VANITA VISHRAM WOMEN'S UNIVERSITY

(Managed By: Vanita Vishram, Surat)

1st Women's University of Gujarat



SCHOOL OF VOCATIONAL STUDIES

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

B.Voc. Hospitality and Tourism

Management (Honors)

SYLLABUS

AS PER NEP-2020

W.E.F 2023-24



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1 PREAMBLE – VVWU

Vanita Vishram Women's University (VVWU) is the First-ever Women's University of Gujarat approved by the Government of Gujarat under the provisions of the Gujarat Private Universities Act, 2009. It is a university committed to achieve Women's Empowerment through Quality Education, Skill Development, and by providing employment opportunities to its girl students through its model curriculum, integration of technology in pedagogy and best-in-class infrastructure. The focus is on prioritizing practical component and experiential learning supported through academia-industry linkages, functional MoUs, skill development training, internships etc. It aims at providing opportunities to the girl students for holistic development and self-reliance.

VISION

Empowerment of women through quality education and skill development, so as to make them strong pillars of stability in the society.

MISSION

To provide Education & Professional Training to all women for their all-round development, so as to enable them to become economically independent and socially empowered citizens.



2 SALIENT FEATURES

- Based on NEP-2020 & CBCS
- Interdisciplinary as well as multidisciplinary.
- Practical-oriented, skill-based & vocation-based.
- Based on experiential learning.
- Greater exposure to internship, hands-on training, project work, field work, presentation etc.
- Mode of teaching shall be Offline
- Qualified & Competent Faculty Members for effective teaching-learning
- Employment-Generating course



3 Introduction of the Program

It has been a long-felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education systems have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well- groomed graduate.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree Programme with multiple exits such as Certificate, Diploma and Degree.

The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The undergraduate program in Hospitality and Tourism Management is a four-year degree program that is designed so as to provide the students with quality education and equip them with tools to work effectively in this dynamic industry. The course design is such that it will enable them to develop technical as well as managerial skills and guide them to ultimately realize their true calling. Students will be facilitated to become industry ready with diverse career opportunities across the globe.



Programme Objectives (PO)

- PO 1. To impart skill-based knowledge which will enable them to become industry ready.
- PO 2. To strengthen the in-field practical knowledge of the students by providing them handson experimentation, project work and field work.
- PO 3. To develop capability of thinking, understanding/analyzing, and interpreting and solving problems to meet the needs of industries related to Hospitality and Tourism.
- PO 4. To make learners understand the responsibilities towards mankind and the environment.
- PO 5. To make students capable of finding entrepreneurship opportunities for betterment of society, environment.

4 PROGRAM SPECIFIC OUTCOMES (PSO)

Upon completion of the B.Voc. Hospitality and Tourism Management (Hons), the students would:

- PSO 1. Students will be equipped with the skills and knowledge that are essential for functioning in the hospitality, tourism, and its allied businesses
- PSO 2. Students will develop professional behavior and competencies in handling workplace situations, maintaining guest/customer services and nurturing professional relationships
- PSO 3. Students will also develop a range of leadership skills and abilities such as motivating others, leading changes, working in teams, and resolving conflicts.
- PSO 4. Students will be able to communicate confidently and effectively in community as well as industry
- PSO 5. Students will develop competencies that will enable them to start entrepreneurial ventures in the areas of Hospitality & Tourism.



5 Program Highlights:

Course Level	UG										
Program	Bachelor	rs in Vocat	tion								
Duration	3 years (B years (6 semesters)									
Examination Type	Semester	Semester system (1-6 semesters)									
Intake	40	40									
Eligibility	10 + 2 an	ny stream									
Mapping between		PSO 1.	PSO 2.	PSO 3.	PSO 4.	PSO 5.	PSO 6.				
POs and PSOs	PO 1.										
	PO 2.										
	PO 3.										
	PO 4.										
	PO 5.										
Job Positions		_	Manager, fice Execu		_						



6 SCHEME OF ASSESSMENT

Following is the scheme of assessment followed by the university -

Weightage (%)	Continuous Comprehensive Evaluation (CCE) (50%)	Semester End Evaluation (SEE) (50%)
100%	A.20%= Internal Exam B.10%+10%= Thread 1 + Thread 2 = (1.Assignments 2. Projects 3. Field Work 4. Quiz 5. Group discussion 6. Role Play 7. Lab record/ Lab performance/ Lab Work 8. Seminar/ Class performance, Poster presentation 9. Vivavoice 10. Book-review or Article review 11. Case Studies 12. Class test 13. Report writing 14. Any other as per the requirements of the subject C. 10% Attendance	Semester End Evaluation Theory /Practical Exams Whole Syllabus



