

Bachelor of Vocation (B.Voc.) Hospitality and Tourism
Part –II, Sem. III and IV
Session: 2021-22

SRI GURU TEG BAHADUR KHALSA COLLEGE SRI ANANDPUR SAHIB

**(An Autonomous College)
Affiliated to Punjabi University, Patiala**

**SYLLABUS
For
B.Voc. Part-II
(Semester III and IV)
Under Choice Based Credit System**

Programme Code: BVHT



Academic Session: 2021-22

Website: www.sgtbcollege.org.in

Email: sgtb321@gmail.com, sgtb321@yahoo.com

**Scheme of Syllabus for Bachelor in Vocation
(B. Voc.)
Hospitality and Tourism Semester – III
As Per CBCS
Session 2021-22**

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Scheme of Syllabus for Bachelor of Vocation

(B.Voc.) Hospitality and Tourism: II (Semester - III)

As per CBCS

Session 2020-21

Semester-III						
Code	Subject	Component	Total Credit	Marks		Total Marks
				Internal	External	
BVHT -301	Management Principles and Practices	GC	5	30	70	100
BVHT -302	Human Resources Management	GC	5	30	70	100
BVHT -303	Workshop on Customer Relationship Management	GC	2	50	-	50
	Total (a)		12	110	140	250
BVHT - 304	Front Desk Operation III	SC	5	30	70	100
BVHT - 305	Housekeeping Operation III	SC	5	30	70	100
BVHT - 306	Seminar on Hotel and Resort Management	SC	3	50	-	50
BVHT - 307	On Job Practical Training and Report	SC	5	100	-	100
	Total (b)		18	210	140	350
	Grand Total (a+b)		30	320	280	600
Total Credits: General (5+5+2) 12 + Skill (5+5+3+5) 18 = (12+18) 30						

BVHT 301: MANAGEMENT PRINCIPLES AND PRACTICES

Maximum Marks: 100

Time Allowed: 3 Hours

External Examination: 70

Pass Marks: 35%

Internal Assessment: 30

Teaching Hours: 5 Per Week

Credit: 5[4H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing students with a comprehensive understanding of Principles of management.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Introduction to Management: Meaning, Objectives, Nature, Functions and Management Process.**Evolution of Management Thoughts:**FW Taylor, Henry Fayol and Peter Drucker. Functional Areas of Management.**Planning:** Meaning, Nature and Importance, Steps in Planning, Significance and Types. **Decision making:** Concept and Process, Types of Decision Making, Role of Creativity in Decision Making.

SECTION - B

Organising: Concept, Nature, Purpose, Significance and Process of Organising.**Different Organisation Structures:** Line, Line and Staff, Functional and Committee. **Authority and Responsibility:** Delegation and Decentralisation of Authority. **Staffing:** Meaning and Process.**Directing:** Concept, Significance and Limitations of Direction.

Motivation: Concept and Importance, Maslow Need Hierarchy Theory. **Leadership:** Concepts and Styles. **Co-ordination:** Concepts, Importance, Cooperation and Co-ordination. **Control:** Concepts, Importance, Tools, Limitations and Process of Control, Essentials of an Effective Control System.

Course Learning Outcome: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of principles of management. The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

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Suggested Readings:

1. Soundaian – Principles of management- MJP Publishers
2. Anil Bhatt – Management principles, Processes and practices- Oxford University Press.
3. Robin, Coutler, Vohra- Management- Person Prentice Hall
4. LM Prasad- Principles and Practices of management- Sulatan Chand and Sons
5. VSP Rao and V. Hari Krishna- Management- Excel Books
6. CB Gupta- Modern Business Organisation and management- Sultan Chand and Sons.

BVHT 302: HUMAN RESOURCES MANAGEMENT

Maximum Marks: 100

External Examination: 70

Internal Assessment: 30

Credit: 5[4H(L)+1H(P)]

Time Allowed: 3 Hours

Pass Marks: 35%

Teaching Hours: 5 Per Week

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of human resource practices.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Human Resource Management: Meaning, Definition and Concept and Importance, Scope and Objectives of HRM. Evolution of the Concept of HRM, Approaches to HRM, Personal Management V/s Human Resource Management, HRM and Competitive Advantage, Traditional V/s Strategic Human Resource Management. **HRM Methods Problem:** Human Resource Planning, Recruitment and Selection, Job Analysis, Process of Job Analysis, Job Specification, Methods of Job Analysis, Conventional V/s Strategic Planning and Job Evaluation.

