



**KSKV KACHCHH UNIVERSITY**

**NATIONAL EDUCATION POLICY 2020**

**STRUCTURE FOR  
BACHELOR OF VOCATION  
HOSPITALITY AND TOURISM MANAGEMENT  
3 YEARS PROGRAMME**

*R. V. D. S.*

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## Guidelines, Rules and Regulations

### 1. Title

The degree shall be titled as 'Bachelor of Vocation (B.Voc) Hospitality and Tourism Management under the Faculty of Vocation Studies with effect from the academic year

**B.Voc Hospitality and Tourism Management Sem I & II from Academic Year 2024-25**

**B.Voc Hospitality and Tourism Management Sem III & IV from Academic Year 2025-26**

**B.Voc Hospitality and Tourism Management Sem V & VI from Academic Year 2026-27**

### 2. Program Objectives

The Bachelor of Vocation (B.Voc) in Hospitality and Tourism Management aims to equip students with practical skills and knowledge essential for the dynamic hospitality and tourism industries. It focuses on developing competencies in areas such as hotel operations, event management, and customer service, fostering a strong foundation in both theoretical concepts and hands-on experiences. The program prepares graduates for a range of careers in hospitality, tourism, and related sectors, promoting innovation, sustainability, and leadership.

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## Program Educational Outcomes (PEOs):

After completing the Bachelor of Vocation (B.Voc) in Hospitality and Tourism Management course, the students should be able to:

- PEO1: Industry-Ready Skills: Graduates will acquire practical, hands-on skills in hospitality operations, tourism management, and customer service, enabling them to seamlessly transition into various roles within the industry.
- PEO2: Leadership and Management Competencies: Students will develop leadership and managerial abilities, preparing them to take on supervisory and management positions in hospitality and tourism sectors.
- PEO3: Sustainability and Innovation: Graduates will understand and apply sustainable practices and innovative solutions in tourism and hospitality, addressing contemporary industry challenges and promoting responsible tourism.
- PEO4: Global and Cultural Awareness: The program will enhance students' understanding of global tourism trends and cross-cultural communication, equipping them to work effectively in diverse international environments.
- PEO5: Entrepreneurial and Problem-Solving Abilities: Students will gain entrepreneurial skills and critical thinking abilities, enabling them to identify opportunities, solve industry-related problems, and potentially start their own ventures in the tourism and hospitality field.

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## Credit Framework for 3 Years UG Programme

NCrF Credit Levels	Qualification Title	Credit Requirements	No.of Semesters	Year
4.5	UG Certificate	44	2	1
5.0	UG Diploma	88	4	2
5.5	Three Year Bachelor's Degree	132	6	3

**Credit distribution chart for Bachelor of Vocation (B.Voc) in Hospitality and Tourism Management Arrangement of Credit Distribution Framework for three year program with Multiple Entry and Exit Options for all the institutions:** (As per GR No: KCG/admin/2023-24/0607/kh.1, Sachivalaya, Gandhinagar, Date-11/07/2023)

NCrF Credit Level	Semester	Major (Core)	Minor (Elective)	Multi/Inter-disciplinary	AEC	SEC/ Internship	VAC/ IKS	RP/ OJT	Total Credit per Semester	Qualification/ Certificate
4.5 First Year	I	8	4	4	2	2 (SEC)	2 (IKS)	-	22	UG Certificate
	II	8	4	4	2	2 (SEC)	2 (VAC)	-	22	
<b>1<sup>st</sup> Year Total Credits</b>		<b>16</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>-</b>	<b>44</b>	
<b>Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level</b>										
5.0 Second Year	III	12	-	4	2	2 (SEC)	2 (IKS)	-	22	UG Diploma
	IV	12	4	-	2	2 (SEC)	2 (VAC)	-	22	
<b>2<sup>nd</sup> Year Total Credits</b>		<b>40</b>	<b>12</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>-</b>	<b>88</b>	
<b>Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level</b>										
5.5 Third Year	V	12	8	-	-	2 (SEC)	-	-	22	UG Degree
	VI	12	4	-	2	4 (Internship)	-	-	22	
<b>3<sup>rd</sup> Year Total Credits</b>		<b>64</b>	<b>24</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>8</b>	<b>-</b>	<b>132</b>	
<b>Award of UG Degree in Major course with 132 credits and Internship in core discipline OR continue with Major and Minor course for the next NCrF credit level</b>										

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Sr. No.	Category of Course	3- Years' UG Programme (Bachelor's Degree)
1	Major (Core) Courses	64
2	Minor (Elective) Courses	24
3.	Multidisciplinary/Interdisciplinary/Allied Courses	12
4.	AEC (Ability Enhancement Courses)	10
5.	SEC (Skill Enhancement Courses) internship in last sem 6	10 +4
6.	VAC (Value Added Courses) including (IKS) Indian Knowledge System	08
7.	Internship/ Practical Training/On the Job Training	
	<b>Total Credits</b>	<b>132</b>

**Abbreviation:** AEC (Ability Enhancement Course); IKS (Indian Knowledge System); NCrF (National Credit Framework); NSS (National Service Scheme); NCC (National Cadet Corps); NSQF (National Skills Qualification Framework); OJT (On-the-Job Training); SEC (Skills Enhancement Course); RP (Research Project); VAC (Value Added Course), ODL (Open and Distance Learning)

**The Semester Wise and Broad Category Wise Distribution of Credit for Under Graduate Programme**

Semester – I		
Course Type	Course No.	Credit
Disciplinary Specific Courses-Major	DSC-M 101 A	4
Disciplinary Specific Courses-Major	DSC-M 102 A	4
Minor Courses	MIC 101 A	4
Interdisciplinary / Multidisciplinary Specific Courses	ID/MD 101 A	4
Ability Enhancement Courses – MIL / Communication skills	AEC 101 A	2
Skill Enhancement Courses	SEC 101 A	2

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Common Value - Added Courses	CVAC(ICS) 101 A	2
Total Credits		24
<b>Semester – II</b>		
<b>Course Type</b>	<b>Course No.</b>	<b>Credit</b>
Disciplinary Specific Courses-Major	DSC-M 201 A	4
Disciplinary Specific Courses-Major	DSC-M 202 A	4
Minor Courses	MIC 201 A	4
Interdisciplinary / Multidisciplinary Specific Courses	ID/MD 201 A	4
Ability Enhancement Courses - MIL / Communication skills	AEC 201A	2
Skill Enhancement Courses	SEC 201 A	2
Common Value - Added Courses	CVAC 201 A	2
Total Credits		24

### Duration

1. The program shall be a Full Time program.
2. The duration of program shall be three years.
3. Student has to complete the program within seven years.

