaluated based on the quality of presentation, quality of Question and Answer, the framing of the quiz, conduct of quiz, performance in debate etc

- Teachers can frame other methods of evaluation also provided that the method, duly approved by the college examination committee, is notified to the students at least 7 days before the commencement of the evaluation session and is forwarded for information and necessary action at least 3 days before the commencement of the evaluation session.

SEMESTER END EXAMINATION: - It is defined as the examination of the learners based on performance in the semester-end theory / written examinations.

B. Semester End Examination-60%   60Marks

1)   Duration – These examinations shall be of 2 hours duration.
2)   Question Paper Pattern: -
   i. There shall be four questions each of 15marks.
  ii .All questions shall be compulsory with internal choice within the questions.
  iii The question may be sub-divided into sub-questions a, b, c, d & e only
  and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

HSNC University Mumbai

(2022-2023)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the programme

Bachelors of Vocation (BVOC) in

Retail Management

Curriculum –Third Year: Semester-V and Semester-VI

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Section C

Bachelors of Vocation (B.Voc) in Tourism and Hospitality Management

Part 1- Preamble

Education has been changing to accommodate the needs of the industry. With this larger parlance in mind, it has been a constant endeavour of institutions in the country to create curriculum to train, create and skill the learners and nurture them towards employability. The Government of India, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013 issued a notification for National Skills Qualifications Framework (NSQF) formation. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have been established. One of the mandates of Sector Skill Councils is to develop Qualification Packs (QPs) / National Occupational Standards (NOSs) for various job roles in their respective sectors. This course is mandated for the students of Retail Management Vocational Program. The need has been to rework on the industry specific needs, the skill based needs and the educational needs of the current times. Furthermore, the University Grants Commission (UGC) has launched a scheme on 27 February, 2014 for skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B. Voc.) degree with multiple entry and exit points which has been further revised in the year 2015. The chief objective of the course is to provide undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. The course would enable the learners to be informed and trained graduates with a profound sense of responsibility towards the society.

1. Course Objectives:

Semester V

UV-TTH-501 Strategic Management

- To understand the meaning and significance of strategy and its importance in management.
- To gain an appreciation of the balance of qualitative and quantitative aspects of Policy formulation, Implementation and Evaluation and Control.
- To learn about the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world.
- To learn the various theories and methods of business management strategies.
- To understand the entire range of skills necessary for strategizing the process of business decisions.
- To better understand and practice the concept of change management.

UV-TTH-502 Human Resource Management

- To develop necessary skill set in the students for application of issues pertaining to Human Resource Management.
- To provide an overview of the Human Resource Department and to enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decision
- To create a critical appreciation and knowledge for understanding the determinants of human resource requirements and the means for meeting those requirements

UV-TTH 503 Leadership and Change Management

- To understand the various types of leadership styles and learn from case studies of prominent leaders.
- To present a picture of the constant change in the business and social environment.
- To discuss the impact of this change on individuals and organizations.
- To analyze ways in which organizations and individuals can deal more effectively with the change process.

UV-TTH-504 Tourism Administration In India

- To develop a deeper understanding of the Administration of Tourism in India.
- To examine efficiencies and discrepancies in the regulations and roles of the governments.

- To enable the students to develop a concept of the structure of the planning in India, including the central and state agencies.
- To update learners with new trends, vision and mission of the administration of Indian tourism.

UV-TTH-505 Tour Manager

- To understand the role of the Tour manager in the tourism ecosystem.
- To examine possibilities of designing tour packages
- To ensure that students understand the tour manager's roles and be able to skill towards management and administrative responsibilities
- To update learners about the new trends of tour managers
- To provide a scope for practical learning through projects and class activities

Semester VI

UV-TTH-601 Business Ethics and CSR

- To understand the Business Ethics and to provide best practices of business ethics .
- To learn the values and implement in their careers to become a good managers.
- To develop various corporate social Responsibilities and practise in their professional life
- To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

UV-TTH- 602 Entrepreneurship

- To understand the role and fundamentals of Entrepreneurship and the ability to identify and create business opportunities that can be commercialized successfully.
- To learn problem solving, creativity and to elaborate on the understanding of the process and types of innovation.
- To understand the relevance and application of Business Canvas Model, how to start up a venture and launching formalities for a new venture.
- The students develop and can systematically apply an entrepreneurial way of thinking and understand the process adopted for protection of intellectual property involving patents, trademarks, and copyrights.

UV-TTH-603 Sales and Negotiation Skills

- To understand the nature of conflicts, their causes and outcomes
- To study the aspects of conflict management and how to handle them effectively
- To get insight into negotiations and negotiation process
- To understand the role of third party negotiation and skills for effective negotiation

UV-TTH-604 Emerging Trends In Tourism

- To develop a deeper understanding of the the emerging trends in tourism sector.
- To examine efficiencies and discrepancies in the newer concepts and the possibilities of employability in the sector
- Update and create an understanding of the challenges faced by the sector with the development of the emerging trends. It would also focus on the ability of the sector to adapt and change with the new requirements of the sector

UV-TTH-605 Emerging Trends In Hospitality Industry

- To develop a deeper understanding of the emerging trends in hospitality sector.
- To examine efficiencies and discrepancies the hospitality sector
- To enable the students to develop a concept of the structure of hospitality sector, its challenges and the way forward
- To enable the learners to be a part of the hospitality sector by acquiring the everyday running of a sector.

