



Course Structure and Syllabus

Of

MBA- Hospitality & Tourism

Centre for Hospitality and Tourism

School of Management Studies

Baba Ghulam Shah Badshah University, Rajouri, (J&K)

Academic Council
Meeting- 29-02-2020
Approved for the Year,
2020 to 2023

MBA (Hospitality & Tourism)
Diploma in House Keeping
Diploma in Front Office
Diploma in Food & Beverages Services

MBA (Hospitality & Tourism)

Course Structure
MBA-Hospitality and Tourism
2020-2023

Semester -I

Course code	Course title	Credits	Internal assessment	University Examination
MBAHTM 101	Management Concepts & Organizational Behaviour	4	40	60
MBAHTM 102	Fundamentals of Hospitality Management	4	40	60
MBAHTM 103	Business Communication	4	40	60
MBAHTM 104	Economics of Tourism	4	40	60
MBAHTM 105	Tourism Resources & Products	4	40	60
MBAHTM 106	National And Global Tourism Geography	4	40	60

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Course Structure
MBA-Hospitality and Tourism
2020-2023
Semester -II

Course code	Course title	Credits	Internal assessment	University Examination
MB-HTM 201	Marketing Management	4	40	60
MBAHTM 202	Human Resource Management	4	40	60
MBAHTM 203	Accounting & Finance for Tourism	4	40	60
MBAHTM 204	Research Methodology	4	40	60
MBAHTM 205	Fundamentals of Tourism	4	40	60
MBAHTM 206 HT-245	Open Elective (Basics of Tourism and Travel Agencies)	4	40	60

*At the end of second semester examination the students will undergo for industrial training for a period of two months under course code, MBAHTM -308. The evaluation of the report shall be based on Presentation and viva voce to be conducted by an external examiner. The external examiner may be an academican or an executive from Hospitality and Tourism Industry. Total marks will 100 out of which 50 would be for project repot and 50 would be for presentation and viva voce.

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Course Structure
MBA-Hospitality and Tourism
2020-2023

Semester -III

Course code	Course title	Credits	Internal assessment	University Examination
Core Courses				
MBAHTM 301	Business Policy & Strategic Management	4	40	60
MBAHTM 302	Ecotourism and Sustainable Development	4	40	60
MBAHTM 303	Accommodation Management	4	40	60
MBAHTM 304	Tourism, Policy & Planning	4	40	60
Choice Based Complementary Open Course. Student are required to opt any two following Courses				
MBAHTM 305	Wildlife Tourism and Conservation	4	40	60
MBA-HTM 306	Adventure and sports Tourism	4	40	60
MBA-HTM 307	Event Management	4	50	50
Compulsory				
MBA-HTM 308	Industrial Training Report and Presentation	4	50	50

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Course Structure

MBA-Hospitality and Tourism

2020-2023

Semester -IV

Course code	Course title	Credits	Internal assessment	University Examination
Core Courses				
MBAHTM 401	Entrepreneurship Development	4	40	60
MBAHTM 402	Travel Agency and Tour Operations	4	40	60
MBAHTM 403	Destination Planning and Development	4	40	60
MBAHTM 404	Front Office Management	4	40	60
Choice Based Complementary Open Course. Student are required to opt any two following Courses				
MBAHTM 405	Food & Beverage Management	4	40	60
MBAHTM 406	Airline , Cargo and Revenue Management	4	40	60
MBAHTM 407	Tourism Management in India	4	40	60
MBAHTM 408	Dimensions of International Tourism	4	40	60

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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

**Centre for Hospitality & Tourism,
Baba Ghulam Shah Badshah University, Rajouri (J&k)**

**Syllabus
For
MBAHTM
I Semester**



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**CENTRE FOR HOSPITALITY & TOURISM
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RAJOURI, J&K (185234)**

Semester 1st
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Management Concepts & Organizational Behaviour
Course Code: MBAHTM-101
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course Objective: To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

Unit-I

Management an Overview Introduction to Management, Evolution, Roles and skills, Management Functions- Planning: Concept & features, Process & limitation; Organizing: Concept & Process, Organizational Structure: Chain of Command, Span of Control, Delegation of Authority, Centralization & Decentralization of Authority, Responsibility; Controlling: Concept, Process, Budgetary & Non Budgetary Control tools; Administrative theory by H. Fayol ; Scientific Management by Taylor.

Unit-II

Individual Behavior: Biographical characteristics, Ability :Intellectual & Physical abilities ; Learning :Definition, Theories of Learning ; Values: Importance, Terminal Vs Instrumental Values ; Attitudes :Definition, Components of Attitude, Determinants of Attitude ; Personality :Definition, Determinants, Myer Briggs Type Indicator, Big Five Personality model ; Perception :Meaning and Significance, Factors influencing Perception, Perceptual Biases ; Challenges and Opportunities for OB. New approaches in organization design, downsizing and its implications, organizational climate, organizational creativity and innovation.

Unit-III

Motivation: Concept, importance, Content theories (Maslows need theory, Alderfers ERG theory (Existence, Relatedness and Growth), McClelland's theory of needs, Herzbergs two factor theory) and Process theories (Adams equity theory, Vrooms expectancy theory); **Leadership:** Concept, Theories (Trait, Behavioural, Contingency, Charismatic, Transactional and Transformational Leadership; **Emotional Intelligence:** Concept, Importance, Dimensions

Unit-IV

Group Dynamics: Concept of group, Types of groups. Stages of Group Development, Factors influencing Group Behavior, Group structure, Group Decision Making, Work Teams; **Transactional Analysis (TA):** Uses of TA, Levels of self-awareness by Johari window, Life Positions & Ego states **Conflict:** Concept, Sources, Types, Stages of Conflict, Management of Conflict; **Organizational Power:** Sources of Power and Dysfunctional uses of Power; **Organizational Change:** Concept, Resistance to change, Managing resistance to change, Kurt Lewin Theory of Change; **Organizational Development (OD):** Meaning and types of OD Interventions.

Unit-V

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Semester 1st
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

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Course Code: MBAHTM-101
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

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Unit-I

Management an Overview Introduction to Management, Evolution, Roles and skills, Management Functions- Planning: Concept & features, Process & limitation; Organizing: Concept & Process, Organizational Structure: Chain of Command, Span of Control, Delegation of Authority, Centralization & Decentralization of Authority, Responsibility; Controlling: Concept, Process, Budgetary & Non Budgetary Control tools; Administrative theory by H. Fayol; Scientific Management by Taylor.

Unit-II

Individual Behavior: Biographical characteristics, Ability :Intellectual & Physical abilities ; Learning :Definition, Theories of Learning ; Values: Importance, Terminal Vs Instrumental Values ; Attitudes :Definition, Components of Attitude, Determinants of Attitude ; Personality :Definition, Determinants, Myer Briggs Type Indicator, Big Five Personality model ; Perception :Meaning and Significance, Factors influencing Perception, Perceptual Biases ; Challenges and Opportunities for OB. New approaches in organization design, downsizing and its implications, organizational climate, organizational creativity and innovation.

Unit-III

Motivation: Concept, importance, Content theories (Maslows need theory, Alderfers ERG theory (Existence, Relatedness and Growth), McClellands theory of needs, Herzbergs two factor theory) and Process theories (Adams equity theory, Vrooms expectancy theory); Leadership: Concept, Theories (Trait, Behavioural, Contingency, Charismatic, Transactional and Transformational Leadership; Emotional Intelligence: Concept, Importance, Dimensions

Unit-IV

Group Dynamics: Concept of group, Types of groups. Stages of Group Development, Factors influencing Group Behavior, Group structure, Group Decision Making, Work Teams; Transactional Analysis (TA): Uses of TA, Levels of self-awareness by Johari window, Life Positions & Ego states Conflict: Concept, Sources, Types, Stages of Conflict, Management of Conflict; Organizational Power: Sources of Power and Dysfunctional uses of Power; Organizational Change: Concept, Resistance to change, Managing resistance to change, Kurt Lewin Theory of Change; Organizational Development (OD): Meaning and types of OD Interventions.

Unit-V

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Organizational Development (OD): Concept of OD, intervention techniques in OD; Management of Organizational Change: Nature of change, resistance to change, overcoming resistance to change, Lewin's Three Step model of Change; Organizational culture: Concept and Impact of Organizational Culture, Developing a sound Organizational culture, Strong Vs Weak Culture.

Course Outcomes:

- CO1-Understand the nature of management and describe the functions of management.
- CO2- Understanding the specific roles of contemporary management.
- CO3-Understand the role of personality, learning and emotions at work.
- CO4- Discover and understand the concept of motivation, leadership, power and conflict.
- CO5-Understand the foundations of group behaviour and the framework for organizational change and Development.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Suggested readings:

1. Robbins, Stephen P and Judge, T.A. (2013). Organizational Behaviour (15th Edition). Pearson.
2. Stephen, P. Robbins and Mary, Coulter (2010). Management (9th Edition). Pearson.
3. Weihrich Heinz and Koontz Harold, A Global and Entrepreneurial Perspective, 12th Edition, McGraw Hill
4. Stoner, Freeman & Gilbert Jr, Management Organizational Behaviour, 6th edition, PHI
5. Betty Jane Punnett, International Perspectives on Organizational Behavior and Human Resource Management, M.E. Sharpe, 2012.

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Course Title: Fundamentals of Hospitality Management
Course Code: MBAHTM-102
Course Credits: 4

University Examination: 60Marks
Sessional Assessment: 40Marks

Course Objective: This course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns.

UNIT I

Introduction and Nature of the Hospitality Industry: The Tangible and Intangible nature of the Hospitality Industry, Introduction to Conference and Convention Management.. History of Indian Hospitality Industry. Economic aspects of Hospitality Industry..Attributes Required for Hospitality Industry.

UNIT II

Introduction to the Accommodation Sector: Classification of Accommodation Establishments. Introduction to the Hotel Operations. Hotel Ownership, Various types of Hotel based on the basis of location ,size and Star category.

UNIT III

Hotel Organization: various departments of a small, medium and large hotel and their functions. Hierarchy of Different Departments along with Roles and Responsibilities of various Positions. . Non Revenue and Supporting departments of large hotels.

UNIT –IV Classification of Hotel

Types of catering viz Industrial catering, Institutional Catering, Hospital catering etc.
Classification on the basis of Star system, Role and importance of HRACC. Hotel tariff plans, Types and different category of rooms in a large hotel.

UNIT – V Trends and development In Hospitality Sector

The Development of Technology in the Hospitality Industry, Introduction to computerized reservation system, PMS and its types, Current and future trends in Hospitality industry .Forthcoming challenges before the hotel industry.

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COURSE OUTCOMES

- CO1: Understand the basic concepts of hospitality industry.
CO2: Introduction to accommodation industry
CO3: Understand organizational structure of different types of hotels.
CO4: Acquaint with the basics regarding hospitality industry, their classification and organization.
CO5: Get awareness regarding Trends and new Development in the Hospitality and Tourism Industry.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

REFERENCES:

1. Clayton W. Barrows, Tom Powers and Dennis Reynolds. Introduction to Management in the Hospitality industry. Tenth Edition. John Wiley and Sons, Inc.
2. Lockwood.A&Medlik.S, Tourism and Hospitality in the 21st Century, Elsevier,
3. LimTau, Hema et al., Fundamentals of Hospitality and Tourism Management, e-Book –Open University Malasia, 2009.
4. John R. Walker, Introduction to Hospitality Management: 3rd Edition Pearson, Prentice Hall
5. Tourism Principles and Practices, Sampad Kumar Swain

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Course Title: Business Communication
Course Code: MBAHTM-103
Course Credits: 4

University Examination: 60Marks
Sessional Assessment: 40Marks

Course Objective: To provide an overview of Prerequisites to Business Communication & to provide an outline to effective Organizational Communication.

UNIT I

INTRODUCTION: Definition and classification of communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication, Impact of cross cultural communication.

UNIT II

EMPLOYMENT COMMUNICATION: Writing CVs & Application Letter, Group discussions, Interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, teleconferencing, videoconferencing **ORAL COMMUNICATION:** What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage.

UNIT III

WRITTEN COMMUNICATION: Purpose of writing, pros & cons of written communication, clarity in writing, principles of effective writing, writing technique. **BUSINESS LETTERS AND REPORTS:** Introduction to business letters, Types of business letter, Layout of business letter, Reports: definition & purpose, types of business reports, reports writing.

UNIT IV

COMMUNICATION- Meetings: need, importance & planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes – netiquettes, telephonic & table etiquettes. **PRESENTATION SKILLS :**What is a presentation: elements of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

UNIT V

CORPORATE COMMUNICATION :Definition, scope, importance & components of corporate communication, professional communicator responsibilities, corporate communication & Public Relation, role of social media in communication.

Course Objectives:

CO1: Understand the skills and knowledge of communication in the Business environment.

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CO2: Equip the students with the basic tools show to make their Communication effective and suitable based on their professional fields.

CO3: Develop students in learning constructive negotiation and conflict management skills.

CO4: Provide knowledge to the students in planning and managing business projects for the business by learning well organized communication strategy.

CO5: Develop effective business writing skills and to build a knowledge base in writing projects and letters targeted towards mass audience

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

SUGGESTED READINGS:

1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd: New Delhi.
2. Meenakshi, P. (2007). Business Communication. Oxford Publication House
3. Chaturvedi, P.D. (2006). Business Communication. Pearson Education.
4. Barun, K. M. (2012). Personality Development & Soft Skills. Oxford University Press
5. Krizan, M.L. & William. (2008). Business Communication. Cengage Learning.

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Course Title: Economics of Tourism
Course Code: MBAHTM-104
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course Objective: The objective of this course is to acquaint the students with concepts and techniques used in micro-economic theory and enable them to apply these in managerial decision making.

Unit-I

Concept of Economics In Tourism, Working of economy in tourism. Basic problems of tourism economy, Market for tourism products. Tourism and economic development- Indian perspective

Unit-II

Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus. Concepts and definitions of demand for tourism, determinants of tourism demand. Tourism demand and elasticity- price, total revenue, income and cross elasticity of Tourism demand.

Unit-III

Supply and Pricing in Tourism: The Supply of Tourism Services, Characteristics,. Factors influencing tourism supply, Price and Non Price factors, Supply and elasticity. Costing and pricing of tourism product. Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

Unit-IV

The economic contribution of tourism- TSA developing measures of tourism performance. Impacts of tourism- direct, indirect, induced and negative. Regional economic models- input-output model (I-O model), Tourism multiplier impact-meaning and types (employment and income tourism multipliers), misuse of tourism multiplier. Linkage and leakages.FDI in tourism.

Unit-V

Demand forecasting: its importance in tourism, forecasting approaches. Concept of break-even point, Tourism Development and cost benefit analysis and project feasibility study. Principal sectors of Indian economy with special reference to tourism- ITDC, State tourism Development Corporation (STDC)

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Course outcomes:

CO1: To make students able to understand Concept and Definition of Managerial Economics

CO2: To make students able to understand the concept of Pricing - Determinants

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CO3: To Understand the concepts Supply and Pricing in Tourism

CO4: to understand the economic contribution of Tourism Industry.

CO5: To understand the concept of demand forecasting and its importance in tourism industry.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Suggested Reading:

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
5. Dwivedi, D.N. (2010). Managerial Economics. S. Chand & Co. Ltd. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.

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Baba Ghulam Shah Badshah University

Course Title: Tourism Resources & Products
Course Code: MBAHTM-105
Course Credits: 4

University Examination: 60Marks
Sessional Assessment: 40Marks

Course Objective: The objective of the course is to develop the understanding about the various tourism products and resources in India and Abroad

UNIT I:

Tourism Product: Definition, Nature and Characteristics. Classification of Tourism products, Typology & Nature of Tourism resources, Symbiosis, conflicts and conservation.

UNIT II:

Wildlife Sanctuaries/National Parks/Biosphere Reserves: Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kaziranga National Park and Sundarban Biosphere Reserve. Sea beaches (Goa and Kerala), Thar Desert, Rann of Kutch, Lakes (Dal lake, Chilika lake, Wular lake, Vembanad lake). Hill Stations: Pahalgam, Gulmarg, Manali, Shimla, Mount Abu, Darjeeling, Coorg, Ooty, Munnar, Kodaikanal, Mahabaleshwar.

UNIT III:

Tourism Circuits: Buddhist Circuit, Desert Circuit, Sufi Circuit, Char Dham Yatra Golden Temple, Taj Mahal, Red Fort of Delhi & Forts and Palaces (Mysore, Laxmi – Vilas, City Palace – Jaipur); Excavated Sites in India (Nalanda, Ambaran, Dholavira).. Houseboats of Kashmir and Kerala, Luxury Trains (Royal Orient, Palace on Wheels, Golden Chariot, Deccan Odyssey).

UNIT IV:

Classical Dances : Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Architectural Heritage of India, different styles of architect in India, fairs and festivals Indian Museums & Art Galleries. Indian Museum, Kolkata, National Museum, New Delhi, Salarjunga Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur.

UNIT V:

Buddhist Resources- Ladakh, Bodh Gaya, Kushnagar, Sarnath, Sanchi & Ajanta; Islamic resources- Delhi, Agra & Fatehpur Sikri; Hindu resources- Khajuraho, Mahabalipuram, Tarupati, Madurai, Vaishno Devi, Amarnath, Important Festivals with case studies of Kumbha Mela, Dussehra, Onam, Pongal & Rath Yatra.

Course Outcomes:

CO1: Familiarize students about the conceptual understanding of the nature and scope of tourism products
CO2: Have the explicit knowledge about the various wildlife sanctuaries national parks and water bodies of India with special reference to Jammu and Kashmir.

CO3: Create awareness about the various understanding about the various tourist circuits of India and various heritage trains.

CO4: Create awareness about the various architectural and cultural heritage sites of India.

