SHIVAJI UNIVERISTY, KOLHAPUR-416 004. MAHARASHTRA
PHONE : EPABX-2609000 website- www.unishivaji.ac.in
FAX 0091-0231-2691533 & 0091-0231-2692333 – BOS - 2609094
शिवाजी विद्यापीठ, कोल्हापूर — 416004.
दुरध्वनी (ईपीएबीएक्स) २६०९००० (अभ्यास मंडळे विभाग— २६०९०९४)
फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३.e-mail:bos@unishivaji.ac.in

Estd. 1962
NAAC 'A' Grade

Ref../SU/BOS/Com & Mgt./   Date : 04/01/2021
                                             Outward No. : No 0148

To,

The Principal
All Affiliated (Commerce & Management) Colleges/ Institutions,
Shivaji University, Kolhapur

Subject : Regarding syllabi of B. Com. Part-I Hospitality Management (Sem. I & II)
Choice Based Credit System (CBCS) degree programme under the Faculty of
Commerce & Management.

Sir/Madam,

         With reference to the subject mentioned above, I am directed to inform you that
the University authorities have accepted and granted approval to the revised syllabi **of**
B. Com. Part-I Hospitality Management (Sem. I & II) Choice Based Credit System
(CBCS) under the Faculty of Commerce & Management.

         This syllabi shall be implemented from the academic year 2020-2021 onwards. A
soft copy containing the syllabus is attached herewith and it is also available on university
website www.unishivaji.ac.in (Online Syllabus).

         You are therefore, requested to bring this to the notice of all Students and Teachers
concerned.
         Thanking you,

                                             Yours faithfully,

                                             Dr. Registrar

Encl : As above

Copy to,
1.   I/c Dean, Faculty of Commerce & Management ⌉
2.   Chairman,   BOS under Faculty of   ⎬   for information
                  Commerce & Management   ⌋
3.   Director, BOEE
4.   Appointment Section
5.   P. G. Admission Section
6.   B. Com. Section
7.   Affiliation Section (U.G./P.G.)   for information and necessary action.
8.   Computer Center/I.T.
9.   Eligibility Section
10.   Distance Education
11.   P.G. Seminer Section

d:\bhange nb\mar letter.doc

SHIVAJI UNIVERSITY, KOLHAPUR.

Estd. 1962

NAAC 'A' Grade

Faculty of Commerce and Management

Syllabus For

B. Com. Part – I (CBCS)

Hospitality Management (Sem I & II)

(To be implemented from June 2020 onwards)

(Subject to the modifications that will be made from time to time)

Shivaji University, Kolhapur

Faculty of Commerce & Management
BACHELOR OF COMMERCE HOSPITALITY MANAGEMENT
Course Structure under Choice Based Credit System (CBCS)

Title: The degree shall be titled as '**BACHELOR OF COMMERCE HOSPITALITY MANAGEMENT**

Under the faculty of commerce with effect from the academic year

B. Com. Hospitality Management Sem. I & II from Academic Year 2020-21

B. Com. Hospitality Management Sem. III & IV from Academic Year 2021-22

B. Com. Hospitality Management Sem. V & VI from Academic Year 2022-23

1. **Objectives:**

    I.   To develop an understanding of the different phrases used in hospitality.

    II.   To develop an understanding of the basic management principles.

    III.   To equip candidates with the knowledge of hospitality management and the services offered.

    IV.   To enable candidates to distinguish between different departments of a hotel and to explain basic functions of each.

    V.   To enable candidates to describe and explain professional skills required in hospitality.

    VI.   To create awareness regarding the emerging trends in hospitality establishments.

    VII.   To develop the ability to classify hotels and describe the facilities available.

    VIII. To develop practical skills in operational areas for the hospitality industry.

    IX.   To provide an educational foundation for a range of administrative and management careers in the hospitality industry.

    X.   To develop in the student, the ability to think logically, communicate clearly, develop an eye for detail, cost consciousness and optimum utilization of time, energy and materials.

    XI.   To equip the student with a thorough understanding of the administrative production skills required. This includes maintenance of discipline, neat and pleasant appearance and high level of personal and job hygiene.

    XII.   To provide skills to manage in a rapidly changing computerized environment and its effect in the hospitality industry. Also, to inculcate work ethics and adequate work habits essential for working in a team.

XIII. To develop in the students' skills and personal qualities of general importance and applicability in all aspects of working life.

XIV. To acquire skill for future management roles of various types of hospitality units and being aware and conscious of social responsibilities that an organization owes to its employees and clients.

2. **Pattern of CBCS**: the pattern for the purpose of Semester end examination shall be as mentioned below:

I. **B. Com. Hospitality Management Sem. I & II**: 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester.

II. **B. Com. Hospitality Management. Sem. III & IV**: 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester expect Environmental Studies. only for Environment studies in Semester IV, 70 marks shall be for University examination for Theory paper and 30 marks for Project work

III. **B. Com. Hospitality Management. Sem. V & VI**: 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester

Compulsory Civic Course (CCC)

For Sem. I and Sem. V there shall be Compulsory Civic Courses under self Study Mode which are as follows:

Sem. I:CCC- I : Democracy, Elections and Good Governance (non-credit)

Sem. V : CCC-II: Constitution of India and Local Skill Development (non-credit)

Skill Enhancement Course (SEC)

For Sem. II and Sem. VI there shall be Compulsory Skill Enhancement Courses under self Study Mode which are as follows:

Sem. II : SEC-I : Any one from following (i) to (v) (Non-Credit)

i) Business Communication & Presentation ii) Event Management

iii) Personality Development iv) Yoga & Physical Management

v) Resume, Report &Proposal Writing

Sem. IV : SEC-II Any one from following (vi) to (x) (Non-Credit)

vi)Interview & Personal Presentation Skill vii)Entrepreneurship Development viii) Travel & Tourism ix) E-Banking & Financial Services x) RTI & Human Right Education (HRE), IPR & Patents

- These courses are of self study mode. The study material of all above courses will be made available on University Website.

- The examination of each of the course will be of 50 marks having 25 MCQ questions. Minimum 20 marks (40%) out of 50 are required for passing.

- The duration of examination shall be 60 minutes

- The examination shall be conducted at the college level

- The list of all candidates along with marks is to be submitted by the Principal to the University

- The degree will be awarded only after successful completion of these courses

- The performance of students regarding Non-Credit Courses (CCC & SEC) shall be separately mentioned in Result sheet as Pass or Fail

3. **Credit distribution chart for B. Com. Hospitality Management Program with Course Code**

Course Name	Total Courses (Papers)	Total Credits	% in Total Course
CC: Core Course	24	96	65
AECC: Ability Enhancement Compulsory Course	05	20	13
GEC: Generic Elective Courses	04	16	11
DSE: Discipline Specific Elective	04	16	11
Total	37	148	100

4. **Duration**
   1. The program shall be a Full Time program.
   2. The duration of program shall be three years.
   3. The program shall be run on self supporting basis.

5. **Number of Students:**

A batch shall consist of not more than 80 students

6. **Eligibility:**

A candidate for being eligible for admission to the Degree Course in Bachelor of Commerce Hospitality Management shall have passed XII Std. Examination with minimum qualifying marks for the candidates from reserve categories will be 40% and open category will be 45% of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma or MCVC of not less than two years.

7. **Medium of Instruction**:

The medium of instructions shall be in English.

8. **Teachers Qualification:**

As per rules and regulations of Shivaji University, Kolhapur and Govt. of Maharashtra

9. **Scheme of Examination:**

B. Com. Hospitality Management Program will be conducted through CBCS Semester pattern. There shall be an examination at the end of each semester. Each course (subject) during each semester will carry 100 marks. Out of this, 50 marks will be allotted to University theory papers and 50 marks to be given by each college through internal evaluation. Out of this, 50 marks 30 marks for Practical examination, 10 marks for internal evaluation i.e. oral for Sem. – I & Sem. VI , Seminar for Sem. II, Home assignment for Sem. III and Sem. V Group Discussion for Sem. IV. The 05 marks of the Internal Assessment shall be based on Attendance and Active participation in routine class instructional deliveries. The marks based on attendance shall be awarded as given below:

75% to 80%- 04 marks

81% to 85 %- 06 marks

86% to 90 %- 08 marks

91% to 100% - 10 marks

The remaining 05 marks shall be based on Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives

The record of all internal marks should be strictly maintained by faculty member. Each student should prepare seminar / Home assignment of 2 to 3 pages and Group discussion report submit to related faculty.