SECTION - B

Job Evaluation and Job Satisfaction: Job Evaluation, Introduction, Process of Job Evaluation, Job Evaluation Methods. **Various Methods:** Placement, Induction and Internal Mobility Of Human Resource. **Training of Employees:** Need for Training, Objectives, Methods, Training Environment, Areas of Training and Performance Appraisal and its techniques. **Career Planning:** Need and Importance, Objectives Process, Methods of Career Planning Features and Uses Career Development.

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

To give a conceptual understanding of human resource practices in business organizations. Performance appraisal and career planning techniques.

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Suggested Readings:

1. Human Resource Management- Text and Cases—VSPRao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—VenkataRatnam.Srivasthava.
4. A Hand Book of Personnel Management Practice—DaleYolder.

BVHT 303: WORKSHOP ON CUSTOMER RELATIONSHIP MANAGEMENT

Maximum Marks: 50

Pass Marks: 35%

Internal Assessment: 50

Teaching Hours: 3 Per Week

Credit: 2 [1H(L)+1H(P)]

Instructions for the teacher: Workshop will be in English or Punjabi medium. This course will carry 50 marks which shall be reserved for internal assessment. The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).

Instructions for the candidates: Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher**

Course Objective: This paper is aimed at providing students with a comprehensive understanding of Customer Relationship Management (CRM) practices.

Pedagogy: The instructor is expected to use leading pedagogical approaches in the class room situation, lectures, case study analysis, group discussions, assignment writing and tests, research based methodology, innovative instructional methods, use of technology in the class room and comprehensive assessment practices to strengthen the teaching efforts.

SECTION – A

CRM Concepts:Acquiring Customers, Customer Loyalty and Optimizing Customer Relationships, CRM Defined, Success Factors, The Three Levels of Service/ Sales Profiling, Service Level Agreements (SLAS), Creating and Managing Effective SLAS.**CRM In Marketing:**One-To-One Relationship Marketing,Cross Selling andUp Selling,Customer Retention, Behaviour Prediction,Customer Profitability andValue Modeling,Channel Optimization,Event-Based Marketing.,CRM and Customer Service,The Call Centre, Call Scripting,Customer Satisfaction Measurement.**Sales Force Automation:**Sales Process, Activity, Contact,Lead and Knowledge Management, Field Force Automation. ,CRM Links In E-Business.

SECTION – B

Analytical CRM:Managing and Sharing Customer Data, Customer Information Databases, Ethics and Legalities of Data Use. **CRM Implementation:**Defining Success Factors, Preparing Business Plan Requirements, Justification and Processes, Choosing CRM Tools, Defining Functionalities, Homegrown Versus Out-Sourced Approaches, Managing Customer Relationships, Conflict, Complacency, Re-Setting.**The CRM Strategy:** Selling CRM Internally, CRM Development Team, Scoping and Prioritizing,Development and Delivery, Measurement.

Course Learning Outcomes:After completing the course, the student shall be able to:
To give an Overview and concept of Customer Relationship Management (CRM) practices in business organizations and strategy Management support System and Management Information System.

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Suggested Readings:

1. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition), PHI Learning.
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management, Routledge Inc.
3. Bhasin, Customer Relationship Management (Wiley Dreamtech).
4. Dyche, Customer relationship management handbook prentice hall.
5. Peelan, Customer relationship management prentice hall.
6. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw, Hill Professional.
7. Chaturvedi, Customer Relationship Management (Excel Books)