2. Process adopted for curriculum designing:

The members of the syllabus drafting committee developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subject and connecting to the sector skill of the discipline. Thereafter, the syllabus was put across to the academicians and industry experts. Their valuable inputs were collected through meetings and thereafter incorporated into the syllabus.

3. Salient features, how it has been made more relevant:

This syllabus has been developed with meticulous detail to identify the newer concepts in the retail scenario. There have been twin focuses on the larger global scenario and a finer Indian aspect which have been covered in detail. All valuable inputs have been adapted into the course. This course also brings into its fold, current industry challenges, solutions,

India centric steps taken and future of the subject in technological usage to combat these challenges. In order to be contemporary and relevant, there is extensive use of examples, practical problem solving have introduced.

4. Learning Outcomes:

Semester V

UV-TTH-501 Strategic Management

- To understand the meaning and significance of Strategy
- To practice and implement the various theories and methods of business management strategies.
- Design and develop the business strategies for national and global management.
- Get an overview of the national and global expansion strategies
- To evaluate the various techniques and tools of strategies in business management.
- To better understand and practice the concept of change management.

UV-TTH-502 Human Resource Management

- Students will get a clear understanding of managing the human resources from getting employees on board to developing and retaining them
- Evaluate the developing role of human resources in the global era
- Learners will have an awareness about the industrial relations and the elements associated with it

UV-TTH 503 Leadership and Change Management

- To understand Leadership, Role and function of a Leader
- To absorb Leadership theories and styles
- To gain knowledge about Organizational change concepts
- To understand the Perspectives of change
- To be able to formulate Strategies for Managing change

UV-TTH-504 Tourism Administration In India

- The students will be able to understand the fundamental concept of tourism administration, the roles and the regulations that govern it.
- As learners they need to bridge the gap between the nature, context and the provisions that the administration allows in the further development of the sector.

- Students cab have an in-depth study of the nature of the state-run tourism development corporations
- There would be an exposure to the challenges faced by the sector, which will help those willing to take up leadership roles in the sector.

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UV-TTH-505 Tour Manager

- The students will be able to understand the concept of tour management roles and responsibilities.
- The students would be able to find practical training relevant and necessary to find employment in the future.
- The course would help the students to run and manage tour guiding.
- The course would enable development of client management skills in tourism.

Semester VI

UV-TTH-601 Business Ethics and CSR

- To incorporate the concept of Business Ethics and Corporate Social Responsibility (CSR) into business decisions.
- Explain ethical issues that are found in corporate governance and shareholder relationships.

UV-TTH- 602 Entrepreneurship

1. To sharpen creative, innovative and problem solving skills of students which will enable them to ideate towards new entrepreneurial ventures.
2. Students will learn life skills and how to tackle failures and uncertainties especially in the domain of entrepreneurship.
3. Identification and selection of best entrepreneurial opportunities through application of design thinking and other methodologies.
4. To learn new modern business models, entrepreneurial culture and ethics.

UV-TTH-603 Sales and Negotiation Skills

- To understand and appreciate the skills and competencies required to be an effective sales person
- To close sales effectively and manage their respective territories

- To understand and appreciate what it takes to be a good negotiator
- To manage conflict in the negotiation process
- To understand the advantages and limitations of various negotiation strategies

UV-TTH-604 Emerging Trends In Tourism

- The students will be able to understand the fundamental concept of tourism new emergent aspects of tourism like adventure tourism, etc.
- As learners they need to bridge the gap between the impacts of excess development and the need for responsible tourism growth.
- The learners will be prepared with the understanding of the tourism demand and the ability of the sector to match supply with it.

UV-TTH-605 Emerging Trends In Hospitality Industry

- The students will be able to understand the hospitality sector trends and structure
- As learners they need to bridge the gap between the theory and the practical learning which will enable them to find employment.
- In depth knowledge of the departments, the management and issues in the hotel sector.
- There would be an exposure to the challenges faced by the sector, which will help those willing to take up leadership roles in the sector.

5. Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested subsequently to add more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

Part 2 - The Scheme of Teaching and Examination is as under:

Semester – V

Summary

Sr. No.	Choice Based Credit System	Subject Code	Subject Name
1	General Component	**UV-TTH-501**	Strategic management
		UV-TTH-502	Human Resource Management
		UV-TTH-503	Leadership and Change Management
2	Vocational Component	**UV-TTH-504**	Tourism Administration in India
		UV-TTH-505	Tour Manager

Third Year Semester V Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week							Internals				Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-TTH-501	Strategic Management	4	20%	4	0	0	4	10	15	5	10	60	100
2	UV-TTH-502	Human Resource Management	4	20%	4	0	0	4	10	15	5	10	60	100
3	UV-TTH-503	Leadership and Change Management	4	20%	4	0	0	3	10	15	5	10	60	100
4	UV-TTH-504	Tourism Administration in India	4	20%	4	0	0	5	10	15	5	10	60	100
5	UV-TTH-505	Tour Manager	4	20%	4	0	0	4	10	15	5	10	60	100
6	UV-TTH-506	E Learning						1						50
7	UV-TTH-507	Experiential Learning						1						50
	Total Hours / Credit							22		Total Marks				600

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

Third Year Semester – V Units – Topics – Teaching Hours

S. N0	Subject Code		Subject Unit Title	Lectures	Total No. of lectures	Credit	Total Marks
1	UV-TTH-501	I	Introduction	15	60	4	100 (60+40)
		II	Strategy Formulation	15			
		III	Strategic Implementation	15			
		IV	Strategic Evaluation & Control; Global Management	15			
2	UV-TTH-502	I	Introduction to HRM	15	60	4	100 (60+40)
		II	Job analysis, Job Design and Job Evaluation	15			
		III	Performance Appraisal	15			
		IV	Participative Management, Industrial relation and Trade Union	15			
3	UV-TTH-503	I	Introduction to Leadership	15	60	3	100 (60+40)
		II	Contemporary Issues In Leadership	15			
		III	Organizational Culture and Level Organizations	15			
		IV	Resistance to Change and Impact	15			
4	UV-TTH-504	I	Role of National Government in Tourism Management	15			

		II	Role of State Government in Tourism Management	15	60	5	100 (60+40)
		III	Organizations in Management of Tourism	15			
		IV	Present Scenario of Tourism in India	15			
5	UV-TTH-505	I	Administer the Company Operations	15			
		II	Handle the Administration and Staff	15	60	4	100 (60+40)

		III	Manage Client and Develop business	15			
		IV	Tourist Guiding	15			
6	UV-TTH-506	E learning				1	50
7	UV-TTH-507	Experiential Learning				1	50
		Total				22	600

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject- 1 credit = 20 hours

For 4 Credits subject- 1 credit= 15 hours

For 5 Credits subject- 1 credit = 12 hours

For 16 Credits subject- 1 credit = 3.75 hours

Part 3 - Detailed Scheme

Course Code: UV-TTH-501

Subject: Strategic Management

Sr. No.	Modules/ Units	No. of Lectures
1	**Introduction** 1.1 Business Policy - Meaning, Nature, Importance 1.2 Strategy - Meaning, Definition 1.3 Strategic Management - Meaning, Definition, Importance, Strategic management 1.4 Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) 1.5 Strategic Intent - Mission, Vision, Goals, Objective, Plans	15
2	**Strategy Formulation** 2.1 Environment Analysis and Scanning- SWOT and PESTLE 2.2 Strategy Levels: – Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) – Business Level Strategy (Cost Leadership, Differentiation, Focus) – Functional Level Strategy (R&D, HR, Finance, Marketing, Production)	15
3	**Strategic Implementation** 3.1 Models of Strategy making. 3.2 Strategic Analysis; Choices & Implementation: BCG Matrix, GE 9 Cell, Porter's 5 Forces, 7S Frame Work 3.3 Implementation: Meaning, Steps and Implementation at Project, Process, Structural, Behavioural, Functional level. 3.4 Case studies	15
4	**Strategic Evaluation & Control; Global Management** 4.1 Strategic Evaluation & Control – Meaning, Steps of Evaluation & Techniques of Control 4.2 Synergy: Concept, Types, evaluation of Synergy. Synergy as a	15

| | Component of Strategy & its Relevance.

4.3 Diversity / Change Management – Elementary Concept, Meaning and Importance, Process and Challenges of diversity management.

4.4 Contemporary Management – introduction, meaning, issues and significance

4.3 Global Management – introduction, meaning, Hofstede's dimensions and Recruitment policies. | |

SLE TOPICS:

1. Business Units (SBU's) Strategic Intent - Mission, Vision, Goals, Objective, Plans
2. Environment Analysis and Scanning - SWOT and PESTLE

ONLINE RESOURCES:

https://nptel.ac.in/courses/110108047

https://www.youtube.com/watch?v=WKr-lfE4QaE

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2. P.K. Ghosh: Business Policy, Strategy, Planning and Management

3. Christensen, Andrews Dower: Business Policy- Text and Cases

4. William F. Gkycj: Business Policy – Strategy Formation and Management Action

5. Bongee and Colonan: Concept of Corporate Strategy.

Subject: Human Resource Management

Sr. No.	Modules/ Units	No. of Lectures
1.	**Introduction to HRM** 1.1 Definition, Features, Scope/Functions of HRM, Definition of Personnel Management 1.2 Difference between HRM and PM 1.3 Challenges before the HR manager 1.4 Role of HR manager 1.5 Traits/ characteristics of the workplace 1.6 **Human Resource Planning :** Definitions , Objectives and importance of HRP 1.7 Factors affecting HRP 1.8 Process of HRP along with brief coverage of personnel demand and supply forecasting techniques 1.9 Promotions and transfers 1.10 Introduction to HRD 1.11 HRM vs HRD	15
2.	**Job analysis, Job Design and Job Evaluation** 2.1 Job analysis- definition, methods of collecting data, merits and demerits 2.2 Recruitment and Selection 2.1 Recruitment- Definitions, sources of recruitment, merits and demerits 2.2 Selection- definition, process of selection, types of selection tests, types of interviews 2.3 Training and Development Definition of Training and Development	15