Field visit: Sem. V

The candidate shall visit to respective hotels, travel agencies and companies, tourist place etc for whole semester and prepare a mini project on field visit. The faculty shall organize and guide to the candidate regarding field visit and preparing the report. The report shall evaluate by the faculty at the end of Sem. V. and submit the marks online as well as hard copy. The faculty should keep the record properly.

Project Report and Viva-voce –Sem. VI

I. The project report in the sixth semester carries 100 marks (50 marks for project and 50 marks for viva-voce. There shall be single evaluation of project report and this will be done simultaneously along with vive-voce. Internal assessment does not carry any marks.

II. Examiners (university appointed) shall evaluate project report and conduct viva-voce and chairman should filling online marks and hard copy submit to the University examination department.

10. Workload (period/Lectures for each Course)

For every semester 48 periods (60 minutes per period) are allotted to complete the syllabus of each Course (Subject)

11. Standard of Passing:

I. A candidate must obtain minimum 40% of the marks in each University and internal examination paper as well as mini and major project report.

II. For environmental studies Semester IV the candidate shall have to score 28 marks out of 70 marks theory paper and 12 marks out of 30 for project work.

III. There shall be a separate head of passing in Theory and Internal examination. However, ATKT rules shall be made applicable in respect of theory paper (University Examination) only.

IV. A candidate who fails in any number of subjects during semester – I & II shall admitted to **B. Com. Hospitality Management**.-II (appear for semester –III & Semester IV examination)

V. However the candidate shall not be admitted to **B. Com. Hospitality Management** - III (Semester-V) unless he/she passed in all the subjects at **B. Com. Hospitality Management**.-I (Semester-I & Semester-II)

VI. A candidate who fails in any number of subjects during Semester-III & IV shall be admitted for **B. Com. Hospitality Management**.-III & allowed to appear for Semester –V & VI examinations.

Gradation Chart:

Based on CGPA, letter Grade is assigned as follows

Sr. no	CGPA Range	Grade	Letter Grade
1	9.50-10.00	O	Outstanding
2	8.86-9.49	A+	Excellent
3	7.86-8.85	A	Very Good
4	6.86-7.85	B+	Good
5	5.86-6.85	B	Above Average
6	4.86-5.85	C	Average
7	4.00-4.85	P	Pass
8	0.00-3.99	0	F: Fail

Note:

i) Marks obtained > = 0.5 shall be rounded off to next higher digit

ii) The SGPA & CGPA shall be rounded off to two decimal points

12. Fee Structure

As per University norms

13. Requirements:

i) **Core Faculty**

For First Year Sem I & Sem II	- 1 Full Time Faculty
For Second Year Sem III & Sem IV	- 1 Full Time Faculty
For Third Year Sem V & Sem VI -	- 2 Full Time Faculty

Total – 4 Full Time Faculties

In addition there shall be visiting faculty drawn from academicians/professionals from different fields.

ii) **Library:** The entire library fees collected from the students shall be invested on library

iii) **Equipments and Stationary**: supply of Computers, overhead projector, necessary software, operating system, necessary stationary, equipments which is necessary for practical.

CBCS B.Com Hospitality Management Structure Sem. – I & II

STRUCTURE-1											
SEMESTER-I DURATION-06 MONTHS											
SR. NO		TEACHING SCHEME					EXAMINATION SCHEME				
		THEORY (TH)			PRACTICAL		THEORY			INTERNAL EXAM		
	COURSE TYPE	NO.OF LECTURE	HOURS	CREDITS	HOURS	CREDITS	PAPERS HOURS	MAX	MIN	INTERNAL	MAX	MIN
1	CC-A1	3	3	3	1	1	2	50	20	PRACTICAL EXAM (30)	50	20
2	CC-A2	3	3	3	1	1	2	50	20	+ ORAL(10)	50	20
3	CC-A3	3	3	3	1	1	2	50	20	+ ATTENDANCE (05)	50	20
4	CC-A4	3	3	3	1	1	2	50	20	+ OVERALL CONDUCT (05)	50	20
5	GEC-G1	3	3	3	1	1	2	50	20		50	20
6	AECC-C1	3	3	3	1	1	2	50	20		50	20
7	CCC - 1	-	-	-			-	-	-			
TOTAL		18	18	18	06	06	-	300	-	300 THEORY + INTERNAL 300+ 300 = 600		
SEMESTER-II DURATION-06 MONTHS											
SR. NO		TEACHING SCHEME					EXAMINATION SCHEME				
		THEORY (TH)			PRACTICAL		THEORY			INTERNAL EXAM		
	COURSE TYPE	NO.OF LECTURE	HOURS	CREDITS	HOURS	CREDITS	PAPERS HOURS	MAX	MIN	INTERNAL	MAX	MIN
1	CC-A5	3	3	3	1	1	2	50	20	PRACTICAL EXAM (30)	50	20
2	CC-A6	3	3	3	1	1	2	50	20	+ SEMINAR (10)	50	20
3	CC-A7	3	3	3	1	1	2	50	20	+ ATTENDANCE (05)	50	20
4	CC-A8	3	3	3	1	1	2	50	20	+ OVERALL CONDUCT (05)	50	20
4	GEC-G2	3	3	3	1	1	2	50	20		50	20
5	AECC-C2	3	3	3	1	1	2	50	20		50	20
6	SEC-2	-	-	-	-	-		-	-	-	-	-
TOTAL		18	18	18	06	06		300	-	300 THEORY + INTERNAL 300+ 300 = 600		

Grand Total	36	36	36	12	12		600		Theory 600+ Internal 600 =1200

NOTE: 1. **CC:** Core Course 2. **GES**: Generic Elective Course 3. **AECC**: Ability Enhancement Compulsory Course 4. **SEC**: Skill Enhancement Course

INTERNAL EXAMINATION EVALUATION TYPE

1. **ONE practical** examination to be conducted in the given semester by the concerned teacher   marks 30
2. **ONE oral / Seminar** based on curriculum to be conducted by the teacher   marks 10
3. Attendance and Active participation in routine class instructional deliveries   marks 05
4. Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives   marks 05

Evaluation Scheme for 50 Marks

Concurrent internal evaluation scheme is mapped with course outcomes which will enable the facilitator to asses learning outcomes of Individual students against each CO.

CO's	Learning Outcomes	Assessment Tools (Practical any one for each)	Verbs to be used in framing the question
1	REMEMBERING	1. Assignment 2. Class Test 3. MCQ Test	Define, Identify, Describe, Recall, Recite, Illustrate
2	UNDERSTANDING	1. Assignment 2. Presentations 3. Open Book Test	Differentiate, Compare, Classify, Describe, Discuss, Explain
3	APPLYING	1. Role Play 2. Situation Analysis 3. Case Studies	Demonstrate Interpret, Solve Illustrate
4	ANALYSING	1. Case Study 2. Field Visits 3. Group Projects	Evaluate, Correlate, Conclude, examine, categories
5	EVALUATING CREATRING	1. Model Development 2. Creating Brochures 3. Creating and	Evaluate, Construct, Create, Design, Formulate, Apprise Develop

		Presenting Posters	

Suggestive CIE Tools. (Each CIE for 10 or 25 Marks)

1. Class Test

2. Open Book Test

3. Written Home Assignment

4. In-depth Viva-Voce

5. Case Study

6. Situation Analysis

7. Presentations

8. Field Visit / Study tour and report of the same

9. Small Group Project & Internal Viva-Voce

10. Role Play

11. Story Telling

12. Learning Diary

13. Scrap Book / Story of the week / Story of the month

14. Creating a Quiz

15. Peer assessment

		STRUCTURE-2										

SEMESTER-III DURATION-06 MONTHS

SR. NO		TEACHING SCHEME					EXAMINATION SCHEME					
		THEORY (TH)			PRACTICAL		THEORY			INTERNAL EXAM		
	COURSE TYPE	NO.OF LECTURE	HOURS	CREDITS	HOURS	CREDITS	PAPERS HOURS	MAX	MIN	INTERNAL	MAX	MIN
1	CC-B1	3	3	3	1	1	2	50	20	PRACTICAL EXAM (30)+	50	20
2	CC-B2	3	3	3	1	1	2	50	20	HOME ASSIGNMENT	50	20
3	CC-B3	3	3	3	1	1	2	50	20	(10)+	50	20
4	CC-B4	3	3	3	1	1	2	50	20	+ ATTENDANCE (05)	50	20
5	GEC-G3	3	3	3	1	1	2	50	20	+ OVERALL CONDUCT	50	20
6	AECC-C3	3	3	3	1	1	2	50	20	(05)	50	20
7	AECC-EVS	4	4	4	-	-	-	-	-		-	-
TOTAL		22	22	22	06	06	-	300	-	300 THEORY + INTERNAL 300+ 300 = 600		