BVHT 304: FRONT OFFICE OPERATION- III

Maximum Marks: 100

Time Allowed: 3 Hours

External Examination: 70

Pass Marks: 35%

Internal Assessment: 30

Teaching Hours: 5 Per Week

Credit: 5[4H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of front office operations.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Attributes of Front Office: Personnel's, Coordination of Front Office with Other Departments of the Hotel and Equipment's used (Manual and Automated). **Guest Cycle:** Different Stages of Guest Cycle, Pre-Arrival Procedures and Activities (Preparing an Arrival List, Notification etc.), Procedure for VIP and Group Arrival (Special Arrangements, Meal Coupons etc.), Guest Arrival. **Registration:** Types of Registration (Register, Loose Leaf and Registration Cards), Receiving Guests, Arrival Procedure for Various Categories of Guests (Foreigners Along With C-Forms, Fits- Walk-In with Confirmed Reservation). **Notification of Guest Arrival:** Criteria for Taking Advance (Walk-Ins, Scanty Baggage etc).

SECTION - B

Reservations: Introduction, Types of Reservation, Mode of Reservation, Sources of Reservation, Systems of Reservation, Cancellation, Amendments and Overbooking. **Rooms:** Types of rooms, types of rate and Plans. **Communication in Hotels:** Importance of Effective Communication in Hotel Industry, Telephone Communication, Good Telephone Techniques and Communication Skills.

Practical Tasks:

- Facilitate a smooth stay for the guest at Hotel.
- Attend to guest queries.
- Handle the guest Complaint.

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- Maintain IPR of organization and customers
- Train and supervisor front office staff.
- Communicate with customers and colleagues
- Follow gender and age sensitive service practices.
- Maintain standard of etiquette and hospitable conduct
- Maintain customer centric service orientation

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

To provide basic knowledge of Front Office Organization and Hierarchy. Provide awareness about the guest check-in and checkout process, Customer, Centric Service, Customer service and Handling customer requests

Suggested Readings:

1. Front Office Operations – Colin Dix, Chris Baird · Professional Hotel Front Office Management – AnutoshBhakta
2. Front Office Operations and Management – Ahmed Ismail (Thompson Delmar)
3. Managing Front Office Operations – MichealKasavana and brooks ·
4. Principles of Front Office Operations – Sue Baker andJermyHuyton
5. Practical Aspects of Hotel Guest Cycle-Pre Arrival Stage-Hardaman Singh Bhinder (Prowess Publisher)

BVHT 305: HOUSEKEEPING OPERATION III

Maximum Marks: 100

Time Allowed: 3 Hours

External Examination: 70

Pass Marks: 35%

Internal Assessment: 30

Teaching Hours: 5 Per Week

Credit: 5[4H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing the basic knowledge of Housekeeping Operations.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Beds and Mattresses: Types, Security, Types Of Keys, Computerised Key Card and Handling of Keys in Housekeeping. **Security:** Security Measures Adopted by Different Hotels, Procedures to Handle Key Thefts, Lost Property and Other Valuables. **Health and Safety:** Fire and Personal Injury, Accidents and Prevention, Prevention of Fire, Fire Emergencies and First Aid. **Room Layout and Guest Supplies:** Standard Room, VIP Room and Guest's Special Request.

SECTION - B

Elements of Interior of Decoration: Colour, Pattern, Texture, Furniture and Other Furnishing, Lighting and Ventilation. **Uniforms:** Advantages of Providing Uniforms to Staff, Issuing and Exchange of Uniforms, Type of Uniforms Selection and Designing of Uniforms and Layout of and the Uniform Room. **Sewing Room:** Activities and Areas to be Provided and Equipment Provided. **Linen Room:** Activities of the Linen Room, Layout and Equipment in the Linen Room.