	2.4 Methods of training managers	
	2.5 Process/ procedure of conducting training programme	
	2.6 Management Development Programs	
3.	**Performance Appraisal**	15
	3.1 Performance Appraisal - concept, process, methods and problems , KRA's	
	3.2 Methods of appraisal for managers- traditional and modern	
	3.3 Career Planning and Development: Definitions of Career Planning and Development, Process/ procedure of career planning	
	3.4 Career stages/ Career Life Cycle and handling personnel at each stage	
	3.5 Succession Planning	
	3.6 Employees attitudes vs expectation: Rewards and Punishments Termination, layoffs, Attrition, Retrenchment, Separations, Downsizing	
	3.7 Global Human Resource Management and future issues: Comparison of Global vs Domestic HRM	
4.	**Participative Management**	15
	4.1 Definition of Participative Management	
	4.2 Factors essential for successive participative management	
	4.3 Forms of participation, Participation through Quality Circles, Empowered Teams	
	Industrial Relations	
	4.4 Definitions of Industrial Relations, Features of Industrial Relations	
	4.5 Importance of Industrial Relations	
	4.6 Approaches to Industrial Relations, Parties to Industrial Relations	
	Trade Unions	
	4.7 Definitions Of Trade Unions	
	4.8 Features Of Trade Unions	

4.9 Trade Union Movement in India
4.10   Tends In Trade Unions

Sr. No	Unit	Topic
1	1	Recruitment and Selection
2	2	Process/ procedure of conducting training program
3	3	Performance Appraisal - concept, process, methods and problems, KRA'S
4	3	Career planning and succession planning

Online resources

https://www.youtube.com/watch?v=FiPPfxWgefA   (IIT Kharagpur)
http://www.digimat.in/nptel/courses/video/110105069/L06.html
http://www.digimat.in/nptel/courses/video/110105069/L09.html
https://www.youtube.com/watch?v=nqXUfrblLUM (NPTEL)

References

1. Aswathappa, K: Human Resource and Personnel Management: Text and Cases, Tata McGraw Hill

2. Sadri, Jayshree and Sadri, Sorabh: A Strategic Approach to Human Resource Management, Jaico Publishing House

3. Mamoria: Personnel Management, McGraw Hill- International

4. Armstrong, Michael: Handbook of Human resource Management Practice, Kogan Page

UV-TTH-503

Leadership and Change Management

Unit	Contents	No. of Lectures
I	**Introduction to Leadership** 1.1. Leadership- Meaning, Traits and Motives of an Effective Leader, Styles of Leadership 1.2 Theory- Trait Theory, Behavioural Theory, Path Goal Theory 1.3 Transactional Vs. Transformational Leaders 1.4 Strategic Leaders- Meaning of Charisma, Qualities 1.5 Charismatic Leaders-Meaning of Charisma, Qualities, Characteristics, Types of Charismatic Leaders (Socialized, Personalized, Office-Holder, Personal Divine)	15
II	**Contemporary Issues in Leadership** 2.1 Contemporary Issues In Leadership- Leadership Roles, Team Leadership, Mentoring, Self-Leadership, Online Leadership, Finding and Creating Effective Leader. 2.2 Great Leaders, Their Style, Activities And Skills (Ratan Tata, Narayan Murthy, Bill Gates, Mark Zuckerberg, Donald Trump, Indra Nooyi, Kiran Mazumdar- Shaw), Elon Musk,	15
III	**Organisation Culture and level of change** 3.1 Introduction and Levels of Change. Importance, Imperatives of Change, Forces of Change. Causes- Social, Economic, Technological and Organizational. 3.2 Organizational Cultures and Change. 3.3 Change and Implementation- Individual Change: Concept, Need and Importance 3.4 Technological change: Introduction special features of new technology; organizational implications of technological change	15

IV	**Resistance to Change and Impact**	15
	4.1 Change and its Impact- Resistance to Change and Sources- Sources of Individual Resistance, Sources of Organisational Resistance	
	4.2 Overcoming Resistance to Change	
	4.3 Effective Implementation of Change- Change Agents and Effective Change Programs.	
	4.4 Case Studies of Companies during Covid -19 pandemic	

Self-Learning topics (Unit wise):

Sr. No	Topic
1	Traits and Motives of an Effective Leader
2	Overcoming Resistance to Change

Online Resources

https://onlinecourses.nptel.ac.in/noc19_mg34/preview
https://nptel.ac.in/courses/110105120

