VANITA VISHRAM WOMEN'S UNIVERSITY
SCHOOL OF VOCATIONAL STUDIES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

BACHELOR OF VOCATION (B.VOC.)
HOSPITALITY & TOURISM MANAGEMENT PROGRAMME
under Learning Outcomes-based Curriculum Framework (LOCF)
for Under Graduate (UG) Education

SEMESTERS 2
Skill Courses (SC), General Courses (GC)

Syllabus applicable to the students seeking admission in
BVOC Hospitality & Tourism Management under LOCF
w.e.f. the Academic Year 2021-2022

SEMESTER II

GENERAL COMPONENT
ENTREPRENEURSHIP DEVELOPMENT **(THEORY)** **Total 4 credits = 60hrs**

Course Objectives:
- To make the students appreciate the importance of self-employment
- To help them identify business opportunities in their area of interest and expertise
- To enlighten them about various agencies that can aid them in their journey to become an entrepreneur
- To enable them to be able to start and manage small business enterprise

Course Outcome:
- Students will become well equipped and confident in starting their own entrepreneurial ventures

Block No.	Topic	No. of hours	No. of Credits

1	**Introduction to Entrepreneur and Entrepreneurship**
	   a) Meaning and evolution of the term 'Entrepreneurship'
	   b) Factors influencing entrepreneurship
	   c) Intrapreneur and Entrepreneur
	   d) Characteristics and Types of Entrepreneurs
	   e) Barriers to Entrepreneurship
	   f) Role of Entrepreneurship in Economic Development
		15	1

2	**Business Opportunity Identification**
	   a) Idea Generation and Evaluation
	   b) Feasibility Analysis
	   c) Preparation of Business Model
	   d) Identify a business opportunity in your environment and develop a Business Model
		15	1

3	**Small Business Management**
	    a) Introduction and Significance of Small Business
	    b) Porter's 5-Forces Model
	    c) Selection of Process and Technologies
	    d) Optimization of Cost and Growth Strategies
	    e) Importance of Ethics
		15	1	

4	**Institutional Support System**
	    a) Regulatory Institutions
	    b) Entrepreneurship, Technical, Marketing and Financial Support Agencies
	    c) Various Grant Schemes
	    d) Government Schemes for Women Entrepreneurs
		15	1	

Total No. of Hours & Credit		60	4	

REFERENCES

Sr. No.	Authors Name	Name of the book	Name of Publisher
1	Nishith Dubey	Entrepreneurship Development	PHI Limited.
2	S. Anil Kumar	Entrepreneurship Development	New Age International Publishers
3	Robert D. Hisrich	Entrepreneurship	McGraw Hill
4	Poornima Charantimath	Entrepreneurship Development and Small Business Enterprise	Pearson Education India

EVALUATION PATTERN					
Hours/week	**Total Credit**	**Exam hours**	**Internal Marks**	**External Marks**	**Total Marks**
4	4	2	50	50	100

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SKILL COMPONENT

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HTM5- CUSTOMER RELATIONSHIP MANAGEMENT (THEORY)

Total 4 credits = 60hrs

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Course Objectives:

- To introduce the students to the fundamentals of CRM
- To make them aware of the different marketing techniques for CRM
- To make them learn about Sales Force Automation
- To make them understand the implication of CRM in different sectors

Course Outcomes:

- Students will be able to apply the principles of CRM when dealing with people at various fronts

Block No.	Topic	No. of hours	No. of Credits
1	**Introduction to CRM** a) Customer Relationship Management: Definition, concepts, components, objectives b) CRM Process with elements c) CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase d) Modules in CRM	15	1
2	**Marketing and CRM** a) CRM strategy: One-to-one Relationship Marketing, Cross Selling & Up Selling b) CRM marketing techniques c) Customer Retention, Behaviour Prediction d) Customer Profitability & Value Modeling e) Customer Satisfaction Measurement	15	1
3	**Sales Force Automation** a) Sales Process, Activity, Contact b) Lead and Knowledge Management c) Field Force Automation d) CRM links in e-Business e) Enterprise systems	15	1
4	**CRM in different sectors** a) CRM implementation procedure b) Customer relations management in various business sectors ,Hospital, Hotel, Banking sector ,Multinational companies, All	15	1

	governments sectors c) Guest Relation Executive: Job description and role of GRE in hotels and other sectors, Duties & responsibility of GRE		
Total No. of Hours & Credit		**60**	**4**

REFERENCES

Sr. No.	Authors Name	Name of the book	Name of Publisher
1	Alok Kumar Rai	Customer Relationship Management: Concepts and Cases (Second Edition)	PHI Learning
2	Bhasin	Customer Relationship Management	Wiley Dreamtech
3	Dyche	Customer relationship management handbook	Prentice hall
4	Peelan	Customer relationship management	Prentice hall
5	Kristin Anderson, Carol Kerr	Customer relationship management	McGraw-Hill Professional
6	Chaturvedi	Customer Relationship Management	Excel Books
7	Sheth J N, Parvatiyar A. and Shainesh G.	Customer relationship management: , Emerging Concepts, Tools, & Applications	Tata McGraw-Hill Education
8	Lumar	Customer Relationship Management	Wiley India