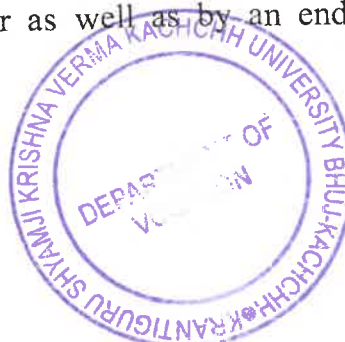
### 3. Number of Students

As per the University permission

### 4. Evaluation:

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the concerned course teacher as well as by an end semester

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examination and will be consolidated at the end of the course. The components for continuous internal assessment are:

**Table - 2**  
**Evaluation System**

Sr. No	Evaluation	4-Credit subjects (Marks)	2-Credit Subjects (Marks)
1.	CCE (50%)	50	25
	Internal Test	25	15
	Class participation / Case analysis and presentation/ assignment, tutorials/ slip tests (announced/ surprised), quizzes etc	25	10
2.	SEE (50%)	50	25
	Total	100	50

### Continuous and Comprehensive Evaluation (CCE)

Subject-wise CCE will be undertaken by the concerned faculty member. The mode of evaluation will be decided by the faculty member concerned with the subject. Normally CCE consists of class participation, case analysis and presentation, assignment, tutorials, slip tests(announced/surprised), quizzes, attendance etc. or any combination of these. The students are expected to submit their answer scripts/ reports of internal evaluation within the stipulated time. Failure to do so may result in the script not being valued. Another part of CCE consists of mid-term written evaluation, which is compulsory for all students. It can be done in a scheduled manner. The duration of the mid-term evaluation shall be one hour.

### Semester End Evaluation (SEE)

The SEE carries 50% of the marks assigned to a course. SEE shall be of 2 ½ hours for 4 credit course and 2 hours in case of 2 credit courses. The controller of the examination will conduct these examinations. Paper setting and evaluation will be done by the external examiners to an extent of 50% of the



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evaluation process. This examination shall be conducted as per a schedule which shall be notified in advance.

Component, the end semester examination, which will be a written-type examination of at 2:30 hours duration, would also form an integral component to the evaluation. The ratio of marks to be allotted to continuous internal assessment and to end semester examination is 50:50.

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**Structure of Course Examination (University or External Examinations for 4 Credit course)**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

Note. - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)

**Structure of Course Examination (University or External Examinations for 2 Credit course)**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

Note. - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)

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## The Semester and Category Wise Distribution of Credit for Under Graduate Programme

The schedule of papers prescribed for various semesters and paper content is as follow:

<b>B.Voc Hospitality and Tourism Management SEMESTER I</b>				
Course No.	Course Type	Title of Course	Content	Credits
101 A	DSC-M	INTRODUCTION TO HOSPITALITY (THEORY)	Theory	4
102 A	DSC-M	INTRODUCTION TO HOSPITALITY (PRACTICAL)	Practical	4
101 A	MIC	MICRO ECONOMICS (Theory)	Theory	4
101A	ID/MD	Meet and Greet Officer	Practical	4
101A	AEC	Business English - I	Theory	2
101A	SEC	Use of ICT-II	Theory	2
101A	CVAC (IKS)	Introduction to Indic Knowledge System – I	Practical	2
<b>TOTAL</b>				<b>22</b>

<b>B.Voc Hospitality and Tourism Management SEMESTER II</b>				
Course No.	Course Type	Title of Course	Content	Credits
201 A	DSC-M	INTRODUCTION TO TOURISM (THEORY)	Theory	4
202 A	DSC-M	INTRODUCTION TO TOURISM (PRACTICAL)	Practical	4
201 A	MIC	Macro Economics	Theory	4
201A	ID/MD	Front Office Executive	Practical	4
201A	AEC	Business English - II	Theory	2
201A	SEC	Use of ICT-II	Theory	2
201A	CVAC	HUMAN VALUES AND PROFESSIONAL ETHICS (PRACTICAL)	Practical	2
<b>TOTAL</b>				<b>22</b>

  
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**B.VOC HOSPITALITY AND TOURISM MANAGEMENT**  
**SEMESTER – I**

<b>Title of the Paper</b>	<b>INTRODUCTION TO HOSPITALITY (THEORY)</b>
<b>Course Code</b>	DSC-M 101 A
<b>Objective</b>	<b>Students are introduced to career opportunities and employability skills needed to succeed in specific hospitality fields.</b>

Units	Detail Descriptions	Weightage
1	<b>Introduction to Hospitality</b> History of hotel Industry Concept and definition of Hotel Growth and development of Hotel Industry in India Hotel Services and Department Definition of Guest and Customers and its Types. Guest Satisfaction and Dissatisfaction	25%
2	<b>Hospitality Market</b> Target Market Levels of Services Rating Service World Class Service Mid-Range Service Economy limited Service	25%
3	<b>Ownership and Affiliation in Hospitality</b> Independent Hotel Chain Hotel Management Contract Franchise and Referral Groups	25%
4	<b>Classification of Guest Business Travelers</b> Pleasure/leisure Travelers Group Travelers International Travelers	25%
<b>Practical</b>	Field work at any hospitality establishment, make a report on different sections and presentation	

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**Reference Books:**

- 1 B. K. Chakravarti, Hotel Management
2. Jagmohan Negi, Hotel Management, Sultan Chand Publication, New Delhi
3. Kotler, Bowen, Makens, Marketing for Hospatility and Tourism
4. Maichel Kasava, Front Office Management
5. Praveen Sethi, Handbook of Hospitality and Tourism
6. Sudhir Andrews, Front Office Management