SEMESTER-IV DURATION-06 MONTHS

SR. NO		TEACHING SCHEME					EXAMINATION SCHEME					
		THEORY (TH)			PRACTICAL		THEORY			INTERNAL EXAM		
	COURSE TYPE	NO.OF LECTURE	HOURS	CREDITS	HOURS	CREDITS	PAPERS HOURS	MAX	MIN	INTERNAL	MAX	MIN
1	CC-B5	3	3	3	1	1	2	50	20	PRACTICAL EXAM (30)+	50	20
2	CC-B6	3	3	3	1	1	2	50	20	GROUP DISCUSSION	50	20
3	CC-B7	3	3	3	1	1	2	50	20	(10)+	50	20
4	CC-B8	3	3	3	1	1	2	50	20	+ ATTENDANCE (05)	50	20
5	GEC-G4	3	3	3	1	1	2	50	20	+ OVERALL CONDUCT	50	20
6	AECC-C4	3	3	3	1	1	2	50	20	(05)	50	20
7	AECC-EVS	-	-	-			3	70	28	PROJECT	30	12
TOTAL		18	18	18	06	06	-	370	-	330 THEORY + INTERNAL		

											330+ 300 = 630		
Grand Total	40	40	40	12	12		670				**Theory 670+ Internal 630 = 1300**		

NOTE: 1. **CC:** Core Course 2. **GES:** Generic Elective Course 3. **AECC:** Ability Enhancement Compulsory Course 4.**EVS:** Environmental science

INTERNAL EXAMINATION EVALUATION TYPE

1. **ONE Practical** examination to be conducted in the given semester by the concerned teacher   marks 30
2. **ONE Home assignment/ Group discussion** based on curriculum to be conducted by the teacher   marks 10
3. Attendance and Active participation in routine class instructional deliveries   marks 05
4. Overall conduct as a responsible learner, communication and Leadership qualities in organizing related   marks 05 academic actives

	STRUCTURE-3											
	SEMESTER-V DURATION-06 MONTHS											
SR. NO		**TEACHING SCHEME**					**EXAMINATION SCHEME**					
		THEORY (TH)			**PRACTICAL**		**THEORY**			**INTERNAL EXAM**		
	COURSE TYPE	**NO.OF LECTURE**	**HOURS**	**CREDITS**	**HOURS**	**CREDITS**	**PAPERS HOURS**	**MAX**	**MIN**	**INTERNAL**	**MAX**	**MIN**
1	CC-C1	3	3	3	1	1	2	50	20	**PRACTICAL EXAM (30)**	50	20
2	CC-C2	3	3	3	1	1	2	50	20	**+HOME ASSIGNMENT)**	50	20
3	CC-C3	3	3	3	1	1	2	50	20	**+ ATTENDANCE (05)**	50	20
4	CC-C4	3	3	3	1	1	2	50	20	**+ OVERALL CONDUCT**	50	20
5	DSE-I	3	3	3	1	1	2	50	20	**(05)**	50	20
6	DSE-II	3	3	3	1	1	-	-	-	**Report viva Voce**	100	40
7	CCC -2	-	-	-			-	-	-			
TOTAL		18	18	18	06	06	-	250	-	350		
										THEORY + INTERNAL 250+ 350 =600		
	SEMESTER-VI DURATION-06 MONTHS											
SR.		**TEACHING SCHEME**					**EXAMINATION SCHEME**					

NO	COURSE TYPE	THEORY (TH) NO.OF LECTURE	HOURS	CREDITS	PRACTICAL HOURS	CREDITS	THEORY PAPERS HOURS	MAX	MIN	INTERNAL EXAM INTERNAL	MAX	MIN
1	CC-C5	3	3	3	1	1	2	50	20	PRACTICAL EXAM	50	20
2	CC-C6	3	3	3	1	1	2	50	20	(30) + ORAL (10)	50	20
3	CC-C7	3	3	3	1	1	2	50	20	+ATTENDANCE (05)	50	20
4	CC-C8	3	3	3	1	1	2	50	20	+ OVERALL CONDUCT	50	20
5	DSE-III	3	3	3	1	1	2	50	20	(05)	50	20
6	DSE-IV	3	3	3	1	1	-	-	-	-	-	-
7	SEC-II	-	-	-			-	-	-			
-	-	-	-	-			-	-	-	Project Viva-voce	70 30	28 12
TOTAL		18	18	18	06	06	-	250	-	350 THEORY + INTERNAL 250+ 350= 600		
Grand Total		36	36	36	12	12		500		Theory 500+ Internal 700 =1200		

NOTE: 1. **CC:** Core Course 2. **GES**: Generic Elective Course 3. **SEC**: Skill Enhancement Course 4. **DSE**: Discipline Specific Elective

INTERNAL EXAMINATION EVALUATION TYPE

1. **ONE practical** examination to be conducted in the given semester by the concerned teacher   marks 30
2. **ONE Home assignment/ oral** based on curriculum to be conducted by the teacher   marks 10
3. Attendance and Active participation in routine class instructional deliveries   marks 05
4. Overall conduct as a responsible learner, communication and Leadership qualities in organizing related   marks 05   academic actives

CBCS B. Com (Hospitality Management): List of Course (subject)

For B. Com (Hospitality Management) I & II

Semester -I	Semester -II

Course code	Course (subject)	Course code	Course (subject)
Core course			
CC-A1	Fundamental of Management	CC-A5	Accounting for Management
CC-A2	Hospitality Management	CC-A6	Front Office Management
CC-A3	Tourism Management	CC-A7	Housekeeping service and Management
CC-A4	Hotel Management	CC-A8	Principles of Marketing
General Elective Course			
GEC-G1	Information Technology in Hos. Mgt.	GEC-G2	Organisational Behaviour
Ability Enhancement Compulsory Course			
AECC-C1	Business Communication and Etiquette	AECC-C2	Soft Skills in Hospitality
Compulsory Civic Course (CCC)/Skill Enhancement Course (Compulsory)			
CCC-1	Democracy, Elections and Good Governance (Non- Credit)	SEC-I	Any one from- Business communication& presentation/Event Management/Personality Development/Yoga & physical Management /Resume, Report & Proposal Writing

Semester -III		Semester -IV	
Course code	Course (subject)	Course code	Course (subject)
Core course			
CC-B1	Accommodation Management	CC-B5	Catering Management
CC-B2	Food and Beverage Management	CC-B6	Food Science and Dietetic Management
CC-B3	Personality Development	CC-B7	Hospitality Marketing
CC-B4	Tourism Issues and Strategies	CC-B8	Public Relations and Corporate Images
General Elective Course			
GEC-G3	Approaches to Research	GEC-G4	Marketing Research and Report Preparation
Ability Enhancement Compulsory Course			

AECC-C3	Financial Management	AECC-C4	Human Resource Management
AECC-EVS	Environmental Science		

Semester -V		Semester -VI	
Course code	**Course (subject)**	**Course code**	**Course (subject)**
Core course			
CC-C1	Hospitality Law	CC-C5	Fundamental of Taxation
CC-C2	Hospitality Supervision & Training Skills	CC-C6	Convention Management
CC-C3	Professional Practices in Hospitality Management	CC-C7	Contemporary Issues in Hospitality
CC-C4	Event and Conference Management	CC-C8	Revenue Management
Discipline Specific Elective			
DSE-A1	Travel Management	DSE-A3	Special Events Marketing
DSE-A2	Field visit /Report (mini project)	DSE-A4	Project -major
Compulsory Civic Course (CCC)/Skill Enhancement Course (Compulsory)			
CCC-2	Constitution of India and Local Self Government (non Credit	SEC-II	Any one from- Interview & Personal Presentation Skill/Entrepreneurship Development Skill/Travel & Tourism/ E-Banking & Financial Services/RTI & Human Right Education (HRE),IPR & Patents

Note

CC: Core Course: All Courses are compulsory

DSE: Discipline Specific Elective:

Credit distribution chart for B.Com Hospitality Management Program with Course Code

Course Name	Total Courses (Papers)	Total Credits	% in Total Course
CC: Core Course	24	96	65
AECC: Ability Enhancement Compulsory Course	05	20	13
GEC: Generic Elective Courses	04	16	11
DSE: Discipline Specific Elective	04	16	11
Total	37	148	100

Faculty Requirement:

Four faculty two faculty for first year out of which one is having educational qualification as M.Com and one each for every academic year having educational qualification as MBA is required. The educational qualification of faculty is MBA or equivalent in Hospitality Management and or relevant subject.