Reference Books

1. Kumar, Niraj: Organizational Behaviour: A New Looks (Concept, Theory and Cases), Himalaya Publishing House

2. Sahu and Bharti: Strategic Leadership, Excel Books

3. Kavita Singh: Organizational Change

4. Radha Sharma: Training and Development

UV-TTH-504

TOURISM ADMINISTRATION IN INDIA

Sr.No.	Modules/ Units	No. of Lectures
1	**Role of National Government in Tourism Management** 1.1 Role of Government in tourism Regulation and Management 1.2 Role of Ministry of Tourism, Government of India in terms of its Organization, Role and Functions	15
2	**Role of State Government in Tourism Management** 2.1 Introduction to the State Tourism Development Corporations; their organization and role in tourism development and promotion 2.2 Gujarat Tourism Corporation 2.3 Maharashtra Tourism Development Corporation 2.4 Haryana Tourism Corporation 2.5 Rajasthan Tourism Development Corporation 2.6 Kerala Tourism Development Corporation 2.7 Goa Tourism Development Corporation	15
3	**Organizations in Management of Tourism** 3.1 India Tourism Development Corporation (ITDC) organization, role and functions: Divisions of ITDC 3.2 Hospitality Development and Promotion Board (HDPB): Role and Functions 3.3 Role of Tourism Finance Corporation of India in tourism growth	15
4	**Present Scenario of Tourism in India** 4.1 Tourism Planning in India: Growth and Performance	15

| | 4.2 National Tourism Policy – 2002: Objectives and main features | |
| | 4.3 Problems and challenges of Tourism Administration in India | |

Self-Learning topics (Unit wise)

Unit	Topics
1	1.1 Government Role in Tourism Regulation
2	2.3 Maharashtra Tourism Development Corporation- Tourism Packages
3	3.3 TFCI-
4	4.3 Problems and challenges of Tourism Administration in India

Online Resources

https://www.youtube.com/watch?v=auKdFjM3VDk&t=112s https://www.youtube.com/watch?v=a9ghGj_VeTE&t=1146s https://www.youtube.com/watch?v=hpdq9eQnYrE&t=867s
https://www.maharashtratourism.gov.in/tourism-packages
https://www.tfciltd.com/
https://www.youtube.com/watch?v=49vxcFuEvTU&t=129s

Reference Books:

1. 1. Tourism in India: Planning and Development: Asif Iqbal Fazili, Sarup and Sons, 2006 2. Official websites of Tourism Corporations

TOUR MANAGER

SR.No.	Modules/ Units	No. of Lectures
1	**Administer the Company Operations** 1.1 Designing the tour packaging 1.2 Planning and controlling the work requirement and assigning duties 1.3 Managing the financial operations 1.4 Attending to customer concerns 1.5 Achieving customer satisfaction	15
2	**Handle the Administration and Staff** 2.1Managing the staffing process 2.2setting standards 2.3 Checking the work and activities performed by the staff 2.4 Attending to the concerns of the staff	15
3	**Manage Client and Develop Business** 3.1 Developing relationship with the clients 3.2Managing the business 3.3 Expanding and developing the business	15
4	**Tourist Guiding** 4.1 Basic requirements of a tour operator or a guide 4.2 Importance of personality: personal grooming, etiquettes, knowledge, communication 4.3 Pre-tour preparation	15

Self-Learning topics (Unit wise)

Unit	Topics
1	Tour Packaging
2	Administration Tour Manager
3	Business and tour manager

Online Resources

https://onlinecourses.swayam2.ac.in/cec20_ge19/preview- week 6
https://www.careers360.com/university/indira-gandhi-national-open-university-new-delhi/ts-1-foundation-course-in-tourism-certification-course
https://www.careers360.com/university/indira-gandhi-national-open-university-new-delhi/ts-1-foundation-course-in-tourism-certification-course

Reference Books:

Tour Manager: Qualification Pack by Tourism and Hospitality Skill Council of India

Part 4 - The Scheme of Teaching and Examination

Semester – VI

Summary

Sr. No.	Choice Based Credit System	Subject Code	Subject Name
1	General Component	**UV-TTH-601**	Business Ethics and CSR
		UV-TTH-602	Entrepreneurship
		UV-TTH-603	Sales and Negotiation Skills
2	Vocational Component	**UV-TTH-604**	Emerging Trends in Tourism
		UV-TTH-605	Emerging Trends in Hospitality Industry

Third Year Semester IV Internal and External Detailed Scheme

Sr No.	Subject Code	Subject Title	Periods Per Week						Internals					Total Marks
			Units	SL	L	T	P	Credit	SLE	CT	AP	TA	SEE	
1	UV-TTH-601	Business ethics and CSR	4	20%*	4	0	0	4	10	15	5	10	60	100
2	UV-TTH-602	Entrepreneurship	4	20%*	4	0	0	3	10	15	5	10	60	100
3	UV-TTH-603	Sales and Negotiation skills	4	20%*	4	0	0	4	10	15	5	10	60	100
4	UV-TTH-604	Emerging Trends in Tourism	4	20%*	4	0	0	4	10	15	5	10	60	100
5	UV-TTH-605	Emerging Trends in Hospitality Industry	4	20%*	4	0	0	5	10	15	5	10	60	100
6	UV-TTH-606	E Learning						1						50
7	UV-TTH-607	Experiential Learning						1						50

8	UV-TTH-608	Year End Internship/ Project Work						16						200
	Total Hours / Credit				38			Total Marks							800

SL: Self Learning, L: Lecture, T: Tutorials, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

*One to two lectures to be taken for CONTINUOUS self -learning Evaluation.