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**SEMESTER – I**

<b>Title of the Paper</b>	<b>INTRODUCTION TO HOSPITALITY (PRACTICAL)</b>
<b>Course Code</b>	DSC-M 102 A
<b>Objective</b>	<b>Students are introduced to career opportunities and employability skills needed to succeed in specific hospitality fields.</b>

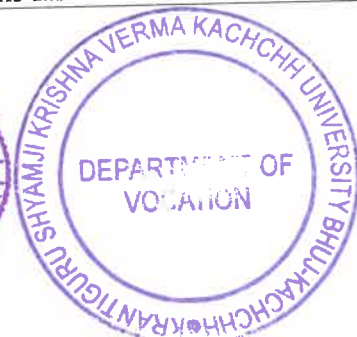
Sr. No.	Module / Topic	NOS Code
01	Maintain Standard of etiquette and hospital conduct	THC/N9903

**KEY LEARNING OUTCOMES**

**PERFORMANCE CRITERIA**

- meet the customers with a handshake et appropriate gesture hased on the type of customer on their arrival, welcome the customers with a smile
- ensure to maintain eye contact
- address the customers in a respectable manner
- do not eat or chew while talking
- use their names as many times as possible during the conversation
- ensure not to be too loud while talking maintain fait and high standards of practice
- ensure to offer transparent prices
- maintain proper books of accounts for payment due and received
- answer the telephone quickly and respond back to mails faster

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- ensure not to argue with the customer listen attentively and answer back politely
- maintain personal integrity and ethical behavior
- dress professionally
- deliver positive attitude to work
- maintain well-groomed personality
- achieve punctuality and body language
- maintain the social and telephonic etiquette
- provide small gifts as token of appreciation and thanks giving to the customer
- use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism
- demonstrate responsible and disciplined behavior at the workplace
- escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict

Sr. No.	Module / Topic	NOS Code
02	Follow gender and age sensitive service practices	THC/N9904
<b>KEY LEARNING OUTCOMES</b>		
<b>PERFORMANCE CRITERIA</b>		
<ul style="list-style-type: none"> <li>• educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff</li> </ul>		

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- inform about methods adopted to ensure safety and personal and baggage security of women, e.g. CCTV cameras, security guards, women's helpline.
- provide the necessary comfort to the female traveler customers such as secure and safe environment, chain locks/latches, smoky detector, comfortable accommodation, etc.
- maintain compliant behavioral etiquette while dealing with woman's such as asking permission before entering room and for cleaning, avoiding touch contact using abusive language or gesture, etc.
- ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment.
- ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties
- treat women equally across both the horizontal as well as vertical segregation of roles in the workplace
- ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc involve women in the decision making processes and management professions
- avoid specific discrimination and give women their due respect
- motivate the women in the work place towards utilizing their skills
- educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues
- frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell
- ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.
- ensure safety and security of women at all levels

Sr. No.	Module / Topic	NOS Code
03	Maintain Health and Hygiene	THC/N9906

### KEY LEARNING OUTCOMES

#### PERFORMANCE CRITERIA

- keep the workplace regularly clean and cleared-off of food waste or other litter
- ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal

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- ensure that the trash cans or waste collection points are cleared everyday
- arrange for regular pest control activities at the workplace
- to maintain records for cleanliness and maintenance schedule
- ensure the workplace is well ventilated with fresh air supply
- check the air conditioner and other mechanical systems on a regular basis and maintain them well
- ensure the workplace is provided with sufficient lighting
- ensure clean work environment where food is stored, prepared, displayed and served
- ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.
- identify and report poor organizational practices with respect to hygiene, food handling, cleaning
- ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids
- ensure to clean the store areas with appropriate materials and procedures
- identify the different types of wastes, e.g, liquid, solid, food, non-food, and the ways of handling them for disposal
- ensure to wash hands using suggested material such as soap, one use disposable tissue, warm water, etc
- wash the cups, glasses or other cutlery clean before and after using them
- ensure to maintain personal hygiene of daily bath, clean clothing and uniform, footwear, head gear, cutting nails, healthy diet, using deodorant, etc.
- ensure to maintain dental hygiene in terms of brushing teeth every day, using mouthwash regularly, using mouth freshener after eating, avoiding smoke at workplace etc.

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- Ensure no cross contaminations of items such as linen, towels, utensils, etc occurs in the workplace.

Sr. No.	Module / Topic	NOS Code
4	Maintain Safety at workplace	THC/N9907

### KEY LEARNING OUTCOMES

#### PERFORMANCE CRITERIA

- assess the various hazards in the work areas.
- take necessary steps to eliminate or minimize them analyse the causes of accidents at the workplace
- suggest measures to prevent such accidents from taking place
- take preventive measures to avoid risk of burns and other injury due to contact with hot surfaces such as stoves, gas, fire, hot liquids, hot foods, hot oil, etc
- suggest methods to improve the existing safety procedures at the workplace
- be aware of the locations of fire extinguishers, emergency exits, etc.
- practice correct emergency procedures
- check and review the storage areas frequently
- stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas
- ensure to be safe while handling materials, tools, acids, chemicals, detergents.
- store the chemicals and acids in a well-ventilated and locked areas with warning signs
- displayed ensure safe techniques while moving furniture and fixtures
- ensure to reduce risk of injury from use of electrical tools
- read the manufacturer's manual carefully before use of any equipment

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- unplug the electrical equipment before performing housekeeping, cleaning and maintenance to avoid injures
- keep the floors free from water and grease to avoid slippery surface
- ensure to use non slip liquids and waxes to polish and treat floors, if required
- use rubber mats to the places where floors are constantly wet
- ensure the workers have access to first aid kit when needed ensure all equipment and tools are stored and maintained properly and safe to use
- ensure to use personal protective equipment and safety gear such as gloves, mask, headwear, footwear, glasses, goggles, etc. for specific tasks and work conditions where required
- ensure to display safety signs at places where necessary for people to be cautious ensure electrical precautions such as insulated clothing, adequate equipment insulation, dry
- work area, switch off the power supply when not required, etc. ensure availability of general health and safety equipment such as fire extinguishers, first aid equipment, safety equipment, clothing, safety installations such as fire exits, exhaust fans, etc,