1. **M.B.A Hospitality Management**

   Sem I Hospitality Management   **Sem II** Housekeeping service and Management

   Sem I Tourism Management   **Sem II** Soft Skills in Hospitality

   Sem III Tourism Issues and Strategies   **Sem IV** Public Relations and Corporate Images

   Sem V Hospitality Supervision & Training Skills   **Sem VI** Project -major

   Sem V Field visit /Report (mini project)

2. **M.B.A Hospitality Management**

   Sem III Personality Development   **Sem IV** Hospitality Marketing

   Sem III Quantitative Application in Management   **Sem IV** Statistics for Decision Making

   Sem V Professional Practices in Hospitality Management **Sem VI** Contemporary Issues in Hospitality

   Sem V Travel Management   **Sem VI** Convention Management

3. **M.B.A Hotel Management**

   Sem I Hotel Management   **Sem II** Front Office Management

   Sem I Information Technology in Hos. Mgt   **Sem II** Organisational Behaviour

Sem III Food and Beverage Management   **Sem IV** Catering Management

Sem III Accommodation Management   **Sem IV** Food Science and Dietetic Management

Sem V Event and Conference Management   **Sem VI** Revenue Management

4. **M.Com**

Sem I Fundamental of Management   **Sem II** Accounting for Management

Sem I Business Communication & Etiquette **Sem II** Principles of Marketing

 Sem III Approaches to Research   **Sem IV** Marketing Research and Report Preparation

Sem V Hospitality Law   **Sem VI** Fundamental of Taxation

Sem VI Special Events Marketing

B.Com. Hospitality Management Syllabus

Program Outcomes:

	PO's
PO1	Ability to articulate, illustrates, analyze, and apply the knowledge of principles and frameworks of hospitality management to the solutions of real business issues.
PO2	Undertakes task, functions, duties and activities in the operation of the hotels, restaurants, travel, government and non-government agencies in accordance with the competency standards.
PO3	Analyses situation, identifies problems, formulates solutions and implements corrective and/or mitigating measures and action management into foodservice and lodging operations.
PO4	Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO5	Ability to effectively communicate in technology facilitated environments, especially in the business context and with society at large.
PO6	Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.
PO7	Practice professional ethics, provide leadership, demonstrate personal and global responsibility, and work effectively as a team member

B.Com. I Hospitality Management

Semester I
CC-A1 Fundamental of Management

Semester I	Course	Fundamentals of Management CC-A1
4 Credits	L:T:P: 3:0:1	Core course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CCA101	REMEMBERING	1. RECALL and REPRODUCE the various concepts, principles and functions of management.
CCA102	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the management concepts, functions and theories of motivation.
CCA103	APPLYING	3. APPLY management principles and steps in planning, organising, direction and control process at personal and business level.
CCA104	ANALYSING	4. EXAMINE the impact of management practices on the performance of employees.
CCA105	EVALUATING CREATRING	5. EVALUATE the effectiveness of management principles and functions.

Chapter	Content	Sessions
1.Introduction to Management	**Theory:** **A) Concept of Management** Meaning, Definitions and Characteristics of Management, Levels of Management, Concept and Importance of Management in Changing Environment **B) Principles of Management** F.W. Taylor : Principles and Techniques of Scientific Management, Henry Fayol : 14 Principles of Management	10
	Practical: a) Identify a firm of your choice and study the levels of management. Interview the manager of the selected firm in respect of the applications of management principles. Prepare a detailed project report on the same. b) Identify any job in your selected firm and undertake job analysis consisting motion study, time study and fatigue study. Try to find the best method of doing job. Prepare a project report on the same.	05
2. Planning & Organising:	**Theory:** **A) Planning :** Meaning and Definitions of Planning, Importance of Planning, Types of Planning, Steps in Planning Process, **B) Organising :** Meaning, Importance of Organising, Steps in Organising Process, Network Organisation Structure	10

	Practical:	05
	a) Decide your long, medium and short term goals and prepare detail plan for your goal. b) Identify a firm of your choice and prepare a project report on organisational structure.	
3 Motivation and Leadership:	**Theory:** **A) Concept of Motivation**: Concept and Characteristics of Motivation, Means of Motivation: Positive and Negative, Financial and Non-financial, Intrinsic and Extrinsic Motivation **B) Leadership :** Concept, importance, Qualities of leaders, leadership styles: Autocratic, Democratic and Free rein	**10**
	Practical: a) Identify a firm of your choice and prepare a project report on the motivational means/techniques used for their employees. b) Read the autobiographies of Leaders or Business Tycoons and study their leadership style in their success. Make a presentation on the same.	**05**
4 Control and Change:	**Theory:** **A) Control :** Meaning and Definitions of Control, Steps in Control Process, Techniques of Control **B) Change:** Concept of change, Need for change, Resistance to change, Overcoming resistance to change	**10**
	Practical: a) Identify a firm of your choice and study controlling techniques applied and prepare a detailed project on the same. b) Identify the strategy which is used in various organisations and make a report on the same	**05**

Learning Resource:

Books	1. Principles of Management–P. C. Tripathi and P. H. Reddy 2. Principles and Practice of Management – L. M. Prasad 3. Essentials of Management: An International and Leadership Perspective– Herold Kuntz and Heinz Weihrich, 4. Practice of Management- Peter F Drucker 5. Business Organisation and Management –M.C.Shukla 6. Fundamentals of Management - James H. Donnelly

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10

| Q.5 | EVALUATING | Answer 5 (a) or 5 (b) (10 marks) | 10 |

CC-A2 Hospitality Management

Semester I	Course	Fundamentals of Management CC-A2
4 Credits	L:T:P: 3:0:1	Core course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CCA201	REMEMBERING	1. RECALL and REPRODUCE the meaning and Importance of Hospitality
CCA202	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE Various Segments of Hospitality
CCA203	APPLYING	3. APPLY Hospitality principles at personal and business level.
CCA204	ANALYSING	4. ANALYSING capabilities to handling various functional areas of hospitality Industry
CCA205	EVALUATING CREATRING	5. EVALUATE the effectiveness hospitality management

Chapter	Content	Sessions
1.INTRODUCTION TO HOSPITALITY	**Theory:** Meaning and Definitions of Hospitality, Hospitality and its origin, Importance of Hospitality, Five major segments: Food, Lodging, Travel, Tourism and Recreation., Relationship Between the Hospitality Industry and Tourism, Hospitality Management in India and abroad	**10**
	Practical: a. Visit to nearest travel desk and Prepare small report on their services b. Write down as many as possible of the products and services you would require from the different sectors of the tourism industry for your trip. Compare your answers with those of your partner. Do you have different or similar answers? How many of the points you jotted down are similar to those of your partner?	**05**
2. PRINCIPLES OF HOSPITALITY MANAGEMENT	**Theory:** Planning in Organizations, Departmentalization, Selection and Employment, Characteristic of Control System, Element of leading and Directing, The Environment , Objectives of Hospitality Industry, Customer care in Hospitality Industry	**10**
	a. Prepare a plan for hospitality service b. Based on your past experience in using the services in accommodation or food service operations, try to discuss	**05**

	with your classmates (in a group of 4) and suggest 4 important requirements for being a professional staff in the hospitality industry.	
3 HOSPITALITY INDUSTRY	**Theory:** Characteristics of Hospitality Industry, 9 major components of hospitality industry: Travel, Lodging, Food and Beverage, Recreations, Entertainment, Health and Sports, Tourism, Art and Culture and Event Management, SWOT analysis of Hospitality Industry, Challenges for Hospitality Industry	**10**
	Practical: a. Based on your past experience in using the services in accommodation or food service operations, try to discuss with your classmates (in a group of 4) and suggest 4 important requirements for being a professional staff in the hospitality industry b. SWOT analysis of event management organisation	**05**
4. TRENDS IN HOSPITALITY SECTOR	**Theory:** Trends in hospitality sector: Low cost carriers, Budget hotels, Services apartments, Technology and Loyalty travel, Future of Hospitality sector, Career Prospect of the Hospitality Industry, Eco Friendly practices in Hospitality Industry.	**10**
	Practical a. **Your Preferred Job in the Hospitality Industry Instructions:** • Work as a group of 4 to 5. • Suggest 2 different positions in the hospitality industry, which you and your classmates would have interest to experience in the future. • State the advantages that can be provided for choosing the selected positions as your future careers. • What are the requirements or disadvantages of the selected positions? • Among the 2 choices, which one is more preferable and suitable to you? • Share and compare your results with other groups in the class.	**05**