CREDIT STRUCTURE

				Proposed	UG Credit structu	re for UG -2023			
			According	to Curriculum and	d Credit Framewo	ork for Undergraduate Pr	ogramme		
Semester	Major	Minor	Multi- Disciplinary	Ability Enhancement Course (AEC)	Skill Enhancement Course (SEC)	Bhartiya knowledge system (BKS)/Value Added Courses (VAC)	RP/OJT	Dissertation	Total
1	8	4	4	2	2	2	-	-	22
2	8	4	4	2	2	2	-	-	22
3	12	-	4	2	2	2	-	-	22
4	12	4	-	2	2	2	-	-	22
5	12	8	-	-	2	-	-	-	22
6	12	4	-	2	4	-	-	-	22
Total	64	24	12	10	14	8	-	-	132
7	12	4	-	-	-	-	6	-	22
8	12	4	-	-	-	-	6	-	22
Total	24	8	-	-	-	-	12	-	44
Grand Total	88	32	12	10	14	8	12	12	176

^{*} If the student wants to exit after 2nd/4th Sem and wants a certificate/Diploma respectively, she should complete an internship of 4 credits (60 hrs)

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DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

B.Voc. Hospitality and Tourism Management

SEMESTER 1

SYLLABUS

AS PER NEP-2020

(W.E.F 2023-24)



COURSE STRUCTURE – PAPER TITLES SEMESTER 1

	Integrated (UG) Course structure for year – 2023										
Se m	Major	Minor	Multi- Disciplinary	Ability Enhanceme nt Compulsor y (AEC)	Skill based (SEC)	Value Added Courses VAC/BKS	Summer Internship / Project/ Online Course	Disse rtatio n	Total		
1	Introduction to Hospitality & Tourism Management-I (2Th+2 Pr) Food and Beverage Operations -I (2Th+2 Pr)	Event Management-I/ Resource Management-I (2Th+2 Pr)	Entrepreneursh ip Development/ Marketing & Merchandizing 4 (Th)	Functional English-I (2Th)	Life Skill I 2(Pr)	Bharatvarsh a (BKC) (2 Th)			22		

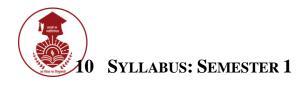


9 TEACHING AND EVALUATION SCHEME FOR B.VOC ACADEMIC YEAR 2023-24

								Examination Scheme													
				Те	aching S	chen	ne	Theory Practical													
				Con	tact Hou	ırs			(CCE		SEE			(CCE		SEE			
Semest		Course Categor	Course	Theo	Practi	Tot	Tota l Cred		Ма	Passi	Ма	Passi	CCE+S EE Passin		Ma	Passi	Ma	Passi	CCE+S EE Passin	Tot	Tota l Cred
er	Code	y	Title	ry	cal	al	it	it	X.	ng	X.	ng	g	it	X.	ng	X.	ng	g	al	it
			Introduction to Hospitality & Tourism Management -I (TH)	2	1	2	2	2	25	9	25	9	18	-	-	1	_	-	-	50	
	HT- M- 201- 1C	Major	Introduction to Hospitality & Tourism Management -I (Pr)		4	4	2	_	-	_		-	-	2	25	9	25	9	18	50	4
		,	Food & Beverage Operations-I (TH)	2	-	2	2	2	25	9	25	9	18	-	-	-	_	_	-	50	
	HT- M- 202- 1C	Major	Food & Beverage Operations-I (Pr)	-	4	4	2	-	1	-	'	-	-	2	25	9	25	9	18	50	4
	HT-E- 201- 1C		Event Management -I (TH)	2	-	2	2	2	25	9	25	9	18	-	-	-	-	-	-	50	4



		Event Management -I (Pr)	-	4	4	2	-	-	-	-	-	-	2	25	9	25	9	18	50	
MDC- 201- 1C	Multi- Disciplin ary	Entrepreneur ship management	4	-	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4
AEC- 201- 1C	AEC	Functional English-I	2	-	2	2	2	25	9	25	9	18	-	-	-	-	-	-	50	2
SEC- 201- 1C	SEC	Life-Skills		4	4	2	-	-	-	-	-	-	2	25	9	25	9	18	50	2
IKS- 201- 1C	IKS	Bharatvarsh	2	-	2	2	2	25	9	25	9	18	-	-	-	-	-	-	50	2



VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT SCHOOL OF VOCATIONAL STUDIES

Department of Hospitality & Tourism Management
B.VOC Hospitality & Tourism Management
FY B.VOC
Semester I

HT-M-201-1C: INTRODUCTION TO HOSPITALITY & TOURISM MANAGEMENT-I (MAJOR)

Credit 2 (TH)

Contact Hour per week

2

Outline of the Course:

Course type	Theory
Purpose of Course	The students are required to be aware of the basic concepts of
	Hospitality and Tourism Industry and hence this course will provide
	them the knowledge of the same.
Course Objective	CO 1. To introduce the students to the Hospitality Industry and its evolution over a period.
	CO 2. To make them understand about various forms of
	Lodging Management Association and Hotels, revenue sources
	CO 3. To make them understand the basic concepts of travel and tourism



	CO 4. To make them learn about the components, characteristics, and importance of tourism									
Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)									
per Semester										
Last Review /Revision	-									
Prerequisite	Nil									
Teaching Methodology	Class Room Teaching, Practical training, role plays, discussion, and									
	Assignment									
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)									
	50% Semester End Examination (SEE)									



	Particulars	% Weightage	Minimum Nos.
		of Unit	of Hours
1	Introduction of Hospitality Industry	50 %	15
	Concept and definition of Hospitality, hotels		
	Origin and History and Modern Evolution of Hospitality Industry		
	Lodging Management Association		
	Hospitality Ethics		
	Hotel organization		
	Types of hotels		
	Revenue sources of Hotels		
2	Introduction of Tourism Industry	50%	15
	Concept and definition of tourism		
	Concept of Leisure and Business		
	Changing facets of tourism		
	Different approaches to study of tourism		
	Tourism Characteristics		
	Components of tourism		
	Comprehensive classification of traveler		
	Travel Motivators		
	Significance of tourism		
	Factors influencing the Growth of Tourism in India and World		
	Forms of Tourism		



Total	100%	30

REFERENCE

Core references:

John Walker (2017), "Introduction to Hospitality Industry, Pearson Education Limited, England.

Sudhir Andrews, Front Office Management and Operations- Textbook , Tata McGrow Hill Publishing Company Ltd Bhatia, A.K. Tourism Development Principles and Practices, Sterling Publishers, 2005.

Kamre, K.K. Basics of Tourism: Theory, Operation and Practice, Kanishka Publishers, 2006.

Rania, C.L. and Raina A.K. Fundamentals of Tourism Principles and Practices, Kanishka Publisher, 2005.

COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	The students will understand the concepts of Hospitality Industry and its evolution over a period
CO 2.	The students will understand various forms of Lodging Management Association and Hotels, revenue sources
CO 3.	The students will understand the basic concepts of travel and tourism
CO 4.	The students will learn about the components, characteristics, and importance of tourism



COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction of Hospitality Industry				
2	Introduction of Tourism Industry				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1					
CO2					
CO3					
CO4					



HT-M-201-1C: INTRODUCTION TO HOSPITALITY & TOURISM MANAGEMENT-I (MAJOR)

Credit 2 (Pr) Contact Hour per week

Outline of the Course:

Course type	Practical
Purpose of Course	The students are required to learn the basic concepts of the front
	office department along with the competencies required to work at
	the front office. They are also supposed to understand the concepts
	of geography and mapping of the tourism regions.
Course Objective	CO1. To make the students aware of the Front office department CO2. To make them learn the basic competencies and etiquettes required to work at Front Office department CO3. To make them understand the fundamentals of destination geography CO4. To make them learn mapping of major tourism regions
Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)
per Semester	
Last Review /Revision	-
Prerequisite	Nil
Teaching Methodology	Class Room Teaching, Practical training, role plays, discussion, and
	Assignment



Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)
	50% Semester End Examination (SEE)

Course Content:

Units	Particulars	% Weightage	Minimum Nos.
		of Unit	of Hours
1	 An overview of Front Office Department a) Front office Department: layout, hierarchy, functions, equipment's, coordination with other departments, Front office forms b) Competencies and basic etiquettes of Front Office Professional (Smile, Grooming & Hygiene) and Basic Etiquettes (Attitude, Self-Discipline, Courtesy) 	50 %	30
2	 Mapping Techniques for Tourism a) Destination Geography Fundamentals: Earth – Latitude and Longitude – Continents of the World - The Oceans - International Date Line - Understanding GMT - 24 hrs Time Clock - World Time Zones b) Mapping of major tourism regions: Western Hemisphere (North America, Central America, South America) - Eastern Hemisphere (Asia, Africa, Australia, and Oceania) 	50 %	30
	Total	100%	30



REFERENCE

Core references:

- 1. Sudhir Andrews, Front Office Management and Operations- Textbook , Tata McGrow Hill Publishing Company Ltd
- 2. Sidhartha, K. and S. Mukherjee (2009), "Geography through Maps", Kisalaya Publications Pvt. Limited, New Delhi
- **3.** Oxford Student Atlas for India, (2022) Fourth Edition, Oxford University Press

COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	Students will be aware of the Front office department
CO 2.	Students will gain the knowledge of basic competencies and etiquettes required to work at Front Office department
CO 3.	Students will understand the fundamentals of destination geography
CO 4.	Students will learn about mapping of major tourism regions