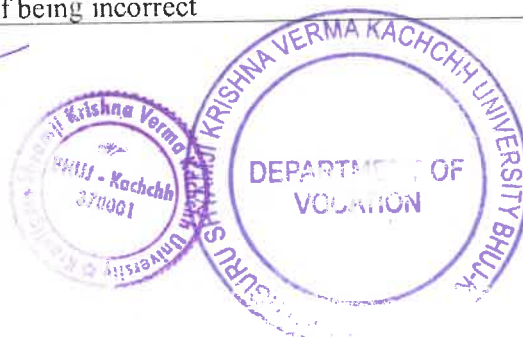
Sr. No.	Module / Topic	NOS Code
5	Learn a foreign or local language(s) including English	THC/N9908

### KEY LEARNING OUTCOMES

#### PERFORMANCE CRITERIA

- understand from the company, the typical foreign or vernacular language queries
- learn keywords that may be used to pose those queries
- practice short oral conversations in the language, preferably, with colleagues or fellow trainees listen to focussed or recorded sentences as spoken typically in the language
- speak without hesitation and fear of being incorrect

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- express coherently in complete sentences over a variety of topics, albeit with effort
- exhibit basic range of vocabulary and range of expression
- seek to improve language proficiency to 'working knowledge' level

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**SEMESTER – I**

<b>Title of the Paper</b>	<b>MICRO ECONOMICS (Theory)</b>
<b>Course Code</b>	<b>MIC 101A</b>
<b>Objective</b>	<b>To Understand the Recent Trends in Economics.</b>

Units	Detail Descriptions	Weightage
1	<b>Introduction to Economics</b> Concept and Definition of Economics The Economic Problems: Scarcity and Choice Basic Principles of Economics introduced an overview of what Economics is all about	25%
2	<b>Nature and Scope of Economics</b> Positive and Normative Economics The role of Assumptions in Economics Economic Models: The Circular-Flow Diagram The Production Possibilities Frontier Micro and Macro Economics	25%
3	<b>Product Pricing</b> <b>Demand:</b> Concept and Meaning, Law of Demand, Change and Shift in Demand <b>Supply:</b> Concept and Meaning, Law of Supply, Change and Shift in Supply <b>Supply and Demand Together:</b> The Equilibrium price, Concept of Price, Determination by the forces of Demand and Supply Curves	25%
4	<b>Factor Pricing</b> Marginal Productivity theory Concept of Wage, Profit, Rent and Interest Theory of Rent and Profit	25%

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**Reference Books:**

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- 2 Ellen Miller, Micro Economics, Tata McGraw-Hill,
3. H. L. Ahuja, Advanced Economic Theory.
- 4 Lipsy & Chrystal, Economics, Oxford University Press.
- 5 N. Gregory Mankiw, Principles of Micro Economics, Thomson South-Western
- 6 Paul. A Samuelson, William D. Nordhaus, Economics McGraw Hill Education, New Delhi.
7. Robert S. Pindyck, Daniel L. Rubinfeld, Prem L. Mehta, Micro Economics.
8. Stonier A W & Hague D C., (1953), A Textbook of Economics Theory, Long Group

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**SEMESTER – I**

<b>Title of the Paper</b>	<b>Meet and Greet Officer (Practical)</b>
<b>Course Code</b>	ID/MD 101 A
<b>Objective</b>	<b>Meeting and Greeting the customer, arranging for guest transfers and addressing customer queries and service complaints</b>

Sr. No.	Module / Topic	NOS Code
01	Prepare for providing meet and greet service	THC/N4207

**KEY LEARNING OUTCOMES**

**PERFORMANCE CRITERIA**

- check assigned duties as per duty roster
- check the travel and bookings details of the customer along with relevant documentation as per travel and bookings details
- assess requirement of resources viz. type of vehicle, number of vehicles
- inform travel agency driver on the time schedule and meeting place
- identify organizational requirement and protocol for meeting different types of customers such as business, leisure, individual, groups, senior citizens, and customers with specific needs
- check for any special requests or requirements on arrival
- check to ensure that communication with the customer can be made in the language known to the customer
- check with travel agency/driver and ensure that vehicle is arriving as per schedule

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- check with hotel place of accommodation and reconfirm bookings
- carry documents for handing over to customer viz, tickets, hotel booking confirmation itinerary, maps, any other special requirement of the customer
- be prepared to provide information to customers on travel details, local accommodation bookings, local itineraries, tour guides, local options for shopping and other interesting activities,
- carry placard with correct name of customer and contact details
- ensure the mobile phone battery is charged and the phone is in working condition and has the number which was passed on to the customer
- check arrival departure schedule
- dress as per organizational requirements and standards
- seek help/advise of seniors to address issues where scope of services assured to customer is not clear
- escalate problems and issues to appropriate authorities well in time as per organization's Procedures

Sr. No.	Module / Topic	NOS Code
02	Meet and Greet Customers	THC/N4208
<b>KEY LEARNING OUTCOMES</b>		
<b>PERFORMANCE CRITERIA</b>		
<ul style="list-style-type: none"> <li>• meet and greet the customer in a professional manner at the pre-arranged time and location, in accordance with the booking arrangements and as per the organization' procedures</li> </ul>		

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- acknowledge customers and greet promptly in accordance with company policies
- create a good first impression in dealing with customers use good verbal communications skills with customers
- establish customer's needs and wants quickly and sensitively
- confirm at the time of picking up and dropping the customer at the required destination that the customer has the appropriate documentation, in line with the rules and legislations of the country and the organization's procedures
- advise the customer of the travel itinerary, accommodation details for inbound customer and
- Establish contact details, where appropriate
- ask the customer of any specific requirement in line with organization's procedures
- communicate clearly and concisely, and at a pace appropriate to the individual, using words
- refer to the individual's level of understanding
- refer customers promptly to more appropriate members of staff, where necessary, and explain the reasons for referral
- maintain necessary confidentiality about the organization and customer apologize where delay in greeting and acknowledging customer is unavoidable
- use appropriate language and gestures to suit the needs of customers
- use clear and suitably pitched communication for customers
- establish customer's needs and take appropriate action
- establish manual understanding of customers' needs and potential means of meeting them
- explain any delay in responding to customers' needs so as to maintain goodwill
- Carry out undertakings made to customers within the promised time