Learning Resources:
1. Roy C. Wood " Hospitality Management: A Brief Introduction" Sage Publication , April 2015
2. John Walker Introduction to Hospitality Management 5th Edition
3. Clayton W. Barrows Tom Powers , Dennis R. Reynolds, " Introduction to the Hospitality Industry" 8th Edition
4. Rocco M. Angelo, Hospitality Today: An Introduction, 8th Edition

5. Gajanan Shirke, "Hospitality Management" Publisher: Shroff ISBN: 9789350233887, 9350233886 Edition: 2011 Pages: 476
6. Mahesh Chandra Singh Hospitality Management Publisher: Centrum Press ISBN: 9789381460306, 9381460302 Edition: 2012 Pages: 264
7. Tim Bottorff, "Hospitality Management: A Guide to Key Reference Works"

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

CC-A3 Tourism Management

Semester I	Course	Tourism Management CC-A3
4 credits	L:T:P: 3:0:1	Core Course

Course Outcomes: On successful completion of the course learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CCA301	Remembering	Recall and reproduce the various concepts related to tourism.
CCA302	Understanding	Understand the tourism components, tourism resources to relevance to tourism industry.
CCA303	Applying	Apply tourism principles, laws and marketing mix in the managing tourism services.
CCA304	Analysing	Examine the impact of tourism policies and changing trends.
CCA305	Evaluating /Creating	Evaluate and develop tourism model.

Chapter	Content	Sessions
I-Introduction of Tourism	**Theory** Meaning and Definition of Tourism and tourist, Scope and Importance of tourism, Types of tourism, Classification of tourism (Recreational, Cultural, Sports/Adventure, Health, Convention, and incentive tourism) Types of tourists, Distinguish between domestic tourism and international tourism, emerging trends in tourism, 5 A's in Tourism components i.e. Accommodation, Accessibility, Amenities, Attractions and Activities.	10

	Practical	
	a) Visit to any nearest tourist site and study the types of tourist visit to the site. b) Examine 5A's of tourism components and submit the details.	05
II-Tourism Resources	**Theory** Meaning and definition of tourism resources, Availability of natural and manmade tourism resources in India, Tourism organisation at International, national and state level(UWTO,ITDC and MTDC), Functions of UNWTO, ITDC and MTDC, Importance of UNWTO, ITDC and MTDC in tourism development, Performance of tourism organisation in hospitality industry, MTDC Bed and Breakfast Scheme, Maharashtra Tourism Policy 2019 and 2020.	10
	Practical a) Identify the tourism resources available in your district. Study the performance of MTDC in visited tourist site. b) Study and analyze the Tourism Policy to identify the opportunities to hotel industry in your district.	05
III-Tourism Management	**Theory** Concept of Tourism management, scope and importance of tourism management, Principles of tourism management, management of human resource in tourism, Role and responsibilities of hospitality in tourism, Role of stakeholders in tourism industry.	10
	Practical a) Visit to any agro tourism or wellness tourism location to understand overall tourist management. b) Study the usage of IT and application of tourism laws in visited location	05
IV-Tourism Marketing	**Theory** Concept of Tourism marketing, Managing tourism product relevant to hotel business, Tourism marketing mix-(7P's)(Product)Service product, Pricing decision, (Place)Distribution decision, Promotion decision, Process, People, Physical decision, Importance of People and Physical evidence in tourism management, Marketing strategies in tourism, Changing marketing trends in tourism industry	10
	Practical a) Visit to any popular hill station and write in detail application of 7P's in hill station. b) Write a report on tourism trends in your district.	05

Learning Resource:

Books	1. JayaprakashnarayanaGade, Raghu Ankathi, Tourism Management Philosophies, Principles and Practices,Zenon Academic Publishing.

2. A.K.Bhatia, Tourism Development – Principles & Practices
3. K.K.Kamra&M.Chand, Basics of Tourism
4. Jagmohan Negi, Tourism & Travel : Concepts &Principles
5. Dr.ShubhadaMarathe, Tourism Management
6. Philip T. Kotler, John T. Bowen, Marketing for Hospitality and Tourism
7. Dr. K. Karunakaran, Service Marketing, Himalaya Publication

Important websites	http://tourism.gov.in/ http://tourism.gov.in/maharashtra https://www.ihmnotes.in/assets/Docs/Ignou/TS-01/Unit6%20Toursim%20Regulations.pdf

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

CC-A4 Hotel Management

Semester I	Course	Hotel Management CC-A4
4 credits	L:T:P: 3:0:1	Generic Elective Course

Course Outcomes: On successful completion of the course learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CC-A401	REMEMBERING	Recall and reproduce the various concepts related to Hotel management
CC-A402	UNDERSTANDING	Understand the classification of hotels
CC-A403	APPLYING	Apply organisation structure of hotel business
CC-A404	ANALYSING	Examine the impact of challenges and changing trends on Hotel industry
CC-A405	EVALUATING /CREATING	Evaluate and develop Hotel model.

Chapter	Content	Sessions
I- INTRODUCTION TO HOTEL MANAGEMENT	**Theory** Definition of Hotel, Evolution of Hotel Industry in India & Abroad, Growth and development of Hotels in India, Hotel chains, Managers role in Hotel industry, Knowledge of various departments. Brief introduction to hotel core areas	10

	Practical a. Visit a hotel to see the arrangement(s) done at various places such as restaurant, banquet hall, reception, centre table of a meeting room, dais of a conference table etc. Note down the size of the arrangement and placement b. Collect autobiography of famous leaders in hotel industry	05
II- CLASSIFICATION OF HOTELS	**Theory** A. Classification based on Size B. Classification based on Star C. Location & clients D. Ownership basis E. Independent hotels F. Management contracted hotel G. Chains H. Franchise/Affiliated I. Supplementary accommodation J. Time shares and condominium Various traffic patterns followed by hotels Essentials on Hotel Operations	10
	Practical a. Visit nearest hotels for study their classifications and make small report on it b. Collect various traffic pattern followed by star hotels	05
III- HOTEL ORGANIZATION	**Theory** Hotel Organization :Organizational Missions ,Goals ,Strategies and Tactics Hotel Organization :Organization Charts ,Classifying Functional Areas , Rooms Division ,Food and Beverage Division ,Sales and Marketing Division ,Accounting Division ,Engineering and Maintenance Division ,Security Division ,Human Resources Division, Other Divisions	10
	Practical a. Design vision and mission for hotel industry b. Make a hotel organisation structure chart by using your own ideas	05
IV- THE HOTEL BUSINESS:	**Theory** The Economics of the Hotel Business, Dimensions of the Hotel investment Decision, Brand Competition, Changes in Franchise Relationship RESTAURANT BUSINESS: Organisation, Chain – Independent / Franchise, Challenges facing hotel business, Effective Management Tips for Hotel Management	10
	Practical a. Make a business plan for opening new hotel in your area b. Visit the various hotels for study their problems and suggest proper remedies by your own knowledge	05

Learning Resources

1. Denney G. Rutherford and Michael J. O'Fallon, Hotel Management and Operations, March 2006
2. Jokima Hiller, 7 EASY Ways to Show Your Employees YOU Care!: A Booklet for Hotel Managers and Others, Kindle Edition
3. Hotel Management Book Sold By - Sumaiyah Distributors (PVT) LTD., New Delhi, Delhi
4. Hotel Management Book Sold By - Balaji Book Suppliers, New Delhi, Delhi
5. Jason Allan Scott, Hotel management: Understanding the Hospitality Industry
6. Micah Solomon, The Heart of Hospitality: Great hotel and Restaurant leaders share their secrets

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

GEC-G1 Information Technology in Hospitality Management

Semester I	Course	Information Technology in Hospitality Management GEC-G1
4 credits	L:T:P: 3:0:1	Generic Elective Course

Course Outcomes: On successful completion of the course learner will be able to

CO#	Cognitive Abilities	Course Outcomes
GEC-G101	REMEMBERING	Recall and reproduce the various concepts related to information technology
GEC-G102	UNDERSTANDING	Understand the elements of computer system
GEC-G103	APPLYING	Apply MS Word, MS Excel, MS Power Point
GEC-G104	ANALYSING	Examine the impact of network
GEC-G105	EVALUATING /CREATING	Evaluate and develop web page

