



Estd. 1962
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With CGPA 3.52

SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA
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शिवाजी विद्यापीठ, कोल्हापूर – 416004.

दुरध्वनी (ईपीएबीएक्स) २६०९००० (अभ्यास मंडळे विभाग— २६०९०९४)
फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३.e-mail:bos@unishivaji.ac.in

Ref./SU/BOS/Com & Mgt./

Date : 02 JUL 2022
No 00034

To,

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

Subject : Regarding syllabi of B. Com. Part-III Hospitality Management (Sem. V & VI) 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-III Hospitality Management (Sem. V & VI) Choice Based Credit System (CBCS)** under the Faculty of Commerce & Management.

This syllabi shall be implemented from the academic year **2022-2023** 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,


Dy. Registrar

Encl : As above

Copy to,

1. Dean, Faculty of Commerce & Management
2. Chairman, BOS under Faculty of Commerce & Management
3. Director, BOEE
4. Appointment Section
5. P. G. Admission Section
6. B. Com. Section
7. Affiliation Section (U.G./P.G.)
8. Computer Center/I.T.
9. Eligibility Section
10. Distance Education
11. P.G. Seminar Section

} for information

} for information and necessary action.

Shivaji University, Kolhapur
Faculty of Commerce and Management
BOS in Management

B.Com. III Hospitality Management

SYLLABUS

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

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

Semester V
CC-C1 Hospitality Law

Semester V	Course	Hospitality Law CC-C1
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE the various types, of law
CCB102	UNDERSTANDING	2. UNDERSTAND various legislation on business organization and several international law issues
CCB103	APPLYING	3. APPLY relevant laws related to tourism and hospitality sectors
CCB104	ANALYSING	4. EXAMINE the ethical issues in tourism and hospitality sectors
CCB105	EVALUATING CREATRING	5. EVALUATE which impact the entry and exit formalities

Chapter	Content	Sessions
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1.Basic Concepts of Law	Definition of Law, Kinds of Law, Sources of Indian Law, Preamble to the Indian Constitution, Fundamental Rights and Fundamental Duties, Importance of Laws in Tourism and Hospitality, Economic Issues, Political Issues and Social Significance of Tourism and Hospitality	10
	Practical: a. Visit nearest Court and make a report on it b. meet to advocate those are practicing regarding tourism and hospitality	05
2. Laws of Contract and Laws of Obligations	Theory: Basic Concepts of Contract, Requisites and Stages of Contract, Types of Contracts for Tourism and Hospitality Industry, Basic Concepts of Obligation, Elements and Sources of Obligation, Sources of Damages and Kinds of Negligence	10
	Practical: a. Prepare report on damage b. Collect various contract documents and understand their contents	05
3 Legal Perspective	Theory: Laws Relating to Hotel Premises, Laws related to Planning & Designing International Regulations for Hotels & Guests, International Laws for Food Safety, Quality & Security	10
	Practical: a) .Visit to a hotel and make report on their illegal activity b) Prepare food safety report of any hotel	05
4. The Tourism Act of 2009	Theory: Rules and Regulations of Tourism Act, 2009 Department of Tourism and Its Attached Agencies	10

	Government Agencies Involved in Tourism Business Ethical Issues in Tourism and Hospitality Industry The Global Code of Ethics for Tourism (GCET) Ethics in the Hospitality Industry, Ethical Problems in Tourism and Hospitality	
	Practical: a) Know about tourism act, 2009 b) Report on ethical problems in tourism and hospitality	05

Learning Resource:

Books	1. Hospitality Law: Managing Legal Issues in the Hospitality Industry Hardcover – Import, 28 March 2008 by Stephen C. Barth 2. Hospitality Law: Managing Legal Issues in the Hospitality Industry, 5th Edition, Stephen C. Barth and Diana S Barber 3. Understanding Hospitality Law, Fifth Edition Textbook and Answer Sheet by Jack P. Jefferies
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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 V

CC-C2 HOSPITALITY SUPERVISION & TRAINING SKILLS

Semester V	Course	Hospitality Supervision & Training Skills CC-C2
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE the concepts of supervision skills
CCB102	UNDERSTANDING	2. UNDERSTAND the concept of technical skills
CCB103	APPLYING	3. APPLY communication process for developing hospitality business
CCB104	ANALYSING	4. EXAMINE the habits of an active listener
CCB105	EVALUATING CREATING	5. EVALUATE the skills regarding hospitality industry