Practical Tasks:

- Maintain IPR of organization and customers
- Train and supervisor Housekeeping staff.
- Communicate with customers and colleagues
- Follow gender and age sensitive service practices.
- Attend to Guest queries
- Maintain Health and hygiene
- Maintain the safety at work place
- Maintain customer centric service orientation

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

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To provide basic knowledge of Role of Housekeeping in Guest Satisfaction and Repeat Business, Customer- Centric Service, Customer service and Handling customer requests. Identifying Housekeeping Responsibilities and Personality Traits of housekeeping Management

Suggested Readings:

1. Hotel Hostel and Hospital Housekeeping –by Joan C Branson and Margaret Lennox, ELBS with Hodderand Stoughton Ltd. .
2. Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw · Hill publishing company limited New Delhi. .
3. Hotel Housekeeping Operations and Management by Raghubalan, Oxford · University Press

BVHT 306: SEMINAR ON HOTEL AND RESORT MANAGEMENT

Maximum Marks: 50

Pass Marks: 35%

Internal Assessment: 50

Teaching Hours: 3 Per Week

Credit: 3 [2H(L)+1H(P)]

Instructions for the Teacher: Seminar will be in English or Punjabi medium. This course will carry 50 marks which shall be reserved for internal assessment. The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and attendance and class participation (10 marks).

Instructions for the candidates: Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher**

Course Objective: This paper is aimed at providing the basic knowledge of hotel and resort management.

Pedagogy: Group discussion conducted for improving the skills to Organisational behaviour. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of Organisational behaviour and motivation of employees to better understanding of basics of hospitality service. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Introduction: Hotel and Resort, Size and Scope of Hotel Industry, Principles and Concepts of Hotel and its Objectives and Types of Plan. **Approvals:** License, Permits and Regulatory Condition and Guidelines for Hotel Resort Management, Historical Perspective, Indian Scenario and Basic Characteristics. **Phases of Resort Planning and Development:** Trends and Factors in Developed Tourist Markets, Leading to Growth to Resort Concept, Basic Element of a Resort Complex, Lodging Facilities, Dining and Drinking Facilities, Family Oriented Services, and Entertainment Services. **Recent Challenges:** Resort Management External Challenges for Resort Management, Changing Market and Competitive Conditions, Internal Challenges for Resort Management, Planning and Financial Management, Planning Process and Phases of Resort Development.

SECTION - B

Hotel Operations: Brief Account of Hotel Operations, Front Office and Back Office Areas, Public and Private Areas, Food and Beverage Operations, Food Production and Service. **Housekeeping Operations:** Organisational Structure and Functions, Major Departments, Use of Information Technology in Hotel Industry, Athithi Devo Bhavah. **Marketing Issues:** For Resorts, Place Marketing and Destination Image Formation. **Cluster Theory Marketing:** Changing Product Emphasis, Marketing Changing Seasons and Seasonality Management Strategies. **Health and Safety:** Carry out Accident Reporting, Investigation and Analysis Develop Emergency Preparedness Plans, Follow and Guide Team Members in Following the Safe Procedures for Overhead Protection, Team Members in Fire Prevention and Firefighting, The

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Work Permit Systems, The Procedures Related Hazardous Waste, In Operational Control Procedures, Practicing the Measures to Protect Noise Quality, Air Quality and Water Quality.

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

To provide basic knowledge of Role of Housekeeping in Guest Satisfaction and Repeat Business, Customer- Centric Service, Customer service and Handling customer requests. Identifying Housekeeping Responsibilities and Personality Traits of housekeeping Management

Suggested Readings:

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth
2. Heinemann Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
3. JagmohanNegi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), Resort Development and Management, AHMA, USA

BVHT 307: ON JOB PRACTICAL TRAINING AND REPORT

Credit: 5

Project Report

External and internal evaluation: 50 marks

Every student is required to take up a training report in his/her relevant area of specialization.

Evaluation Process:The project shall be carried out under the supervision of faculty member and instructor in the industry. The project report shall be signed by both the instructor and the faculty member.

Presentation on Project Report

Internal evaluation : 50 marks

The student is required to give presentation the project report in his/her relevant area of specialization with help of PowerPoint presentation.

Evaluation Process:Presentation shall be carried under the supervision of faculty of concern subject in the college after the training.