CO5: Familiarize students about the various religious and socio-cultural resources of India with special reference to J&K and provide knowledge about the various tourism policies

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SUGGESTED READINGS:

1. Sahai, S. (2006). Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
2. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.
3. Jacob, R., Mahadevan, P. & Sindhu, J. (2012). Tourism Products of India: A National Perspective. Abhijeet Publication: New Delhi.
4. Dixit, M (2007). Tourism Products. New Royal Book Co: Lucknow.

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Centre for Hospitality & Tourism
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Course Title: National & Global Tourism Geography
Course Code: MBAHTM-106 Sessional Assessment:

University Examination: 60 Marks
40 Marks Course Credits: 4

OBJECTIVES:

- To study the relationship between geography and tourism;
- To be familiar with major tourism destinations of India & worldwide;
- To study their Physiographic, weather, climate and distances, convenient routes to reach them;
- To be able to plan tour itineraries of various countries across time zones.

Unit I

TOURISM GEOGRAPHY: Concept of Tourism Geography, Relationship between Tourism and Geography, Need and importance of Tourism Geography, Geographical elements of tourism system, Different Approaches and methods used in the study of tourism geography.

Unit II

BASIC ELEMENTS OF GEOGRAPHY: Latitude & Longitude, International Date Line, Different time zones of the World. Time differences, GMT variations, concepts of elapsed time, flying time, ground time, Standard time and summer time (day light saving time).

Unit III

Natural and climatic regions of the world in brief, Importance of weather and climate for Tourist destinations (case study of famous tourist destination). Diversities and Disparities of Tourism Resources. Seasons of India as a tourism potential. Typology of area and Linkages flows and orientation.

UNIT IV

INDIAN GEOGRAPHY: Physiographic division and political features of Indian subcontinent. Different Landscapes of India, Climatic conditions prevailing in India and its relation with tourism (Case study of Indian Monsoon as tourist Attraction). Potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Natural & Manmade Tourism potential/attractions in different states and Union territories of India.

UNIT V

WORLD GEOGRAPHY: Physiographic division and political features of world. Tourism potential; North America; (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

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Course Outcomes:

- CO1: To study the scope, approaches and methodology of tourism geography.
CO2: To understand the different physical dimensions of earth and its need in geography of tourism.
CO3: Discuss the changes in climatic and weather condition of the world and its impact on tourist destination.
CO4: To study the different physical and political features of Indian subcontinent.
CO5: Imparting knowledge among the students about the role, importance and need of Destination management.

Note for Paper Setting:

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Books Recommended:

1. Boniface B. and Cooper C. (1987) "Geography of Travel and Tourism", London, England, Heinemann Professional Publishing.
2. Burton Rosemary (2005) "the Geography of Travel and Tourism", (London).
3. Stephen Williams, Alan A Lew "Tourism Geography".
4. Gopal Singh (1988) "The Geography of India", Delhi
5. R. M. Desai (1988) "Strategy of food and agriculture", Bombay.

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Dr. Coe

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BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

**Centre for Hospitality & Tourism,
Baba Ghulam Shah Badshah University, Rajouri (J&K)**

**Syllabus
For
MBAHTM
II Semester**



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**CENTRE FOR HOSPITALITY & TOURISM
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RAJOURI, J&K (185234)**

Semester 2nd
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Marketing Management
Course Code: MBAHTM-201
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course Objective: The course will provide both theoretical and applied understanding of the tourism marketing. Students will learn about importance of tourist orientation and ways to reach tourists through proper marketing strategies.

Unit – I

Introduction to Marketing Concepts: Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.

Unit – II

Understanding Markets: Identifying & developing market activities of Tourism Market, Marketing mix for travel and tourism. Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and positioning for competitive Advantage.

Unit – III

Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions; Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods . Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions

Unit – IV

Distribution Channel and Logistics Management-Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. Concepts and marketing of tourism packages ,Concept of value, customer satisfaction and service quality; Service quality Gaps Model. Strategy and the role of marketing for competitive advantage for tourism businesses. Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.

Unit – V

Promoting Tourism Products: Tourism Promotional Tools; An overview of National Tourism promotion campaigns - Incredible India, Atthi Devo Bhav; Promotion-mix factors; advertising- creative advertising,

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major decisions and process in creative advertising, Public relations, press relations, product publicity, corporate communications.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

- CO1: To familiarize students with marketing concepts.
- CO2: To familiarize students with Tourism Markets.
- CO3: To familiarize students with marketing decisions.
- CO4: To familiarize students with basics of distribution and logistics management.
- CO5: To familiarize students with Tourism promotion strategies.

Suggested Readings:

1. Philip Kotler, John Bowen, and James Makens, Marketing for Hospitality and Tourism, (Prentice Hall, India)
2. Alastair M. Morrison, Hospitality and Travel Marketing, (Delmar Thomson Learning)
3. Stephen F. Witt and LuizMoutinho (Eds.) Tourism Marketing and Management Handbook (Prentice Hall, India)
4. Peter Mudie and Angela Pirrie, Services Marketing Management, Butterworth-Heinemann, USA.
5. S.M. Jha, Services Marketing, Himalaya Publishing House Pvt Ltd.

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Centre for Hospitality & Tourism
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Title: Human Resource Management
Course Code: MBAHTM - 202
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course objective:

Students shall learn to identify and analyze the problems in the field of HRM and be able to provide innovative solutions. They shall be able to identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.

Unit-I

Introduction to HRM: Meaning and Scope - Organization and Functions of HR and Personnel department - HR structure and Strategy - HR policies - HR objectives and Functions in Tourism Organization - Role of HR Managers in Tourism.

Unit-II

HR Planning: Selection and Recruitment process in Tourism, Induction - HRM practices and Issues in Tourism Industry - Outsourcing as a strategy in Tourism MNCs - Job Analysis - Job Description - Job Specification - Job Evaluation Methods - Job Rotation. Job Satisfaction.

Unit-III

Human Resource Development: Training and Development in Tourism - Methods, Design and Evaluation of T&D Programs - Performance and Potential appraisal - Career Development in Tourism - Incentives, Promotions and Transfers in Tourism - Personnel Empowerment in Tourism.

Unit-IV

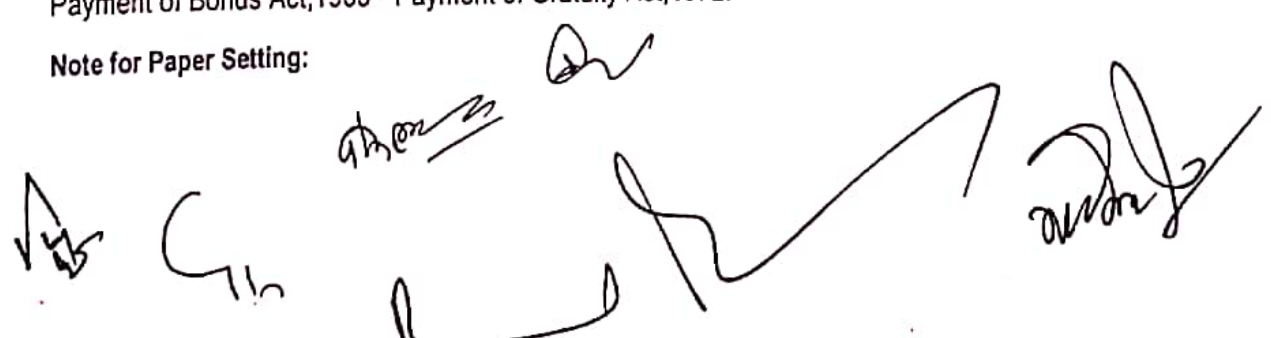
Compensation: Compensation Issues and their management in Tourism - Productivity and Employee morale in Tourism - Stress Management and Quality Work Life in Tourism. Building Relationships: Trade Unions and Cooperative Societies in Tourism - Conflicts - Disciplinary procedures - Collective Bargaining - Role of Host Communities.

Unit-V

Legislative Framework: Trade Unions Act, 1926 - Salient features of Industrial Disputes Act, 1947 - Payment of Wages Act, 1936 - Employees Provident Fund (Miscellaneous and Provisions) Act, 1952 - Payment of Bonus Act, 1965 - Payment of Gratuity Act, 1972.

Note for Paper Setting:

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The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

CO1: Understand the role of HR practices in the global scenario and to have a strong theoretical understanding of its evolution.

CO2: Contribute to the development, implementation and evaluation of employee's recruitment, selection and retention plans and policies.

CO3: understand the Concept of HRD

CO4: understand the significance of employee benefits to both employers and employees. Understand the administrative complexities of providing a full array of benefits to employees and the ways and means of delivering these benefits.

CO5: Assess the manner in which good employee relations can contribute to business goals and how employee assistance programs can help resolve personal problems that usually interfere with job performance.

Suggested Readings:

1. Ian Beardwell & Len Holden – Human Resource Management: A contemporary perspective, Macmillan 2
2. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata McGraw Hill
3. M. Madhukar - Human Resource Management in Tourism, R. Publications

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Centre for Hospitality & Tourism
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Course Title: Accounting & Finance for Tourism
Course Code: MBAHTM -203
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course Objective: This course aims at helping students to understand the conceptual framework of Accounting and financial management and its application in Tourism.

Unit – I

Introduction to Accounting: Nature and Purpose of Accounting. Accounting Concepts and Conventions. Journal and Ledger. Basics of travel agency accounting. **Preparations of Financial Statements:** Trial Balance. Trading Account Profit & Loss Account and Balance Sheet.

Unit – II

Introduction to Cost Accounting: Meaning and definition-objectives-cost concepts-cost classification-cost center-profit center-distinction between financial accounting and cost accounting. Cost sheet preparation-cost volume profit analysis-marginal costing. Methods of costing relevant to tourism industry.

Unit – III

Concept of Finance, Finance Functions, Meanings and Definitions of Financial Management; Evolution, Functions, Goals and Scope of Financial Management, Financial Planning-meaning, Steps in Financial Planning, and Factors Affecting Financial Planning, Time value of money: compounding and discounting techniques.

Unit – IV

Capital structure –Meaning, Determination of Capital structure, Meaning of Financial Leverage, Types – Operating & Financial Leverage, Effects of Leverage, EBIT – EPS Analysis, Working capital Management Meaning & Concept of Working Capital, Need for Working Capital, Operating Cycle, Components of Working Capital, Estimation of Working Capital in Tourism Business, Financing current assets in Travel Business

Unit – V

Financial Statement analysis: Ratio Analysis (current ratio, quick ratio, stock turnover ratio, working capital turnover ratio, debt-equity ratio, proprietary ratio, interest coverage ratio & Net profit ratio). Concept & meaning of Dividend, Different types of Dividend Policies(Theories/Approaches- irrelevance & relevance), Determinants of Dividend Policy, Significance of Dividend Policy; Capital budgeting-Nature, Scope, Capital Budgeting techniques

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple

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choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes

CO1: To have an Introduction Nature and Purpose of Accounting.

CO2: To learn the techniques of preparation of financial statements.

CO3: To Learn techniques of cost accounting.

CO4: To gain an insight of financial Management.

CO5: to learn Techniques of analysis of financial Statements

Suggested readings:

1. Dr. S.N. Maheswari (2005) Financial Accounting Vikas Publishing House Pvt. Ltd.
2. T.S. Grewal-(2004) Introduction to Accounting - S. Chand & Company.
3. S.P. Jain and K.L. Narang(2002) Cost Accounting - Kalyani Publishers.
4. Pandey I.M. (2006), Financial Management Vikash Publishing House (P) Ltd. Delhi .
5. R.K. Sharma and Shashi K. Gupta(2005) Management Accounting - Kalyani Publishers.

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Centre for Hospitality & Tourism
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Course Title: Research Methodology
Course Code: MBAHTM-204
Credit Value: 4

University Examination: 60
Sessional Assessment: 40

Course Objectives:

- To impart knowledge to the students about the basic concepts and principles of research.
- To impart students about the various types of research.
- To impart students about the various statistical techniques used in the research process.
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Unit-I:

Introduction: Meaning, objectives and types of research, research process, Significance of research, ethics in research and criteria for conducting good research. **Research problems:** Definition, selection and necessity of research problems, techniques in defining a research problem.

Unit-II:

Research Design: meaning and classification of research designs; Exploratory, descriptive and Causal, Features of a good research design, variable and its types, measurement and scaling, scale characteristics and levels of measurement, primary scales of measurement, comparative and non-comparative scaling techniques.

Unit III:

Sampling Design: Requisites of Sample designing; criteria of selection: systematic bias, sampling error. Meaning and features of sampling types-Probability Sampling techniques- Sample, Cluster and Stratified; Non-probability Sampling techniques: Convenience and Quota Sampling,

Unit-IV:

Data Collection and Analysis: Sources of data required, methods of collecting primary data and secondary data. Role of Statistics in Research; Analysis and interpretation of tests like: Mean and Simple Correlation on data. Hypothesis Development: Fundamental Concept and development of Null and Alternative hypotheses, Concept of level of significance: type I and type II error. Acceptance and rejection of hypotheses- One tail, Two Tail.

Unit V:

Data processing: Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. Statistical interpretations: hypothesis testing Chi-square test, analysis of variance (ANOVA) Report writing and presentation: constituent and formats and presentation of reports. Computer Applications in Research SPSS.

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Note for Paper Setting: The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

CO1: to develop & understanding of the basic framework of research process.

CO2: to develop & understanding of various research design and techniques.

CO3: to identify various sources of information for literature review and data collection.

CO4: to develop and understanding of the ethical dimensions of conducting of applied research.

CO5: Appreciate the components of scholarly writing and evaluate its quality by using various statistical software's like SPSS.

Suggested Readings:

1. Joseph, F., Haur, R., & David, J. (2004). *Market Research*, McGraw Hill, New Delhi.
2. Malhotra, N. K., & Dash, S. (2011). *Marketing Research an Applied Orientation*. London: Pearson Publishing.
3. Blaikie N. (2000). *Designing Social Research*. Polity Press, 2000: Canterbury, UK.
4. C.R. Kothari (2004). *Research Methodology*. New Age National Publishers: New Delhi.
5. Sondhi. & Chawla. (2011). *Research Methodology: Concepts and Cases*

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Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Fundamentals of Tourism
Course Code: MBAHTM-205
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Objective: This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organizations.

Unit – I Introduction: Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2nd world war, recent and current 1945–2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

Unit – II Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

Unit –III Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR.

Unit – IV Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India; Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

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Unit – V Tourism Impacts:

Economic, Socio-cultural, Economical and Political prospects and obstacles, Measures to overcome negative effects. Travel motivators and deterrents, Pull and push forces in tourism.

Note for Paper Setting: The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

CO1: To develop understanding of the basic Tourism

CO2: To develop understanding of Tourism products and attractions.

CO3: To identify various forms of Tourism.

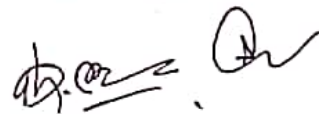
CO4: To develop understanding of Tourism Transportation.

CO5: To Explore Tourism Impacts.


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Suggested Readings:

1. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
3. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
4. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
5. Bhatia, A.K., - International Tourism
6. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)





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Course Title: Basics of Tourism and Travel Agencies.
Course Code: ~~MDAHTM-206~~ HT-245 D.H
Credit Value: 4

University Examination: 60 marks
Sessional Assessment: 40 marks

Objective: The aim of the paper is to make students familiar with the basics of tourism

UNIT I: Concept of Tourism: Definitions, Approaches to the study of Tourism; concept of Tourist, Traveller, Visitor; Typology of Tourist, Excursionist & transit visitor. Tourism in terms of destination visited: International tourism and domestic tourism, Mode of travel arrangement – Inclusive travel and Independent travel. Tourism Industry & its components (Tourist destinations & attractions)

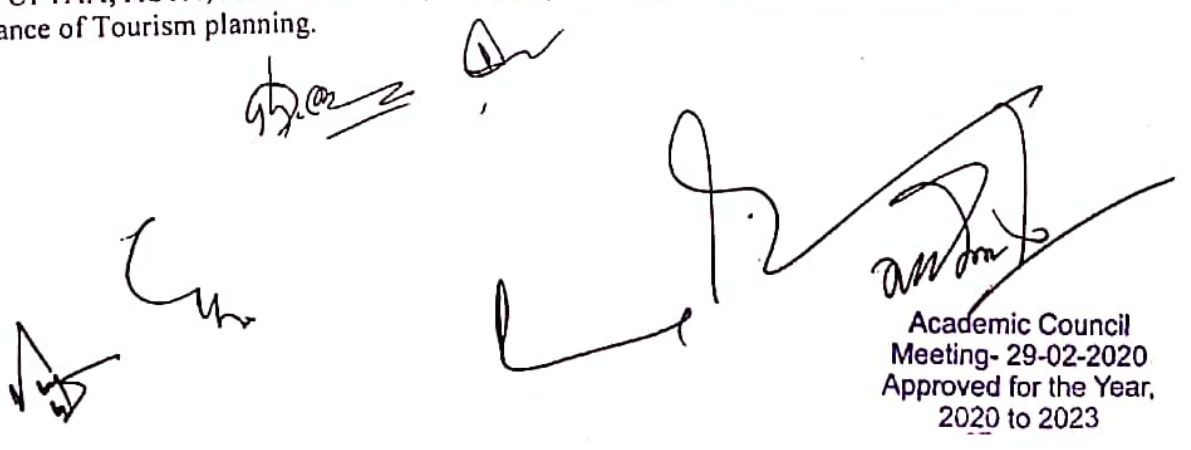
UNIT II: Motivation of Travel: Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc. Cultural motivations: pilgrimage tourism, cultural curiosity etc. Interpersonal Motivation: meeting new people, VFR, etc, Status and Prestige motivation: business motivation.