Chapter	Content	Sessions
1. Supervision	Meaning of Supervision, Scope and nature of supervision, The supervisor's distinct roles: An	10

Skills	operational role, A leadership role, A communication role, The supervisor's skills checklist: Technical, Human, Conceptual, The supervisor's competency self-assessment inventory, The supervisor's image	
	Practical: a. Interview with a leader and make report b. Make a list of supervisor's competency and self-assessment	05
2. SUPERVISOR AS A POWERFUL COMMUNICATOR	Generating enthusiasm using two-way communication, Leveraging the power of positive attitude in your team, Maintaining an atmosphere of trust and cooperation, Developing the habits of an active listener, Using body language for impact, Building rapport with the team - 'The Mirroring Technique', Writing professional and accurate E-mails, Providing proper orientation and positive discipline	10
	Practical: a. Dealing with guests at the hospitality desk (enhancing the interpersonal skill) b. prepare various e-mail formats related with tourist	05
3 Training Skills	Theory: Importance of Training & Development in the Hospitality Industry, need for training in hospitality, Training and employee satisfaction, Employee development and staff performanceReasons behind training hospitality skills,	10
	Practical: a) Visit to a training centre and list of various methods of training with their advantages	05

	and disadvantages b) Prepare report on one of the training programme	
4. Elements of Training skills	Theory: Elements of hospitality skill training, need of interpersonal skills in hospitality industry, Skills and Characteristics of Successful Hospitality Employees Company Culture, Developing and Training Talent, Problem Solving and Service, Safety and Security	10
	Practical: a) Know about training talent and prepare a development plan b) Prepare report on problem solving skill	05

Learning Resource:

Books	1. Supervisor's Training Guide: The How-To Book for New and Experienced Supervisors Kindle Edition by Joyce Karne 2. Awesome Supervisory Skills: Seven Lessons for Young, First-Time Managers Kindle Edition by Tarnara Murrey
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Nature of Question Paper as Per the CO's

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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
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Semester V

CC-C3 PROFESSIONAL PRACTICES IN HOSPITALITY MANAGEMENT

Semester V	Course	Professional Practices in Hospitality ManagementCC-C3
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE the various Concepts of professional practices in Hospitality Management
CCB102	UNDERSTANDING	2. UNDERSTAND myths about discipline and time management
CCB103	APPLYING	3. APPLY performance evaluation system in hospitality sectors
CCB104	ANALYSING	4. EXAMINE the work team efficiency in hospitality sectors
CCB105	EVALUATING	5. EVALUATE conflict management procedure

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Chapter	Content	Sessions
1. Introduction	Concept of Professional Practices, importance of professionalism in hospitality management, Hospitality Practices, opportunities for professional development in the hospitality industry, professional development and applied ethics, Institute of Hospitality; management standards	10
	Practical: a. know the organization structure of hospitality institute b. prepare list of management standards given by Institute of Hospitality	05
2. Myths About discipline and Time Management	Theory: Myths about Discipline; Positive Reinforcement; Progressive Discipline; When to Take Disciplinary Action; Managing the Disciplinary Process, Myths Concerning Time Management; Time Analysis; Time Management Tools; Delegation	10
	Practical: a. Make a list of myths about discipline b. make a list of myths about time management c. prepare a time analysis report of hospitality manager	05
3. Work Team and Conflict	Theory: Types of Work Teams; Building an Effective Team; Stages of Team Development; The Supervisor as Team Leader; Special Work Team Concerns; The Future of Work Teams, Conflict; Sources of Conflict; Types of Conflict; Outcomes of Conflict; Conflict Management Styles; Tips for Negotiating Conflicts	10

	Practical: A .Visit to any team leader and take interview B make report on any conflict and their negotiating	05
4. Performance Evaluation	Benefits of Performance Evaluation; Obstacles to Effective Performance Evaluation; Common Performance Evaluation Errors; Approaches to Performance Evaluations; Steps in the Performance Evaluation Process; Coaching Overview; Informal Coaching; Formal Coaching	10
	Practical: a) Know about performance evaluation and list of obstacles facing manager b) Prepare report on evaluation process of any hotel	05

Learning Resource:

Books	<p>(1) Cockburn-Wootten, C. Critically Unpacking Professionalism in Hospitality: Knowledge, Meaningful Work and Dignity. <i>Hospitality & Society</i> 2012, 2 (2), 215–230.</p> <p>(2) Gebbels, M.; Pantelidis, I. S.; Goss-Turner, S. Towards a Personology of a Hospitality Professional. <i>Hospitality & Society</i> 2019, 9 (2), 215–236.</p> <p>(3) Lammers, J. C.; Garcia, M. A. Exploring the Concept of “Profession” for Organizational Communication Research: Institutional Influences in a Veterinary Organization. <i>Management Communication Quarterly</i> 2009, 22 (3), 357–384.</p> <p>(4) Cockburn-Wootten, C.; McIntosh, A. J.; Smith, K.; Jefferies, S. Communicating across Tourism Silos for Inclusive Sustainable Partnerships. <i>Journal of Sustainable Tourism</i> 2018, 26 (9), 1483–1498.</p>
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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 V

CC-C4 Event and Conference Management

Semester V	Course	Event and Conference ManagementCC-C4
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE knowledge and competencies required to assess the quality and success of special events.
CCB102	UNDERSTANDING	2. UNDERSTAND techniques and strategies required to plan successful special events.
CCB103	APPLYING	3. APPLY special Structure for conducting various event
CCB104	ANALYSING	4. EXAMINE plan for successfully organization of conference and events
CCB105	EVALUATING	5. EVALUATE feedback of various events and

	CREATR ING	creating a blue print conference
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Chapter	Content	Sessions
1.INTRODUCTION	Definition of Events, Objectives, Classification of Events, Categories , Types of Events , Benefits of Events , Event Management Strategy , Objectives of Event Management , Role of Creativity , Event Committee , The Big Event Committee Structure , Coordination among Committees , Functions of Event Management	10
	Practical: a. Prepare report on one of the event which is organized by you b. prepare event organization structure c. prepare a list of functions of any event	05
2. EVENT PLANNING and EVENT MARKETING	Theory: Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools, Protocols, Dress codes, staging, staffing Leadership, Traits and characteristics, Nature of Marketing, Process of marketing, Marketing mix, Sponsorship Image, Branding, Advertising Publicity and Public relations	10
	Practical: a. Prepare plan of any event b. Prepare a small advertise for event c. Practical applications of the event	05

3 EVENT LEADERSHIP & COMMUNICATION	Theory: Leadership skills, Managing team, Group development, Managing meetings, Written communications, Verbal communications EVENT SAFETY AND SECURITY: Security, Occupational safety, Crowd management Major risks and emergency planning, Incident reporting, emergency procedures BASIC EVENT ACCOUNTING :Budget, break-even point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system	10
	Practical: a.. Visit to any event and find out leadership qualities of event manager b. Prepare layout of event c. Prepare a balance sheet of any event	05
4. CONFERENCE MANAGEMENT	Theory:- About conference management Industry, Planning conference, Job Responsibilities of conference management, company, congruence arrangements, budgeting, Live Show Flow, Creating Blue Print, Designing conference Plan, Understanding technical requirements.	10
	Practical: a. Know about Conference Management industry b. Creating a blueprint of conference c. Organize any conference and design conference plan and technical requirement	05

Learning Resource:

Books	1. Davidson, R. and Rogers, T. (2015) Marketing destinations and
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	<p>venues for conferences, conventions and business events: a convention and event perspective. Oxford: Butterworth-Heinemann</p> <ol style="list-style-type: none"> 2. Goldblatt, J. J. and Goldblatt, J. (2011) Special events: a new generation and the next frontier. 6th ed. Hoboken, N.J.: Wiley. 3. Masterman, G. (2009) Strategic sports event management. 2nd ed., Olympic ed. Amsterdam: Butterworth-Heinemann. 4. Shone, A. and Parry, B. (2013) Successful event management: a practical handbook. 4th ed. Andover: Cengage Learning. 5. Smith, A. (2012) Events and urban regeneration: the strategic use of events to revitalise cities. London: Routledge. 6. Taylor, P. and Torkildsen, G. (2011) Torkildsen's sport and leisure management. 6th ed. London: Routledge. 7. Watt, D. C. (1998) Event management in leisure and tourism. Harlow: Addison Wesley Longman. 8. Yeoman, I. (2004) Festival and events management: an international arts and culture perspective. Amsterdam: Elsevier Butterworth-Heinemann
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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 V
DSE-A1 TRAVEL MANAGEMENT