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EVALUATION PATTERN					
Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	2	50	50	100

	SKILL COMPONENT		

**HTM6- FOUNDATION COURSE IN
FRONT OFFICE MANAGEMENT
(PRACTICAL)**

Total 4 credits = 60hrs

Course Objectives:
- To introduce the students to the hotel industry and front office department
- To make them understand the reservation process
- To make them learn about guest check-in procedure
- To make them learn about guest check-out procedure and guest account cycle

Course Outcome:
- Students will develop skills needed to function effectively at the front desk and handle guests

Block No.	Topic	No. of hours	No. of Credits
1	**Introduction to Hotels and front Office** a) Hotel: definition, organization, types of hotels & rooms b) Front office department : layout, hierarchy, equipments and tools, coordination with other departments c) Lobby and bell desk d) Duties and responsibilities of front office and lobby personnel	15	1
2	**Reservation and Tariff Structure** a) Tariff structure: types of tariffs, formula, basis of charging b) Guest cycle c) Reservation: definition, sources, modes and systems of reservation d) Procedure for handling cancellation, amendments and overbooking e) Room forecasting and selling techniques	15	1
3	**Check-in procedure** a) Guest check-in procedure b) Registration records and systems c) Check- in for specific cases: FIT, Walk-in ,	15	1

	VIP, GIT, Scanty Baggage, foreigners d) During the stay activities: Information services, message and mail handling, key handling and handling guests' complaints		
4	**Check-out procedure** a) Guest check out procedure: collecting keys, guest feedback, left luggage b) Guest Account: opening procedure, guest folio and ledger, systems of accounting, Vouchers c) Settlement of Guest Account: modes, handling credit cards and foreign currency d) Informing other departments about guest departure e) Guest history	15	1
Total No. of Hours & Credit		**60**	**4**

REFERENCES

Sr. No.	Authors Name	Name of the book	Name of Publisher
1	Sudhir Andrews	Front Office Management and Operations- Textbook	Tata McGrow Hill Publishing Company Ltd
2	Sudhir Andrews	Front Office Management and Operations- Training Manual	Tata McGrow Hill Publishing Company Ltd
3	Jatashankar Tewari	Hotel Front Office: Operations and Management	Oxford University Press

EVALUATION PATTERN					
Hours/week	Total Credit	Exam hours	Internal Marks	External Marks	Total Marks
4	4	2	50	50	100

SKILL COMPONENT
HTM7- FOUNDATION COURSE IN ACCOMODATION OPERATIONS (PRACTICAL) **Total 4 credits = 60hrs**

Course Objectives:
- To introduce the students to the housekeeping department
- To make them aware of cleaning agents and equipments
- To make them learn about the upkeep of different areas and surfaces
- To make them understand the importance of safety and security

Course Outcomes:
- Students will understand the importance and become proficient in providing comfort and safety to the guests

Block No.	Topic	No. of hours	No. of Credits
1	**Introduction to Housekeeping Department** a) Housekeeping: Meaning, definition and importance b) Housekeeping Department: organizational framework, layout, interdepartmental coordination c) Housekeeping Personnel: duties and responsibilities and qualities of housekeeping personnel d) Housekeeping in other institutions	15	1
2	**Cleaning agents, equipments and methods** a) Cleaning agents: Characteristics and types of cleaning agent b) Cleaning products (Domestic and Industrial) c) Types of Equipment (Mechanical/Manual) d) Cleaning Methods e) Storage, Upkeep, Maintenance of cleaning agents and equipments	15	1
3	**Cleaning of different areas and surfaces** a) Cleaning of guest rooms b) Cleaning of public area c) Forms and formats d) Cleaning of different surfaces	15	1

4	**Safety and Security**
	   a) Safety and security : Concept, importance, challenges, precautions, preventive measures, forms and reports and damage control
	   b) First Aid Emergency Procedures
	   c) Safeguarding assets
	   d) Pest control: types of pests and control procedures
		15	1

Total No. of Hours & Credit		**60**	**4**

REFERENCES

Sr. No.	Authors Name	Name of the book	Name of Publisher
1	Sudhir Andrews	Hotel Housekeeping: A Training Module	Tata McGraw Hill
2	by Robert J. Martin (Author), Thomas J. A. Jones (Author)	Professional Management of Housekeeping Operations	John Wiley & Sons; 2nd Edition (19 May 1992) ISBN-10 : 0471547794 ISBN-13 : 978-0471547792
3	Margaret M. Kappa Aleta Nitschke Patricia B. Schappert	Managing Housekeeping Operations	Educational Inst of the Amer Hotel (1 June 1995) ISBN-10 : 0866121072 ISBN-13 : 978-0866121071
4	First Aid, St. John Ambulance Association, New Delhi	Accommodation & Cleaning Services, Vol I & II, David. Allen, Hutchinson	