UNIT III: Barriers to the growth of tourism- Factors existing at the destination: terrorism, & political and social environment, Factors barring a potential tourist from travelling: time, cost, and social barriers.

Domestic tourism- Definition and Significance of Domestic tourism, Difference between the domestic tourist and International tourist. Positive and Negative impacts of tourism- Economic Impacts, Socio-culture Impacts, Environmental impacts

UNIT IV: Carrying capacity- Types of carrying capacity: Physical, biological, Social carrying capacity, Importance of carrying Capacity, Effect of host population on the carrying capacity. Sustainable and Eco-tourism- Definition of Eco tourism, Benefits and Importance of Eco tourism, Agenda 21, Definition and bodies promoting Sustainable tourism, Principles of Sustainable tourism, Difference between Mass and Green Tourism.

UNIT V: Tourism organizations: Role & function of Tourism organizations: WTO, ICAO, PATA, UFTAA, ASTA, ITDC & JKTDC; Tourism planning process, levels of tourism planning, Importance of Tourism planning.


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Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes:

- CO1: The objective of the paper is to foster an understanding of the travel and tour operations.
CO2: It aims to make the students aware the various motivations that lead to the travel.
CO3: It will help students acquire knowledge about importance of growth of tourism at national and international level.
CO4: It will also provide basic knowledge about the role and development of sustainable tourism.
CO5: To provide students' knowledge about the various organizations involved in the growth and development of tourism.

References:

- Karma. K. Krishan & Mohinder Chand (2004). Basics of Tourism: Theory, operations & Practice. Kanishka Publishers.
- Bhatia A.K. (2002) Tourism Development Principles and Practices, Sterling Publisher Private Ltd.
- Negi Jagmohan (2005) International Tourism & Travel Concept & Principles, S. Chand & Co. Pvt Ltd.
- Kumar, Sampad Swain & Jitendra Mohan Mishra. Tourism principles and practices. Oxford University Press.
- Rozerl and Slinn . Tourism Management & Facilities.
- Holloway J.C: Marketing for Tourism.

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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

**Centre for Hospitality & Tourism,
Baba Ghulam Shah Badshah University, Rajouri (J&k)**

**Syllabus
For
MBAHTM
III Semester**



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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY
RAJOURI, J&K (185234)**

Semester 3rd
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Business Policy & Strategic Management
Course Code: MBAHTM-301
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course objective:

To expose students to various perspectives and concepts in the field of Strategic Management. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.

Unit-1

Introduction: Strategic management process and concepts, value of vision, mission and corporate objectives, the role of corporate governance and stakeholder management, coherence in strategic direction

Unit -II

Strategic Analysis: External analysis: Porter's Five Forces model, the general environment, the competitive environment, the national environments, and creating the environmentally aware organisation. Internal analysis: value chain analysis, resource-based view of a firm, evaluation of firm performance, the balanced scorecard and the strategy map.

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Unit-III

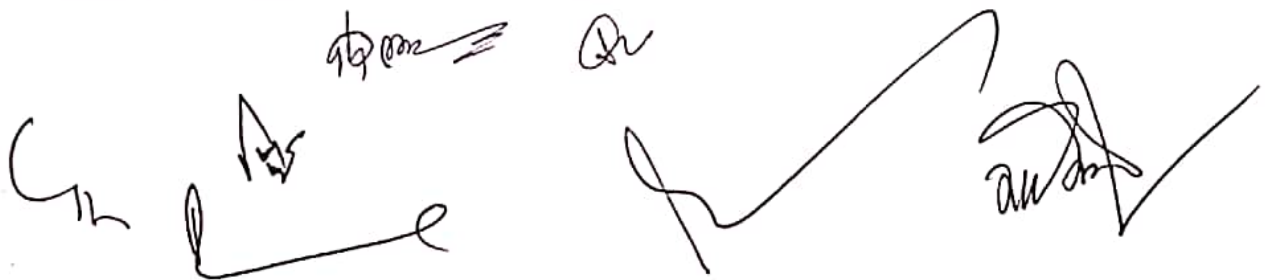
The Nature of Competitive Advantages and Strategic Formulation: Nature of competitive advantages and sustainability. Different levels of strategy. Low cost, differentiation and focus strategies. Factors affecting a nation's competitiveness. International expansion. International, multidomestic, global and transnational strategies. Creating value and diversification, outsourcing, acquisitions, internal new ventures, international strategic alliances, and restructuring. Horizontal and vertical integration.

Unit -IV:

Implementation: Strategic leadership, creating a learning organization and an ethical organization. Strategic control and corporate governance. Creating effective organizational designs. Managing innovation and fostering corporate entrepreneurship

Unit-V:

Integration with HRM and OB: Areas of Strategic Management with particular relevance to the HRM/OB professional such as the importance of recognizing the firm's intellectual assets; the role of organization structure and design; international and ethical strategy.



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Baba Ghulam Shah Badshah University

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

CO1-Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.

CO2- Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO3- Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

CO4-Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective. Conduct and present a credible business analysis in a team setting.

CO5-Understand the crucially important role that the HRM function plays in the setting and implementation of an organization's strategy

Suggested Readings:

1. Carpenter-Strategic Management(Pearson)
2. Kazmi A. - Business Policy and Strategic Management (Tata McGraw Hill, 2nd Ed.)
3. Kachru - Strategic Management: (Excel Books)
4. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India)
5. Trehan- Strategic Management (Wiley)
6. McCarthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS)
7. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)

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Semester 3rd
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Ecotourism and Sustainable Development
Course Code: MBAHTM-302
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

OBJECTIVES:

- Understand the significance of ecotourism and familiar with the model ecotourism projects;
- Comprehend the theories and practices of ecotourism;
- Use the theoretical knowledge to manage ecotourism resources.
- Understand and appreciate the significance of sustainable development; and
- Be familiar with the various approaches, practices and implementation of STD.

UNIT 1

BASIC OF ECOTOURISM: Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism, Responsible ecotourism, Typology of Eco-tourists, Ecotourism Activities & Impacts, Eco-friendly Practices, Ecotourism and sustainable development relationship, Kyoto Protocol 1997, Qubec Declaration 2002, International Year of Ecotourism (IYE) 2002, Oslo Declaration 2007,

UNIT 2

ECOTOURISM DEVELOPMENT AND CONSERVATION: Sustainable Ecotourism, Eco-friendly Facilities and Amenities, Ecotourism Policies, Planning and Implementation, , Issues and Challenges of ecotourism development, Stakeholder Engagement & Community Participation in Ecotourism development and conservation,, Ecotourism Projects- Case Studies on dachigham national park, Thenmala Eco- Project, Similipal Ecotourism Project, Sunderban Ecotourism Project. Eco tourism policy of J&K 2017.

UNIT 3

SUSTAINABLE TOURISM: Tourism versus sustainable tourism, Evolution & Major Dimensions of Sustainability, Scope of sustainable Tourism, Approaches to Sustainable, , - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation. Quality Standards for Sustainable Tourism Stockholm Conference 1972, WCED 1987 and Brundtland Commission - Rio Declaration 1992, , World Conference on Sustainable Tourism 1995 WSSD 2002 -. Sustainable Development (RIO+20). Role and significance of Millennium Development Goals in Tourism Development.

UNIT 4

SUSTAINABLE TOURISM PLANNING & DEVELOPMENT: Components of sustainable tourism planning & development, Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community participation in sustainable development, benefits of sustainable tourism development, Tourism Reasons for Unsustainable Development, Operational guidelines for sustainable tourism development, Evaluation of impact of tourism site - carrying capacity, Future of Sustainable Tourism

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UNIT-V

ECOTOURISM & SUSTAINABLE DEVELOPMENT AGENCIES: Role of the International Ecotourism Society, Global Ecotourism Network, CREST, UNWTO, UNDP, WWF, STI, Global Sustainable Tourism Council, Department of Forest and Environment - Government of India, Ashoka Trust for Research in Ecology and the Environment (ATREE).

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Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

- CO1: To study the scope, activity and different guideline for Eco-tourism
- CO2: To understand the different dimensions, principle and planning of Eco-tourism with special reference to J&K.
- CO3: To study the scope, approaches and international parameters of Sustainable development.
- CO4: To understand the nature and steps of sustainable planning & development.
- CO5: To study the role and contribution of National & International organisation in Eco-tourism and Sustainable development.

Suggested Readings:

1. Weaver, D. (2001), the Encyclopedia of Ecotourism, CABI Publication.
2. Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.
3. Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi.
4. Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
5. Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.
6. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World, Routledge, London.
7. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth - Heinemann, Oxford.

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Baba Ghulam Shah Badshah University

Course Title: Accommodation Management

Course Code: MBAHTM-303

Course Credits: 4

University Examination: 60 Marks

Sessional Assessment: 40 Marks

Objective: To expose students to various perspectives and concepts in the field of Accommodation Management.

UNIT I: Introduction

Role of Housekeeping in Hospitality Operations: Housekeeping-Layout of Housekeeping Department-Hierarchy of Room divisions-Team work in Housekeeping department. – Scope of Housekeeping in Lodging Industry: Overview. Housekeeping as a business. Housekeeping for different institutions - Airlines, Hospitals, Hostels, Corporate, Industry etc.

UNIT II: Housekeeping Functions

Duties & Responsibilities of Housekeeping department: Executive Housekeeper, Asst Executive Housekeeper-Middle level Management-Skill based employee's responsibilities-Communication Responsibilities-Total quality innovations-tariffs

UNIT III: Infrastructure Structure

Interior decoration & design: Elements and Purpose-Fixtures & Furniture's-Carpets & Floor Lighting & Colors - Managing Inventories:-Linen & Uniforms-Cleaning equipment's & Agents Budget Process-Safety & Security-pest control-Safety and security.

UNIT IV: Hospitality Personal Management

Managing Human Resources:-Induction and Training-Recruiting, Selecting-Skill Training & Coordination-Motivation & Employee Discipline

UNIT V: Green Hospitality

Eco housekeeping-Horticulture-Contemporary spas-Conservation practices and methods- Ecohotels and recent trends- Emerging trends- Practices at private and public sector.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

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Course outcomes:

- CO1: Understand the basic conception of accommodation industry.
CO2: Analyze concept of hotel industry in India and also understand the duties and responsibilities of housekeeping department.
CO3: Understand the concept of interior decoration and design as well as operations involved in uniform.
CO4: Acquaint with the basic components of managing human resources in hospitality industry.
CO5: Evaluate about the emerging trend of the subject of Green hospitality.

Suggested Readings :

1. Sudhir Andrews, Hotel House Keeping Training Manual, Tata McGraw Hill Publishers, New Delhi, Edition 2, 2005.
2. Hotel Front office & Operations management, Oxford University Press, Jalashankar R. Tiwari
3. Managing Housekeeping operations, Aleta Nitschke, Marget M.M. Kappa
- 4., Professional Management of Housekeeping operations, Robert J. Martin
5. The Professional Housekeeper, George Trucker, Madelin Schacider, Mary Scoviak,

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Centre for Hospitality & Tourism
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Course Title: Tourism Policy & Planning
Course Code: MBAHTM-304
Credit Value = 4

University Examination:60
Sessional Assessment:40

Objectives: The course will expose students to the Tourism policy of India, and those of a few famous Indian states.

Unit – I Introduction: Concept and formulation of tourism policy, Role of government, public and private sectors, Role of international, multinational, state and local tourism organizations in carrying out tourism policies.

Unit – II Tourism Policy: National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case studies of tourism policies (Jammu and Kashmir, Rajasthan and Kerala). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning; Background Approach and planning scale. Role of Public and Private sectors in Tourism Development. Analysis of an individual Tourism Project (Development of the Buddhist circuit)

Unit – IV International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

Unit – V Public Private partnership in Tourism Sector, concept , scope and importance. Tourism Policy of India 2015, Tourism Policy of Jammu and Kashmir.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

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Course outcomes:

- CO1: Expose the students how to formulate the tourism policy.
- CO2: Discuss the different phases of Indian tourism policy making journey.
- CO3: Provide Knowledge of making plans and steps of planning for tourism development.
- CO4: To make the students understand the nature of international tourism agreements.
- CO5: To critical examine the role and need of public, private partnership in tourism sector

Suggested Readings:

- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- New Inskeep, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

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Semester 3rd
Centre for Hospitality & Tourism
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Course Title: Wildlife Tourism and Conservation
Course Code: MBAHTM-305
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

OBJECTIVES:

- To study the potential and significance of Wildlife Tourism.
- To study the wildlife resources of India.
- To understand the significance of wildlife tourism in current trends of Tourism. ;
- To familiar with the management of Wildlife Tourism in India.

UNIT 1

UNDERSTANDING WILDLIFE TOURISM: Concept of wildlife tourism and wildlife ecology, Scope and classification of wildlife tourism (case study of wildlife safari experience in east Africa and wildlife watching in National Park), Need and Importance of wildlife resources, Overview of the expansion of wildlife tourism over the years, distribution of popular wildlife species in India,

UNIT 2

CONFLICT, IMPACT AND WILDLIFE CONSERVATION: Human wildlife conflict, threat facing by wildlife heritage (Special reference to Indian wildlife heritage & J&K), over exploitation of natural resources and its impact on wildlife tourism. Concept of wildlife conservation and its phases, conservation ethics, Wildlife tourism and conservation related issues, Special conservation programmes and sustainable development, (Special reference to wildlife conservation in the Himalaya). Economic impact of wildlife tourism on income and employment.

UNIT 3

WILDLIFE TOURISM IN INDIA: Introduction to Indian wildlife tourism, need and significance of wildlife heritage in Indian, diversity of Indian wildlife potential, endangered species of India, wildlife protected areas, National park, wildlife sanctuaries, bird sanctuaries and biosphere reserves (Meaning, Characteristics and case studies of famous National park, wildlife sanctuaries, bird sanctuaries and biosphere reserves),

UNIT 4

WILDLIFE TOURISM MANAGEMENT: Need for wildlife management planning and wildlife management techniques, Wildlife Management Law And Administration, Major stakeholders regarding wildlife and tourism and their roles, National regulation of wildlife tourism, Integrated wildlife and tourism management, National Biosphere reserve programme, . .

UNIT 5

WILDLIFE CONSERVATION INITIATIVES: Environment and Biodiversity Acts of Indian Government: Indian Forests Act 1927, Wildlife Protection Act 1972 and their amendments, Forest Conservation Act 1980, Environment Protection Act 1986. Role NGOs in wildlife conservation: UNEP(United National Environment Programme) , WCS (Wildlife Conservation Society), Bird Life International, importance in India & their contributions, WWF (World Wildlife Fund) , BNHS (The Bombay Natural History Society), WTI (Wildlife Trust of India).



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Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

- CO1: To study the scope, classification of wildlife tourism.
CO2: To understand the conflict, threat & impact of wildlife tourism with special reference to J&k. CO3: To study the wildlife need, significance & potential in India.
CO4: To understand the nature and steps of wildlife management in India.
CO5: To study the role, functions and contribution of National & International organisation in conservation & development of wildlife in India.

Books Recommended:

1. D. Newsome, Ross Kingston Dowling, and Susab A. Moore- wildlife Tourism.
2. Ismar Borges De Lima. Ronda J. Green- Wildlife Tourism, Environmental Learning and Ethical Encounters.
3. Karen Higginbottom-Wildlife Tourism-Impacts, Management and Planning.
4. RomilaChawala- Wildlife Tourism and Development.
5. AbhilashMaliya- Wildlife Tourism and Conservation.

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Semester 3rd
Centre for Hospitality & Tourism
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Course Title: Adventure and Sports Tourism
Course Code: MBAHTM-306
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course objective: The course helps in understanding the resource potential for adventure tourism in India and the existing popular destinations and activities. Impart knowledge on various aspects of Adventure Tourism.

Unit-I

Introduction to Adventure Sports

Definition, Classification of Adventure Sports. Mountaineering, Water Sports, Safaris, Wild life Tourism, Trekking, Aero sports, Biking, Rock Climbing, Bungee Jumping, Moto Sports, Skiing
Scope of Adventure Sports: New Trends, Training Institutes, Job Opportunities. Fitness Training: Physical Fitness Factors, Fitness Training & its Importance. Requirements for Planning & Organizing an Activity, Backpacking list. Outdoor Management, Personality Development, Team Building, Cooperation, etc. Ethics & Qualities of an Adventure Expert.

Unit -II

Introduction to Water Sports

Types of Water Sports: Canoeing, Kayaking, Rafting, Scuba Diving, Snorkeling, Surfing, Water skiing, Rafting & Kayaking, Equipment & Clothing.

Unit-III

Introduction to Mountaineering

Definition of Mountaineering, Types: Trekking, Rock Climbing, Bouldering, Ice Climbing, Wall Climbing, Trekking: Mountain Manners Trek Planning, Trekking Sites in India. Rock Climbing: Principles, Route Planning, Equipment, Clothing Uses of Knots: Thumb, Reef, Clove Hitch, Fisherman, Simple Bowline, Figure of Eight. Introduction to Techniques: Abseiling (Rappelling), Jumaring, River/Valley Crossing Techniques, Bush craft.

Unit -IV: Air -based adventure activities

Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc. Basic minimum standards for Air based adventure tourism related activities. Tools and Equipments used in air-based adventure tourism. Popular tourist destinations for air-based adventure activities in India with special reference to J&K, Necessary safety measures needed during the adventurous tourism

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Unit-V: Adventure Tourism

Adventure Tourism products and infrastructure

Marketing and promotional strategies. Outstanding issues of adventure Tourism. Adventure Tourism Organizations and training institutes in India- Himalayan Mountaineering Institute, Nehru Institute of Mountaineering, Regional Water Sports Centre (H.P), National Institute of Water Sports, Aero Club of India, The Balloon Club of India and in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM & NIWS), Indian Institute of skiing & mountaineering.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

CO1- Explain the basic concepts, principles and practices associated with adventure sports and tourism.