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Scheme of Syllabus for Bachelor of Vocation

(B.Voc.) Hospitality and Tourism: II (Semester - IV)

As per CBCS

Session 2021-22

Semester- IV						
Code	Subject	Component	Total Credit	Marks		Total Marks
				Internal	External	
BVHT- 401	Personality Development	GC	4	15	35	50
BVHT- 402	Basic of Computer Application	GC	4	15	35	50
BVHT-403	Workshop on French	GC	4	50	-	50
	Total (a)		12	80	70	150
BVHT- 404	Tourism Management	SC	4	30	70	100
BVHT-405	Front Desk Operation IV	SC	4	30	70	100
BVHT- 406	Housekeeping Operation IV	SC	4	30	70	100
BVHT- 407	Seminar on Indian Society and Culture	SC	2	50	-	50
BVHT- 408	On Job Practical Training and Report	SC	4	100		100
	Total (b)		18	240	210	450
	Grand Total (a+b)		30	320	280	600

BVHT 401: PERSONALITY DEVELOPMENT

Maximum Marks: 50

Time Allowed: 3 Hours

External Examination: 35

Pass Marks: 35%

Internal Assessment: 15

Teaching Hours: 5 Per Week

Credit: 4[3H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of Personality Development.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Personality Development: Self Analysis, SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem. **Creativity:** Out of Box Thinking and Lateral Thinking. **Attitude:** Factors Influencing Attitude, Challenges and Lessons from Attitude, **Etiquette:** Business, Interview, Business Dress, Email and Importance of Etiquettes.

SECTION - B

Motivation: Factors of Motivation, Self-Talk, Intrinsic and Extrinsic Motivators. **Goal Setting:**Wish List, SMART Goals, Blue Print for Success, Short Term, Long Term and Life Time Goals. **Time Management:** Value of Time, Diagnosing Time Management, Weekly Planner to Do List, Prioritizing Work. Extempore

Practical Tasks:

- Presentation
- Interview Preparations
- Group Discussion

Course Learning Outcome: After completing the course, the student shall be able to:
Build an understanding of theoretical framework of personality development. It shall enhance holistic development of students and improve their employability skills. It shall develop communication and problem solving skills. It shall re-engineer attitude and explained its influence on behavior.

Suggested Readings:

1. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
2. Carnegie Dale, How to win Friends and Influence People, New York: Simon and Schuster, 1998.

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3. Singh Parampreet and Kaur Harleen, Business Communication Skills, Fount Publishers, LLP, India, 2019, (1st Ed)
4. Thomas A Harris, I am ok, You are ok , New York-Harper and Row, 1972.
5. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006

BVHT 402: BASIC OF COMPUTER APPLICATION

Maximum Marks: 50

Time Allowed: 3 Hours

External Examination: 35

Pass Marks: 35%

Internal Assessment: 15

Teaching Hours: 5 Per Week

Credit: 4[3H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing students with a comprehensive understanding of the basic knowledge of computers and software's.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Computer fundamentals: Information Concepts and Processing, Definition, Characteristic, Need, Quality and Value of Information, Elements of Computer System and Limitations of Computers. **Hardware:** Features and Uses, Components, Generations of Computers, Primary and Secondary Storage Concepts. **Data Entry:** Devices and Data Processing. **Software Concepts:** System Software, Application Software, Language Classification, Compilers and Interpreters. Operating System (Window)

SECTION - B

Ms-Word: Introduction to Microsoft Word, Basic Editing, Formatting, Templates, Working With Graphics and Pictures, Tables, Desktop Publishing, Mail Merge, Proofing, Printing, and Publishing, Comparing, Merging, and Protecting Documents

Ms-Excel: Introduction to MS Excel, Worksheets and Workbooks, Entering Data and Texts into MS Excel, Formatting a Worksheet, Adding Elements to a Workbook, Charts, Formulas and Calculations, Statistical Functions, Cell Protection, Charts, Reports, Dashboards and Widgets.

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

The basic objective of the course is to introduce the students to the world of computers and computer technology. To introduce the students to the basic concepts of operating systems, Word Processing, Database, presentations and Networking.

Suggested Readings:

1. P.K. Sinha and P. Sinha, Foundations of Computing,
2. BPB.

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3. Turban Mclean and Wetbrete, Information Technology and Management, Second, JohnWiley and Sons.
4. Satish Jain, Information Technology, BPB.
5. Microsoft Windows 7 Introductory by Shelly Freund Enger.