Chapter	Content	Sessions
I- BASICS OF INFORMATION **TECHNOLOGY**	**Theory** 　A. An Introduction to IT 　B. Data & Information 　C. Need, Quality and Value of Information 　D. IT Enabled Services 　E. Careers in IT 　F. Data Processing Concepts 　G. Recent trends in IT 　H. Advantages of Information technology	10
	Practical 　a. Using Search Engine or Internet. Get Information about Information Technology Field. 　b. Form Internet, To get Information about Big-Data, Cloud Computing as well as Artificial Intelligence.	05
II- ELEMENTS OF A COMPUTER SYSTEM	**Theory** A. COMPUTERS: Definitions, Characteristics of Computers, Classification of Computers, Limitations B. Components of a Computer, Generations of Computers, Primary and Secondary Storage Concepts, Data Entry/Input Devices, Output Devices ,Processing Device, Functional Block Diagram of Computer C. SOFTWARE CONCEPTS: Types of Software: System Software, Application Software, Utility software.	10
	Practical 　a. Visit a nearby hotel and observe the use of computers in different functions and areas of the hotel. 　b. There is a newly built hotel in your area. To the owner of a newly built hotel would you recommend him to install computers in the hotel or not. Explain? 　c. Familiarization with Computer System &	05

III- MS WORD, MS EXCEL, MS POWER POINT	**Theory** MS-Word- Introducing starting, Creating and operating, Saving a document, Editing Text, Formatting documents MS - EXCEL, Introducing starting, Opening of Worksheet, Saving a Worksheet, formatting work sheet, sorting, Editing Worksheet MS Power Point: Creating, Browsing & saving Presentation, , Linking multiple slides, slide layouts, Adding notes to the slides, Editing & formatting slides Editing text	10
	Practical a. Create Resume b. Create on Informative Presentation on your College c. Create on Excel Spreadsheet to store Students Details & Calculate Result d. Make PowerPoint Presentation on any Current Affairs	05
IV- INTERNET & APPLICATIONS:	**Theory** Definition of networks, concepts of web page, website and web searching (browsing), Benefits, Application, Working, Hardware and software requirements, Worldwide web, web Browser, URL, Search Engines, Emails, Mail merge.	10
	Practical a. Create Welcome Webpage for Your College. b. By Using Mail Merge send on Invitation for Your Birthday Party. c. Email account creation ,reading, writing & sending emails with attachment	05

Peripherals.
d. Working Practise on Operating System: Create file, folder. Copying, moving, deleting file & folder

Learning Resources:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.)- R. P. Soini, Harshal Arolkar, Sonal Jain, WileyIndia Publications.
3. Lucas Jr., H.C. (2005) Information Technology For Management, Tata MacGraw Hill Publishing Company.
4. Computer Fundamentals, P.K. Sinha, and Preeti Sinha (BPB Publication)
5. Leon & Lion, Introduction to computers, Vikas Publishing House, New Delhi
6. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay
7. White, Date Communications & Computer4u Network, Thomson Learning, Bombay.
8. Computer in Hotels – Concepts & Applications : Partho P Seal Oxford University Press

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark

Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

AECC-C1 Business Communication and Etiquette

Semester I	Course	Business Communication and Etiquette AECC-C1
4 credits	L:T:P: 3:0:1	Ability Enhancement Compulsory Course

Course Outcomes: On successful completion of the course learner will be able to

CO#	Cognitive Abilities	Course Outcomes
AECC-C101	REMEMBERING	Recall and reproduce the various concepts related to Business communication
AECC-C102	UNDERSTANDING	Understand the business etiquettes
AECC-C103	APPLYING	Apply various concepts of verbal communication.
AECC-C104	ANALYSING	Examine the impact of PowerPoint presentation
AECC-C105	EVALUATING /CREATING	Evaluate and develop your C.V.

Chapter	Content	Sessions
I- COMMUNICATION	**Theory** Meaning and Definition of communication, Nature of communication, Process of communication, Types of communication(verbal and non verbal),Importance of communication, Different forms of communication, Barriers to communication	10
	Practical a. Role play on barriers in communication. b. Draw a pictorial chart to depict non-verbal communication.	05
II-BUSINESS ETIQUETTE	**Theory** Meaning & Definition of etiquette ,Impact of etiquette in Today's life, what is Business etiquette, effects of Business etiquette, Importance of Business etiquette, Different types of Business etiquette-Telephone etiquette, Dinning etiquette, Office etiquette, Meeting etiquette, Netiquettes(Email ,Chatting etiquette)	10
	Practical a. Role play on Dinning etiquette b. Listening & Speaking Exercises -Telephonic Conversation: General etiquette for making & receiving calls. -Self & Peer Introduction. -Talking about likes & dislikes -Getting & Giving Permissions	05

	-Offering & Responding to Offers		
III- FORMAL VERBAL COMMUNICATION	**Theory** Group discussion, Interview, Extempore, Business negotiation, Public speaking, Meeting, Toasting, Counseling, Business presentation ,Oral Presentation, Power point Presentation	10	
	Practical a. Group discussion on importance of communication in hotels followed by feedback session. b. make PowerPoint presentation on various related topics	05	
IV- WRITING SKILL:	**Theory** C.V. Writing Cover letters • Formal Letter-Official/Business • Report writing • Information Transfer from Graphs, Charts etc Dialogue/Monologue, Describing objects, events & process, Designing pamphlets & Brochure, Writing E-mails, SMS, Short-notes.	10	
	Practical a. Draw Communication model. b. Multimedia presentation of desirable grooming standards for males and females in hospitality industry.	05	

Learning Resources

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.
7. L. Garteside (ELBS) Modern Business Letters.
8. M.K. Sehgal, Business Communication, Excel Books, New Delhi
9. Phoda A. Doctor & Aspi H. Doctor, Principles and Practice of Business Communication, A. R. Shetha & Co. Bombay.
10. Pradhan, Bhende and Thakur – Business Communication, Himalaya Publishing House
11. R. K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd., Noida.
12. U. S. Rai & M. S. Rai, Business Communication, Himalaya Publishing House, Bombay

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

Semester II

CC-A5 Accounting for Management

Semester II	Course	Accounting for Management CC-A5
4 Credits	L:T:P: 3:0:1	Core course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CCA501	REMEMBERING	1. RECALL and REPRODUCE the various concepts, and conventions terms related to marketing.
CCA502	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the relevance of accounting concepts
CCA503	APPLYING	3. APPLY accounting process, tools to the real life scenarios
CCA504	ANALYSING	4. EXAMINE the practical application of Accounting Software such as Tally in business.
CCA505	EVALUATING CREATRING	5. EVALUATE AND DEVELOP Accounting Practices.

Chapter	Content	Sessions
1.Introduction to Accounting	**Theory:** Meaning, Need for Accounting, Book Keeping vs. Accounting, Users of accounting information, Accounting functions, Accounting Principles-Concepts and Conventions, Accounting cycle, Accounting Systems, Branches of Accounting , Depreciation Methods	**10**
	Practical: i) Visit any business organization to identify Internal and external users of accounting ii) Visit any service industry to identify different accounting items-Assets, Liabilities, Expenses, Incomes and study appropriate method of charging depreciation.	**05**
2.Financial Accounting	**Theory:** Meaning ,Accounting Process: Journal, Ledger, Trial Balance, Final Account, Subsidiary Books	**10**
	Practical: i) Visit any business organization to collect information about books of accounts. ii) Collect last 5 years Annual Reports of any Hotel /Restaurant and Compare it.	**05**
3.Management Accounting	**Theory:** Concept ,Functions of Management Accounting, Tools of Management Accounting- Budget and Budgetary Control,	**10**

	Marginal Costing, Ratio Analysis ,Fund Flow Statement and Cash Flow Statement	
	Practical: i) Collect Budget Statement of different Service Industry of last 5 years ii) Calculate Ratios of Service Industry and Interpret it.	**05**
4.Cost Accounting and Computerised Accounting	**Theory:** Meaning, Elements of cost, Classification of Cost, Cost Sheet, Computerized Accounting - Role of computerized accounting, Tally package - features and application, GST Accounting with Tally ERP 9	**10**
	Practical: i)Visit any Hotel Industry to identify elements of cost and Cost Ascertainment procedure ii)Develop specimen vouchers, form a company in tally package and make entries for the transactions accordingly to come out with income statement and balance sheet	**05**