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- record and update customer records accurately and promptly
- deliver helpful and consistent customer service
- build positive relationships with customers build good working relationships with suppliers
- complete checklists for preparation for performing duties
- report escalations for any unresolved issue as per escalation matrix

Sr. No.	Module / Topic	NOS Code
03	Arrange for Guest Transfer	THC/N4209

### KEY LEARNING OUTCOMES

#### PERFORMANCE CRITERIA

- inform the customers about the journey details and transport arrangement from the meeting point to the destination
- assist the customers to deal with baggage transfer from the meeting point to the boarding of the vehicles
- ensure travel terminal procedures and security requirements are complied with
- assist the customers in loading all the baggage onto the transport arranged for transfer to the destination as per the organization's procedures escort the customer to the point of dropping as per the booking schedule and as per
- organization's procedures hand over the documents required to be given to customer like tickets, travel permits, entry permissions et
- deal fairly, efficiently and promptly with questions and complaints, in line with organization's procedures

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- respond to any referred customer emergencies, problems and requirements promptly and in accordance with company policies
- report any situation which cannot be resolved as per escalation matrix
- liaise and communicate with travel agents staff at other places where accommodation is arranged
- ensure that all customer baggage is correctly unloaded at the dropping point
- record any reported non-compliance with agreed standards of transfer service are accurately and promptly point out to the agencies
- present a professional image and treat individuals with respect at all times liaise with the concerned staff of the place of accommodation of the customers regarding the
- details of booking/checkout on arrival assist customers to deal with documentation required for checking-in/out in the place of accommodation.

Sr. No.	Module / Topic	NOS Code
04	Handle Guest Queries and Service Complaints	THC/N4210

### KEY LEARNING OUTCOMES

#### PERFORMANCE CRITERIA

- Listen carefully to customer queries and deal with them as per organizational procedure. Queries and problems may relate to country information, travel information, accommodation information, health and safety information, company information, transport information, emergency contacts eg co-coordinator's contact, emergency contact, doctors, chemist, police, update on flight/transport times, check in/check out procedures, local laws and regulations, local restaurants, supermarkets, local shops, local craft outlets, local cultural information, places of worship and others
- keep calm, empathize with customer, keep customer informed to arrive at a mutually acceptable solution
- follow up with customer and or with staff till query is resolved

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- spot customer service problems
- listen carefully to the customers about any problem they have raised and ask customers about the
- problem to check understanding
- recognize repeated problems and alert the appropriate authority
- share customer feedback with others to identify potential problems before they happen
- identify problems with systems and procedures before they begin to affect your customer's situation
- acknowledge the complaint, apologize for inconvenience and take prompt attention to diffuse
- identify and investigate the complaint
- identify the options for resolving a customer service problem
- work with others to identify and confirm the options to resolve a customer service problem
- work out the advantages and disadvantages of each option and pick the best option for the customer and the organization
- identify for the customer other ways that problems may be resolved if one is unable to help discuss and agree the options for and take action to implement the option agreed with your customer
- work with others and your customer to make sure that any promises related to solving the problem are kept
- keep the customer fully informed about what is happening to resolve the problem check with the customer to make sure the problem has been resolved to their satisfaction
- give clear reasons to the customer when the problem has not been resolved to their satisfaction

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Sr. No.	Module / Topic	NOS Code
05	Communicate with customer and colleagues	THC/N49901

**KEY LEARNING OUTCOMES**

**PERFORMANCE CRITERIA**

- receive job order and instructions from reporting superior
- understand the work output requirements, targets, performance indicators and incentives
- deliver quality work on time and report any anticipated reasons for delays
- communicate maintenance and repair schedule proactively to the superior
- escalate unresolved problems or complaints to the relevant senior
- receive feedback on work standards
- document the completed work schedule and handover to the superior
- exhibit trust, support and respect to all the colleagues in the workplace
- aim to achieve smooth workflow
- help and assist colleagues with information and knowledge
- seek assistance from the colleagues when required
- identify the potential and existing conflicts with the colleagues and resolve
- pass on essential information to other colleagues on timely basis

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- maintain the etiquette, use polite language, demonstrate responsible and disciplinal behaviors to the colleagues
- intersect with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of then work
- put team over individual goals and multi task or share work where necessary supporting the colleagues
- highlight any errors of colleagues, help to rectify and ensure quality output
- work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance

Sr. No.	Module / Topic	NOS Code
06	Maintain Customer-Centric Service Orientation	THC/N9902

### KEY LEARNING OUTCOMES

#### PERFORMANCE CRITERIA

- keep in mind the profiles of expected customers
- understand the target customers and their needs as defined by the company
- organize regular customer events and feedback session frequently
- build a good rapport with the customers including the ones who complain
- have frequent discussions with regular customers on general likes and dislikes in the market. latest trends, customer expectations, etc.
- receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.
- compulsively seek customer rating of service to help develop a set of regularly improved procedures

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- ingrain customer oriented behavior in service at all level
- aim to gain their long lasting loyalty and satisfaction
- engage with customers on without intruding on privacy ensure clarity, honesty and transparency with the customers
- treat the customers fairly and with due respect
- focus on executing company's marketing strategies and product development focus on enhancing brand value of company through customer satisfaction
- ensure that customer expectations are met
- learn to read customers' needs and wants
- willingly accept and implement new and innovative products and services that help improve customer satisfaction
- communicate feedback of customer to senior, especially, the negative feedback
- maintain close contact with the customers and focus groups
- offer promotions to improve product satisfaction level to the customers periodically

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**SEMESTER – I**

<b>Title of the Paper</b>	<b>BUSINESS ENGLISH-I (Theory/Practical)</b>
<b>Course Code</b>	AEC 101A
<b>Objective</b>	Develop basic skills to deal with people in business situations.