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outo	Outcomes		
		CO 1	CO 2	CO 3	CO 4
1	An overview of Front Office Department				
2	Mapping Techniques for Tourism				



COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1					
CO2					
CO3					
CO4					



HT-M-202-1C: FOOD & BEVERAGE OPERATIONS-I (MAJOR)

Credit 2 (Th) Contact Hour per week 2

Outline of the Course:

Course type	Theory				
Purpose of Course	The students will gain an understanding on how to be responsible for				
	overseeing the daily operations of a food and beverage establishment.				
	This includes managing staff, creating menus, controlling inventory				
	and food costs, ensuring customer satisfaction, and maintaining hig				
	food quality and hygiene standards.				
Course Objective	CO1. To make the students aware of the origin of Food and Beverage Service Industry and the functioning of the department CO2.To introduce them to basic French terminology used in the industry CO3.To make the students learn about the layout and significance of the food and beverage service area as well as ancillary departments. CO4. To enable the students to learn about different food and beverage service styles				



Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)
per Semester	
Last Review /Revision	-
Prerequisite	Nil
Teaching Methodology	Class Room Teaching, Practical training, role plays, discussion, and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)
	50% Semester End Examination (SEE)



Course Content:

Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Food and Beverage Service a) Origin of Food Service Industry b) Types and classification of F&B Establishments c) French terms in F&B service d) Food and Beverage Department-Staff Organization, Duties and Responsibilities, Attributes of a good personnel e) Interdepartmental relationships Layout, Functioning and Profiling of Service Areas and Ancillary Departments a) F&B Service Areas Specialty Restaurants, Coffee Shop, Cafeteria, Fast Food, Grill Room, Banquets, Bar, Vending Machines, Discotheque b) Ancillary departments i. Pantry ii. Food pick-up area iii. Store iv. Linen room v. Kitchen stewarding	50 %	15



2	Food and Beverage Service Methods a) Table service – English/Silver, American, French, and Russian b) Self-service – Buffet & Cafeteria. c) Specialized service – Gueridon, Tray, Trolley, Lounge, room etc. d) Single point service, Take away, Vending Kiosks, Food Court and Bar. e) Types of meals	50 %	15
	Total	100%	30

REFERENCE

Core references:

- 1. Sudhir Andrews, Food and Beverage Management- Textbook, TATA McGraw Hill Company
- 2.R.K.Arora, Food Service and Catering Management, APH Publishing Co.rp.

Reference books:

- 1. Vijay Dhawan, Food And Beverage Services, Frank Bros. co. publishers LTD
- **2.** D.R.Lillicrap , Food and Beverage, Edward Arnold Pub. LTD.

Web contents:



COURSE OUTCOMES:

Upon successful completion of the course

CO1	Students will gain knowledge about the origin of Food and Beverage Service Industry and the functioning of the department
CO2	Students will have knowledge of the basic French terminology used in the industry
CO3	Students will learn about the layout and significance of the food and beverage service area, methods as well as ancillary departments.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Food and Beverage				
	Service				
2	Layout, Functioning and Profiling				
	of Service Areas and Ancillary				
	Departments				
3	Food and Beverage Service				
	Methods and ancillary areas				



COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						



HT-M-202-1C: FOOD & BEVERAGE OPERATIONS-I (MAJOR)

Credit 2 (Pr) Contact Hour per week 4

Outline of the Course:

Course type	Practical
Purpose of Course	To make the students learn about the layout and significance of food
	and beverage service area as well as ancillary departments
Course Objective	CO 1. To make the students aware of Culinary History.
	CO 2. To introduce them to food pre-preparation and preparation.
	CO 3. To enable them to make stocks, soups, sauces and salads.
	CO 4. To introduce them to Indian Regional Cuisines.
Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)
per Semester	
Last Review /Revision	June 2023
Prerequisite	Nil
Teaching	Class Room Teaching, Practical training, role plays, discussion, and Assignment
Methodology	
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)
	50% Semester End Examination (SEE)



Course Content:

Units	Particulars	%	Minimum
		Weightage	Nos. of
		of Unit	Hours
1	Introduction to Cookery a) Culinary History, Aims and Objectives of Cooking b) Personal Hygiene, Food Safety	50%	30
	e) Introduction to various types of commodities (Physical Characteristics, weight & volume conversion, yield testing, etc.)		
	 Introduction to Pre-preparation of food a) Pre-preparation methods- washing, peeling, paring, cutting, grating, grinding, sieving, blanching, marinating, sprouting b) Mixing methods- beating, blending, folding, kneading, creaming, pressing, stirring, and rubbing in. c) Cooking methods-wet and dry methods of cooking d) Different types of cuts- julienne, jardinière, Macedonians, brunoises, paysans, mignonette, dices, cubes, shred, mirepoix (Demonstration and simple applications) 		
2	Stock, Soup & Salad a) Definition and classification b) Preparation of Stocks- White, Brown	50%	30



c)	Preparation of Soup and Salad- Cole slaw, Potato salad, Beetroot salad, green salad, Fruit salad, Consommé		
Indiar	n Regional Cuisine		
	a) Punjabi		
	b) Gujarati		
	c) Kashmiri		
	d) South Indian		
	e) Goan		
	f) Bengali		
	g) Maharashtrian		
	h) Mughlai		
	i) Rajasthani		
Total		100%	60