CO2- Get introduced to water based adventure sports and types of water Sports.

CO3- Introduction, types and basics of Mountaineering and other surface based adventure tourism.

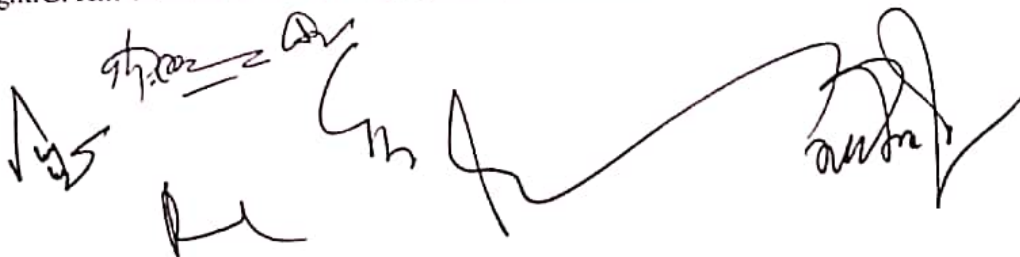
CO4-Analyze and evaluate air based adventure sports

CO5-Understand important role that the adventure tourism needs for marketing, promoting of its products. Role of various organizations involved in Adventure tourism.

Suggested Readings:

1. Buckley.R.Adventure Tourism Management.Routledge Publishers.
2. Gupta.V.K, Tourism in India. Gian Publishing House, Delhi
3. All for Adventure , Kilpatrick, Irene/ Hall, Susan (ILT)
4. Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers.
5. Negi.J. Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.
6. Wright.G. Hill Stations of India. Penguin Books, New Delhi

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Semester 3rd
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Event Management
Course Code: MBAHTM-307
Credit Value : 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course Objective:

The course aims at imparting in depth knowledge about the specialized field of "Event Management" specifically management techniques and strategies required for successful planning, promotion, and conduct of special events.

Unit I

Conceptual foundations of events; Major characteristics; Five C's of event management Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.

Unit II

Introduction to MICE: Evolution of MICE industry; Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planners; Convention visitor Bureaus – functions, structure and funding sources.

Unit III

Event venues: concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.

Unit IV

Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations– principles; negotiation with hotels, airlines and ground handlers. Pre, during and post event activities.

Unit V

Incentive tour- characteristics, its organizing and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of Events business. Human resource requirements.



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Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

CO1: Apply systematic approach to design, planning, implementation and evaluation of various types of events

CO2: Understand various components of MICE and its importance in the tourism industry. It will further help students to apply principles of marketing to the process of event production.

CO3: Provide Knowledge about the managing of conferences and the viability of an event during the early stages of planning.

CO4: Provide knowledge about the strategies used to raise funds and generate event revenue.

CO5: Provide knowledge about application of ICT in event planning and how to coordinate sound human resource management techniques in order to organize and motivate staff

Suggested Readings:

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational Institute of AH & MA.
4. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York.

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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

**Centre for Hospitality & Tourism,
Baba Ghulam Shah Badshah University, Rajouri (J&K)**

**Syllabus
For
MBAHTM
IV Semester**



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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY
RAJOURI, J&K (185234)**

Semester 4th
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Entrepreneurship Development
Course Code: MBAHTM-401
Course Credits: 4

University Examination: 60 Marks
Sessional Assessment: 40 Marks

Course objectives: The purpose of the course is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities.

Unit - I

Entrepreneurship – Definition, Role and expectations – Entrepreneurial styles and types – Characteristics of the Entrepreneur – Functions of an Entrepreneur – Promotion of Entrepreneurship – Role of Socio-Cultural, Economic and Political Environment – Growth of Entrepreneurship – Constraints for the Growth of Entrepreneurial Culture. Role of entrepreneurship in economic development

Unit – II

Entrepreneurial Motivation Theories - Entrepreneurial Competencies – Developing Competencies – Role of Entrepreneur. Development Programs – Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures – Turnaround Strategies.

Unit - III

Identification of Business Opportunity – Preparation of Feasibility Report – Financial and Technical Evaluation – Project Formulation – Common Errors in Project Formulation – Specimen Project Report – Ownership Structures – Proprietorship, Partnership, Company, Cooperative, Franchise. Market assessment and analyzing competitive entrepreneurship.

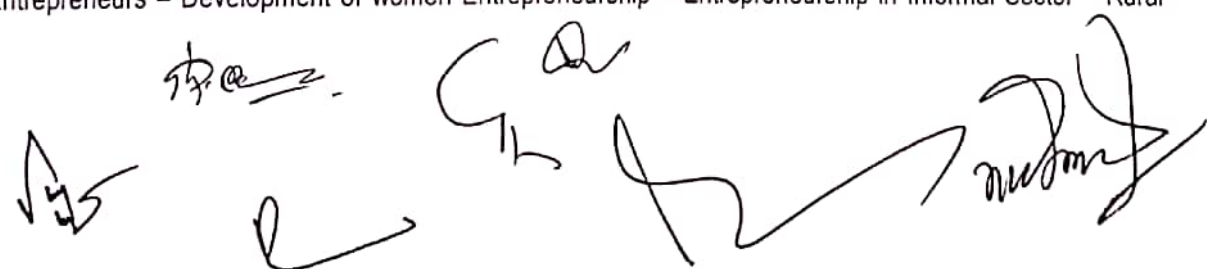
Unit – IV

Corporate Entrepreneurship– Concepts – Need – Strategies - Corporate Practices – Select Cases – Dynamics of Competition – Plans for Survival and Growth.

Unit - V

Women Entrepreneurship – Need – Growth of women Entrepreneurship – Problems faced by Women Entrepreneurs – Development of women Entrepreneurship – Entrepreneurship in Informal Sector – Rural

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Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services. Govt. initiatives/ policies to promote women entrepreneurship.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

CO1: understand basic concepts, characteristics and functions of entrepreneurship and need of tourism entrepreneurship.

CO2: know about various types of assistance programs for entrepreneurship

CO3: understand various steps involved in identification of business opportunities and project development

CO4: to Understand the concept of corporate entrepreneurship.

CO5: to understand the prospects and challenges faced by Women entrepreneurs.

Suggested Readings:

1. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management
2. Donald L. Sexton & Raymond W. Smilor, THE ART AND SCIENCE OF ENTREPRENEURSHIP, Ballinger
3. Clifford M. Baumbach & Joseph R. Mancuso, ENTREPRENEURSHIP AND VENTURE MANAGEMENT, Prentice Hall
4. Gifford Pinchot, INTRAPRENEURING, Harper & Row
5. Ram K. Vepa, HOW TO SUCCEED IN SMALL SCALE INDUSTRY, Vikas
6. Richard M. Hodgets, EFFECTIVE SMALL BUSINESS MANAGEMENT, Academic Press

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Semester 4th
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Travel Agency and Tour Operations
Course Code: MBAHTM -402
Course Credits: 4

University Examination: 60 Marks
Sessional Assessments: 40 Marks

Course Objective

- To educate students about the basic concepts related to travel and tour operations.
- To educate students about the knowledge of various organizations involved in the accreditation of travel and tour operations.
- To impart student's knowledge about the various types of tours and documents involved in organizing the tours.

UNIT I:

Conceptual Framework of Travel Agency and Tour Operators: Definition of Travel Agent and Tour Operators and their distinct characteristics, Growth and development of travel agencies and tour operators in India and worldwide, Types of travel agencies and tour operators, role and contribution of travel agencies and tour operators in the growth and development of tourism industry.

UNIT II:

Setting up/Approval and Functions of Travel Agency and Tour Operators' Business: Procedure for setting up and approval of travel agency and tour operators' business, Approval from IATA, Ministry of Tourism GOI, and State Govt J&K. Equipment and Infra structural requirements and Organizational structure of travel agency and tour operations, Role and functions of TA/TO, Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook.

UNIT III:

Itinerary Planning and Development: Meaning, Importance and Types of Itineraries, Tour Formulation and Designing Process. Tour packaging, Types of Package tours, Tour costing, Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, and Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, and Credit & Debit Card.

UNIT IV:

Travel Agents and Tour Operators Organizations: Role and contribution of the various national and international organizations in the development of tourism industry – Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI), International Air Transport Association (IATA), Pacific Asia Travel Agents Association (PATA), American Association of Travel Agent Association (ASTA), Universal Federation of Travel Agent Association (UFTAA), International Civil Aviation Organization (ICAO)

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UNIT V:

Linkages and Arrangements: Linkages and arrangements with various tourism organizations, Need and role of diversification in travel agency and tour operation business strategies to manage and maintain diversification, sources of income for travel agency and tour operations, Present status and future prospects of travel agency and tour operators' business in India.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course objective:

CO1: The objective of the paper is to foster an understanding of the travel and tour operations.

CO2: It aims to make the students aware the growth and development of travel business across the globe and the necessary approvals for setting up of travel agency and tour operations.

CO3: It will help students acquire knowledge about the development of itineraries and tour packages.

CO4: It will also provide basic knowledge of the various international and national tourism bodies.

CO5: To provide students' knowledge about the various linkages and integration opportunities.

Suggested Readings:

1. Bhatia, A.K. (2013). *The Business of Travel Agency and Tour Operations Management*. New Delhi: Sterling Publishers (P) Ltd.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism: Principles & Practices*. Oxford University Press, New Delhi
3. Negi, K.S. (2011). *Travel Agency Management*. New Delhi: Wisdom Press.
4. Goeldner, R., & Ritchie, B. (2010). *Tourism, Principles, Practices and Philosophies*. London: John Wiley & Sons.

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Centre for Hospitality & Tourism
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Course Title: Destination Planning and Development
Course Code: MBAHTM -403
Course Credits : 4

University Examination: 60 Marks
Sessional Assessments: 40 Marks

OBJECTIVES:

- To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques;
- To familiarize with the destination image formation & branding practices; and
- To introduce advanced destination resources analysis and research in the field of destination development.

UNIT 1

TOURISM DESTINATION & PLANNING: Concept of Tourism Destination. Characteristic and its types, Destinations as a product in tourism industry. Tourism Destination planning process (eight points), guidelines & elements, Need & Significance of Tourism Destination Planning & selection process, Levels & Types of tourism planning (International, National, Regional & Local), Rural & Urban Tourism Planning.

UNIT 2

TOURISM DESTINATION DEVELOPMENT: Concept & Stages of Destination Development, Assessment of tourism potential, Planning for Sustainable Tourism Destination Development, Person's determined image, Product development and packaging, Study of Carrying Capacity & environmental impact analysis (EIA), Destination Feasibility, Consequences of unplanned tourism development.

UNIT 3

DESTINATION MARKETING & PROMOTION; Destination Promotion and Publicity, Six 'A's framework for tourism destinations, The dynamic role of tourism stakeholders, Destination Marketing & Positioning Strategies, Destination Competitiveness, Destination image formation process, Destination branding perspectives and challenges, Case study of "Incredible India" campaign for Marketing & Promotion of Indian Destination.

UNIT 4

DESTINATION MANAGEMENT: Destination Management Systems, Destination Management Plan, Role and importance of Destination Management/Marketing organisations (DMOs) & Destination Management Companies (DMCs), Convention & Visitor Bureaus (CVB), Destination Life Cycles, Destination Master Plan, Porters five force model and its application to destination, Demand and supply match.

UNIT 5

INSTITUTIONAL SUPPORT: Public Private Partnership (PPP), Tourism Development Authorities, National Planning Policies for Destination Development, WTO Guidelines for

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Planners, Role of Panchyat Raj institution in Destination Development, Role of urban civic bodies, Destination Mapping (practical assignment).

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course Outcomes:

- CO1: To understand and develop the basic terminologies and conceptual clarities of tourism destination, planning;
- CO2: To understand the concept of tourism development and assessment of unplanned impact analysis;
- CO3: To know the importance of destination planning, marketing, promotion and publicity;
- CO4: To familiarize with the concept of destination management and role of different bodies involved in destination management process;
- CO5: To familiarize with the role of institution support in destination planning and development.

Suggested Readings:

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
2. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
3. Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
4. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.

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Semester 4th
Centre for Hospitality & Tourism
Baba Ghulam Shah Badshah University

Course Title: Front Office Management
Course Code: MBAITM -404
Course Credits : 4

University Examination: 60 Marks
Sessional Assessments: 40 Marks

Course Objective

The course has been conceived to make the students understand the functions and importance of front office management and their operations and familiarize them with its operations.

UNIT 1

Introduction: Introduction to the hotel world and tourism industry – Classification of Hotels and other types of Lodging – Hotel Tariff plans – Types of guest rooms – Major departments of a hotel – Organization structure – Duties and Responsibilities of Front office personnel – Interdepartmental coordination. Basic terminology used in the front office of a hotel.

Unit-2

Reservation – Basic definition, modes of room reservation and source of hotel bookings, system of room reservation, conventional density, different records, diaries, forms, etc. used for recording room reservation, Introduction to computerized reservation system.

Unit-3

Reception – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, maintenance of books, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports, housekeeping occupancy reports.

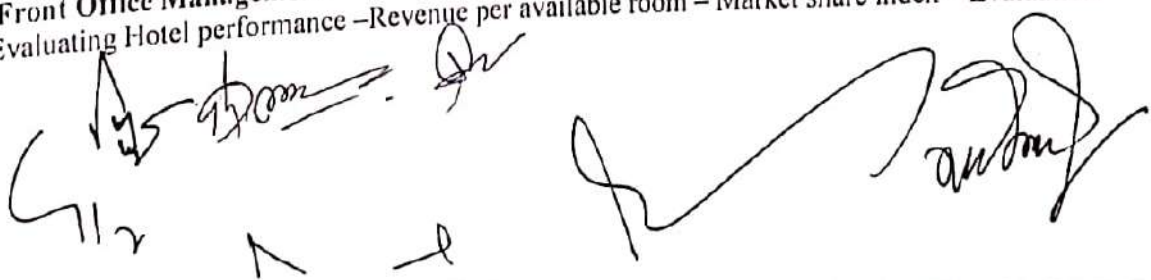
Unit 4

The Lobby Manager's Desk – Functions of the Lobby Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems.

UNIT 5

Front Office Management
Evaluating Hotel performance – Revenue per available room – Market share index – Evaluation

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of hotels by guests; - Yield management – forecasting – Room availability – Sales techniques – Budgetary control.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Course outcomes

CO1: Understand the development of hotel industry and Introduction to the front office department of hotel.

CO2: Understand modes and sources of reservations, bookings, and computer based reservation system.

CO3: Analyse interpersonal skills, interacting with the guests, and knowledge of reception section of hotels.

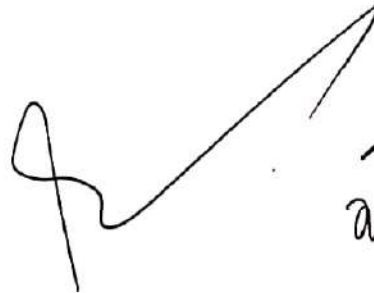
CO4: Handle different unusual situations and the procedures by hotel employs.

CO5: Managing front office introduction to different types of transactions that occur between hotels and guests.

Suggested Readings:

1. Jatashankar R. Tewari. Hotel Front Office Operations and Management. Oxford 2009
2. G.Raghubalan and SmriteeRaghubalan. Hotel Housekeeping Operations and Management.
3. Andrews, Sudhir. Front Office Management & Operations. Tata McGraw Hill.
4. Bhatnagar, S.K. (2009). Front Office Management. Frank Bros & Co.

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Course Title: Food and Beverage Management University Examination: 60 Marks
Course Code: MBAHTM -405 Sessional Assessments: 40 Marks
Course Credits: 4

Course Objectives:

The course objective is to impart empirical foundations and professional orientation towards the practice of food and beverage management as it applies to business, culinary arts and hospitality to the students. The course will make students understand principles of food preparation, cooking techniques, material handling, heat transfer and professionalism.

UNIT I

KITCHEN MANAGEMENT Job description: Hierarchy, Attitude and behavior; Food premises, Kitchen planning, Basic Preparation and operations, Basic principles of food production, Equipments, Fuels. Coordination with other departments

UNIT II

MENU: Types of menu – menu planning – Beverage menu – Menu designing – menu merchandising – menu balancing –.

UNIT III

PRE - PRODUCTION: Purchasing procedure – price and quality performance – Purchase specification – Receiving – storing and issuing – stock taking – methods of storage.

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UNIT IV

FOOD AND BEVERAGE PRODUCTION: Food production methods - Beverage production methods – F & B Service areas. Food and beverage service methods – Specializes services.

UNIT V

CATERING MANAGEMENT: Types of catering – fast-food and popular catering – hotels and quality restaurants – industrial catering, hospital catering – basic policies – financial marketing and catering – control and performance management.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark.



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Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks

Course Outcomes:

CO1: Understand basics concepts of kitchen planning and operations, role and responsibilities of Kitchen staff in catering industry.

CO2: understand various concepts of Menu-planning, designing and merchandising in various catering types of outlets.

CO3: Understand about the procedure of food purchasing and storage and stocking methods.

CO4: Evaluate various types of services, roles and responsibilities of staff in F&B department. and special service methods.

CO5: understand basics and various types of catering establishments: control and performance management.

Suggested Readings:

1. Bernard Davis, Andrew Lockwood and Sally Stone. Food and Beverage Management.

2. John A. Cousins, David Foskett, Cailein Gillespie. Food and Beverage Management.

Prentice Hall.