Units	Detail Descriptions	Weightage
1	<p><b>Understanding Business Communication:</b>            Nature and Scope of Communication            Types of Communication            Process of Communication  <b>Business Vocabulary I</b>            General Vocabulary (GSL)            Business Vocabulary</p>	50%
2	<p><b>Text</b></p> <ol style="list-style-type: none"> <li>1. In the Parliament of religion -- Swami Vivekanand</li> <li>2. The essence of Democracy -- Dr. B. R. Ambedkar</li> <li>3. Romance of Busy Broker -- O' Henry</li> <li>4. The Solitary Reaper -- William Wordsworth</li> <li>5. Failte -- Mr.Pabu Gadhavi 'Pushp'</li> </ol> <p><b>GRAMMAR AND COMPOSITION</b></p> <ol style="list-style-type: none"> <li>1. Parts of Speech</li> <li>2. Types of Sentences</li> <li>3. Comprehension</li> </ol>	50%
<b>Practical</b>	Simulation I: - situational conversation/Role Play Presentation Skill I: Presentation	

**Reference Books:**

1. Minakshi Raman, Business Communication (with CD) 2<sup>nd</sup> Edition Oxford University Press, New Delhi, 2012

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**SEMESTER – I**

<b>Title of the Paper</b>	USE OF ICT-1 (Theory/Practical)
<b>Course Code</b>	SEC 101 A
<b>Objective</b>	To introduce the students with MS Excel which enable them to analyze and interpret of data for decision making and also enhance their skill based learning.

Units	Detail Descriptions	Weightage
1	<p><b>Fundamentals of computers</b></p> <p>Characteristics of a computer Block Diagram of a computer,</p> <p>Terms Hardware, software, Firmware, Liveware</p> <p>Different types of software: System Software, Application software, Operating system and different types of Operating system: DOS, WINDOWS 98/7.0</p> <p>Overview of a computer system</p> <p>Types of computers</p> <p>Applications of computers,</p> <p>Configuration for buying a computer</p> <p>Input and Output Devices of the computer</p>	50%
2	<p><b>Windows Operating system and Introduction to Word processor</b></p> <p>Difference between Dos and windows operating system Advantages of windows operating system</p> <p>Introduction to Ms-office</p> <p>What is word processing</p> <p>Applications of word processor</p> <p><b>Advanced MS-Word</b></p> <p>Creating Hypertext links with drag-and drop</p> <p>Using Hyperlinks between word documents</p> <p>Using spelling and grammar Tool</p>	50%

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	<p>Auto text and Autocorrect entries</p> <p>Formatting options like bold italic, subscript, superscript, character and Animation effects, Change case, Drop Cap options, Header and footer option, formatting indents Table creation, deletion, selection and formatting, Insert Picture, word art and drawing facilities.</p> <p>Converting text to tables, Importance of mail merge, Creating a mail merge document and data source, Inserting mail merge fields, merge with main document, previewing merged data</p>	
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Practical

LABORATORY: Theory + Exercise Practical Exercise on units 1 & 2

Practical examination shall be held in the computer lab and evaluation shall be made by the concerned teacher.

**Reference Books:**

1. Suresh K Basandra, Computer Today.
2. S. Jaiswal, A First Course In Computers, Galgotia publications
3. R.K. Taxali, P.C. Software For Windows 98 Made Simple.

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**SEMESTER – I**

<b>Title of the Paper</b>	<b>Introduction to Indic Knowledge System – I (Practical)</b>
<b>Course Code</b>	CVAC(ICS) 101 A
<b>Objective</b>	Learn about the process of ancient Indian traditions Understand the contribution of Indian minds in various fields

<b>Units</b>	<b>Modules/Sub Modules</b>
<b>1</b>	<b>Contribution of IKS to Arts, Architecture and Tradition:</b> Indigenous tools & technologies for town planning & Temple Architecture-Science of Architecture - Chatardi, Sharad Baug Palace, PragMahal, Bhadreshwar, Narayan Sarovar, Koteswar, Lakhpat Fort, Kotai Sun Temple, Vijay Vilas Palace <b>History and Origin of art &amp; Traditions</b> Science behind our traditions and rituals
<b>2</b>	<b>Sacred Ecology</b> Sacred Forest, Rainwater Harvesting System, Sacred Hills and Mountains, Harappan Civilizations, Dhola vira, White Rann of Kachchh, The Black Hills

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**SEMESTER – II**

<b>Title of the Paper</b>	<b>INTRODUCTION TO TOURISM (THEORY)</b>
<b>Course Code</b>	DSC-M 201 A
<b>Objective</b>	Interpret and evaluate tourism as a phenomenon and as a business system.

Units	Detail Descriptions	Weightage
1	<p><b>Introduction To Tourism</b>            Nature, Scope, Significance.            Definition Of Tourism Technical Definition Conceptual            Definition Tourism, Defined For The Present Study,            Types And Forms Of Tourism: Inter-Regional And            Intra-Regional Tourism, Inbound And Outbound            Tourism, Domestic, International Tourism. Forms Of            Tourism: Religious, Historical, Social, Adventure,            Health, Business, Conferences, Conventions,            Incentives, Sports And Adventure, Senior Tourism,            Special Interest Tourism Like Culture Or Nature            Oriented, Ethnic Or Roois ComponentsOf Tourism.            Element Of Tourism</p>	25%
2	<p><b>Tourism development Through The Ages</b>            Growth and Development of Tourism, History of            Travel, Travel in the 19th and 20th Century, Recent            Trends            Growth and development of modern Tourism            Advent of high speed trains post-second world war            phenomenon causes of rapid growth</p>	25%
3	<p><b>The OrganisationOf Tourism</b>            Need For Organization            Factors Influencing Type Of Organization            National Tourist Organization Tourist Organization In            India International Organizations &amp; Tourism-</p>	25%

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	International Union Of Official Travel Organization (luoto), World Tourism Organization (Wto), Pacific Area Travel Association (Pata), International Air Transport Association (Iata), International Civil Aviation Organization (Icao)	
4	<b>Tourism Industry Issues</b> Customer Services, Career Opportunities In Travel Trade Status Of India Tourism, India's Share In International Tourism Arrival, Domestic Tourism, Out Bound Tourism, Major Issues And Concerns To Develop Tourism; Tourism Policy, Scope Of Career Opportunities.	25%

**Reference Books:**

1. Nerval A.J "Tourist Industry"
2. Premnath, "Dynamics of Tourism Management."
3. Rob Davidson, " Tourism"

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**SEMESTER – II**

<b>Title of the Paper</b>	<b>INTRODUCTION TO TOURISM (PRACTICAL)</b>
<b>Course Code</b>	DSC-M 202 A
<b>Objective</b>	Interpret and evaluate tourism as a phenomenon and as a business system.