REFERENCE

Core references:

- 1. B. Srilakshmi, Food Science, New Age International Publisher
- 2.Dr. M Swaminathan, Food & Nutrition (VOL I & II), Bappco

Reference books:

1. Thangam .P , Modern Cookery Volume I and II, Orient Longman publisher, 5 th ed

Web contents:



COURSE OUTCOMES:

Upon successful completion of the course

Students will have knowledge of Culinary History, Introduction to various commodities and
standardized recipes
Students will gain knowledge of pre-preparation, mixing and cooking methods.
Students will gain knowledge of how to prepare stocks, soups, sauces, and salads.
Students will gain knowledge of how to prepare Indian Regional Cuisines.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to cookery				
2	Pre-preparation, mixing and cooking methods				
3	Preparation of stocks, soups, sauces and salads.				
4	Preparation of Indian Regional Cuisines.				



COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						
CO4						



HT-E-201-1C: Event Management-I (MINOR)

Credit 2 (Th)

Contact Hour per week

2

Outline of the Course:

Course type	Theory
Purpose of Course	The course will give an overview of the basic concepts of Event Management along with event
	planning and event concepts
Course Objective	CO 1. To make the students aware of the basic concepts of Event Management
	CO 2. To make the students understand how events can be planned
	CO 3. To make the students understand the event costing, canvassing etc.
	CO 4. To make the students understand pre-event responsibilities and code of ethics.
Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)
per Semester	
Last Review /Revision	-
Prerequisite	Nil
Teaching Methodology	Class Room Teaching, Practical training, role plays, discussion, and Assignment



Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)
	50% Semester End Examination (SEE)



Course Content:

Units		Particulars	% Weightage	Minimum
			of Unit	Nos. of
				Hours
1	An ove	erview of Event Management:	50 %	15
	a)	Definition of Events		
	b)	Need and Importance of Event Management		
	c)	Key Steps to Successful Events		
	d)	Characteristics and Complexities of Events		
	e)	Checklist for different Events		
	f)	Size and Types of Events		
	g)	Five C's of event management Conceptualization, Costing,		
	1. 1	Canvassing, Customization, Carrying out		
	n)	Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society		
		zoonem, and ocolet,		
2	Event	planning	50 %	15
	a)	Event Planning Principles		
	b)	Key Competencies		
	c)	Pre-event responsibilities		
	d)	Legal issues		
	e)	Negotiations		
	f)	The Uniform Commercial Code		
	g)	The International Contractual Consideration		
	h)	Code of ethics		



Total	100%	30

REFERENCE

Core references:

- 1. Lynn Van Der Wagen and Brenda R. Carlos, Event Management for Tourism, Cultural, Business and Sporting Events Pearson Education Inc, ISBN 978-81-7758-065-5
- 2. Sandeep Sharma Event Planning and Management Aadi Publications, ISBN: 9789380902289, 9380902289

Reference books:

- 1.Purnima Kumari Event Management Anmol Publications Pvt. Ltd., ISBN: 9788126149759, 8126149752
- 2. Savita Mohan Event Management and Public Relations Enkay Publishing House, ISBN: 9789380995205, 93809952052.

Web contents:



COURSE OUTCOMES:

Upon successful completion of the course

CO1	The students will be aware of the basic concepts of Event Management
CO2	The students will understand how the events can be planned
CO3	The students will understand the event costing, canvassing etc.
CO4	The students understand pre-event responsibilities and code of ethics.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	An overview of Event Management				
2	Event planning				
3	Event costing & canvassing				
4	Pre-event responsibilities and code of ethics.				



	PSO1	PSO2	PSO3	PSO4	PSO5
CO1					
CO2					
CO3					
CO4					



HT-E-201-1C: Event Management-I (MINOR)

Credit 2 (Pr) Contact Hour per week

Outline of the Course:

Course type	Practical				
Purpose of Course	The course will give an overview of the basic concepts of Event Management along with event design and staging and make students				
	industry ready.				
Course Objective	CO 1. To make the students aware of the basic concepts of Event Management and how events can be planned. CO 2. To make the students understand the event concept,				
	design, staging and basic operations CO 3. To make the students conceptualize and execute the				
	event				
Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)				



per Semester	
Last Review /Revision	-
Prerequisite	Basic concepts of Event Management
Teaching Methodology	Class Room Teaching, Practical training, role plays, discussion and
	Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)
	50% Semester End Examination (SEE)