Semester V	Course	Travel ManagementDSE-A1
4 Credits	L:T:P: 3:0:1	Discipline Specific Elective

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

CO#	Cognitive Abilities	Course Outcomes
CCB101	REMEMBERING	1. RECALL and REPRODUCE the various types, of Tourist
CCB102	UNDERSTANDING	2. UNDERSTAND various forms of tourism
CCB103	APPLYING	3. APPLY Motivation strategies for travel
CCB104	ANALYSING	4. EXAMINE of Impacts of tourism at the destination.
CCB105	EVALUATING CREATRING	5. EVALUATE role of travel agencies in tourism and creating healthy atmosphere

Chapter	Content	Sessions
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1. INTRODUCTION	Theory Definition of Travel, Concepts, Historical development. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international. Nature and forms of Travel, Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism.	10
	Practical: a. prepare a list of tourists visited in a particular destination with specific period b. visit to any travel agency and understand their working	05
2. MOTIVATION FOR TRAVEL	Theory: Basic Travel Motivations, Sociology Of Tourism , Role Of State In Promoting Social Tourism , Social Significance Of Travel , Evolution Of Demand , Factors Influencing The Growth Of Tourism	10
	Practical: a. Prepare report on role of government on travel sector b. Prepare report on factor affecting traveling	05
3 ORGANIZATIONS IN TOURISM	Theory: Need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & tourism, Impacts of tourism at the destination. Its impact: socio-cultural, environmental and economic, Factors affecting the future of tourism business, Sociology of tourism.	10

	Practical: c) Visit to any travel organization and make a small visit report on it d) Creating a success report of any organisation	05
4. ROLE OF TRAVEL AGENCY IN TOURISM	Theory: The Organization Of Travel , The Grand Circular Travel , Introduction Of Railway & Hotel Coupons , The American Express Company , Introduction Of Air Travel , Profile Of Modern Travel Agency ,Setting Up Of A Travel Agency , Organization Of Travel , Need For Legislation , The Tour Operator , Group Inclusive Tours	10
	Practical: a. Know about role of travel agency in tourism b. Prepare report on air travel c. Understand the functions of tour operator	05

Learning Resource:

Books	1. A.K.Bhatia, International Tourism Management 2. A.K.Bhatia, Tourism Development – Principles & Practices 3. K.K.Kamra & M.Chand, Basics of Tourism 4. P. N. Sethi, Successful Tourism Management 5. Tourism Management, Dr. Shubhada Marathe 6. Jagmohan Negi, Tourism & Travel : Concepts &Principles
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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 VI

CC-C5 Fundamentals of Taxation

Semester VI	Course	Fundamentals of Taxation CC-C5
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE the various concepts of tax
CCB102	UNDERSTANDING	2. UNDERSTAND the tax laws and their procedure in India
CCB103	APPLYING	3. APPLY related tax for hospitality sectors
CCB104	ANALYSING	4. EXAMINE registration procedure of GST in hospitality sectors
CCB105	EVALUATING CREATING	5. EVALUATE the collection of related tax and creating a proper mechanism

Chapter	Content	Sessions
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1. INTRODUCTION	Theory: Indian Tax System, direct and indirect taxes, The structure and scope of Indian Income Tax Act, concepts and definitions under the Act, Agricultural Income, Assesse, Assessment year, Income, previous year, person, residential status, Tax liability, scope and total income.	10
	Practical: a. Dealing with tax payer and understand their tax liability b. Understand various concept related to Income tax and prepare a note on it	05
2. HEADS OF INCOME	Theory: Salaries, Income from House property, Profit, Gains from business and Profession, Capital gains and Income from other sources. Computation of total income & Tax liability of an individual, Deduction from gross total income. Assessment of firm.	10
	Practical: a. Prepare a computation of total income of any hotel b. Prepare report on income from business	05
3 INTRODUCTION TO GST	Theory: Meaning- Evolution of Goods and Services Tax- Structure of GST: CGST, SGST, UTGST & IGST- Benefits of implementing GST. Levy and Collection of Tax- Rates of GST- Time of Supply of Goods- Manner of claiming input tax credit in different situations- Tax Invoice - Credit Notes,	10