Sr. No.	Module / Topic	NOS Code
01	Maintain customer-centric service orientation	THC/N9901
<b>This unit/task covers the following</b>		
<ul style="list-style-type: none"> <li>• Engage with customers to understand their service quality requirements</li> <li>• Achieve customer satisfaction</li> <li>• Fulfil customer requirement</li> </ul>		

Sr. No.	Module / Topic	NOS Code
02	Maintain standard of etiquette and hospitable conduct	THC/N9903
<b>This unit/task covers the following</b>		
<ul style="list-style-type: none"> <li>• Follow behavioural, personal and telephone etiquettes</li> <li>• Treat customers with high degree of respect and professionalism</li> <li>• Achieve customer satisfaction</li> </ul>		

Sr. No.	Module / Topic	NOS Code
03	Follow gender and age sensitive service practices	THC/N9904

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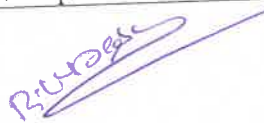


<b>This unit/task covers the following</b>
<ul style="list-style-type: none"> <li>• Educate customer on specific facilities and services available for different categories of customers</li> <li>• Provide gender and age specific services as per their unique and collective requirements</li> <li>• Follow standard etiquette with women at workplace</li> </ul>

Sr. No.	Module / Topic	NOS Code
04	Maintain IPR of organisation and customer	THC/N9904
<b>This unit/task covers the following</b>		
<ul style="list-style-type: none"> <li>• Secure company's IPR</li> <li>• Respect customers copyright</li> </ul>		

Sr. No.	Module / Topic	NOS Code
05	Maintain health and hygiene	THC/N9906
<b>This unit/task covers the following</b>		
<ul style="list-style-type: none"> <li>• Personal hygiene practices</li> <li>• Ensure cleanliness around workplace in hospitality and tourist areas</li> <li>• Take precautionary health measures</li> </ul>		

Sr. No.	Module / Topic	NOS Code
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06	Maintain safety at workplace	THC/N9907
<p><b>This unit/task covers the following</b></p> <ul style="list-style-type: none"> <li>• Take precautionary measures to avoid work hazards</li> <li>• Follow standard safety procedure</li> <li>• Use safety tools or personal protective equipment</li> <li>• Achieve safety standards</li> </ul>		

Sr. No.	Module / Topic	NOS Code
07	Learn a foreign or local language(s) including English	THC/N9909
<p><b>This unit/task covers the following</b></p> <ul style="list-style-type: none"> <li>• Gain understanding of common vocabulary required to address customers' queries</li> <li>• Achieve minimal pass level of language proficiency as per UN standards or as specified by company</li> </ul>		

**Reference Books:**

1. BK Chakravarti, Hotel Management
2. JagmohanNegi, Hotel Management, Sultan Chand Publication, New Delhi Kotler, Bowen, Makens, Marketing for Hospitality and Tourism
4. MaichelKasava, Front Office Management
5. Praveen Sethi, Handbook of Hospitality and Tourism
6. Sudhir Andrews, Front Office Management

  
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**SEMESTER – II**

<b>Title of the Paper</b>	<b>Macro Economics</b>
<b>Course Code</b>	MIC 201 A
<b>Objective</b>	To know the how to measuring the national income and monetary and fiscal policy.

Units	Detail Descriptions	Weightage
1	<b>Nature, Scope and Subject-matter of Macro Economics</b> Nature and Scope of Macro Economics, Economic Activity, Macro Economics Concepts, Theories and Policies, Macro Economic Paradox, Importance of Macro Economic Studies	25%
2	<b>Measuring Nation's Income</b> The Economy's Income and Expenditure, Concept of National Income, Methods for Measuring National Income, Problems and Measurement of National Income, Estimation of National Income in India.	25%
3	<b>The Monetary and Credit System</b> The Barter System and its disadvantages, Meaning of Money, Functions of Money, The Kinds of Money, Components of Money, Bank Meaning, Central Bank Concept, Functions, Commercial Banks: Concept, Functions, Credit Creation	25%
4	<b>Monetary and Fiscal Policy</b> Monetary Policy Meaning and Content of Monetary Policy, its Objectives, Role of Monetary policy in a Developing Country, Efficacy and Limitations Of Monetary Policy. Fiscal policy: Concept of Fiscal Policy and Instruments of Fiscal Policy, its Objectives, Role of Fiscal policy in a Developing Country, Limitations of Fiscal Policy.	25%

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## Reference Books:

1. C. Rangarajan, B. H. Dholakiya, Principles of Macro Economics, Tata McGraw Hill. Publishing Company Limited, New Delhi
2. D. M. Mithani, Macro Economics, Himalaya Publishing House
3. Emol D'Souza, Macro Economics, Pearson Education, New Delhi
4. Gardner Ackicy, Macro Economic Theory, The Macmillan Company, New York
5. L. Abuja S. Chand, Macro Economics Theory and Policy, New Delhi
- 6 N. Gregory Mankiw, Macro Economics, Thomson South-Western
7. N. Gregory Mankiw, Principles of Economics, Thomson South-Western
- 8 RudigerDombsch, Stanley Fischer, Macro Economics, Tata McGraw-Hill Education, New Delhi

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<b>Title of the Paper</b>	<b>Front Office Executive</b>
<b>Course Code</b>	<b>ID/MD 201 A</b>
<b>Objective</b>	<b>Engaging with guests, assisting in guest check-in and checkout processes, handling guest complaints, promoting sales, guiding associates at work and ensuring quality service standards</b>

Sr. No.	Module / Topic	NOS Code
01	Assist guest in check-in and checkout process	THC/N0119
<p><b>This unit/task covers the following</b></p> <ul style="list-style-type: none"> <li>• Welcome and greet the guests</li> <li>• Understand reservation status and arrange for booking</li> <li>• Arrange for guest requirement</li> <li>• Follow guest check-in process standards</li> <li>• Assist guest during checkout</li> </ul>		