3. Denney G. Rutherford and Michael J. O'Fallon. Hotel and Management Operations. Latest edition. John Wiley & Sons

4. Parvinder S. Bali. (2009) Food Production Operations. Oxford.

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Course Title: Airline, Cargo and Revenue Management University Examination: 60 Marks
Course Code: MBAHTM -406 Sessional Assessments: 40 Marks
Course Credits : 4

OBJECTIVES:

- To understand the structure and dynamics of airlines and air cargo industry;
- To gain a thorough insight into various operations, management of airlines and cargo; and
- To understand and acquire skills of managing airline revenue management system. .

UNIT-I

AVIATION HISTORY; Historical development of Airline Industry, Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention - Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines and Aircrafts - Study of aircraft parts.

UNIT- II

AIRPORT OPERATIONAL MANAGEMENT: Travel Documentation - Airport Facilities - Check-in formalities - In-flight services - Classes of service and comfort - Special passengers - Baggage handling (Procedures and Practices), Total Airport Management (TAM), Airport Operations Control Center (APOC)

UNIT-III

AIRLINE TICKETING OPERATIONS: Three letter city and airport code - Airline designated code - Currency regulation - NUC conversion factors - Sale Indicators- Types of Journeys - Introduction to fare construction - Mileage principles - Special fares - Passenger ticket - Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan. Case studies of selected Airlines.

UNIT-IV

AIR CARGO & DOCUMENTATION: Aircraft and Cargo terminal facilities - Cargo booking procedures - Air cargo rates and charges - Cargo capacity of Airlines , Air way bill , Cargo Manifesto, Cargo transfer Manifesto, Declaration for dangerous goods and Live Animal Regulation. Cargo Revenue Management Techniques.

UNIT-V

AIRLINE REVENUE MANAGEMENT: Introduction to Airline Revenue Management and system, Pricing Strategy, Revenue Forecasting and Budgeting, Demand Forecasting, Pricing Simulation, Supply & Demand Case Study, Managing airline passenger demand, Seat inventory control, Fare Restriction and Fare Class,

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Note for Paper Setting:

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Course Outcomes:

- CO1: This unit provides in-depth knowledge of Aviation industry, International air agreements and role of international and national air organization.
- CO2: This unit gives a detail fundamental overview of ground handling operation of airport management.
- CO3: This unit deals with airline itinerary, fare construction and ticketing operations.
- CO4: This unit deals with legal documentation, procedure, regulations and cargo operation.
- CO5: This unit deals with airline revenue management and demand & supply of airline revenue.

Suggested Readings:

1. JagmohanNegi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
2. Premnath Dar; Global Cargo Management Concept Typology Law & Policy.
3. Michael Sales; Air Cargo Management: Air Freight and the Global Supply Chain.
4. Hayes, D.K., Miller, A. (2011), Revenue Management for the Hospitality Industry,
5. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.

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Course Title: Tourism Management in India
Course Code: MBAHTM -407
Course Credits : 4

University Examination: 60 Marks
Sessional Assessments: 40 Marks

Objective: To make student familiar with Tourism management practices in India.

Unit I: Tourism: Concepts, Definition and Historical development of Tourism. Distinction between Tourist-Traveller-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics. **Tourism Policies in India:** National action Plan 1992. National Tourism Policy 2002.

Unit II: Need for tourism planning, Essentials of planning, Eight – point planning process, aims of tourism planning. Significance of planning.
Domestic and International tourism: Domestic tourism: features, pattern of growth, profile.
International tourism: Generating and Destination regions. Pattern of growth and Profile.

Unit III: Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demand; Motivation and tourism demand; measuring tourism demand. Consumer behavior in Tourism, Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

Unit IV: Tourism Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political, Status of Tourism in India. The Tourism Industry: Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as Industry in India, consequences of Industry status.

Unit V: International Tourism Institutions and organizations: International Tourism Institutions and organizations and their role in promoting international movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC.

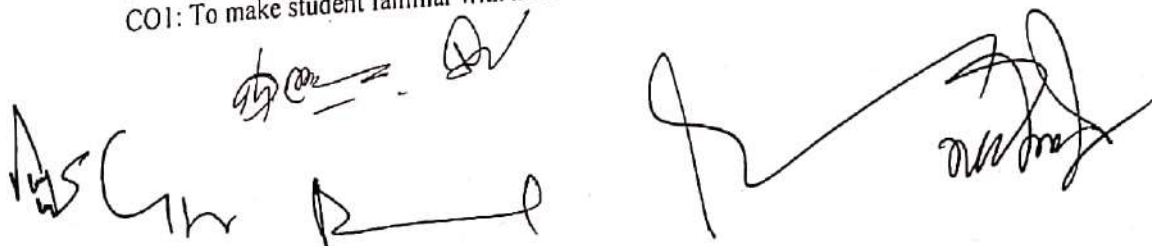
Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type or objective type questions, two questions from each unit which elicit answers in not more than 20 words. Each question will carry 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

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Course outcomes

CO1: To make student familiar with historical development of tourism and its growth in India.



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CO2: To discuss the need and essentials of tourism planning for the sustainable growth of tourism industry.

CO3: To understand the nature of demand and supply factor in tourism business.

CO4: To discuss the critical analysis of different tourism impact on society, culture and environment. CO5: to understand the functions of international tourism institutions and organisations in tourism industry.

Suggested Readings:

1. Akhter, Javaid (2009) Tourism Management in India, Aph Publishing Corporation.
2. Bhatia, A.K. (2009) Tourism Development: Principles & Practices, Sterling Publisher (P) Ltd. New Delhi.
3. Cooper, Fletcher (2007) Tourism Principles and practices (1993) Pitman.
4. K. N. Patel (2010), Travel and Tourism: International Approach Adhyayan Publishers & Distributors.
5. Singh Kr Awadhesh & Mulla Abdul Majeed (2011) Management of Tourism in India, Madhav Books.
6. Swain, K.S & Mishra, M.M. (2012). Tourism Principles and Practices. Delhi: Oxford University.

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Course Title: Dimensions of International Tourism
Course Code: MBAHTM -408
Course Credits: 4

University Examination: 60 Marks
Sessional Assessments: 40 Marks

Objective: The objective of this course is to educate the students about various dimensions of international tourism.

Unit 1

International Travel and Tourism Statistics: Types & typologies of tourism, Travel motivators & deterrents, Pull & Push forces in Tourism, Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and Supply at tourist destinations.

Unit 2

International Tourism Destination Development: Need for planned development, various levels at which plans are prepared. Scale of International Tourism Destination Development- Allocentric, Midcentric and Psychocentric. The emerging international tourism types. Political aspects of the international travel.

Unit 3

The Role of the Government and international Tourism Bodies :Need for Tourism organizations, National Tourism Organization (NTO) - Functions, Administrative set up. India's out bound Tourism for Gulf, Europe, USA, South East Asia Australia and New-Zealand, characteristics and patterns of India's major international markets, domestic tourism in India, patterns and characteristics of major tourist generating states. ITDC, DGCA, AAI, FHRAI, TAAI.

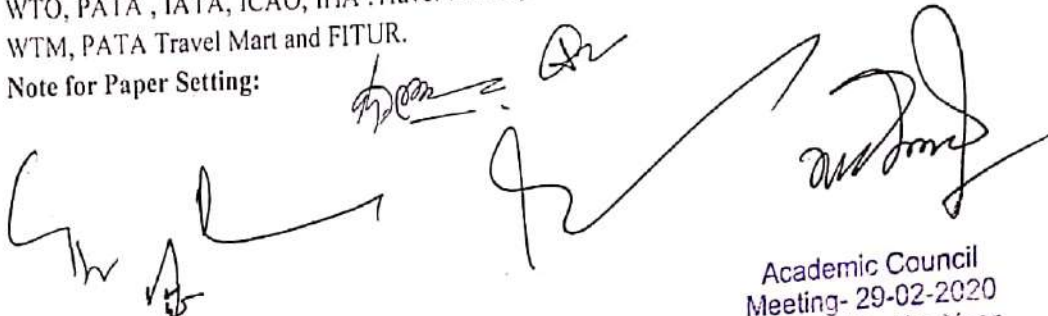
Unit 4

International Travel Formalities : Aviation Geography: IATA Traffic conferences, important tourist circuits and popular Itineraries of Middle East, Asia Pacific and Europe. Customs Formalities, Passport, Emigration and Immigration- passport, Arrival and Departure formalities, Health Regulations, Airport tax. Visa- types. Visa rules for India, Duration of stay, Currency regulations, Exchange Control formalities- Currency and jewellery, payment of hotel bills, purchase of goods.

Unit 5

International Tourism Organizations: International Tourism Organizations: UFTAA, WATA, WTO, PATA, IATA, ICAO, IHA. Travel industry fairs- Participation Advantages. Role of ITB, WTM, PATA Travel Mart and FITUR.

Note for Paper Setting:



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Course Outcomes:

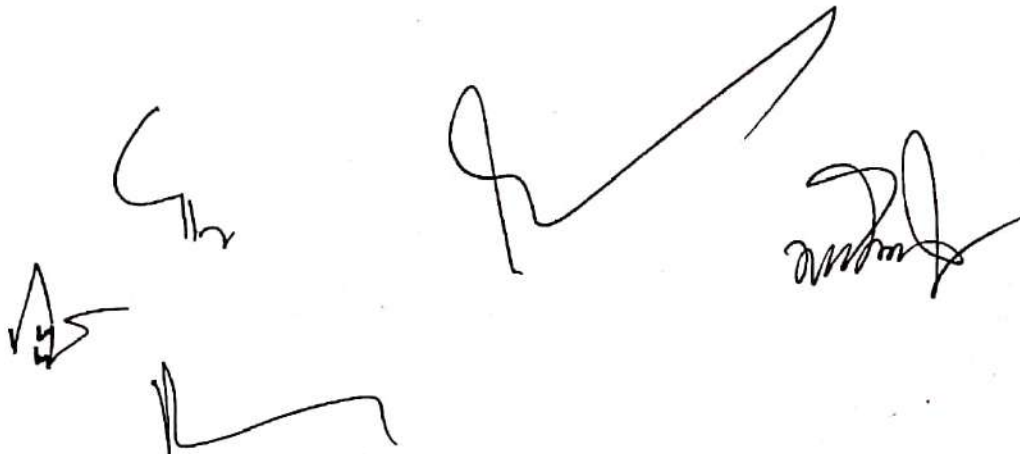
- CO1: To understand the nature of international travel motives and travel statistics.
- CO2: To familiarize the students with the tourism destination development levels and need.
- CO3: To understand and examine the role of different tourism bodies at national and international levels.
- CO4: To familiarize the students with the legal formalities and documentation need for tourism and travel business.
- CO5: to study the role and functions of International tourism organisations.

Suggested readings:

1. Bhatia, A.K., (2001) - International Tourism Management, Sterling Publishers Pvt. Ltd., New Delhi.
2. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.
3. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
5. Seth, P.N., (1999). Successful Tourism Management (Vol 1 & 2).
6. SunethaRoday ET. al., (2009). Tourism operations and management, Oxford Univ. Press, New Delhi.

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**CENTRE FOR HOSPITALITY & TOURISM
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SYLLABUS

Syllabus for DIPLOMA IN HOUSE KEEPING (DHK) I & II Semesters

**Centre for Hospitality & Tourism,
Baba Ghulam Shah Badshah University, Rajouri (J&K)**

**SYLLABUS
FOR
DIPLOMA IN HOUSE KEEPING (DHK)
I & II SEMESTERS**



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RAJOURI, J&K (185234)**

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Scheme for Diploma Courses: Diploma in House Keeping:

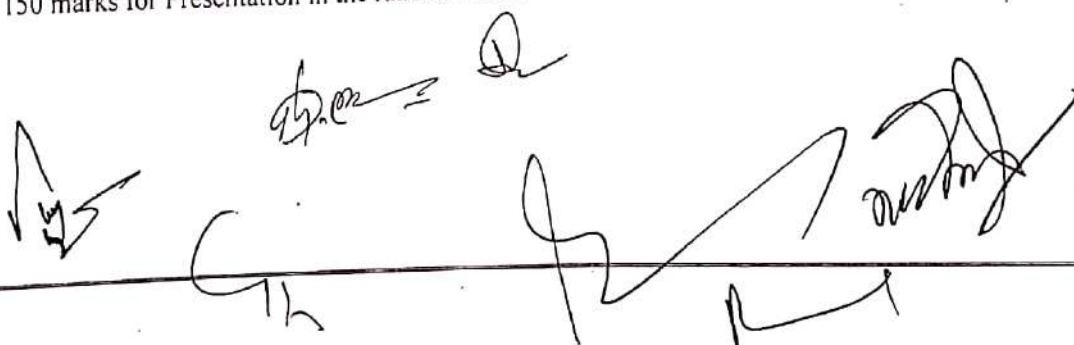
Comprises of following Courses:

Course Code	Course Title	External	Internal	Total
DHK-101	House Keeping Operations	60	40	100
DHK-102	Principles of Accounting.	60	40	100
DHK-103	Business & Inter Office Communication Skills	60	40	100
DHK-104	Basics of Computers.	60	40	100
DHK-150	Practical on House Keeping Operations	50	50	100
DHK-151	Practical on Computer Applications.	50	50	100
DHK-152	Practical on Business & Inter Office Communication Skills	50	50	100
Total Marks		390	310	700

Semester II

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Students will undergo industrial training for 17 weeks in different Hospitality & Tourism Units and after successful completion of training, students will submit training report followed by presentation. The total marks will be 500 out of which 350 marks would be for Training Report and 150 marks for Presentation in the ratio of 70:30.



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Course Code: DHK- 101

Course Title: Housekeeping Operations.

Credit Value: 4

Examination Duration: 03 Hours

Maximum Marks:100
University Examination:60
Sessional Assessment:40

Objective: To familiarize the students with theoretical concepts related to House-keeping department of hotels. To enhance the overall housekeeping skills of the students from industry point of view.

Unit I: Introduction to housekeeping in the hospitality industry; types of lodging establishments, organizational chart- duties and responsibilities of housekeeping employees, Different sections of housekeeping department in large hotels.

Unit II: Cleaning tools Equipment: Brooms and brushes, protective equipment, clothes used while cleaning, box sweeper, electric equipment, vacuum cleaner, floor scrubbing and polishing machine, floor shampooing machine, containers trolley, etc.

Use and care of equipment and material required by House Keeping Department.
Solvents, grease absorbents, disinfectants, antiseptics, soaps, deodorants, detergents, polishes & their storage.

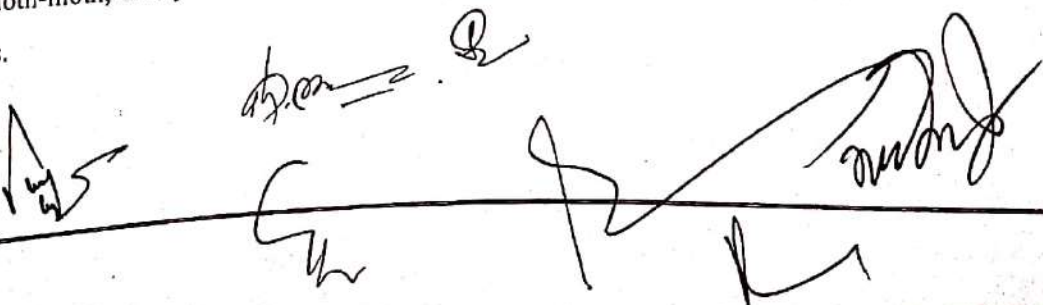
Unit III: Cleaning methods- Care, cleaning and polishing of various surfaces, hard floorings, wooden surfaces painted, varnished, laminated compositions, walls and wall coverings, furniture of various types e.g., brass copper, aluminum, stainless steel and chromium.

Cleaning guest rooms and bathrooms- daily, weekly and spring cleaning, night service, checklist of standard guests and bathroom supplies, room occupancy list, housekeeping report, handling room transfers, lost and found, cleaning of public restaurant. Food service areas and employees areas.

Unit IV Different types and importance of keys- section key, master key, floor key and grand master key. Key of executive officers and public areas, and computerized key

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Unit V: Pest control and eradication: - with special reference to rats, cockroaches, furniture beetle, cloth-moth, safety security control during emergency situations:- like fire, death, theft, accidents.



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COURSE OUTCOMES:

- CO1: know housekeeping in hospitality, roles and duties of housekeeping staff in hotels.
- CO2: know about various equipments and chemicals/cleaning agents used in housekeeping.
- CO3: prepare housekeeping reports, cleaning methods, cleaning of guest rooms, bathrooms and other public areas.
- CO4: know about keys and key handling procedures of guest rooms and other offices.
- CO5: understand the use of pest control chemicals; know about safety and security control in emergency situations.

Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type questions, two from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer five questions one from each Unit. Each question carries 10 marks.

Books Recommended:

- G. Raghubalan and S. Raghubalan (2015), Hotel Housekeeping Operations & Management, Oxford University Press, ISBN-0199451745, 9780199451746, 3rd edition.
- Joan Cameron Branson, Margaret Lennox (1989), Hotel Hostel and Hospital Housekeeping, English Language Book Society/Edward Arnold publishing house, ISBN 0340525185, 9780340525180, 5th edition
- Sudhir Andrews (2013), Hotel House Keeping-A Training Manual Tata McGraw Hill publishing house, ISBN- 978-25-900498-8 edition 3rd
- Ursula Jones (1992), Hotel and Catering Studies , Hodder and Stoughton Publishing House London, ISBN- 0340527498, 9780340527498, edition illustrated reprint.
- Aleta Nitschke and William D. Frye (latest edition), Managing Housekeeping Operations, American Hotel & Lodging, Educational Institute, ISBN 0866123369, 9780866123365 edition 3, illustrated, revised

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➤ Raghubalan (latest edition), Hotel Housekeeping: Operations and Management,

Course Code: DHK-102

Course Title: Principles of Accounting

Credit Value: 4

Examination Duration: 3 Hours

Maximum Marks: 100

University Examination: 60

Sessional Assessment: 40

Unit -1:

Accounting - Meaning, Objectives, Types Of Accounting Information, Advantages And Limitations, Qualitative Characteristics Of Accounting Information: Reliability, , relevance, understand ability and comparability . Basic Accounting Terms: Business Transaction, Capital, Drawing, Liability, Asset, Revenue, Expenditure, Expense, Income, Losses And Gains, Purchases, Sales, Stock, Debtors, Receivables, Creditors, Payables.