	Practical: a) Visit to income tax office or GST office and know their working b) Prepare layout of GST Rates	05
4. REGISTRATION AND PAYMENT OF TAX	Theory: Registration – Persons Liable for Registration Compulsory Registration- Deemed Registration- GSTIN and its structure Assessment and Audit- Assessment – meaning- Types of – Assessment – Self Assessment – Provisional Assessment- Scrutiny Assessment; Audit- Search and Seizure Demands and Recovery. Appeals- Appellate Authorities – Powers- Procedure for appeal- Appeal to High Court- Offences and Penalties.	10
	Practical: a. Know about Registration procedure of GST b. Know about GST Assessment and Audit	05

Learning Resource:

Books	1. Sinhanai V.K. : Students guide to Income Tax : Taxman, Delhi. 2. Prasad, Bhagwati : Income Tax Law & Practice; Wiley Publication, New Delhi. 3. Mehrotra H.C. : Income Tax Law & Accounts; Sahitya Bhavan, Agra. 4. Diinker Pagare : Income Tax Law and Practice; Sultan Chand & Sons, New Delhi. 5. Girish Ahuja and Ravi Gupta : Systematic approach to income tax; Sahitya Bhavan Publication, New Delhi. 6. Chandra Mahesh and Shukla D.C. : Income Tax Law & Practice; Pragati Publications, New Delhi.
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N.B. : (Provisions of Law shall be applicable that exists immediately one year proceeding the year of examination)

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 VI

CC-C6 CONVENTION MANAGEMENT

Semester VI	Course	Convention ManagementCC-C6
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE the business components of convention
CCB102	UNDERSTANDING	2. UNDERSTAND various types of meeting
CCB103	APPLYING	3. APPLY various plan for organizing meetings, exhibitions and conferences
CCB104	ANALYSING	4. EXAMINE the facilities required for organizing various events
CCB105	EVALUATING CREATRING	5. EVALUATE the various avenues made available for events and creating healthy atmosphere

Chapter	Content	Sessions
1. Introduction	Theory: Meaning and definitions, Significance of convention, Business components of Convention, History and Growth of meetings and Convention and exhibitions, types of meeting, conducting meetings, Agenda and minutes	10
	Practical: a. prepare agenda of meeting b. prepare minutes of any meeting c. prepare list of components of convention	05
2. CONVENTION CENTRE	Theory: Convention Centre Locations · Types of Convention Centres · Facilities, Site selection: Selecting the right convention center · Factors for the site selection · Site selection process · Site requirements · Types of facilities, hosting different events	10
	Practical: a. Prepare report on convention centre b. Prepare report on site selecting for convention c. Prepare a report on facilities required for convention centre	05
3 ORGANIZING A CONFERENCE	Theory: Registration, Seating Arrangements, Documentation, Interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings, Interpretation and language.	10
	Practical: e) Organize a small conference and prepare a report	05

	f) Prepare layout of conferenceHall	
4. EXHIBITION MANAGEMENT	Theory: Exhibitions Industry, requirement of exhibitions, Job Responsibilities of exhibition organizer, exhibition arrangements, exhibition budgeting, Understanding exhibition Customer, Understanding exhibition Flow, exhibition safety, Creating Blue Print, Designing exhibition Plan, Understanding entertainment requirements, Celebrity management in exhibition.	10
	Practical: a) Organize a small exhibitions and prepare report on it b) Create exhibition layout	05

Learning Resource:

Books	<ol style="list-style-type: none"> 1. Conference Management: an introduction to conference and convention management Kindle Edition by Anton Shane 2. Event Planning by Judy Allen 3. Convention Management and Service, Ninth Edition Coursebook by Milton T. Astroff, 4. Consumer psychology of tourism, hospitality, and leisure by edited by A. G. Woodside 5. Convention tourism : international research and industry perspectives by Karin Weber, Kye-Sung Chon, editors 6. Benchmarking in tourism and hospitality industries: the selection of benchmarking partners by Karl W. Wober 7. Focuses on the management technique of "benchmarking" to evaluate internal strength and weakness of an organization. Benchmarking is also used to evaluate the comparative advantages of industry competitors. 8. Event planning: ethics and etiquette by Judy Allen.
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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 VI

CC-C7 CONTEMPORARY ISSUES IN HOSPITALITY

Semester VI	Course	Contemporary Issues in Hospitality-Cc-C7
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE various issues in hospitality industry
CCB102	UNDERSTANDING	2. UNDERSTAND various current issues
CCB103	APPLYING	3. APPLY various plans and strategies for solving the issues
CCB104	ANALYSING	4. EXAMINE the solutions used for solving issues
CCB105	EVALUATING CREATING	5. EVALUATE the environmental norms and regulations of various countries and create a proper layout for travelling