Third Year Semester – VI Units – Topics – Teaching Hours

S. N	Subject Code		Subject Unit Title	Lectures	Total No. of lectures	Credit	Total Marks
1	UV-TTH-601	I	Introduction to Business Ethics	15	60	4	100 (60+40)
		II	Indian Perspective to Ethics	15			
		III	Corporate Governance	15			
		IV	Concept of CSR and CSR in Society	15			
2	UV-TTH-602	I	Introduction to Entrepreneurship	15	60	3	100 (60+40)
		II	Entrepreneurial Development	15			
		III	Entrepreneurial Project Development	15			
		IV	Small and Medium Enterprises (SMEs)	15			
3	UV-TTH-603	I	Sales Management	15	60	4	100 (60+40)
		II	Selling	15			
		III	Introduction to Negotiation	15			
		IV	The Negotiation Stage	15			
4	UV-TTH-604	I	Adventure Tourism	15	60	4	100 (60+40)
		II	Ecotourism and Sustainable Tourism	15			
		III	Tourism Impacts	15			
		IV	Tourism Demand	15			
5	UV-TTH-605	I	Introduction to Hospitality Industry	15	60	4	100
		II	Classification of Hotels Classification & Categorization of Hotels	15			

		III	Housekeeping in Hotels House Keeping	15			(60+40)
		IV	Functions of Different Departments	15			
7	UV-TTH-606	E learning				1	50
8	UV-TTH-607	Experiential Learning				1	50
9	UV-TTH-608	Year End Internship/ Project Work			16	200	
		Total				38	800

Lecture Duration – 60 Minutes = 1 Hours. (60 Lectures equivalent to 60 hours)

For 3 Credits subject 1 credit = 20 hours

For 4 Credits subject- 1 credit= 15 hours

For 5 Credits subject- 1 credit = 12 hours

For 16 Credits subject- 1 credit = 3.75 hours

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics -To be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code : UV-TTH-601
Business Ethics and CSR

Unit	Contents	No. of Lectures
1	**Introduction to Business Ethics** 1.1 Business Ethics-Conceptual Background 1.2 Conceptual Approaches to Business Ethics 1.3 Normative Ethics, Perspective Ethics and Applied Ethics 1.4 Ethics, Morality and Legality 1.5 Concept of Right and Duty: Business- Western and Indian Perspectives 1.6 Definition and Scope Relevance in Social Changes 1.7 Ethical Organism and Corporate Code of Conduct	15
2	**Indian Perspective to Ethics** 2.1 Purusharthas: Dharma, Artha, Kama, Mokhsha 2.2 Concept of Dharma 2.3 Ethics: A Global Perspective 2.4 Ethics in Global Marketing and Advertising 2.5 Ethical Perspective in Employment Including International Labour Organization Standards	15
3	**Corporate Governance** 3.1 Corporate Governance: Meaning, scope and reporting 3.2 The Agency Theory: Principal-Agent Relationship 3.3 Role of CEO, Board and Senior Executives 3.4 Right of Investors and Shareholders	15

4	**Concept of CSR and CSR in Society**	15
	4.1 Meaning and Scope of CSR	
	4.2 Relevance and Significance of CSR in Contemporary Society	
	4.3 Value Approach to CSR	
	4.4 CSR: Within the Organization	
	4.5 Role and Responsibility of Local Community in Business	
	4.6 Interventions of Business to fulfil social responsibilities	
	4.7 CSR and Sustainable Development	
	4.8 CSR through Triple Bottom Line in Business	

Self-Learning topics (Unit wise):

Sr. No	Topic
1	Business Ethics-Conceptual Background
2	CSR: Within the Organization

Online Resources

https://nptel.ac.in/courses/109104032
https://onlinecourses.nptel.ac.in/noc21_mg54/preview

Reference Books

- William Lillie, "An Introduction To Ethics", Universal Paperbacks
- R.M. Lala, "In Search of Ethical Leadership", Vision Books Pvt. Ltd.

