

HSNC University, Mumbai
(Established by Government of Maharashtra vide notification dated 30th
October, 2019 under section 3(6) of Maharashtra Public Universities
Act)



Ordinances and Regulations

With Respect to

Choice based credit system

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the Academic year 2024-25



HSNC UNIVERSITY, MUMBAI

Board of Studies in Vocational Studies (Tourism and Hospitality Management)

1. Name of Chairperson/Co-Chairperson/Coordinator:-

Dr Chandani Bhattacharjee, Professor, H.R College of Commerce and Economics., 9833971817, bhattacharjee.chandani@hrcollege.edu.

2. Two to five teachers each having minimum five years teaching experience amongst the full time teachers of the Departments, in the relevant subject.

a.) Dr Rani Tyagi, Associate Professor, and Vice Principal, H.R College of Commerce and Economics., 9869435890, ranityagi@hrcollege.edu.

b) Mr Faaiz S Patel, Assistant Professor, H R College of Commerce and Economics, Mob- 9503258364, Email- faaiz.patel@hrcollege.edu

3. One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body; nominated by Parent Body;-

Dr Tanushree Chaudhuri, Associate Professor, Vivek College of Commerce, Vivek College Road, Siddharth Nagar, Goregaon West, Mumbai, 9819559629, tanusreec@gmail.com.

4. Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a. Ms. Sana Mehta, Advanced Diploma from HR, IATA, Head of Operations, Comfort Voyage, Mumbai.,9820071068, mehtasana8@gmail.com

b. Mr. Ankit Jhaveri, Senior Credit Analyst, CRISL, Owner, Prathamesh Events and Holidays.,98119262924, a.jhaveri89@gmail.com.

c. Mr. Jai Berry, First Batch of Travel and Hospitality, Topper, AGM , Belgium Waffles.8630262046, jaiberry123@gmail.com

d. Mr.Sanket Pai, Owner, Balaji Travels, Mumbai.,9819262924, sanketdpai@gmail.com.

5. Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a. Amanpreet Kaur Bhamra, Topper in Semester, 2,3,4& 5, 9869159505, amanpreetpayne93@gmail.com.

b. Hitakshi Khira, Topper, 9594113036, hitaskshikhira25@gmail.com

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HSNC University, Mumbai
(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System
(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the Programme

**Bachelors of Vocational in
Tourism And Hospitality Management**

**Curriculum– First Year Undergraduate Programmes
Semester-I and Semester -II**

INDEX

Semester I

Sr No	Particulars	Name of Subject	Credits
1	Major subjects (M1 and M2)	Foundation of Tourism Business Introduction to Hospitality Management	4+4
2	Minor Subjects(M3)	Business Management I- Principles of Management	4
8	Multidiscipline Elective	Micro Economics	2
4	Vocational Subjects	Financial Mathematics and Statistics with MS-Excel- I	1
5	Value addition Course (VAC)	Contemporary India: Values and Issues- I	2
6	Ability Enhancement Course (AEC)	Communication Skills in English- I	2
7	IKS	Introduction to Indian Knowledge Systems -I	1
8	Co curricular Events / E Learning / Experiential Learning	Here students have to participate for 60 hours in the given co – curricular activities and have to submit the record of their participation	2
	Total		22

Semester II

Sr. No.	Choice Based Credit System	Remarks	Credits
1	Major Subjects	Tourism Products & Resources	4+4
		Foundation Course in Front Office Operations	
2	Minor Subject	Business Management II- Marketing Management	4
3	Open Elective	Macro Economics	2
4	Vocational Course	Financial Mathematics and Statistics with MS-Excel II	1
5	Ability Enhancement Courses (AEC)	Communication Skills in English- II	2
6	Value Addition Course	Contemporary India: Values and Issues- II	2
7	Indian Knowledge System	Introduction to Indian Knowledge Systems- II	1
8	Co curricular Events / E Learning / Experiential Learning	Here students have to participate for 60 hours in the given co – curricular activities and have to submit the record of their participation	2
8	Total		22

Preamble

The Bachelor of Vocational course is designed as a part of the NEP 2020 Guidelines of the UGC and as implemented by the HSNC University. It has been devised to create competency and skill in the Tourism and Hospitality as a leading service based discipline and additionally to impart ability to problem solve, become business leaders and effective communicators. It will encourage learners to understand decision making in organizations, values which impact thoughts and become cultural leaders with a zest for upholding the values of India and Indian knowledge base. The attempt has been to delve into finer parlance of subjects which will reorient a basic understanding of the contemporary issues, with appropriate subjects covering areas of Economics, Accounting, Business Management, Human Resource, Taxation, Marketing Management and Information Technology, Business Communication, Value Education Course and Indian Knowledge System.

The HSNC University follows the Choice Based Credit System (CBCS) under the New Education policy which is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. The degree program has multiple entry and exit mode. This is coupled with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

The course structure will definitely equip the students to accept the challenges of globalization and constant change and will enable them to be well placed in business, academics and administration in the country as well as abroad.

Course Objectives:

Semester I

UV-FTHM1-101 Foundation Course in Tourism Business

- Ensure that learners understand the importance service as a component of their education
- Ensure that the learners are prepared for all challenges faced by the sector they would join
- To skill them in the aspects of general learning needed such as communication, etiquette etc.
- To create sensitive leaders for tomorrow
- To help students develop problem solving skills
- The assignments/projects, which will be part of internal assessment, aim at improving the practical approach of the student as also his/her ability to do teamwork. They will also help the student to get an in depth understanding of the topic.
- The presentations for the assignments/projects will improve presentation and interpersonal communication skills.