Chapter	Content	Sessions
1.INTRODUCTION	Theory: Scale, scope and diversity of Hospitality, Organizational Structure of hospitality management, Contemporary issues is hospitality, Changes in last 20 years, Current trends, Current issues: garbage disposal, quality services to the customers, maintaining the flora and fauna of the area, culture heritages, respect the sentiments of the local areas residents' community, socials environment issues	10
	Practical: a. prepare report on scope of hospitality industry in India b. prepare a list of current issues of your nearest destination c. prepare report on respect the sentiments of the local areas residents community regarding destination	05
2. MAJOR ISSUES	Theory: Major Issues Facing the Hospitality Industry in 2021: Implementation of Technology, Reputation Management, Retaining and Attracting Employees, Environmentally Friendly Practices, Personalizing Customers Experience, Loyalty Programs, Customer Expectations from hospitality industry, Government support to hospitality industry	10
	Practical: a. Prepare report on major issues facing the hospitality industry in 2022	05

	<p>b. Prepare report on how the attracting employees, guides</p> <p>c. Prepare a report on facilities required for destination from government</p>	
3Contemporary Issues in the Hotel Industry	<p>Theory:</p> <p>Shortage of skilled manpower, global emerging markets, technology and social media, unavailability of capital, evolving customer expectations among others, increased demand and low customer satisfaction, increased costs of operations and high level and intensity of competition.,environment and food safety</p>	10
	<p>Practical:</p> <p>a. Prepare a report on contemporary issues in the nearest hotel</p> <p>b. Give the solution about such problem facing by hotel</p>	05
4. THE TOURISM INDUSTRY: CONTEMPORARY ISSUES	<p>Theory:</p> <p>Tourism businesses, Lack of proper infrastructure,Service level,Taxation,Lack of Differentiation,travel marketing, ,seasonal dependence , security and cross border regulations. The globalizing contemporary tourism industry, Contemporary drivers of globalization, Analyze different current issues using appropriate methods and resources. Impact of contemporary issue on hospitality industry,Understand how the travel and tourism sector responds to change,Develop strategies:Forming a powerful coalition,Creating Change Vision,Communicating the Vision,Anchoring Changes within Corporate Culture</p>	10

	Practical: a. Prepare a report on contemporary issues in the nearest tourist destination b. Give the solution about such problem facing by this destination	05
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Learning Resource:

Books	1. Contemporary issues in tourism development By Richard W. Butler, Douglas G. Pearce 2. Contemporary Hospitality and Tourism Management Issues in China and India By Stephen Ball, Susan Horner, Kevin Nield 3. Travel And Tourism Management: Contemporary Issues & Trends Hardcover – 1 January 2008by Anil Gupta Deepak Raj Gupta 4. Current Issues in Hospitality and Tourism by A. Zainal, S.M. Radzi, R. Hashim, C.T. Chik, R. Abu
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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
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Semester VI
CC-C8REVENUE MANAGEMENT

Semester VI	Course	Revenue Management CC-C8
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
CCB101	REMEMBERING	1. RECALL and REPRODUCE the Concept of Revenue Management
CCB102	UNDERSTANDING	2. UNDERSTAND principles of revenue Management
CCB103	APPLYING	3. APPLY the Expected Marginal Revenue with differential pricing in Hospitality business
CCB104	ANALYSING	4. EXAMINE revenue Management challenges and find the solution
CCB105	EVALUATING CREATRING	5. EVALUATE common complicating factors related to revenue in hospitality business

Chapter	Content	Sessions
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1. INTRODUCTION:	Meaning, Definitions, History, Main concepts, Importance and Process of Revenue Management, Benefits and Prospects of Revenue Management ,The 10 principles of Revenue Management, The Revenue Manager in the Hospitality Industry -The Revenue Manager Position , The Revenue Management Team , Ethical Aspects of Revenue Management	10
	Practical: a. understand the prospects of revenue Management b. prepare a list of ethical aspects of revenue management c.. Prepare report on revenue management team	05
2. MARKET SEGMENT PRICING	Theory: Market Segmentation and its importance in Revenue Management , Yieldable and Non Yieldable segments , Meaning of Differential Pricing , Limits to Differential Pricing , Application of Differential Pricing, Estimating Expected Revenue, Applying the Expected Marginal Revenue, Hotel Revenue Management Tool	10
	Practical: a. Do the market survey of nearest market b. prepare a list of tools for hotel revenue management c. Practical applications of differential pricing	05
3 REVENUE MANAGEMENT CHALLENGES BY INDUSTRY	Theory: Demand Forecasting Challenges, The Importance/Benefits of Forecasting Demand , Estimating Unconstrained Demand, No-Show Forecasting, Estimating Low Levels of Demand,	10