EVALUATION PATTERN					
Hours/week	**Total Credit**	**Exam hours**	**Internal Marks**	**External Marks**	**Total Marks**
4	4	2	50	50	100

SKILL COMPONENT
HTM8- INDUSTRIAL EXPOSURE TRAINING **(PRACTICAL)** **Total 6 credits = 90hrs**

Course Objectives:
- To give the students exposure in the industry
- To give them an opportunity to apply their learnings in the real environment

Course Outcome:
- Students will get the first glimpse of the industry that will help in making them confident individuals

1. Students can do their training in a Hotel, Travel Agency, Event Management Company or any other related field for a period of 1 month.
2. Their internship supervisor will be required to mark them on different aspects on a prescribed form provided by the college (External Evaluation)
3. After returning from the internship, students will have to submit a report and make a presentation on the same (2000 words approximately) (Internal Evaluation)

EVALUATION PATTERN

Hours/week	Total Credit	Exam Hours	Internal Marks	External Marks	Total Marks
06	06	-	50	50	100

8. Teaching Methodology

In order to achieve the programmes objectives and provide opportunities for a holistic all round growth and development of the students, a blended learning approach consisting of 30% online teaching and 70% offline teaching mode will be adopted. The following teachingmethodology will be adopted by the teaching faculty for effective teaching-learning process.

8.1 Lectures

Lectures are the most effective way of developing interest of the student in a subject as it requires the teacher and student to come face to face. The teacher has an opportunity to understand the perspectives of the learners and build on it. Lectures should be interactive and may be supported by various tools like the use of maps, models, presentations etc.

8.2 Case Studies

A case study is a story about how something exists within a real world context that is created by carefully examining an instance. It is an in-depth study of particular situation rather than a sweeping theoretical statement. It may also be in the form of 'success case studies' and 'failure case studies' from the industry. 'Best practice case studies' provide a great insight to the learner about his chosen profession. This method helps the student to internalise a concept instead of just learning it from a book.

8.3 Role-Play

Role Play is a make believe representation of some real life event, carried out in order to help participants get better at managing the event itself. In hospitality, Role Play is a very effective teaching method as it provides a perspective to the learner and lead to a greater empathetic understanding.

8.4 Guided Practice

It is a method in which teacher provides effective instructions or demonstration of a new skill which is followed by direct practice by the student under the supervision of the trainer.It allows the teacher to monitor the outcome of the learning and adjust according to the pace of the student. It gives a chance to each student to exhibit his grasp of a new skill by doingan activity or exercise under teacher's supervision. In hospitality education, Guided Practice can play a key role in food production training or in learning food and beverage serviceskills.

8.5 Project Based Learning (PBL)

In this method students investigate into problems, complex questions and challenging tasks. This method also provides opportunities for group learning activity were skills like

leadership, communication, problem solving and creativity can be learnt. In hospitality education, PBL may have a wide variety of usage including industrial projects, research projects, projects on specific regional cuisine or international cuisine or wine regions and so on.

8.6 Peer Group Training

This teaching methodology is unique in its way as the senior students who have completed their internships take up the role of training their junior peers under the supervision of the faculty. They teach them about industry SOP's and skill sets needed to function in the real world.

8.7 Study Tours/Field Trips

Study tours and field trips are always a welcomed change for students that give them an opportunity to move out of traditional classroom settings and explore and interact with the real world.

8.8 Flipped Classroom

A flipped classroom is a type of blended learning where students are introduced to content at home and practice working through it at college. This is the reverse of the more common practice of introducing new content at school, then assigning homework and projects to complete by the students independently at home.

8.9 Debates and Group Discussion

In order to break the monotony of classroom teaching interactive methods like debates and group discussions are always beneficial as it gives an opportunity to think critically and stay updated with the latest trends of the industry.

9) Glossary

Empowered - make (someone) stronger and more confident, especially in controlling their life and claiming their rights.

Entrepreneurship- The activity of setting up a business or businesses and taking on financial risks in the hope of profit.

Experiential Learning- It is a process of education through experience, followed by reflection on that experience.

General Course – these are diverse subjects that are offered to the students apart from the core subjects. They help in developing varied skills and knowledge of the learners.

Holistic- A holistic approach means to provide support that looks at the whole person, not just their mental health needs. The support should also consider their physical, emotional, social and spiritual wellbeing.

MoU- A memorandum of understanding (MoU) is a type of agreement between two (bilateral) or more (multilateral) parties. It expresses a convergence of will between the parties, indicating an intended common line of action.

NOS: National Occupational Standards

NSQF: National Skills Qualifications Framework is a quality assurance framework that organizes qualifications according to a series of levels of knowledge, skills and aptitude.

Pedagogy- The art, science, or profession of teaching.

Skill Course - Skill course consists of subjects that are designed to provide the students with the targeted training they need to gain the knowledge and abilities necessary to fulfill the specific requirements of any job positions.

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