Unit-2:

Double Entry System Of Accountancy And Its Advantages. Accounting Equation - Meaning And Analysis Of Transactions Using Accounting Equation. Book Of Original Entry – Journal, Rules And Practice On Journalising Transactions. Cash Book – Simple, 2 Columns And 3 Columns, and Ledger: It's Posting, Balancing And Closing Of Accounts Practice On Posting Entries.

Unit-3:

Trial Balance and Rectification of Errors, Trial Balance: Meaning, Objectives and Preparation. Depreciation - meaning, causes, fixed instalments and diminishing balance method.

Unit-4:

Provisions and Reserves: Meaning and Importance, Need for provision for doubtful debts, provision for discount on debtors, Difference between provisions and Reserves. Types of Reserves: Revenue Reserve, Capital Reserve, General Reserve and Specific Reserve.

Unit-5:

Financial Statements: Meaning and Users. Profit and Loss Account: Gross profit, Operating profit and Net profit. Balance Sheet: Need, Grouping, Marshalling of Assets and Liabilities.

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Course Outcomes:

- CO1: Develop and understand the nature and purpose of financial statements in relationship to decision making.
- CO2: Develop the ability to use accounting concepts, principles and frameworks to analyze and effectively communicate information to various stakeholders.
- CO3: Develop the ability to use the Fundamental accounting equation to analyze the effect of business transactions on an organisation's accounting records and financial statements.
- CO4: Develop an ability to use basic accounting system to create the data needed to solve a variety of business problems.
- CO5: Develop the ability to use accounting information to solve a variety of business Problems.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions (two questions from each unit), elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Suggested Readings:

1. Bhattacharya S K and John Dearden. 1987. Accounting for Management: Text & Cases, Vikas Publication, 8th Edition.
2. Gupta S. K and Sharma S. K., 2003. Management Accounting, Kalyani Publication.
3. Horngren, Charles. 1994. Principles of Financial and Management Accounting, Prentice Hall.
4. Jain S.P. and Narang, 2014. Management and Cost Accounting. Kalyani Publishers.
5. Ahmad, N., Iqbal, J., & Javed, S. (2018). Principles of Accounting.

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Course Code: DHK-103

Course Title: Business and Inter Office Communication Skills.

Credit Value: 4

Duration of Examination: 3 Hours

Maximum Marks:100

University Examination:60
Sessional Assessment:40

OBJECTIVES:

- To acquaint the students with the principles and practices of business communication.
- To improve the communication skills as their poor expression for industry.
- To emphasis on personality development by exercises and simulation.

UNIT 1; Introduction to Communication: Process of Communication; Functions & Importance of Communication in Business/ Hospitality Industry, Principles of Business Communication; Barriers to Communication and measures to overcome the barriers, Negotiations and its need in service industry, stages of negotiation process and strategies, Need & significance of Conflict Management.

UNIT 2; Classification of Communication: Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward & Downward, Grapevine Communication & information overload, One-way & Two-way, Verbal (Oral & Written) & Non-verbal (Body language: Physical expressions, gestures, hand movements and spatial relationships, Understanding proxemics, kinesics.

UNIT 3: Employment Communication and Meetings: Characteristics of Job Interview; Job Interview Process and Techniques- Manners and etiquettes to be maintained during an interview; Types and Importance of Business Meetings; Process and guiding rules for conducting Meetings, Common errors made at Meetings, Oral presentation skills, Importance of Dressing / Manners & Etiquettes required for Business Communication.

Unit IV Business Correspondence: Types of Business correspondence, Principles of letter writing; structure and layout of Business letters; Different Types of Business letters: Request letters; Response letters; thank you letters; Complaint letters; reminders, inquiry appeal and warning letters; Invitations, Greetings, Regrets. Job Employment letters and Resume writing, E-mail and the changing landscape of business communication.

Unit V Business Reports: Structure of reports; Types of Business reports; steps involve in report writing reports and writing style, Public speaking; Group discussions and participation in Business meetings/conferences, Corporate News, Guidelines for writing memos, circulars and notices.

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COURSE OUTCOMES:

- CO1: To understand need, role and essentials of soft spoken communication skills in business organisation.
- CO2: Discuss the different types, forms and mode of business communication used in an organisation and hotel industry.
- CO3: To impart the writing skills among students for business correspondence used in office organisation.
- CO4: To exercise and impart the presentation skill and stage appearance among the students.
- CO5: To understand the need and importance of automation in office operation of a business organisation.

Books Recommended:

1. Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd New Delhi.
2. Meenakshi, Prakash (2007), Business Communication Oxford Publication House
3. Chaturvedi P.D. (2006), Business Communication Pearson Education, 1st Edition
4. Barun K. Mitra (2012). Personality Development & Soft Skills. Oxford University Press.
5. Krizan, Merrier, Logan and William (2008). Business Communication. Cengage Learning.
6. Kaul, Asha (2015). Effective Business Communication. PHI Learning Pvt Ltd, 2nd edition.

References:

- Bovee, Thrill, Schatzman. 2002. Business Communication Today. Pearson.
- Butterfield, Jeff. 2012. Soft Skills for Everyone. Cengage Learning
- Kaul, Asha. 2015. Effective Business Communication. PHI.
- Leena, Sen. 2007. Communication Skills. Prentice Hall.
- Lesikar and Flatly. 2004. Basics of Business Communication. Tata McGraw Hill.
- Rai, Urmila and S.M. Rai. 2011. Business Communication: Rai and Rai: Himalaya Publishing House.
- Raman, Meenakshi and Prakash Singh. 2012. Business Communication. Oxford Press

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DHK- 104
Course Title: Basics of Computers.
Credit Value: 4
Examination Duration: 3 Hours

Maximum Marks:100
University Examination:60
Sessional Assessment:40

Objective: This course is designed to provide an understanding of the basic fundamentals of computers and computer operating system to the students and make them learn the application of relevant software in managerial decision making.

Unit-I: Introduction to Computers

Introduction to Computer: Classification, Generations, Organization, Capabilities, Characteristics & Limitations, Application of Computer in Hotel management.

Unit-II: Introduction to Computer Hardware

Components of Computer-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

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Unit-III: Introduction to Computer Software

Types of Software, System Software, Application Software, Utility Software, Use of MS-Office: Basics of MS-Word, MS-Excel and MS-Power Point;

Unit-IV: Data Communication and Networking: Introduction to data communication and networking, modes of communication, simplex, half duplex, full duplex, local area network (LAN), wide area network (WAN), metropolitan area network (MAN).

Unit-V: Introduction to Internet

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines.

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**CENTRE FOR HOSPITALITY & TOURISM
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COURSE OUTCOMES:

- CO1. Students will be introduced about the Computers, its classifications, generations and applications.
- CO2. Students will be introduced about different types of Computer Hardware.
- CO3. Students will be able to work on MS-Word, MS-Excel and MS-Power Point.
- CO4. Students will be able to understand the basics of Data Communication and Networking.
- CO5. Students will be able to understand the working of Internet.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions (two questions from each unit), elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Suggested Readings:

- Behrouz A. Forouzan. 2012. Data Communication and Networking. Tata McGraw Hill Education.
- Leon & Leon, 2008. Introduction to Computers. Vikas Publishing House, New Delhi.
- Miller, Michael. 2013. Computer Basics Absolute Beginner's Guide, Windows. Pearson Education.
- Norton, Peter. 2010. Introduction to Computers. Tata McGraw Hill.
- Parsons, June Jamrich and Dan Oja. 2014. Computer Concepts: Illustrated Introductory, Cengage Learning.
- Sinha, P.K. 2004. Computer Fundamentals. BPB.
- Taxali, Ravi 2001. PC Software for Windows. Tata McGraw Hill.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DHK- 150

Course Title: Practical on House Keeping Operations.

Credit Value: 4

Examination Duration: 03 Hours

Maximum Marks:100

University Examination:50

Sessional Assessment:50

Objective: The objective of this course is to give hand on training to the students about the various concepts of housekeeping.

- Cleaning and polishing of various surfaces, hard flooring, semi-hard floorings, and wooden flooring.
- Wall treatments- tiles, wall paper, fabric, glass surfaces, mirrors, metal cleaning-silver, brass, and copper.
- Bed making and turn down service.
- Daily cleaning and preparation of guest rooms, VIP rooms, cleaning of bathrooms.
- Periodical cleaning in guest room, public areas, spring cleaning in guest rooms and public areas.
- Flower arrangements- dining tables, reception counters, buffet tables. Field visit to hotels to familiarize students with operations of various departments in hotel.
- Stain removal, washing drying, ironing, folding, storing of various types of fabrics and garments. Use of laundry equipment and dealing with different types of pests. House Keeping reports and formats.

Books recommended:

1. Aleta Nitschke and William D. Frye (2008), Managing Housekeeping Operations, American Hotel & Lodging, Educational Institute, ISBN 0866123369, 9780866123365 edition 3, illustrated, revised
2. Edwin B. Feldman (1992), Managing Housekeeping Custodial Operation, Prentice Hall, original from the University of Michigan, digitised in 2007, ISBN 0133781593, 9780133781595
3. Matt A. Casado (2000), Housekeeping Management, Wiley Publications original from Pennsylvania State University, digitised in 2011, ISBN- 0471251895, 9780471251897
4. Raghubalan (2009), Hotel Housekeeping: Operations and Management, OUP publisher India, ISBN 0198061099, 9780198061090, 2, illustrated, reprint.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DHK-151

Course Title: Practical on Computer Applications.

Credit Value: 4

Examination Duration: 3 Hours

Maximum Marks: 100

University Examination: 50

Sessional Assessments: 50

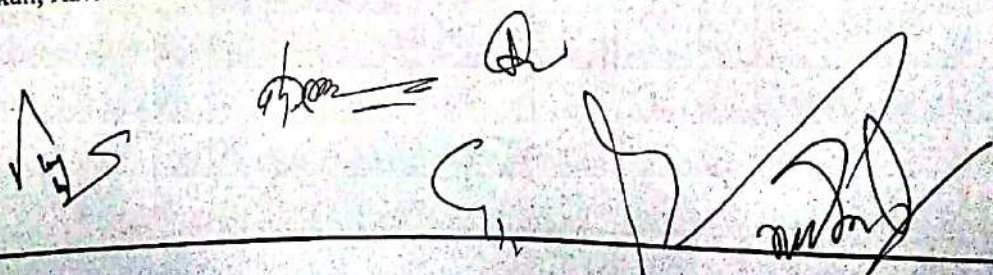
Objectives: This course is designed to train students in the working and fundamentals of computers and the application of software relevant to business. Especially to the Travel and Tourism.

1. **Introduction to Windows:** working with accessories, notepad, paint, command prompt, system tools etc. installing and removing applications.
2. **Ms Word:** page orientation, properties, page setup, mail merge, background, theme, styles and formatting, letter mailing, header footer, page number, hyperlink.
3. **MS. Excel:** worksheet, chart, symbol, conditional formatting, function, pictures, diagrams, formulas.
4. **Ms Power-point:** creating and designing slides, slide numbers, duplicate slide, slide designs, slide transition, slide sorter, slide show, animation schemes, slide background.

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References:

1. Behrouz A. Forouzan. 2012. Data Communication and Networking. Tata McGrawHill Education.
2. Leon & Leon, 2008. Introduction to Computers. Vikas Publishing House, New Delhi.
3. Miller, Michael. 2013. Computer Basics Absolute Beginner's Guide, Windows. Pearson Education.
4. Norton, Peter. 2010. Introduction to Computers. Tata McGraw Hill. Parsons, June Jamrich and Dan Oja. 2014. Computer Concepts: Illustrated Introductory, Cengage Learning.
5. Sinha, P.K. 2004. Computer Fundamentals. BPB.
6. Taxali, Ravi 2001. PC Software for Windows. Tata McGraw Hill.



**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

Course Code: DHK- 152

Course Title: Practical on Business & Inter Office Communication Skills office

University Examination:50

Sessional Assessment:50

Maximum Marks:100

Credit Value: 4

Examination Duration: 3 Hours

Objective: The course intends to provide Knowledge to the students while receiving the guests and having conversations with them.

1. Holding Conversation:

- While receiving a guest and providing him information or clarifications, special attention to VIPs.
- While placing and receiving orders.
- Felicitation, Confirmation, Regrets and Apologies.
- While checking, investigating and enquiring with officials, guests & colleagues.

2. Organizing group discussions and meetings.

3. Perfection in use of body language.

4. Office organization:

- Testing, typing skills based on the syllabus.
- Filing and indexing.
- Handling telephone, fax, internet, photocopier, and computer.

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References:

1. Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd New Delhi.
2. Meenakshi, Prakash (2007), Business Communication Oxford Publication House
3. Chaturvedi P.D. (2006), Business Communication Pearson Education, 1st Edition
4. Barun K. Mitra (2012). Personality Development & Soft Skills. Oxford University Press.
5. Krizan, Merrier, Logan and William (2008). Business Communication. Cengage Learning.

**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

SYLLABUS

Syllabus for DIPLOMA IN FRONT OFFICE (DFO) I & II Semesters

**Centre for Hospitality & Tourism,
Baba Ghulam Shah Badshah University, Rajouri (J&k)**

**SYLLABUS
FOR
DIPLOMA IN FRONT OFFICE (DFO)
I & II SEMESTERS**



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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY
RAJOURI, J&K (185234)**

CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Scheme for Diploma Courses: Diploma in Front Office.

Comprises of following Courses:

Course Code	Course Title	External	Internal	Total
DFO-101	Front Office Operations.	60	40	100
DFO-102	Principles of Accounting.	60	40	100
DFO-103	Business & Inter Office Communication Skills	60	40	100
DFO-104	Basics of Computers.	60	40	100
DFO-150	Front Office Practical based on Theory.	50	50	100
DFO-151	Practical on Computer Applications.	50	50	100
DFO-152	Practical on Business & Inter Office Communication Skills	50	50	100
Total Marks		390	310	700

Semester II

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Students will undergo industrial training for 17 weeks in different Hospitality & Tourism Units and after successful completion of training, students will submit training report followed by presentation. The total marks will be 500 out of which 350 marks would be for Training Report and 150 marks for Presentation in the ratio of 70: 30.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFO-101

Course Title: Front Office Operation

Credit Value: 4

Examination Duration: 3 Hours

Maximum Marks: 100
University Examination: 60
Sessional Assessment: 40

Objective: The course has been conceived to make the students understand the functions and importance of front office management and their operations and familiarize them with its operations.

Unit-1: INTRODUCTION TO TOURISM, HOSPITALITY & HOTEL INDUSTRY:
Tourism and its importance. Hospitality and its origin. Hotels, their evolution and growth. Brief introduction to hotel core areas with special reference to Front Office. Rules of the house for Front Office staff, duties and attributes of different level of staff, coordination and communication between the Front Office and the other departments.

CLASSIFICATION OF HOTEL; A. Size B. Star C. Location & clientele D. Ownership basis
E. Independent hotels F. Management contracted hotel G. Chains H. Franchise/Affiliated I. Supplementary accommodation J. Time shares and condominium

Unit-2: FRONT OFFICE ORGANIZATION

A. Function areas B. Front office hierarchy C. Duties and responsibilities D. Personality traits
HOTEL ENTRANCE, LOBBY AND FRONT OFFICE: A. Layout B. Front office equipment
(non automated, semi automated and automated)
BELL DESK: A. Functions B. Procedures and records.
TYPES OF ROOMS: A. Single B. Double C. Twin D. Suites. Basic terminology used in the front office of a hotel. Hotel Tariff Plans.

Unit-3: RESERVATION –

Basic definition, modes of room reservation and source of hotel bookings, system of room reservation, conventional density, different records, diaries, forms, etc. used for recording room reservation, filling system for reservations-Whitney, introduction to computerised reservation system.

Unit 4: RECEPTION – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, contractual terms between hotel and guests, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, maintenance of books, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Unit-5: THE LOBBY MANAGER'S DESK – Functions of the Lobby Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems.

COURSE OUTCOMES:

CO1: Understand the development of hotel and basic introduction to the tourism industry. Introduction to the front office department of hotel.

CO2: Understand front office organisational structure, concierge and Room types in hotels.

CO3: Understand modes and sources of reservations, bookings, and computer based reservation system.

CO4: Analyse interpersonal skills, interacting with the guests, and knowledge of reception section of hotels.

CO5: Handle different unusual situations and the procedures by hotel employees.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Books Recommended:

- Andrews, Sudhir (2007). Front Office Management & Operations. Tata McGraw Hill.
- Andrews, Sudhir (2013). Hotel Front Office Training Manual. Tata McGraw Hill Education Private Limited; 3e edition
- Andrews: (1980). Hotel front office training manual. Tata McGraw Hill. Bombay. Print.
- Bhatnagar, S.K. (2009). Front Office Management. Frank Bros & Co.
- Gray and Ligouri (2000). Hotel management and operations. PHI. New Delhi
- Zulfikar, Mohammed (1998). Introduction to Tourism & Hotel industry: With special focus on Front Office Management. Sangam Books Ltd.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFO-102
Course Title: Principles of Accounting
Credit Value: 4
Examination Duration: 3 Hours

Maximum Marks:100
University Examination:60
Sessional Assessment:40

Unit -1: Accounting - Meaning, Objectives, Types Of Accounting Information, Advantages And Limitations, Qualitative Characteristics Of Accounting Information: Reliability, relevance, understand ability and comparability. Basic Accounting Terms: Business Transaction, Capital, Drawing, Liability, Asset, Revenue, Expenditure, Expense, Income, Losses And Gains, Purchases, Sales, Stock, Debtors, Receivables, Creditors, Payables.