- Joseph Des Jardind, "An Introduction to Business Ethics", Tata McGraw Hill, 2nd Edition, 2009

Course Code : UV-TTH-602
Entrepreneurship

Unit	Contents	No. of Lectures
1.	**Introduction to Entrepreneurship** 1.1 Concept, meaning and definition of entrepreneur and entrepreneurship 1.2 Importance and significance of growth of entrepreneurial activity 1.3 Characteristics and qualities of entrepreneurs 1.4 Classification and types of entrepreneurship 1.5 Entrepreneurial Decision Making activities Role models, mentors and support system for entrepreneurs 1.6 External Influences on Entrepreneurship Development (PESTLE) 1.7 Role of Entrepreneurial culture in Entrepreneurship Development, relevance of subcultures of different countries.	15
2.	**Entrepreneurial Development** 2.1 Factors influencing entrepreneurial development and motivation 2.2 Entrepreneurial Development Programme (EDP), managing the problems faced by entrepreneurs 2.3 Development of women entrepreneurs with reference to SHGs 2.4 Options available to entrepreneurs- ancillarisation franchising and outsourcing. 2.5 Cases on takeover, mergers and acquisitions in India and at global level	15
3.	**Entrepreneurial Project Development**	15

		3.1 Entrepreneurial Project Development	
		3.2 Idea Generation- sources and methods	
		3.3 Identification and Classification of ideas	
		3.4 Environmental scanning and SWOT analysis and Porters 5 forces	
		3.5 Preparation of project plan-points to be considered	
		3.6 Components of an ideal business plan-market plan, financial plan, operational plan and HR plan	
		3.7 Creating Entrepreneurial Venture-Entrepreneurship Development Cycle	
		3.8 Business Model Canvas	
		3.9 Critical Risk Contingencies of the proposal, Scheduling and milestones.	
4.		**Small and Medium Enterprises (SMEs)**	15
		4.1 Meaning, definition and evolution of SMEs	
		4.2 Role and importance of SMEs	
		4.3 Policies governing SMEs	
		4.4 Organizational structure	
		4.5 Steps involved in starting of Venture: Launching formalities (licensing, registration, GST no and other formalities	
		4.6 Government initiatives to promote entrepreneurship in India: Small and Medium Enterprises Development (MSMED) Act, 2006 (Amended in 2020)	
		4.7 New trends in entrepreneurship: Digital Nomadism, Subscription based business	
		4.8 Transition from Campus to Entrepreneurial Life: Elevator pitch, Entrepreneur communities	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic

1	1	Concept of Entrepreneurship
2	1	External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal.
3	2	Women Entrepreneurs
4	3	Environmental scanning and SWOT analysis and Porters 5 forces.
5	4	New trends in entrepreneurship: Digital Nomadism, Subscription based business,

Online Resources
1. https://nptel.ac.in/courses/110/107/110107094/
2. https://nptel.ac.in/courses/110/106/110106141/

References
- Innovation and Entrepreneurship (1985) by Peter F. Drucker

- Angels, Dragons and Vultures (2011) by Simon Acland

- Crossing the Chasm (1991) by Geoffrey A. Moore

- The $100 Startup (2012) by Chris Guillebeau

- A Dozen Lessons for Entrepreneurs by Tren Griffin

- The Sage handbook of small business and entrepreneurship by Blackburn, Robert A; De Clercq, Dirk; Heinonen, Jarna

- Dream With Your Eyes Open by Ronnie Screwvala by Ronnie Screwvala

- Bhaag by Ganesh V.

- Connect The Dots by Rashmi Bansal

- Dhirubhai Ambani: Against All Odds by A G Krishnamurthy

- Steel King: Lakshmi Mittal by Prateeksha M Tiwary

Course Code : UV-TTH-603

Sales and Negotiation Skills

Unit	Contents	No. of Lectures
1	**Sales Management** 1.1 Meaning, Role of Sales Department, Evolution of Sales Management 1.2 Interface of Sales With Other Management Functions 1.3 Qualities of a Sales Manager 1.4 Sales Management: Meaning, Developments In Sales Management- Effectiveness To Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use Of Internet, CRM, Professionalism in Selling 1.5 Structure of Sales Organization- Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure. 1.6 AIDA & AIDCAM Model for effective Sales	15
2	**Selling** 2.1 Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing 2.2 Theories of Selling- Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory 2.3 Selling Skills- Communication Skills, Listening Skills, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill 2.4 Selling Strategies- Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, and Negotiation Strategy. 2.5 Difference Between Consumer Selling and Organizational Selling **2.6** Difference Between National Selling and International Selling	15
3	**Introduction to Negotiation** 3.1 Definition; Negotiation vs. other social interactions; Aspects of negotiation research and practice; Aspects of negotiation 3.2 Goal-setting: identifying your goals, options and criteria of success 3.3 Identifying your BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement)**;** Assessing the other side, red-teaming	15

4	**The Negotiation Stage** 4.1 Three phases of actual negotiations: initial phase, exploratory phase and finalization 4.2 Rational and emotional elements of trust, cultural and psychological differences of trusting people 4.3 Tactics for promoting a constructive negotiation climate; Positions and interests in negotiations 4.4 Four negotiation scenarios: win-win, win-lose, lose-win, lose-lose 4.5 Case studies of successful negotiations (Twitter deal)	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1.1	Meaning of Conflict, Causes, Levels of Conflict
2	3.2	Role of Communication, Personality and Emotions in Negotiation.
3	4.2	Skills for Effective Negotiation as an Approach to Manage Conflicts
4	4.4	Culture and Negotiation – Meaning, Influence of culture on negotiations