Course Content:

Uni	Particulars	%	Minimum
ts		Weightage	Nos. of
		of Unit	Hours
1	 Event Concept, Design and Staging a) Principles of Event Concepts b) Creating themes for events c) Selection of event site d) Event timeline e) Event budget f) Protocol and staging of events g) Event Operations: Registration, Seating Arrangements, Documentation, Sponsors, Organizers, Customers & Guests, Service quality management, Supervision, Presentation, Catering and Hospitality, Transportation, Teleconferencing, Recording & Publishing, Press Relations, Audio-Visual Arrangements, Use of Films, Videos, CDs, etc. 	50	30
2	Conceptualization and execution of events Students will plan, organize and execute events in teams. They will then evaluate their event and submit a report.	50 %	30
	Total	100%	60
REFE	RENCE		

Core references:

3. Lynn Van Der Wagen and Brenda R. Carlos, Event Management for Tourism, Cultural,



Business and Sporting Events Pearson Education Inc, ISBN 978-81-7758-065-5

4. Sandeep Sharma Event Planning and Management Aadi Publications, ISBN: 9789380902289, 9380902289

Reference books:

- 1.Purnima Kumari Event Management Anmol Publications Pvt. Ltd., ISBN: 9788126149759, 8126149752
- 2. Savita Mohan Event Management and Public Relations Enkay Publishing House,ISBN: 9789380995205, 93809952052.

Web contents:

COURSE OUTCOMES:

Upon successful completion of the course

CO1	The students will be aware of the basic concepts of Event Management
CO2	The students will understand how the events can be planned
CO3	The students will understand the event concept, design, staging and basic operations
CO4	The students will be able to conceptualize and execute the event



COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	An overview of Event Management				
2	Event planning				
3	Event Concept, Design and Staging				
4	Conceptualization and execution of events				

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1					
CO2					
CO3					
CO4					



MDC-201-1C: ENTREPRENEURSHIP DEVELOPMENT (MULTIDISCIPLINARY)

Credit 4 (Th) Contact Hour per week

Outline of the Course:

Course type	Theory				
Purpose of Course	The course will give an overview of the techniques and basic concepts				
	to start the business and Students will become well equipped and				
	confident in starting their own entrepreneurial ventures				
Course Objective	CO 1. to make the students aware of the fundamentals of Entrepreneurship				
	CO 2. To make them identify the business opportunity				
	CO 3. To make them aware of small business management				
	CO 4 To make them aware of the institutional support system for entrepreneurs				
Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)				
per Semester					
Last Review /Revision	-				
Prerequisite	Nil				
Teaching Methodology	Class Room Teaching, Practical Training, Presentations and Class				
	Assignments				



Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)
	50% Semester End Examination (SEE)

Course Content:

Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
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	25	15
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	25	15
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	25	15



4	Institutional Support System	25	15
	a) Regulatory Institutions		
	b) Entrepreneurship, Technical, Marketing and Financial Support Agencies		
	c) Various Grant Schemes		
	d) Government Schemes for Women Entrepreneurs		
	Total	100%	60

REFERENCE

Core references:

- 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

COURSE OUTCOMES:

Upon successful completion of the course

CO1	The students will be introduced to the fundamentals of Entrepreneurship
CO2	The students will be able to identify the business opportunity
CO3	The students will be aware of small business management
CO4	The students will be aware of the institutional support system for entrepreneurs



COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Entrepreneur and Entrepreneurship				
2	Business Opportunity Identification				
3	Small Business Management				
4	Institutional Support System				

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1					
CO2					
CO3					
CO4					



AEC-201-1C: FUNCTIONAL ENGLISH-I (AEC)

Credit 2

Contact Hour per week 2

Outline of the Course

Course type	Theory			
Purpose of Course	To equip individuals with the necessary language skills and confidence to communicate effectively in English, enabling them to succeed academically, professionally, and in various social settings			
Course Objective				
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)			
Last Review / Revision	-			
Pre-requisite	Elementary knowledge of English Language.			
Teaching Methodology	Class Room Teaching, Discussion and Assignment			



Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)
	50% Semester End Examination (SEE)

Course Content

Unit	Title of the Unit	% Weightage of Unit	Minimum Nos. of
No.		Cint	Hours
1	Functional Grammar (Practical)	34	10
	 Parts of Speech and Functions in sentence structure 		
	 Transitivity and its impact on sentence structure 		
	The Theme-Rheme framework in English		
2	Introduction to Receptive Skills	33	10
	 Concept and Characteristics of Listening 		
	Types of Listening		
	Barriers to listening		
	 Introduction to the Reading Skills 		
	 Concept and Characteristics of Reading 		
	Skimming Vs Scanning		
3	Receptive Skills (Practical)	33	10
	 Listening to the Conversation/ Debate/ Lectures/ 		
	Speeches/ Songs		
	Listening practice as per Cambridge IELTS Module		
	 Reading for Various Purposes (summarizing/ 		
	comprehending/ re-producing)		