BVHT 403: WORKSHOP ON FRENCH

Maximum Marks: 50

Pass Marks: 35%

Internal Assessment: 50

Teaching Hours: 5 Per Week

Credit: 4 [2H(L)+2H(P)]

Instructions for the teacher: Workshop will be in English or Punjabi medium. This course will carry 50 marks which shall be reserved for internal assessment. The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).

Instructions for the candidates: Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher**

Course Objective: This paper is aimed at providing the basic knowledge of the French Language.

Pedagogy: The instructor is expected to use leading pedagogical approaches in the class room situation, lectures, case study analysis, group discussions, assignment writing and tests, research based methodology, innovative instructional methods, use of technology in the class room and comprehensive assessment practices to strengthen the teaching efforts.

SECTION – A

Articles Define etIndefinis, Conjugation Of First Second And Third Group (Irregular) of Verbs In Present Tense, The Articles Plural Of Nouns, Verb ‘Etre’, ‘Avoir’, Important Hospitality Terms Plurals, Opposites, Adjectives, Genre Et Nombre Des Noms Et Des Adjectives.

SECTION – B

Formation of English to French and French to English, Negative Positive Interrogative sentences, Expressions de politesse, Les commands, Expressions d’ encouragement

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

The basic objective of the course is to introduce the students to the conceptual knowledge of French Language and understanding consumer behaviour also aim to increase the communication with French customer.

Suggested Readings:

1. 1and 2 unites of “Le Nouveau Sans Frontieres“(Methode de Francais)-part 1 Le Dictionaire.
2. Connexions / Le nouveau sans frontie res’

BVHT 404: TOURISM MANAGEMENT

Maximum Marks: 100

Time Allowed: 3 Hours

External Examination: 70

Pass Marks: 35%

Internal Assessment: 30

Teaching Hours: 5 Per Week

Credit: 4[3H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing students with a comprehensive understanding of the basic knowledge of Tourism Management.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

A Historical over view: Travel in Ancient Times and in the Middle Ages, The Grand Tour, Travel and Tourism in The 19th Century and After Independence and Major Changes and Developments. **Tourism:** Meaning and Scope, Tourist, Visitor, Traveler, Excursionist and Transient. **Definition and Differentiation:** Concept of Resource, Attraction, Product, Demand, Market and Destination in Tourism, Components and Elements of Tourism, Interrelationship between Leisure, Recreation and Tourism. **Tourism Infrastructure:** Factors Influencing the Growth and Development of Tourism, Determinants and Motivation for Travel and Tourism, Travel De-Motivators, Relevance of Motivation Studies, Concept of 'Push' and 'Pull' Forces.

SECTION - B

Nature of Tourism: Inter Disciplinary and Trans Disciplinary Nature of Tourism, Different Approaches to Study Tourism, Chain of Distribution in Tourism. **The Tourist Industry:** Definition, Characteristics of Purchase and Consumption of Tourist Services, Kinds of Goods and Services, Tourist Generating Region. **Tourism Industry:** Sectors, Features and Relevance of Tourism Industry. **Tourism Measurement:** Measurement Techniques and their Limitations. **Tourism Impacts:** Socio-Economic, Cultural and Environmental/Ecological Benefits, Negative Implications of Tourism, Concept of Tourism Carrying Capacity and EIA.

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

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Part –II, Sem. III and IV

Session: 2021-22

The basic objective of the course is to introduce the students to the world of Tourism upon which the entire hospitality Industry is based. Help to aware about the recent trends in tourism sector.

Suggested Readings:

1. Bhatia, A.K International Tourism: Fundamental and Practice, Delhi: Sterling.
2. Kamra, K.K and M. Chand, Basic of Tourism: Theory Operation and Practice, Delhi: Kanshika.