Sr. No.	Module / Topic	NOS Code
02	Attend to guest queries	THC/N0107
<p><b>This unit/task covers the following</b></p> <ul style="list-style-type: none"> <li>• Assist the guest on any requirement.</li> </ul>		

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- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

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- Respond to guest queries
- Deliver message and materials to guest
- Achieve guest satisfaction

Sr. No.	Module / Topic	NOS Code
03	Perform cashiering activities	THS/N0110

**This unit/task covers the following**

- Receive payment method details from guest
- Prepare the invoice
- Receive the payment
- Document and record the details

Sr. No.	Module / Topic	NOS Code
04	Handle guest complaints and guide front office staff	THS/N0120

**This unit/task covers the following**

- Handle guest complaints
- Take decision within their control in the interest of the organisation
- Guide and mentor the front office staff

Sr. No.	Module / Topic	NOS Code
05	Communicate with customers and colleagues	THC/N9901

**This unit/task covers the following**

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**SEMESTER – II**

<b>Title of the Paper</b>	<b>Business English II</b>
<b>Course Code</b>	<b>AEC 201 A</b>
<b>Objective</b>	Develop basic skills to deal with people in business situations.

Units	Detail Descriptions	Weightage
1	<b>Developing Oral Communication Skills for Business:</b> Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews, Meeting and Conferences, Group Discussions and Team Presentations, Team Briefing	50%
2	Text 1. Deshara Parmeshara (folktale) – Duleray Karani 2. Madam Anjana Hazari: An Oasis in education – Divya Maheshwari 3. Prof. K. T. Shah – Dilip Kataliya 4. The Table Turned – William Wordsworth 5. On Studies – Francis Bacon <b>GRAMMAR AND COMPOSITION</b>  1. Tenses 2. Active Passive Voices 3. CV and Application	50%

**Practical**

Unit	Description in Detail
<b>I</b>	Simulation II. Negotiation skill, Meeting and Conferences,, Team Briefing
<b>II</b>	Presentation Skill II: Interviews, Group Discussions and Team Presentations

**Reference Books:**

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1. Andrea B Geffner, Business English the writing skills you need for Today's workplace (Barron's Educational Series, 2010).
- 2 Evan Frendo. How to Teach Business English
3. Meenakshi Raman and Sangeeta Sharma, Technical Communication Principles and Practice Oxford University Press. New Delhi, 2004.
4. Minakshi Raman, Business Communication (with CD) 2nd Edition Oxford University Press, New Delhi, 2012.
- 5 Myron W Lustig, Intercultural Competence, Interpersonal Communication Across Culture 6th Edition. Bachelor of Vocation (Hospitality & Tourism)

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**B.VOC HOSPITALITY AND TOURISM MANAGEMENT**  
**SEMESTER – II**

<b>Title of the Paper</b>	Use of ICT-II
<b>Course Code</b>	SEC 201 A
<b>Objective</b>	To introduce the students with MS Excel which enable them to analyze and interpret of data for decision making and also enhance their skill based learning.

Units	Detail Descriptions	Weightage
1	<p><b>Introduce Computers</b></p> <p>General Characteristics of Personal Computers            Operating System Concepts (Ms Dos)            Internal Commands of Ms-Dos External Commands of Ms-Dos.</p> <p><b>Introduction to Presentation Software (Ms-PowerPoint)</b></p> <p>What is PowerPoint?            Usefulness and advantages of PowerPoint            File operation, edit operation View slide, slide show, header, footer            Slide animation, custom animation, slide layout, background</p>	50%
2	<p><b>Introduction to Spreadsheet Software (Ms Excel)</b></p> <p>What is Spreadsheet or Ms-Excel?            Application of MS-Excel, Naming cells Inserting, deleting, and moving Rows Columns Sheets Formatting cells Auto Format Number Alignment Font, Boarder Charting Charting Wizard Selecting objects in a chart Customizing a Chart Resizing a chart, Printing a chart on a whole page. Formulas, worksheet commands</p>	50%

Unit	Description in Detail
	<p><b>Practical:-</b>Theory Exercise Practical Exercise on units I/II/III/IV</p> <p>Practical examination shall be held in the computer lab and evaluation shall be made by the</p>

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concerned teacher.

**Reference Books:**

- 1 R.K. Taxali, P.C. Software For Windows 98 Made Simple.
2. S. Jaiswal, A First Course In Computers, Galgotia publications
3. Suresh K. Basandra, Computer Today.

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**SEMESTER – II**

<b>Title of the Paper</b>	<b>HUMAN VALUES AND PROFESSIONAL ETHICS (PRACTICAL)</b>
<b>Course Code</b>	<b>CVAC 201 A :</b>
<b>Objective</b>	The course aims to develop in learners an understanding of the concept of Business Ethics & Human Values and its application in business decision making using sustainable business practices.

Units	Detail Descriptions	Weightage
1	<p><b>Introduction to business ethics and Moral values</b>  Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics</p> <p>Values: Meaning, Types of values, Employer and employee's responsibilities, Profit maximization vs. Social responsibility.</p>	50%
2	<p><b>Organisational Ethics</b>  Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate Behaviour, Ethical Leadership, Ethical Decision Making, Ethical Dilemmas in Organisation.</p> <p><b>Workplace Ethics</b>  Introduction, Factors Influencing Ethical Behavior at workplace, Work Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Importance of Ethical Behavior at Workplace.</p>	50%

Recommended Text Books & Suggested reference Books:

- "Business Ethics": A.C. Fernando. Person.
- Principles of Management: T Ramasamy. Himalaya Publishing House.
- "Business Laws, Ethics and Communication" Vol. I, The Institute of Chartered Accountants of India, New Delhi.

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**SEMESTER – II**

<b>Title of the Paper</b>	<b>INTERNSHIP (PRACTICAL)</b>
<b>Course Credit</b>	<b>15 Credit (450 Hours) (Minimum 60 Days Internship)</b>
<b>Objective</b>	To provide students with practical, hand-on experience in the hospitality and tourism industry. For developing practical skills, Industry Exposure, Professional Networking, Adaptability and problem-solving.

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