REFERENCES:

- "An Introduction to Functional Grammar" by M. A. K. Halliday and Christian M. I. M. Matthiessen
- "Functional English Grammar: An Introduction for Second Language Teachers" by Michael A. K. Halliday and Ruqaiya Hasan
- Gupta, S.C. English Grammar & Composition. Arihant Publication. 2022.
- Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press, 2015.
- Wren and martin. English Grammar. MB publication, 2022.
- Ur, Penny. Teaching Listening Comprehension. Cambridge University Press
- Teaching Listening and Speaking: From Theory to Practice https://www.professorjackrichards.com/wp-content/uploads/teaching-listening-and-speaking-from-theory-to-practice.pdf

COURSE OUTCOMES

Upon successful completion of the course, students will be able to:

CO 1	Enable themselves to comprehend ideas clearly and accurately with listening and reading skills.
CO 2	Gain confidence in an academic and professional context.
CO 3	Analyze and improve language skills. Prepare themselves better for placements and beyond.

COURSE OUTCOMES MAPPING

Unit	Unit Name	Course Outcomes		mes
No.		CO1	CO2	CO3
1	Functional Grammar (Practical)			
2	Introduction to Receptive Skills			
3	Receptive Skills (Practical)			



	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1							
CO2							
CO3							



SEC-201-1C: LIFE SKILLS-I (SEC)

Credit 2 (PR) Contact Hour per week

Outline of the Course:

Course type	Practical
Purpose of Course	Students will develop skills that will add value to their life as well as
	careers
Course Objective	CO 1. To make the students aware of important skills that will be valuable in day-to-day life CO 2. To train them in developing skills that will be beneficial in professional life
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)
Last Review /Revision	-
Prerequisite	Nil
Teaching Methodology	Class Room Teaching, Practical training, role plays, discussion, and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE) 50% Semester End Examination (SEE)



Course Content:

Units	Particulars	%	Minimum
		Weightage	Nos. of
		of Unit	Hours
1	Learning to Know	50 %	15
	Problem Solving Skills		
	 Creativity and Critical Thinking 		
	Human Values		
2	Learning to Be	50 %	12
	Awareness of Self		
	Goal Setting		
	 Interpersonal Skills 		
	Stress Management		
	Time Management		
	Total	100%	30
REFERE	NCE		
Core re	ferences:		
1.			



Reference books:		
Web contents:		

COURSE OUTCOMES:

Upon successful completion of the course

CO1	Students will develop some fundamental life skills
CO2	Students will develop the much-needed skills as a preliminary preparation to enter the
	professional world.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Ou	utcomes
		CO 1	CO 2
1	Learning to Know		
2	Learning to Be		



	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						



IKS-201-1C: BHARATVARSHA (IKS)

Credit 2 (TH)

Contact Hour per week 2

Outline of the Course:

Course type	Theory					
Purpose of Course	Students will acquire knowledge regarding the primitive life and cultural status of the people of ancient India. They can gather knowledge about the society, culture, religion and political history of ancient India. They will also acquire the knowledge of changing socio-					
	cultural scenarios of India.					
Course Objective	On completion of the course students are expected to Acquire the skills of critical thinking, rational enquiry, effective communication, and exploring the relationship between the past and the present while remaining sensitive to the larger historiographical debates that are important in the study of human society.					
Minimum weeks	15 (Including Class work, examination, preparation, holidays etc.)					
per Semester						
Last Review /Revision	-					
Prerequisite	Nil					



Teaching Methodology	Class Room Teaching, Practical training, role plays, discussion and				
	Assignment				
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)				
	50% Semester End Examination (SEE)				

Course Content:

		l
	Weightage	Nos. of
	of Unit	Hours
The Concept of Bharat Varsha a) Understanding of Bharat Varsha b) Indian conception of time and space c) Indian Literature: Ved, Vedanga, Upanishads, Epics, Jain, and Buddhist Literature, Smritis and Purana	50%	15
Indian Knowledge Tradition, Art and Culture a) Salient features of Indian Art & Culture b) Indian educational system c) The concept of Vasudhaiva Kutumbakam: Man, Family, Society and world d) Polity and governance	50%	15
Total	100%	60
	 a) Understanding of Bharat Varsha b) Indian conception of time and space c) Indian Literature: Ved, Vedanga, Upanishads, Epics, Jain, and Buddhist Literature, Smritis and Purana Indian Knowledge Tradition, Art and Culture a) Salient features of Indian Art & Culture b) Indian educational system c) The concept of Vasudhaiva Kutumbakam: Man, Family, Society and world d) Polity and governance 	The Concept of Bharat Varsha a) Understanding of Bharat Varsha b) Indian conception of time and space c) Indian Literature: Ved, Vedanga, Upanishads, Epics, Jain, and Buddhist Literature, Smritis and Purana Indian Knowledge Tradition, Art and Culture a) Salient features of Indian Art & Culture b) Indian educational system c) The concept of Vasudhaiva Kutumbakam: Man, Family, Society and world d) Polity and governance