Learning Resources

Books	• Advanced Accountancy- Dr. M.A. Arulanandan and Dr.K.S.Raman ,Himalaya Publishing House • Advanced Accountancy- R.L. Gupta and M.Radhaswamy ,Sultan Chand & Sons • Advanced Accountancy - M.C. Shukla and T.S. Grewal, Sultan Chand & Sons • Cost Accounting - Jawahar Lal, Seema Shrivastav, Manisha Singh, Tata McGraw-Hill Education • Financial Accounting: A managerial perspective, -R. Narayanaswamy, Prentice Hall of India. • An Introduction to Accountancy – Maheshwari & Maheshwari – Vikas Publishing House. • Advanced Cost Accounting - S.C. Jain and K.L. Narang ,Kalyani Publishers • Cost and Management Accounting - M.E. Thukaram Rao , New Age International (P) Limited, • Management Accounting- I. M. Pandey ,Vikas Publishing House • Management Accounting – Principles and Practice, Shashi K. Gupta , R.K. Sharma • Cost Accounting – Theory, Problems and Solutions- M.N. Arora • Tally Education (2018)-Official Guide to Financial Accounting Using Tally. ERP 9 with GST (Release 6.4), Bangalore: Tally Education Pvt. Ltd., Tally Education (2017). • GST Using Tally.ERP9, Bengaluru: Tally Education Pvt. Ltd. Tally Education (2018). • Tally ERP 9 (Power of Simplicity), New Delhi: V & S Publishers. Nadhani, Ashok K. (2018). • GST Accounting with Tally ERP 9, New Delhi: BPB Publications.
Important	1. https://nptel.ac.in/courses/110/101/110101131/

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

CC-A6 Front Office Management

Semester II	Course	Front Office Management CC-A6
4 Credits	L:T:P: 3:0:1	Core course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CCA601	REMEMBERING	1. RECALL and REPRODUCE the various concepts, functions and Attributes of Front office
CCA602	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the layout of Front Office
CCA603	APPLYING	3. APPLY Organization structure of Front Office
CCA604	ANALYSING	4. EXAMINE the impact of operations of front office
CCA605	EVALUATING CREATRING	5. EVALUATE AND DEVELOP front office model

Chapter	Content	Sessions
1. INTRODUCTION TO FRONT OFFICE	**Theory:** Introduction to front office as a department. Importance and role of front office. Functions of front office , Attributes of front office staff members .Duties and Responsibilities of front office staff, Qualities of Front Office Staff	**10**
	Practical: a. Chart presentation on staff hierarchy structure of front office department in a small and large hotel. b. Write the functions of front office department on a chart and give a presentation to the class in group of four each. c. Imagine that you are a guest in a hotel. To which quality of an employee you would appreciate more.	**05**
2. LAYOUT OF FRONT OFFICE	**Theory:** Front Office Layout -Sections of the front office department and their layout and importance – Reservation, Reception,	**10**

DAPARTMENT	Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra- department coordination. Equipments and front office	
	Practical: a. Layout of hotel lobbies and their different designs. b. Collect the pictures of different sections in front office department and paste them on a chart.	05
3 FRONT OFFICE ORGANIZATION AND OPERATIONS	**Theory:** Organization structure of Front Office of small /medium and large hotels. Front desk operations & functions, Equipments handling at front office – Room Rack, Mail Message, and Key Rack, Reservation Racks, Information Rack, Folio Trays, Account Posting Machine, Voucher Rack, Cash Register Support Devices, Telecommunications Equipments, rooms and plans, Basis of Room charging, Tariff fixation, Introduction to the guest cycle,	10
	Practical: **a.** Prepare a model of hotel lobby with the help of card board and sheets. b. Prepare a List of equipments handling at Front office with their description	05
4 RESERVATION OPERATIONS:	**Theory:** Meaning of reservation, Importance of reservation section, Types of reservation, Modes and sources of reservation, Different channels of reservation, Tools of reservation, Systems of reservation, Hotel diary system, Whitney system, computerized system, reservation amendment and cancellation procedure, Group reservation	10
	Practical: a. Draw different shapes of a reception counter on a chart. b. Develop channels for reservation	05

Learning Resource:
1) Front Office Training manual – Sudhir Andrews. Publisher: TatA Mac Graw Hill
2) Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
3) Front Office – operations and management – Ahmed Ismail (Thomson Delmar).
4) Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.
5) Front Office Operations – Colin Dix & Chris Baird.
6) Front office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
7) Managing Front Office Operations By Kasavana & Brooks
8) Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continum
9) Check in Check out- Jerome Vallen

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10

| Q.4 | ANALYSING | Answer 4 (a) or 4 (b) (10 marks) | 10 |
| Q.5 | EVALUATING | Answer 5 (a) or 5 (b) (10 marks) | 10 |

CC-A7 Housekeeping service and Management

| Semester II | Course | Housekeeping service Management CC-A7 |
| 4 Credits | L:T:P: 3:0:1 | Core course |

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CCA701	REMEMBERING	1. RECALL and REPRODUCE the various concepts, Housekeeping services
CCA702	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the organisation structure for Housekeeping services
CCA703	APPLYING	3. APPLY safety hazards and implement preventive and remedial measures.
CCA704	ANALYSING	4. EXAMINE layout of guest room
CCA705	EVALUATING CREATRING	5. EVALUATE Different shapes & styles/theme decorations for flower arrangement

Chapter	Content	Sessions
1. INTRODUCTION TO HOUSEKEEPING	**Theory:** Definition & importance of Housekeeping, Overview. Housekeeping as a business, Housekeeping for different institutions - Airlines, Hospitals, Hostels, Corporate, and Industrial etc. Budget for housekeeping service	10
	Practical: a. Prepare housekeeping plans for various institutions b. Prepare a budget for housekeeping service	05
2. HOUSEKEEPING ORGANIZATIONAL STRUCTURE	**Theory:** Hierarchy, Organization Structure: small, medium & large. Duties & responsibilities of housekeeping staff, Qualities of housekeeping staff, Aims & attributes of housekeeper, Staff scheduling, Safety of guest & hotel property Prevention of accidents & first aid, Role of security department, Lost & found procedure, Record maintenance and key handling procedure.	10
	Practical: a. Set up the housekeeping department of a new property and create a timeline for the countdown to the opening. b. Identify safety hazards and implement preventive	05

		and remedial measures.	
3 ORGANISING CLEANING	**Theory:** Awareness of Room Types, Amenities & Facilities for Standard & VIP Guest Rooms, Cleaning routines of guest rooms – Prepare to clean, clean the guestroom including bed making, replenishment of supplies & Linen, Inspection, Deep Cleaning, Second Service, Turn down service. Public area – Lobby, Lounge, Corridors, Pool Area, Elevators, Health club, F&B outlet, Office area. VIP handling	**10**
	Practical: a. Plan and draw the layout of Guest Rooms to scale. b. Identify stain, Guest room lay-out and bed making, Room inspection, linen inventory	**05**
4 SPECIAL CLEANING PROGRAMME	**Theory:** Daily, weekly, Fortnightly and Monthly cleaning, Routine Cleaning, spring cleaning and deep cleaning procedure. CLEANING AGENTS: Basic cleaning agent, Classification, their uses, care, storage, Distribution and control measures, Cleaning equipments:	**10**
	Practical: a. Identification of cleaning agents and equipments/cleaning cloths b. Flower arrangement: Different shapes & styles/theme decorations.	**05**

Learning Resource:
1. Raghubalan G., Raghubalan Smritee, 2007 - 2009, *Hotel Housekeeping Operations and Management,* second edition, Oxford University Press.
2. Singh Malini & George Jaya B., 2008, *Housekeeping Operations, Design and Management*, first edition, Jaico Publications.
3. Schneider Madelin, Tucker Georgina, Scoviak Mary, 1999, *The Professional Housekeeper,* 4th edition, John Wiley & Sons.
4. Kasu Ahmed A., 1992, *An introduction to Art, craft, science, technique and profession of interior design* , third edition, Ashish Book Centre, Delhi.
5. Jones Thomas J.A., 2005, *Professional Management of Housekeeping Operations,* 4th edition, John Wiley & Sons

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

CC-A8 Principles of Marketing

Semester I	Course	Principles of Marketing CC-A8
4 Credits	L:T:P: 3:0:1	Core course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CCA801	REMEMBERING	1. RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to marketing.
CCA802	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the relevance of marketing concepts
CCA803	APPLYING	3. APPLY marketing principles and theories to the real life scenarios
CCA804	ANALYSING	4. EXAMINE the impact of internal and external marketing environment on business .
CCA805	EVALUATING CREATRING	5. EVALUATE DEVELOP marketing mix for products and services offering

Chapter	Content	Sessions
1.Introduction to Marketing	**Theory:**Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Customer & Consumer, Customer Satisfaction, Customer Delight, Customer Loyalty.	**10**
	Practicals: c) Interview your friends, parents, relatives for a recent purchase made by them. Prepare a detailed project report on the same d) Collect the name of different companies with their product. Identify their satisfaction level and reasons	**05**
2. Marketing Environment:	**Theory:** Concept of Environment, Internal and External factors influencing marketing environment,Real word examples/cases on impact of internal and external environment of service sector	**10**
	Practicals: c) Identify a firm of your choice and prepare a detailed file on its micro environment. d) Prepare a project report on macro environmental scanning of a hotel or travel agencies of your choice	**05**
3 Marketing Mixand Consumer Behaviour:	**Theory:** Marketing Mix: Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Meaning & importance of consumer behaviour, Five steps consumer buyer decision process	**10**