	Demand Forecasts and Strategic Pricing, Measurable Influences on Demand Human Intervention in the Forecasting Process, Challenges of managing Hard Constraints and Soft constraints	
	Practical: a) Do the SWOC analysis of nearest market for understanding demand forecasting b) Prepare layout of strategic pricing	05
4. COMMON COMPLICATING FACTORS	Theory: Network Effects, Multiple Unit Orders, Marginal Cost Considerations, Ancillary Revenue and profit Considerations , Reflecting Subjective Value , Multiple Rate Categories, Multiple Product Categories, Ability To Fine Tune Capacity, Sell-Up Potential, Spill Recapture Potential	10
	Practical: a) Know about common complicating factors b) Prepare report on profit consideration	05

Learning Resource:

Books	<ol style="list-style-type: none"> Hayes and Miller, Revenue Management of the Hospitality Industry, John Wiley e-book located at http://www.xotels.com/en/revenue-management-solution Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), An Introduction to Revenue Management for the Hospitality Industry, Pearson Prentice Hall Robert G. Cross, (1998), Revenue Management, Broadway Books, New York Jatashankar Tewari , Hotel Front Office Operations and
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	Management, Oxford
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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 VI

DSE-A3 SPECIAL EVENTS MARKETING

Semester VI	Course	Special Events Marketing DSE-A3
4 Credits	L:T:P: 3:0:1	Discipline Specific Elective

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

CO#	Cognitive Abilities	Course Outcomes
CCB101	REMEMBERING	1. RECALL and REPRODUCE the various events in hospitality business
CCB102	UNDERSTANDING	2. UNDERSTAND various Special events related to hospitality
CCB103	APPLYING	3. APPLY relevant procedure to conduct various events
CCB104	ANALYSING	4. EXAMINE the various requirements for successive event management
CCB105	EVALUATING CREATING	5. EVALUATE job responsibilities for conducting special events and creating a blue print of such activities

Chapter	Content	Sessions
1. INTRODUCTION:	Understanding marketing of events, events as a marketing tool, events within the marketing mix, advantages of events to the brand marketer, matching event traits with the personality of your company, ways to improve event marketing experiences, scope of event marketing activities. The Evolution of Event Marketing, Consumer Socialization in the Twentieth Century, Need for Event Marketing Strategy, Strategies for Stakeholders, Internal Event Marketing, Event Strategy Formulation, SWOT Analysis, The Why, Who, When, Where & What of Event Marketing	10
	Practical: a. prepare a report on how dealing with the customer b. do the SWOT analysis of any event	05
2SPECIAL EVENTS	Theory: What are special events? Reasons for special events? Categories of special events, The players in special events, Tips for producing special events. Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Understanding Rituals and Customer, Understanding Wedding Flow, Creating Blue Print, Designing Wedding Plan, Understanding entertainment requirements, Celebrity management in wedding, Points to note down, Date & Time of Wedding ceremonies, Venue address and venue no's,	10

	Practical: a. Prepare idle planner for wedding ceremony b. Create a blue print of wedding ceremony c. Make a list of entertainment requirement	05
3 LIVE EVENTS	Theory: Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner. Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.	10
	Practical: a) Prepare a plan for any live show b) Create a blue print of live show	05
4. CORPORATE EVENTS	Theory: Corporate Events, planning corporate event, Job Responsibilities of corporate event organizer, arrangements, budgeting, Understanding Customer, Understanding Flow, safety, Creating Blue Print, Designing Plan, Understanding entertainment requirements, Celebrity management in corporate events, Understanding need of entertainment in corporate events.e-event marketing	10
	Practical: a) Prepare a plan for corporate event such as Product launching b) Create a blue print of corporate event	05

Learning Resource:

Books	1. Special events : twenty-first century global event
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	<p>management by Joe Goldblatt ; Julia Schiptsova, contributing editor</p> <p>2. Event planning : the ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives and other special events by Judy Allen</p>
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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