Core references:

- 1. A.l Basham: The Wonder that was India, Rupa, Delhi 1994
- 2. A.S Altekar, Education in Ancient India, Nand Kishore & Bros, Varanasi 1944
- **3.** Balbir Singh Sihag: Kautilya: The true founder of Economics, Vitasta Publishing Pvt. Ltd, Delhi, 2014
- 4. Bhagvadatt: वृहद भारत का इततहास, प्रणव प्रकाशन, नई तदल्ली Dharampal: The Beautiful Tree, Other India press, Delhi 1995
- **5.** Faith Robertson Elliott: Gender Family and Society, St. Martin press, New York,1996 G. Arrhenius: Evolution for space Govind Chandra Pandey
- 6. भारतीय संस्कृ तत,तहंदी ग्रंथअकादमी, भोपाल, 2008
- 7. Govind Chandra Pandey: वैतदक संस्कृ तत,लोक भारती प्रकाशन,तदल्ली
- 8. Kapil Dev Dwivedi: वेदो मेतवज्ञान, तवश्वाभारती अनुसंधान पररषद, 2014
- 9. Narendra Mohan: भारतीय संसक् तत, प्रभात प्रकाशन, तदल्ली, 2011
- **10.** Omprakash Pandey: दृष्टव्या जगत कायताथथ, प्रभात प्रकाशन, तदल्ली 2005 Radha Kumud Mookerji: Indian Shipping, Pub. South Asia Books, 1999
- 11. Rajbali Pandey: भारतीय प्रातलपी, लोक भारती प्रकाशन, इलाहबाद, 1998

Reference books:



- 1. Vasudev Sharan Aggarwal: पातणनी कालीन भारतवषथ, पृथ्वी प्रकाशन वाराणसी
- 2. Vishambhar Sharan Pathak: देश के अतभधान , पूवाथसंस्थान, गोरिपुर,1992
- 3. Will Durant: The Story of civilization, five communication, US, Jan. 1993(11 Vol)
- 4. R.K Mookherjee: The Fundamental Unity of India

COURSE OUTCOMES:

Upon successful completion of the course

CO1	The students will be introduced to the concept of Bharat Varsha
CO2	The students will understand the conception of time and space
CO3	The students will be able to understand Indian educational system
CO4	The students will be aware of the concept of Vasudhaiva Kutumbakam : Man, Family, Society and world

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Concept of Bharatvarsha				
2	Conception of time and space				
3	Indian educational system				



4 concept of Vasudhaiva	
Kutumbakam : Man, Family,	
Society and world	

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1					
CO2					
CO3					
CO4					



11 TEACHING METHODOLOGY

A teaching method comprises the principles and methods used by teachers to enable student learning. In order to achieve its objective of focused process- based learning and holistic development, the teacher/faculty may use a variety of knowledge delivery methods:

11.1 Lectures/Class works:

Lectures should be designed to provide the learners with interesting and fresh perspectives on the subject matter. Lectures are the most effective way of developing interest 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.

Classwork has the ability to enhance relationships between teachers and students. Create goal-oriented tasks for students to prepare and enable self-learning.

11.2 Discussions/ Seminars/Presentation:

Discussions / seminars / presentations are critical components of learning and can be used as a platform for students to be creative and critical with old and new ideas. Besides developing critiquing skills, arriving at consensus on various real-life issues and discussion groups lead to innovative problem-solving and ultimately to success.

11.3 Case Studies/ Self-Study:

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 a 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 internalize a concept instead of just learning it from a book.



4 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 leads to a greater empathetic understanding.

11.5 Guided Practice

It is a method in which a 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 doing an 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 service skills.

11.6 Project Based Learning (PBL)

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

11.7 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.

11.8 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.



1.9 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.

11.10 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.

11.11 Assignments:

Assignments not only help students overcome their fear and stress but also help them learn more interesting facts about the subjects which are part of their syllabus.

11.12 TEAM WORK:

Teamwork based projects challenge the student to apply the technical knowledge they gain in college to solve meaningful and complex problems. Positive collaboration in the form of team work is critical in the classroom environment, for which it is necessary to transcend one's prejudices and predilections so as to achieve the desired outcomes. In the process of teamwork, learners will acquire the skills of managing knowledge acquisition and other collaborative learners, thereby understanding how to incorporate and balance personalities.

12.13 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.



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

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.