	Practicals:	**05**
	c) Prepare a practical file by collecting print advertisements and analyse the message conveyed in marketing of goods, services people, ideas, experience, events, places, properties, organizations and information.	
	d) Prepare a detailed report of the marketing mix of a prominent consumer good and a service provider, for its multiple brands	
4 Market Segmentation, Target Marketing & Positioning:	**Theory:** Segmentation - Concept, Need & Benefits. Bases for segmentation - Concept of Target Markets Positioning - Concept of differentiation & positioning.	**10**
	Practical:	**05**
	c) Prepare a project report by visiting your nearby market to find how many brands of smart phones are available? Identify the segment targeted by any four brands.	
	d) Prepare a project report on emerging trends in marketing	

Learning Resource:

Books	1. Marketing Management - Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson, 13th Edition
	2. Marketing Management, Rajan Saxena, TMGH, 4th Edition
	3. Principles of Marketing – Philip Kotler, Gary Armstrong, Prafull Agnihotri, EhasanHaque, Pearson, 13th Edition,
	4. Marketing Management, Ramaswamy&Namakumari, Macmillan,4th Edition
Important Websites	4. https://nptel.ac.in/courses/110/104/110104068/
	5. https://www.ama.org/the-definition-of-marketing-what-is-marketing/
	6. www.kotlar.com

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

GEC-G2 Organisational Behaviour

| Semester II | Course | Organisational Behaviour GEC-G2 |
| 4 Credits | L:T:P: 3:0:1 | Generic Elective Course |

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
GEC-G201	REMEMBERING	1. RECALL and REPRODUCE the Feature, Nature and scope of Organisational Behaviour
GEC-G202	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE personality and perception concepts
GEC-G203	APPLYING	3. APPLY motivational theories in personal and business level
GEC-G204	ANALYSING	4. EXAMINE group dynamics and formation
GEC-G205	EVALUATING CREATRING	5. Develop skills in improving individual and group performance in entrepreneurial and established ventures.

Chapter	Content	Sessions
1. INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR	**Theory:** Meaning, Definition, Features, Nature and Scope, Significance of Organisational behaviour. Need for studying organisational behaviour, Organisational behaviour process and models of organisational behaviour.	**10**
	Practical: a. Observe 10 to 15 people's behaviour at hotel b. Develop a model of organisational behaviour	**05**
2. PERSONALITY AND PERCEPTION	**Theory:** Personality- Concept, Determinants and Types of Personality, Theory of Personality. Perception- Meaning & Definition, Factors influencing Perception, Perceptual Process. How to improve Perception.	**10**
	Practical: a. Observe personality qualities of hotel manager/ travel agent/tour manager b. Examine the customer's perceptions about various tourist places/ specific hotels	**05**
3 GROUP DYNAMICS AND FORMATION	**Theory:** Group Dynamics: Definition and Characteristics of Groups, Why do people join groups, Types of Groups, Theories of Group Formation, Stages of group Development. Group Behaviour- Determinants of Group Behaviour- Group Norms, Group Tasks, Group Cohesiveness, Group Role, Inter-Group conflicts.	**10**
	Practical: a. Observe the group behaviour at tourist places b. Draw a stags of group development	**05**

4 MOTIVATION:	**Theory:** Meaning, Theories of Motivation – Early Theories, Content Theories- Maslow's Theory, Herzberg's two factor Theory, McGregor's theory X and Y Theory. Process Theories – Vroom's expectancy Theory, Adam's Equity Theory.	**10**
	Practical: a. SWOT analysis of supporting regarding motivation b. Evaluate satisfaction level of customers	**05**

Learning Resource:

1. Fred Luthans; (2007); *Organizational Behavior*; Eleventh Edition; McGraw Hill Publication
2. S S Khanka; (2012); *Organizational Behaviour Text & Cases*; Fourth Edition ; S Chand & Co. Limited
3. Stephen P. Robbins, Timothy A. Judge, Seema Sanghi; (2010); *Organizational Behavior*; Tenth Edition; Pearson Education Publication
4. Udai Pareek; (2011); *Understanding Organizational Behaviour*; Third Edition ; Oxford Publication
5. Uma Sekaran; (2004); *Organizational Behaviour Text & Cases*; Second Edition ; McGraw Hill

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

AECC-C2 Soft Skills in Hospitality

Semester II	Course	Soft Skills in Hospitality AECC-C2
4 Credits	L:T:P: 3:0:1	Ability Enhancement Compulsory Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
AECC-C201	REMEMBERING	1. RECALL and REPRODUCE the significance, process and measurement of soft skill development
AECC-C202	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE various types of soft skills used hospitality
AECC-C203	APPLYING	3. APPLY hospitality based English
AECC-C204	ANALYSING	4. EXAMINE the impact of emotional

		intelligence in hospitality management
AECC-C205	EVALUATING CREATRING	5. EVALUATE the effectiveness of emotional intelligence

Chapter	Content	Sessions
1. INTRODUCTION TO SOFT SKILLS	**Theory:** Definition and Significance of Soft Skills; Process, Measurement of Soft Skill Development, Self-Discovery: Discovering the Self; Setting Goals; Beliefs, Values, Attitude, Virtue, Developing Positive Thinking and Attitude;	**10**
	Practical: a. Setting goals about your future business b. Understanding beliefs of customers about tourist places/hotels/ travelling	**05**
2. TYPES OF SOFT SKILLS	**Theory:** A brief understanding of conceptual skills (planning and organizing), interpersonal skills (communication and rapport building), operational/technical skills (knowledge) and leadership skills in relation to Hospitality - using appropriate hospitality phrases and language skills. Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills.	**10**
	Practical: Follow Gender and Age Sensitive Service Practices: • Educate customer on specific facilities and services available • Provide different age and gender specific customer service • Follow standard etiquette with women at workplace	**05**
3 HOSPITALITY BASED ENGLISH:	**Theory:** Meeting and greeting phrases used in operational areas personal development (patience, respect, tolerance); motivation: self-motivation and the art of motivating others use appropriate language skills. Characteristics of hospitality personnel such as dedication, honesty, social intelligence, empathy, presence of mind, , punctuality, positive attitude, appearance, networking, initiative, personal touch, taking responsibility, positive body language, hard work, desire to learn, ambition and talent.	**10**
	Practical: Visits to hospitality sectors and learning about problems, collection of reports for project work regarding problems faced in this sector and discussing ways to solve problems faced in a group session or by arranging seminars, workshops with distinguished personalities from the hospitality industry.	**05**

4 EMOTIONAL INTELLIGENCE:	**Theory:** Meaning, History, Features, Components, Intrapersonal and Management Excellence; Strategies to enhance Emotional Intelligence. Social Intelligence: Meaning, Importance, Models of emotional intelligence	**10**
	Practical: a. understand emotional intelligence components and draw a report on how to increase confidence b. Prepare a strategies to enhance emotional intelligence	**05**

Learning Resource:
1. Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012.
2. English and Soft Skills – S.P.Dhanavel, Orient Blackswan India, 2010.
3. Personality Development and Soft Skill Textbook by Barun Mitra
4. Soft Skills - Enhancing Employability: Connecting Campus with Corporate• Book by M. S. Rao

Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

Evaluation Scheme for 50 Marks
Concurrent internal evaluation scheme is mapped with course outcomes which will enable the facilitator to asses learning outcomes of Individual students against each CO.

CO's	Learning Outcomes	Assessment Tools (Practical any one for each)	Verbs to be used in framing the question
CCA801	REMEMBERING	4. Assignment 5. Class Test 6. MCQ Test	Define, Identify, Describe, Recall, Recite, Illustrate
CCA802	UNDERSTANDING	4. Assignment 5. Presentations 6. Open Book Test	Differentiate, Compare, Classify, Describe, Discuss, Explain
CCA803	APPLYING	4. Role Play 5. Situation Analysis 6. Case Studies	Demonstrate Interpret, Solve Illustrate
CCA804	ANALYSING	4. Case Study 5. Field Visits 6. Group Projects	Evaluate, Correlate, Conclude, examine,categories

CCA805	EVALUATING CREATRING	4. Model Development 5. Creating Brochures 6. Creating and Presenting Posters	Evaluate, Construct, Create, Design, Formulate, Apprise Develop

* * * * * * * * * * * * *