Unit-2: Double Entry System Of Accountancy And Its Advantages. Accounting Equation - Meaning And Analysis Of Transactions Using Accounting Equation. Book Of Original Entry - Journal, Rules And Practice On Journalising Transactions. Cash Book - Simple, 2 Columns And 3 Columns, and Ledger: It's Posting, Balancing And Closing Of Accounts Practice On Posting Entries.

Unit-3: Trial Balance and Rectification of Errors, Trial Balance: Meaning, Objectives and Preparation. Depreciation - meaning, causes, fixed instalments and diminishing balance method.

Unit-4: Provisions and Reserves: Meaning and Importance, Need for provision for doubtful debts, provision for discount on debtors, Difference between provisions and Reserves. Types of Reserves: Revenue Reserve, Capital Reserve, General Reserve and Specific Reserve.

Unit-5: Financial Statements: Meaning and Users. Profit and Loss Account: Gross profit, Operating profit and Net profit. Balance Sheet: Need, Grouping, Marshalling of Assets and Liabilities.

Course Outcomes:

CO1: Develop and understand the nature and purpose of financial statements in relationship to decision making.

CO2: Develop the ability to use accounting concepts, principles and frameworks to analyze and effectively communicate information to various stakeholders.

CO3: Develop the ability to use the Fundamental accounting equation to analyze the effect of business transactions on an organisation's accounting records and financial statements.

CO4: Develop an ability to use basic accounting system to create the data needed to solve a variety of business problems.

CO5: Develop the ability to use accounting information to solve a variety of business Problems.

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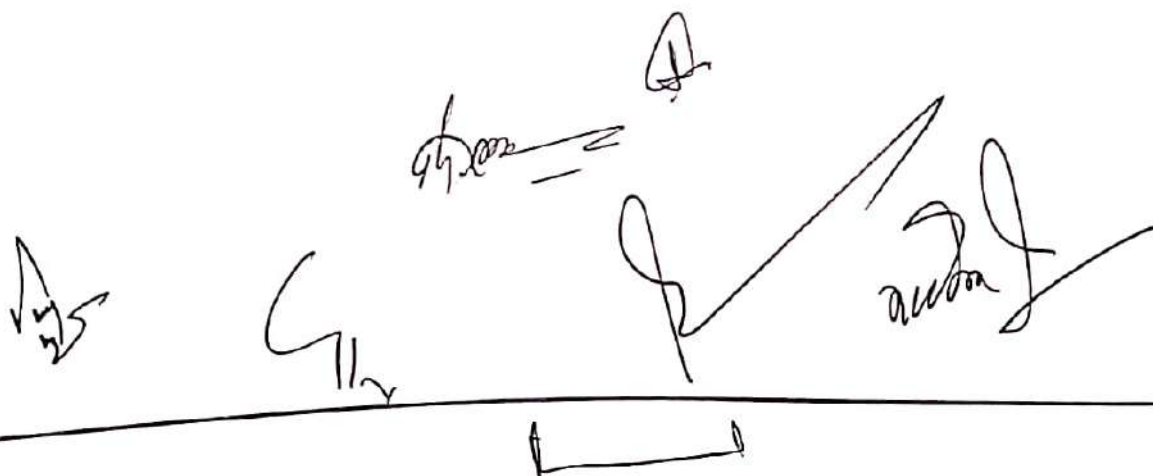
Note for Paper Setting:

The question paper will be divided into two sections. **Section A** will be compulsory and will contain 10 very short answer type questions (two questions from each unit), elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. **Section B** will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Suggested Readings:

1. Bhattacharya S K and John Dearden. 1987. Accounting for Management: Text & Cases, Vikas Publication, 8th Edition.
2. Gupta S. K and Sharma S. K., 2003. Management Accounting, Kalyani Publication.
3. Horngren, Charles. 1994. Principles of Financial and Management Accounting, Prentice Hall.
4. Jain S.P. and Narang, 2014. Management and Cost Accounting. Kalyani Publishers.
5. Ahmad, N., Iqbal, J., & Javed, S. (2018). Principles of Accounting.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFO-103

Course Title: Business and Inter Office Communication Skills. University Examination: 60

Credit Value: 4

Sessional Assessment: 40

Duration of Examination: 3 Hours

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OBJECTIVES:

- To acquaint the students with the principles and practices of business communication.
- To improve the communication skills as their poor expression for industry.
- To emphasis on personality development by exercises and simulation.

UNIT 1; Introduction to Communication: Process of Communication; Functions & Importance of Communication in Business/ Hospitality Industry, Principles of Business Communication; Barriers to Communication and measures to overcome the barriers, Negotiations and its need in service industry, stages of negotiation process and strategies, Need & significance of Conflict Management.

UNIT 2; Classification of Communication: Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward & Downward, Grapevine Communication & information overload, One-way & Two-way, Verbal (Oral & Written) & Non-verbal (Body language: Physical expressions, gestures, hand movements and spatial relationships, Understanding proxemics, kinesics.

UNIT 3: Employment Communication and Meetings: Characteristics of Job Interview; Job Interview Process and Techniques- Manners and etiquettes to be maintained during an interview; Types and Importance of Business Meetings; Process and guiding rules for conducting Meetings, Common errors made at Meetings, Oral presentation skills, Importance of Dressing / Manners & Etiquettes required for Business Communication.

Unit IV Business Correspondence: Types of Business correspondence, Principles of letter writing; structure and layout of Business letters; Different Types of Business letters: Request letters; Response letters; thank you letters; Complaint letters; reminders, inquiry appeal and warning letters; Invitations, Greetings, Regrets. Job Employment letters and Resume writing, E-mail and the changing landscape of business communication.

Unit V Business Reports: Structure of reports; Types of Business reports; steps involve in report writing reports and writing style, Public speaking; Group discussions and participation in Business meetings/conferences, Corporate News, Guidelines for writing memos, circulars and notices.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

COURSE OUTCOMES:

CO1: To understand need, role and essentials of soft spoken communication skills in business organisation.

CO2: Discuss the different types, forms and mode of business communication used in an organisation and hotel industry.

CO3: To impart the writing skills among students for business correspondence used in office organisation.

CO4: To exercise and impart the presentation skill and stage appearance among the students.

CO5: To understand the need and importance of automation in office operation of a business organisation.

Books Recommended:

1. Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd New Delhi.
2. Meenakshi, Prakash (2007), Business Communication Oxford Publication House
3. Chaturvedi P.D. (2006), Business Communication Pearson Education, 1st Edition
4. Barun K. Mitra (2012). Personality Development & Soft Skills. Oxford University Press.
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- Kaul, Asha. 2015. Effective Business Communication. PHI.
- Leena, Sen. 2007. Communication Skills. Prentice Hall.
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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFO- 104
Course Title: Basics of Computers.
Credit Value: 4
Examination Duration: 3 Hours

Maximum Marks:100
University Examination:60
Sessional Assessment:40

Objective: This course is designed to provide an understanding of the basic fundamentals of computers and computer operating system to the students and make them learn the application of relevant software in managerial decision making.

Unit-I: Introduction to Computers

Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel management.

Unit-II: Introduction to Computer Hardware

Components of Computer-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

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Unit-III: Introduction to Computer Software

Types of Software, System Software, Application Software, Utility Software, Use of MS-Office: Basics of MS-Word, MS-Excel and MS-Power Point;

Unit-IV: Data Communication and Networking: Introduction to data communication and networking, modes of communication, simplex, half duplex, full duplex, local area Network (LAN), wide area network (WAN), metropolitan area network (MAN).

Unit-V: Introduction to Internet

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing).Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines.

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BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

COURSE OUTCOMES:

- CO1. Students will be introduced about the Computers, its classifications, generations and applications.
- CO2. Students will be introduced about different types of Computer Hardware.
- CO3. Students will be able to work on MS-Word, MS-Excel and MS-Power Point.
- CO4. Students will be able to understand the basics of Data Communication and Networking.
- CO5. Students will be able to understand the working of Internet.

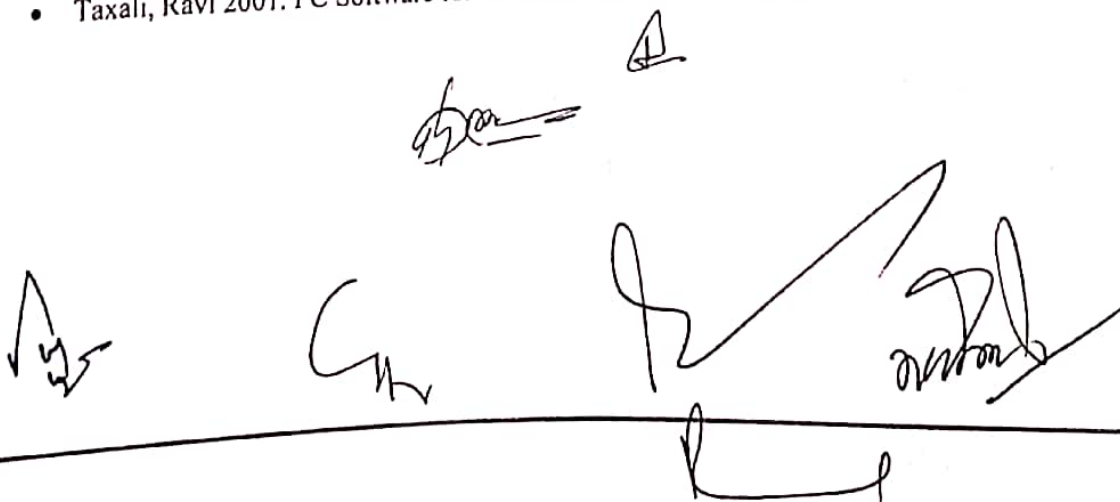
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Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions (two questions from each unit), elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions; two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

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- Leon & Leon, 2008. Introduction to Computers. Vikas Publishing House, New Delhi.
- Miller, Michael. 2013. Computer Basics Absolute Beginner's Guide, Windows. Pearson Education.
- Norton, Peter. 2010. Introduction to Computers. Tata McGraw Hill.
- Parsons, June Jamrich and Dan Oja. 2014. Computer Concepts: Illustrated Introductory, Cengage Learning.
- Sinha, P.K. 2004. Computer Fundamentals. BPB.
- Taxali, Ravi 2001. PC Software for Windows. Tata McGraw Hill.



CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFO-150

Course Title: Front Office Practical based on Theory

Credit Value: 4

Examination Duration: 3 Hours

Maximum Marks: 100
University Examination: 50
Sessional Assessments: 50

Objective: The objective of this course is to give hands on experience to students about the front office operations. The main purpose of the course is to make students aware about the various operations related to front office.

- Art of standing behind the reception counter,
- Practice of handling telephone and PBX, PABX, EPABX, Facsimile, e-mail and internet access.
- Handling guest complaints, mail handling, handling room keys, messages, knowledge of postal rates, local and international.
- Practice for making entries in different books, diaries and forms used at the reception desk.
- Handling of visitors property, preparation of guest bills and V.T.L.(visitor tabular ledger).
- Knowledge of local sightseeing, reading train, plane and bus Time tables, telephone, accepting of Credit cards and Traveller cheques.
- Practice of preparing itinerary, booking trunk calls, writing telegrams with the help of international telegraphic codes.
- General awareness about your country and culture, Currencies & conversion rates. Cash and TC's.

Recommended books:

1. Andrews, Sudhir (2007). Front Office Management & Operations. Tata McGraw Hill.
2. Andrews, Sudhir (2013). Hotel Front Office Training Manual. Tata McGraw Hill Education. Private Limited; 3e edition
3. Andrews: (1980). Hotel front office training manual. Tata McGraw Hill. Bombay. Print.
4. Bhatnagar, S.K. (2009). Front Office Management. Frank Bros & C

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFO-151

Course Title: Practical on Computer Applications.

Credit Value: 4

Examination Duration: 3 Hours

Maximum Marks: 100
University Examination: 50
Sessional Assessment: 50

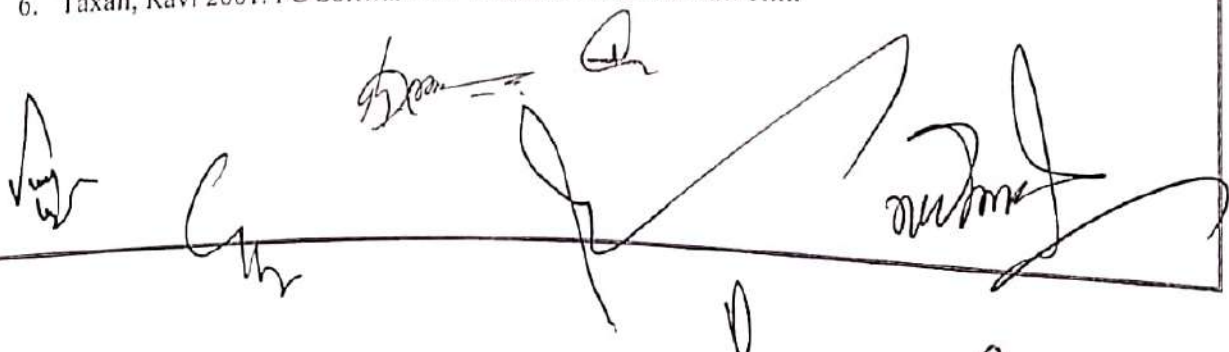
Objectives: This course is designed to train students in the working and fundamentals of computers and the application of software relevant to business. Especially to the Travel and Tourism.

1. **Introduction to Windows:** working with accessories, notepad, paint, command prompt, system tools etc. installing and removing applications.
2. **Ms Word:** page orientation, properties, page setup, mail merge, background, theme, styles and formatting, letter mailing, header footer, page number, hyperlink.
3. **MS. Excel:** worksheet, chart, symbol, conditional formatting, function, pictures, diagrams, formulas.
4. **Ms Power--point:** creating and designing slides, slide numbers, duplicate slide, slide designs, slide transition, slide sorter, slide show, animation schemes, slide background.

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References:

1. Behrouz A. Forouzan. 2012. Data Communication and Networking. Tata McGraw Hill Education.
2. Leon & Leon, 2008. Introduction to Computers. Vikas Publishing House, New Delhi.
3. Miller, Michael. 2013. Computer Basics Absolute Beginner's Guide, Windows. Pearson Education.
4. Norton, Peter. 2010. Introduction to Computers. Tata McGraw Hill. Parsons, June Jamrich and Dan Oja. 2014. Computer Concepts: Illustrated Introductory, Cengage Learning.
5. Sinha, P.K. 2004. Computer Fundamentals. BPB.
6. Taxali, Ravi 2001. PC Software for Windows. Tata McGraw Hill.



CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFO- 152

Course Title: Practical on Business & Inter Office Communication Skills office

University Examination:50

Sessional Assessment:50

Maximum Marks:100

Credit Value: 4

Examination Duration: 3 Hours

Objective: The course intends to provide Knowledge to the students while receiving the guests and having conversations with them.

1. Holding Conversation:

- while receiving a guest and providing him information or clarifications, special attention to VIPs.
- while placing and receiving orders.
- Felicitation, Confirmation, Regrets and Apologies.
- while checking, investigating and enquiring with officials, guests & colleagues.

2. Organizing group discussions and meetings.

3. Perfection in use of body language.

4. Office organization:

- Testing, typing skills based on the syllabus.
- Filing and indexing.
- Handling telephone, fax, internet, photocopier, and computer.

References:

1. Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd New Delhi.
2. Meenakshi, Prakash (2007), Business Communication Oxford Publication House.
3. Chaturvedi P.D. (2006), Business Communication Pearson Education, 1st Edition
4. Barun K. Mitra (2012). Personality Development & Soft Skills. Oxford University Press.
5. Krizan, Merrier, Logan and William (2008). Business Communication. Cengage Learning.

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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

SYLLABUS

Syllabus for DIPLOMA IN FOOD & BEVERAGE SERVICE (DFB) I & II Semesters

**Centre for Hospitality & Tourism,
Baba Ghulam Shah Badshah University, Rajouri (J&K)**

**SYLLABUS
FOR
DIPLOMA IN FOOD & BEVERAGE SERVICE (DFB)
I & II SEMESTERS**



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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY
RAJOURI, J&K (185234)**

CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Scheme for Diploma Courses: Diploma in Food & Beverage Services:

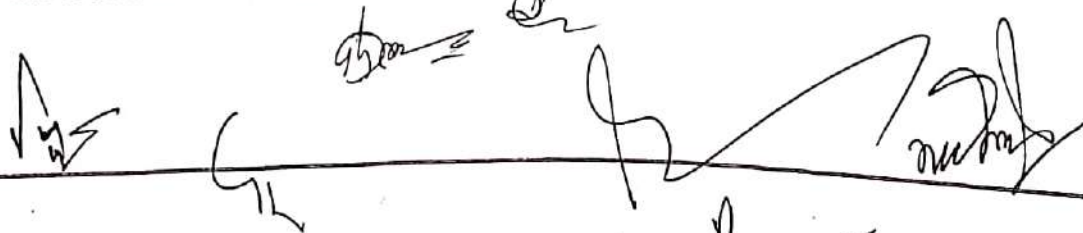
Comprises of following Courses:

Course Code	Course Title	External	Internal	Total
DFB-101	Introduction to Food & Beverage Services.	60	40	100
DFB -102	Principles of Accounting.	60	40	100
DFB -103	Business & Inter Office Communication Skills	60	40	100
DFB -104	Basics of Computers.	60	40	100
DFB -150	Practical based on Food & Beverage Services.	50	50	100
DFB -151	Practical on Computer Applications.	50	50	100
DFB -152	Practical on Business & Inter Office Communication Skills	50	50	100
Total Marks		390	310	700

Semester II

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Students will undergo industrial training for 17 weeks in different Hospitality & Tourism Units and after successful completion of training, students will submit training report followed by presentation. The total marks will be 500 out of which 350 marks would be for Training Report and 150 marks for Presentation in the ratio of 70/30.



CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFB-101

Course Title: Introduction to Food & Beverage Services

Credit Value: 4

Examination Duration: 3 Hours

Maximum Marks: 100
University Examination: 60
Sessional Assessment: 40

Objective: To familiarize the students with theoretical concepts related to Food and Beverage Services. To make students aware about the Food and Beverage Services in various hotel and Restaurant settings.

Unit-1:

Brief knowledge of Development of catering industry, job prospects and careers in the catering industry. Duties and Responsibility of the waiter. The Butler, Role, Special skills, Duties. Significance of a pantry • Layout Equipment, Functions

Unit-2:

Types of catering establishment and modern Trends in Hotel and Catering Industry.

- (i) Clubs (ii) Night Clubs (ii) Disco (iv) Ecotels.
(V) Fast Food outlets. (vi) Adventure Tourism. (vii) Theme Restaurants
(viii) Welfare Catering. (ix) Railway Catering (X) Hospital catering

Unit-3: Preparation of the Restaurant- Mis-en- Place, & mis-en-scene, rules for lying of table and waiting. Menu and courses Types of menu • Basic courses of a French Classical • Menu Hors de oeuvre, Potage, Poisson, Entrée, Relevee, Sorbet, Roti, Legumes, Entremet, Savoury, Dessert, Café Service, examples, cover, • accompaniments and sideboard requirements for dishes from the above courses

Unit -4: Different forms of service - Russian, American, French, Indian and English. Staff organization of F&B Department, and inter & intra departmental co-ordination with other departments. Menu, its-types, planning and designing.

Unit-5: Kitchen stewarding. Broad specifications of light and heavy duty equipment, Restaurant, Pantry and Still room equipment. Waste Disposal. Specialized F&B Catering: Airline catering • Cruise line catering • Catering services in Armed forces • Welfare Catering •

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Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions, two questions from each unit which elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark.

Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

COURSE OUTCOMES;

CO1: Introduces the learner to the development of catering industry and introduction to the food and beverage services.

CO2: Provides the knowledge of various types of food and beverages outlets and their specifications.

CO3: Familiarizes students about table layout and preparation of the restaurant, menu and specially French classical menu.

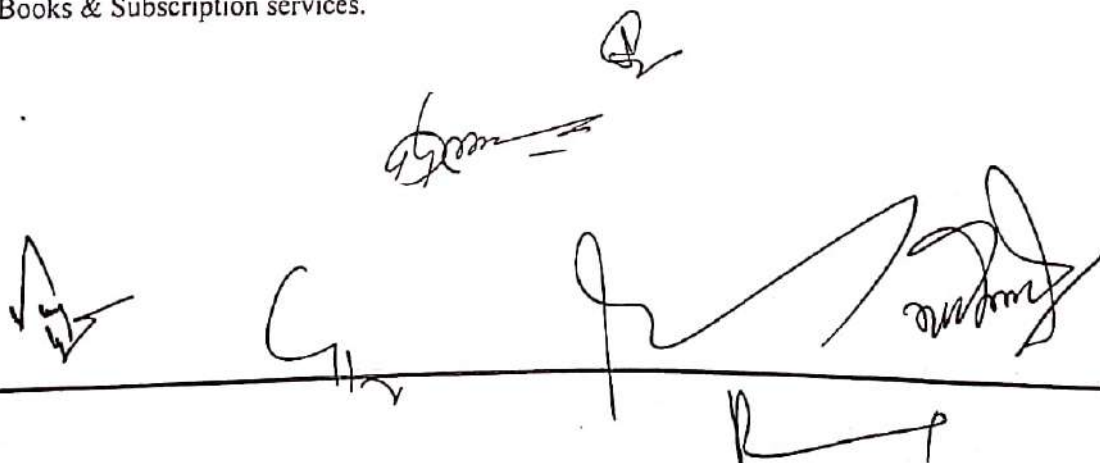
CO4: Provides the knowledge of various types of services, role and responsibilities of staffs in F&B department and also introduces them to the planning of menu.

CO5: To understand the importance of hygiene in food services and also introduces the students to various types of equipments used in F&B department

Text book of Food & Beverage Service By

1. S.N.Bagchi & Anita Sharma – Aman Publications.
2. Food & Beverage Service by Anil sagar & Deepak Gaur- A.P.H. Publishing Corporation.
3. Food & Beverage Service By Vijay Dhawan- Frank Bros. & Co.
4. Food & Beverage Service Training Manual By Sudhir Andrews – Tata McGraw Hill Publishing Co.
5. Food & Beverage Service By Dennis Lillicrap – John Cousins.
6. An Introduction to Food & Beverage Studies by Marzia Magris & Cathy McCreery Global Books & Subscription services.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFB-102
Course Title: Principles of Accounting
Credit Value: 4
Examination Duration: 3 Hours

Maximum Marks: 100
University Examination: 60
Sessional Assessment: 40

Unit -1:

Accounting - Meaning, Objectives, Types Of Accounting Information, Advantages And Limitations, Qualitative Characteristics Of Accounting Information: Reliability, Relevance, Understand Ability And Comparability. Basic Accounting Terms: Business Transaction, Capital, Drawing, Liability, Asset, Revenue, Expenditure, Expense, Income, Losses And Gains, Purchases, Sales, Stock, Debtors, Receivables, Creditors, Payables.

Unit-2:

Double Entry System of Accountancy And Its Advantages. Accounting Equation - Meaning And Analysis Of Transactions Using Accounting Equation. Book Of Original Entry - Journal, Rules And Practice On Journalising Transactions. Cash Book - Simple, 2 Columns And 3 Columns, and Ledger: It's Posting, Balancing And Closing Of Accounts Practice On Posting Entries.

Unit-3:

Trial Balance and Rectification of Errors, Trial Balance: Meaning, Objectives and Preparation. Depreciation - meaning, causes, fixed instalments and diminishing balance method.

Unit-4:

Provisions and Reserves: Meaning and Importance, Need for provision for doubtful debts, provision for discount on debtors, Difference between provisions and Reserves. Types of Reserves: Revenue Reserve, Capital Reserve, General Reserve and Specific Reserve.

Unit-5:

Financial Statements: Meaning and Users. Profit and Loss Account: Gross profit, Operating profit and Net profit. Balance Sheet: Need, Grouping, Marshalling of Assets and Liabilities.

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Course Outcomes:

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- CO1: Develop and understand the nature and purpose of financial statements in relationship to decision making.
- CO2: Develop the ability to use accounting concepts, principles and frameworks to analyze and effectively communicate information to various stakeholders.
- CO3: Develop the ability to use the Fundamental accounting equation to analyze the effect of business transactions on an organisation's accounting records and financial statements.
- CO4: Develop an ability to use basic accounting system to create the data needed to solve a variety of business problems.
- CO5: Develop the ability to use accounting information to solve a variety of business Problems.

Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions (two questions from each unit), elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Suggested Readings:

1. Bhattacharya S K and John Dearden. 1987. Accounting for Management: Text & Cases, Vikas Publication, 8th Edition.
2. Gupta S. K and Sharma S. K., 2003. Management Accounting, Kalyani Publication.
3. Horngren, Charles. 1994. Principles of Financial and Management Accounting, Prentice Hall.
4. Jain S.P. and Narang, 2014. Management and Cost Accounting. Kalyani Publishers.
5. Ahmad, N., Iqbal, J., & Javed, S. (2018). Principles of Accounting.

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2020 to 2023

CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFB-103

Course Title: Business and Inter Office Communication Skills.

Credit Value: 4

Duration of Examination: 3 Hours

Maximum Marks: 100
University Examination: 60
Sessional Assessment: 40

OBJECTIVES:

- To acquaint the students with the principles and practices of business communication.
- To improve the communication skills as their poor expression for industry.
- To emphasis on personality development by exercises and simulation.

UNIT 1; Introduction to Communication: Process of Communication; Functions & Importance of Communication in Business/ Hospitality Industry, Principles of Business Communication; Barriers to Communication and measures to overcome the barriers, Negotiations and its need in service industry, stages of negotiation process and strategies, Need & significance of Conflict Management.

UNIT 2; Classification of Communication: Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward & Downward, Grapevine Communication & information overload, One-way & Two-way, Verbal (Oral & Written) & Non-verbal (Body language: Physical expressions, gestures, hand movements and spatial relationships, Understanding proxemics, kinesics.

UNIT 3: Employment Communication and Meetings: Characteristics of Job Interview; Job Interview Process and Techniques- Manners and etiquettes to be maintained during an interview; Types and Importance of Business Meetings; Process and guiding rules for conducting Meetings, Common errors made at Meetings, Oral presentation skills, Importance of Dressing / Manners & Etiquettes required for Business Communication.

Unit IV Business Correspondence: Types of Business correspondence, Principles of letter writing; structure and layout of Business letters; Different Types of Business letters: Request letters; Response letters; thank you letters; Complaint letters; reminders, inquiry appeal and warning letters; Invitations, Greetings, Regrets. Job Employment letters and Resume writing, E-mail and the changing landscape of business communication.

Unit V Business Reports: Structure of reports; Types of Business reports; steps involve in report writing reports and writing style, Public speaking; Group discussions and participation in Business meetings/conferences, Corporate News, Guidelines for writing memos, circulars and notices.

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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

COURSE OUTCOMES:

- CO1: To understand need, role and essentials of soft spoken communication skills in business organisation.
- CO2: Discuss the different types, forms and mode of business communication used in an organisation and hotel industry.
- CO3: To impart the writing skills among students for business correspondence used in office organisation.
- CO4: To exercise and impart the presentation skill and stage appearance among the students.
- CO5: To understand the need and importance of automation in office operation of a business organisation.

Books Recommended:

1. Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd New Delhi.
2. Meenakshi, Prakash (2007), Business Communication Oxford Publication House
3. Chaturvedi P.D. (2006), Business Communication Pearson Education, 1st Edition
4. Barun K. Mitra (2012). Personality Development & Soft Skills. Oxford University Press.
5. Krizan, Merrier, Logan and William (2008). Business Communication. Cengage Learning.
6. Kaul, Asha (2015). Effective Business Communication. PHI Learning Pvt Ltd, 2nd edition.

References:

- Bovee, Thrill, Schatzman. 2002. Business Communication Today. Pearson.
- Butterfield, Jeff. 2012. Soft Skills for Everyone. Cengage Learning
- Kaul, Asha. 2015. Effective Business Communication. PHI.
- Leena, Sen. 2007. Communication Skills. Prentice Hall.
- Lesikar and Flatly. 2004. Basics of Business Communication. Tata McGraw Hill.
- Rai, Urmila and S.M. Rai. 2011. Business Communication: Rai and Rai: Himalaya Publishing House.
- Raman, Meenakshi and Prakash Singh. 2012. Business Communication. Oxford Press.

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2020 to 2023

**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

Course Code: DFB- 104
Course Title: Basics of Computers,
Credit Value: 4

Maximum Marks:100
University Examination:60
Sessional Assessment:40
Examination Duration: 3 Hours

Objective: This course is designed to provide an understanding of the basic fundamentals of computers and computer operating system to the students and make them learn the application of relevant software in managerial decision making.

Unit-I: Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel management.

Unit-II: Introduction to Computer Hardware: Components of Computer-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

Unit-III: Introduction to Computer Software: Types of Software, System Software, Application Software, Utility Software, Use of MS-Office: Basics of MS-Word. MS-Excel and MS-Power Point;

Unit-IV: Data Communication and Networking: Introduction to data communication and networking, modes of communication, simplex, half duplex, full duplex, local area Network(LAN), wide area network (WAN), metropolitan area network (MAN).

Unit-V: Introduction to Internet: Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing).Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines.

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COURSE OUTCOMES:

- CO1. Students will be introduced about the Computers, its classifications, generations and applications.
- CO2. Students will be introduced about different types of Computer Hardware.
- CO3. Students will be able to work on MS-Word, MS-Excel and MS-Power Point.
- CO4. Students will be able to understand the basics of Data Communication and Networking.
- CO5. Students will be able to understand the working of Internet.

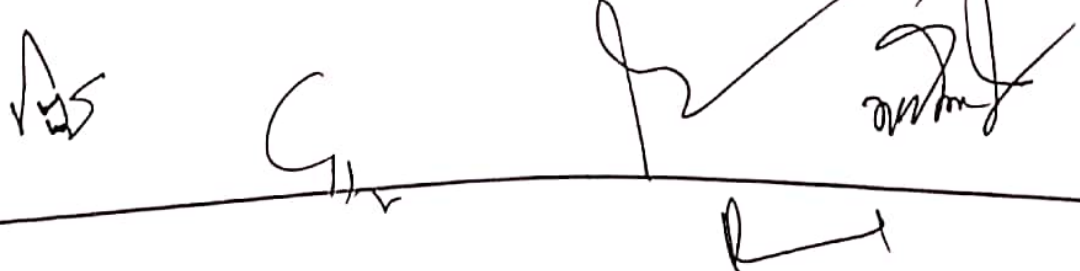
Note for Paper Setting:

The question paper will be divided into two sections. Section A will be compulsory and will contain 10 very short answer type questions (two questions from each unit), elicit answers in not more than 20 words and/or multiple choice and/or fill in the blanks, each carrying 1 mark. Section B will contain 10 long answer type questions, two from each Unit. The candidate will be required to answer 5 questions one from each Unit. Each question carries 10 marks.

Suggested Readings:

- Behrouz A. Forouzan. 2012. Data Communication and Networking. Tata McGraw Hill Education.
- Leon & Leon, 2008. Introduction to Computers. Vikas Publishing House, New Delhi.
- Miller, Michael. 2013. Computer Basics Absolute Beginner's Guide, Windows. Pearson Education.
- Norton, Peter. 2010. Introduction to Computers. Tata McGraw Hill.
- Parsons, June Jamrich and Dan Oja. 2014. Computer Concepts: Illustrated Introductory, Cengage Learning.
- Sinha, P.K. 2004. Computer Fundamentals. BPB.
- Taxali, Ravi 2001. PC Software for Windows. Tata McGraw Hill.

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**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

Course Code: DFB- 150

Course Title: Practical based on Food and Beverage Services.

Credit Value: 4

Examination Duration: 3 Hours

Maximum Marks:100
University Examination:50
Sessional Assessment:50

PRACTICALS :

1. Hygienic handling of cutlery, crockery, glassware and trays.
2. Laying of table cloth during and before meals.
3. Mise-en-scene and Mise-en-place for various types of meals and menus.
4. Correct handling and practice of service spoons and service forks, silver service.
5. Table d'hote menus, laying for cover and service for Meals .
6. Writing of KOT(Kitchen Order Ticket) .
7. Making and presentation of a bill.

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Text book of Food & Beverage Service By

1. S.N. Bagchi & Anita Sharma – Aman Publication .
2. Food & Beverage Service by Anil sagar & Deepak Gaur- A.P.H. Publishing Corporation.
3. Food & Beverage Service By Vijay Dhawan- Frank Bros. & Co.
4. Food & Beverage Service Training Manual By Sudhir Andrews – Tata Mc-Graw Hill
5. Publishing Co.
6. Food & Beverage Service By Dennis Lillicrap – John Cousins.
7. An Introduction to Food & Beverage Studies by Marzia Magris & Cathy McCreery-
Global
8. Books & Subscription services.

**CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI**

Course Code: DFB-151

Course Title: Practical on Computer Applications.

Credit Value: 4

Examination Duration: 3 Hours

**Maximum Marks:100
University Examination:50
Sessional Assessment:50**

Objectives: This course is designed to train students in the working and fundamentals of computers and the application of software relevant to business. Especially to the Travel and Tourism.

1. **Introduction to Windows:** working with accessories, notepad, paint, command prompt, system tools etc. installing and removing applications.
2. **Ms Word:** page orientation, properties, page setup, mail merge, background, theme, styles and formatting, letter mailing, header footer, page number, hyperlink.
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References:

1. Behrouz A. Forouzan. 2012. Data Communication and Networking. Tata McGraw Hill Education.
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3. Miller, Michael. 2013. Computer Basics Absolute Beginner's Guide, Windows. Pearson Education.
4. Norton, Peter. 2010. Introduction to Computers. Tata McGraw Hill. Parsons, June Jamrich and Dan Oja. 2014. Computer Concepts: Illustrated Introductory, Cengage Learning.
5. Sinha, P.K. 2004. Computer Fundamentals. BPB.
6. Taxali, Ravi 2001. PC Software for Windows. Tata McGraw Hill.

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CENTRE FOR HOSPITALITY & TOURISM
BABA GHULAM SHAH BADSHAH UNIVERSITY RAJOURI

Course Code: DFB- 152

Course Title: Practical on Business & Inter Office Communication Skills office

University Examination: 50

Sessional Assessment: 50

Maximum Marks: 100

Credit Value: 4

Examination Duration: 3 Hours

Objective: The course intends to provide Knowledge to the students while receiving the guests and having conversations with them.

1. Holding Conversation:

- while receiving a guest and providing him information or clarifications, special attention to VIPs.
- while placing and receiving orders.
- Felicitation, Confirmation, Regrets and Apologies.
- while checking, investigating and enquiring with officials, guests & colleagues.

2. Organizing group discussions and meetings.

3. Perfection in use of body language.

4. Office organization:

- Testing, typing skills based on the syllabus.
- Filing and indexing.
- Handling telephone, fax, internet, photocopier, and computer.

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References:

7. Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd New Delhi.
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