Online Resources

https://youtu.be/wYb_PKTawE4 (IIT KHARAGPUR)
https://youtu.be/KXTi6S-pLa8 (IIT KHARAGPUR)
https://hbr.org/video/4773888299001/negotiating-across-cultures (Harvard Business Review)

Reference Books

- Fundamentals of Selling - Charles Futrell 10th edition
- Negotiation - Lewicki, Saunders, Barry 6th edition
- Selling, Principles and Practices - Russell, Beach and Buskirk
- Ziglar on Selling - The Ultimate Handbook for the complete sales professional - Zig Ziglar
- Secrets of top Performing sales professional - Del Gaizo, Lunsford, Marone
- Everyday Negotiation - Kolb and Williams
- Negotiating Skills for Managers - Steven Cohen
- Win-Win Negotiating - Turning Conflict into Agreement - Fred E Jandt

- Bargaining Games - A New Approach to Strategic Thinking in Negotiating - J K Murnighan

Readings

1) The Only Four Page Guide to Negotiating You'll Ever Need - HBR article

2) Six Habits of Merely Effective Negotiators - James K Sebenius, HBR article

3) Negotiating with a customer you can't afford to lose - Thomas C Keiser

4) Step into my parlor: A survey of strategies and techniques for effective negotiation - Terry Anderson

5) Negotiation games - Negotiating Techniques - Tom Nelson

Course Code : UV-TTH-604
EMERGING TRENDS IN TOURISM

Sr.No.	Modules/ Units	No. of Lectures
1	**Adventure Tourism** 1.1 Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions. 1.2 Concept of Adventure 1.3 Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, parasailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)	15
2	**Ecotourism and Sustainable Tourism** 2.1 Concept of ecotourism and sustainable tourism and its Management. 2.2 The impacts of ecotourism in an area (positive and negatives) 2.3 Best practised ecotourism sites in world. 2.4 Eco-tel and Eco resorts. Theme Parks. Rural and Urban Tourism	15
3	**Tourism Impacts** 3.1 Socio-cultural impacts of tourism 3.2 Economic impact 3.3. Environmental impact- Environment Impact Assessment	15

	3.4 Approach to evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits	
4	**Tourism Demand** 4.1 Introduction to Demand for Tourism Patterns: 4.2 Determinants and Motivations of Tourism Demand 4.3 Measuring the Tourism Demand. 4.4 Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions.	15

Self-Learning topics (Unit wise)

Unit	Topics
1	Adventure Tourism- Concept
2	Sustainable Tourism
3	Synergism between tourism promotion & nature conservation

Online Resources

https://onlinecourses.swayam2.ac.in/cec20_ge19/preview- week 3
https://www.classcentral.com/course/swayam-tourism-planning-and-sustainable-development-58569
https://www.classcentral.com/course/swayam-tourism-planning-and-sustainable-development-58569- Week 10

Reference Books:

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge 2.Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.

2. Dixit, M. Tourism Products, Royal Publishers

Course Code : UV-TTH-605
EMERGING TRENDS IN HOSPITALITY INDUSTRY

Sr.No.	Modules/ Units	No. of Lectures
1	**Introduction to Hospitality Industry** 1.1 Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry 1.2 Travelers at rest, Home away from Home 1.3 Hospitality culture, Atithi Devo Bhava 1.4 Expectations of the guest	15
2	**Classification of Hotels Classification & Categorization of Hotels** 2.1 Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. 2.2 Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel. 2.3 Major Hotel chains in India. 2.4 FHRAI	15
3	**Housekeeping in Hotels House Keeping** 3.1 Organizational structure – important housekeeping activities in hotels 3.2 Coordination with other departments 3.3 Advantages of good housekeeping and problems of poor housekeeping 3.4 Food and Beverage Operations:	15

	3.5 Organizational structure and Functions	
	3.6 Food Production and Service. Restaurants: Types of Menu, Types of Service	
4	**Functions of Different Departments** 4.1 Security department - Responsibilities - Security systems in a hotel. 4.2 Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department 4.3 Case study of important Hotels: Taj Hotels, Resorts and Palaces; Marriot International; The Oberoi Group; Hilton Worldwide, Hyatt Hotels Corporation	15

Self-Learning topics (Unit wise)

Unit	Topics
1	Classification of Hotels
2	Case Study of the Taj Hotel
3	Organisational Structure in a hotel

Online Resources

https://www.classcentral.com/course/swayam-hospitality-industry-in-tourism-14110 -Week 2
https://twimbit.com/insights/taj-hotels-success-story
https://www.classcentral.com/course/swayam-hospitality-industry-in-tourism-14110- Week 1

Reference Books:

1. John R Walker - Introduction to Hospitality Management – Pearson Education India

2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry, UBS Pub, New Delhi 3. Dennis. L. Foster – VIP and Introduction to Hospitality, Mc Graw Hill, NewDelhi

4. M. L. Ksavana and R. M. Brooks – Front Office procedures, EducationalInstitute, A.H.M.A 5. Sudhir Andrews –Hotel front Office Management. Mc.Graw Hill, NewDelhi

Dr Chandani Bhattacharjee

Chairperson, BOS in Vocational TTM