BVHT 405: FRONT DESK OPERATION- IV

Maximum Marks: 100

Time Allowed: 3 Hours

External Examination: 70

Pass Marks: 35%

Internal Assessment: 30

Teaching Hours: 5 Per Week

Credit: 4[3H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of human resource practices.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Computer Application in Front Office Operation:Fidelio, Amadeus. Front Office (Accounting).**Accounting:** Accounting Fundamentals, Guest and Non-Guest Accounts, Accounting System (NonAutomated, Semi-Automated And Fully Automated), Guest Accounts Settlement, Transfer of Guest Accounts. **Front Office Department:**Sections and Layout of Front Office, OrganisationalChart of Front Office, Department (Small, Medium and Large Hotels). **Duties and Responsibilities:**General Manager, Lobby Manager, Guest Relation Executive, Bell Captain andBell Boy, Cashier, Commissioner andReceptionist.

SECTION - B

Bell Desk and Concierge:Function, Procedures and Records. **Activities duringthe Stay:**Key Handling Procedures, Paging, Mail and Message Handling, Complaint Handling, Task Performed at Bell Desk, Cashier /Reception, Express Check Outs-Late Check Outs and Charges. **Methods of Payment:** Cash and Credit Card Handling, Traveller Cheques, Personal Checks, Handling Cash Indian, Foreign Currency, Other Methods of Payment (Travel Agent, Bill to Company etc.)

Practical Tasks:

- Facilitate a smooth stay for the guest at Hotel.
- Attend to guest queries.
- Handle the guest Complaint.

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Session: 2021-22

- Maintain IPR of organization and customers
- Train and supervisor front office staff.
- Communicate with customers and colleagues
- Follow gender and age sensitive service practices.
- Maintain standard of etiquette and hospitable conduct
- Maintain customer centric service orientation

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

To provide basic knowledge of Front Office Organization and Hierarchy. Provide awareness about the guest check-in and checkout process, Customer- Centric Service, Customer service and Handling customer requests

Suggested Readings:

1. J.Vallen; Checkin Checkout.
2. S Andrews; Hotel front Office Training Manual.
3. S Baker, P. Bradley, J. Huyton; Principles of Hotel Front Office Operations.
4. B Braham; Hotel Front Office.
5. M Kasavana, C Steadmon; Managing Front Office Operation.

BVHT 406: HOUSEKEEPING OPERATION IV

Maximum Marks: 100

Time Allowed: 3 Hours

External Examination: 70

Pass Marks: 35%

Internal Assessment: 30

Teaching Hours: 5 Per Week

Credit: 4[3H(L)+1H(P)]

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A and B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: This paper is aimed at providing the basic knowledge of Housekeeping Operations.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

House Keeping: Introduction, Importance and Functions of Housekeeping. Guest Satisfaction and Repeat Business. **House Keeping Areas Importance:** Front-Of-The-House, Back-Of-The-House Areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas. **Departments:** Co-Ordination With Other Departments, Departments Like Front Office, Engineering, F and B, Kitchen, Security, Purchase, HRD, Accounts. Layout of House Keeping Department, Sections of the Housekeeping Department and their Functions.

SECTION - B

Cleaning Importance: Purchase, Use and Maintenance of Cleaning Equipment's, Selection and Purchase Criteria of Cleaning Agents. Storage, Distribution and Control Cleaning Material. **House Keeping in other Industries:** Airports, Railway Stations, Bus Stands, Hospitals, Educational Institutes and Hostels, Malls, Retail Stores, Construction Sites, Banks and MNCs. **Service Procedures:** Evening Service and Second Service Procedures. Weekly/Periodic, Special Cleaning Tasks to be carried out.

Practical Tasks:

- Maintain IPR of organization and customers
- Train and supervisor Housekeeping staff.
- Communicate with customers and colleagues

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- Follow gender and age sensitive service practices.
- Attend to Guest queries
- Maintain Health and hygiene
- Maintain the safety at work place
- Maintain customer centric service orientation

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

To provide basic knowledge of Role of Housekeeping in Guest Satisfaction and Repeat Business, Customer- Centric Service, Customer service and Handling customer requests. Identifying Housekeeping Responsibilities and Personality Traits of housekeeping Management.

Suggested Readings:

1. Hotel Hostel and Hospital Housekeeping –by Joan C Branson and Margaret Lennox, ELBS with Hodderand Stoughton Ltd.
2. Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw · Hill publishing company limited New Delhi.
3. Hotel Housekeeping Operations and Management by Raghubalan, Oxford · University Press.
4. The Professional Housekeeper by Tucker Schneider, Wiley Publications · Professional management of Housekeeping by ManojMadhukar, Rajat Publications.

BVHT 407: SEMINAR ON INDIAN SOCIETY AND CULTURE

Maximum Marks: 50

Pass Marks: 35%

Internal Assessment: 50

Teaching Hours: 3 Per Week

Credit: 2 [1H(L)+1H(P)]

Instructions for the Teacher: Seminar will be in English or Punjabi medium. This course will carry 50 marks which shall be reserved for internal assessment. The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and attendance and class participation (10 marks).

Instructions for the candidates: Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher**

Course Objective: This paper is aimed at providing the basic knowledge of Indian society and culture.

Pedagogy: Group discussion conducted for improving the skills to Organisational behaviour. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of Organisational behaviour and motivation of employees to better understanding of basics of hospitality service. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Culture and Civilization: Definition According to UNESCO, Brief Indian History. **Indian Culture:**Culture and Its Components, Structure of Indian Society, Varnashrama, Caste System in India, Karma and Dharma Philosophy, Rites and Rituals and Main Characteristics of Indian Culture.**Religion:**Major Religions of India, Foundations, Major Centres in India: Hinduism, Buddhism, Jainism, Islam, Christianity and Sikhism. **Architecture, Sculpture and Painting:** Hindu Architecture, Buddha and Jain Architecture and Other Forms of Architecture (Indo-Islamic, Indo-Persian, Indo-Arabic Etc.)

SECTION - B

Festivals of India and Popular Places: Background and Importance, Ganapati, Puja, Diwali, Holi, Dussehra, Puja-Navaratra, Janmashtami, Pongal, Onam, Id, Muharram, Gurpurab, Christmas. **Popular Fairs Of India:** Background, Importance and Popular Places, Kullu,Dussehra, MaghiMela, HolaMohalla, Pushkar, KumbhMelas, Kurukshetra and Solar Eclipse. **Indian Culture:**Cuisines,Traditional Dresses, Ornaments, Dances of India (Classical).

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

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Session: 2021-22

To provide basic knowledge of Indian society and culture is the main tourist product of India. Its thorough knowledge is essential for any tourism professional to showcase this element for the satisfaction of the tourists visiting various parts of India. This course will brief learner about the core understanding of Indian society, culture and various religions in India.

Suggested Readings:

1. Agrawal V.S.: The Heritage of Indian Art, Govt. of India Publication. Basham A L: The wonder that was India, Tapling Publishing Co., New York
2. Christopher Tadgell :The History of Architecture in India, Penguin, New DelhDaljeet and PC Jain: Indian Miniature Paintings, Brijwasi Art Press
3. DalmiaYashodhra: Contemporary Indian Art: Other Remedies,Marg Publisher, Mumbai
4. JagannathanShankutala :Hinduism – an introduction , Vakils, Feffer and Simon, Mumbai
5. Keay John: India: A History, Harper Collins
6. LuniyaB.N.:Ancient Indian Culture, LaxmiNarain Educational Publisher, Agra
7. PattanaikDevdutt: A Handbook of Hindu Mythology, Penguin Global VenkataramanLeela: Indian Classical Dance, Roli Books
8. ThaparRomila and Percival Spear: History of India, Orient Longman, New Delhi

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Part –II, Sem. III and IV
Session: 2021-22
BVHT 307: ON JOB PRACTICAL TRAINING AND REPORT
Credit: 4 (2+2)

Total Marks: 100

Project Report

External and internal evaluation: 50 marks

Every student is required to take up a training report in his/her relevant area of specialization.

Evaluation Process:The project shall be carried out under the supervision of faculty member and instructor in the industry. The project report shall be signed by both the instructor and the faculty member.

Presentation on Project Report

Internal evaluation : 50 marks

The student is required to give presentation the project report in his/her relevant area of specialization with help of PowerPoint presentation.

Evaluation Process:Presentation shall be carried under the supervision of faculty of concern subject in the college after the training.