UV-FTHM2-102 Introduction to Hospitality Management

- Ensure that learners understand the importance of service as a component of their education
- Ensure that the learners are prepared for all challenges faced by the sector they would join
- To skill them in the aspects of general learning needed such as communication, etiquette etc.
- To create sensitive leaders for tomorrow
- To help students develop problem solving skills
- The assignments/projects, which will be part of internal assessment, aim at improving the practical approach of the student as also his/her ability to do teamwork. They will also help the student to get an in depth understanding of the topic.
- The presentations for the assignments/projects will improve presentation and interpersonal communication skills.

UV-FTHM3-103 Business Management I- Principles of Management

- To enlighten the students as how management has evolved over period of time.
- To make students learn about the essential elements of management and its use in the practical way
- To provide clarity to the students about organization's vision, mission, objectives and goals.
- To help students in understanding the integration of individual goals with the organizational goals.
- To update students with the kind of skills and organization structure and their role in creating a sustainable business.

UV-FTHOE-104 Micro Economics

- To introduce basic economic concepts and relations.
- To familiarize the students about demand and supply concepts.
- To enable the students to understand the concept of elasticity of demand
- To impart a sound basis on production analysis related aspects.
- To enable the students to understand and analyse the cost and revenue concepts.
- To develop the understanding of different forms of market structures

UV-FTHVO-105 Financial Mathematics and Statistics with MS-Excel I

- To develop an understanding of MS-Excel
- To develop the ability to construct and interpret diagrams and graphs which are applicable to real life in the fields of commerce, economics and management.
- To learn to convert the given mathematical and statistical problems into data in MS-Excel and then apply functions and commands to get the desired solutions.

UV-FTHAEC -106 Communication Skills in English I

- To strengthen language proficiency by providing adequate exposure to reading, speaking, listening and writing skills
- To complete various communication tasks effectively
- To develop a comprehensive understanding of the oral aspects of communication
- To develop skills in communication like writing letters, emails, essays and reports
- To enhance the range of lexical resources of the learners through a variety of exercises

UV-FTHVAC -107 Contemporary India: Values and Issues I

- To gain an understanding about the Indian state, its values and diversity of Indian society.

- To learn about environmental ethics and movements.
- To have key understanding of digital space and its usage.

UV-FTHIKS-108 Introduction to Indian Knowledge Systems I

- To understand the concept and relevance of knowledge systems.
- To get familiar with the elements of India's rich culture and heritage.
- To explore opportunities for resolving modern day issues by gaining an insight in our history.

Semester II

UV-FTHM1 -201 Tourism Products and Resources

- Ensure that learners understand the importance service as a component of their education
- Ensure that the learners are prepared for all challenges faced by the sector they would join
- To skill them in the aspects of general learning needed such as communication, etiquette etc.
- To create sensitive leaders for tomorrow
- To understand and be aware of the immense resources available for tourism in India and internationally.

UV-FTHM2-202 Foundation Course in Front Office Operations

- To enable students to understand the benefit Front Office as a major component of the Hospitality Industry
- To make student better hospitality service ready for careers.
- To enlighten the students on the importance of personality development and enhancement
- To provide clarity to the students about new job openings in the sector and prepare accordingly.

UV-FTHMM3 203- Business Management II -Marketing Management

- To introduce the marketing concept and how students can identify, understand and satisfy the needs of customers and markets.
- To analyse companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands
- To understand distinctive features of services and key elements in services marketing
- To provide insight into ways to improve service quality and productivity
- To understand marketing of different services in Indian context

UV-FTHOE -204 Macro Economics

- Understanding of some basic economic concepts and development of economic reasoning which the learners can apply in their day-to-day life as citizens, workers and consumers.
- Realization of learners' role in nation building and sensitivity to the economic issues that the nation is facing today.
- Equipment with basic tools of economics and statistics to analyze economic issues. This is pertinent for even those who may not pursue this course beyond senior secondary stage.
- Development of understanding that there can be more than one view on any economic issue and necessary skills to argue logically with reasoning.

UV-FTHVO-205 Financial Mathematics and Statistics with MS-Excel II

- To teach basic statistical measures with problem solving manually as well as using Excel.
- To teach how various statistical techniques with Excel can be effectively used in solving problems of economics and finance which results in making better decisions.

UV-FTHAEC-206 Communication Skills in English II

- To strengthen language proficiency by providing adequate exposure to reading, speaking, listening and writing skills
- To complete various communication tasks effectively
- To develop a comprehensive understanding of the oral aspects of communication
- To develop skills in communication like writing letters, emails, essays and reports
- To enhance the range of lexical resources of the learners through a variety of exercises

UVFTHVAC-207 Contemporary India: Values and Issues II

- To gain an understanding about Indian constitutional values.
- To understand significance of disaster management and responsibility towards sustainable approach to business.
- To learn about Yoga for health and wellness.

UV-FTHIKS -208 Introduction to Indian Knowledge Systems - II

- To understand the growth of science and technology in India.
- To familiarize students with the philosophical and spiritual elements rooted in India's rich scientific heritage.
- To examine and analyse the evolution of the art of storytelling in India.

Process adopted for curriculum designing:

The members of the respective departments initially developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subjects and even connecting to some NGOs in few subjects. The drafted syllabus was then shown to academicians, experts from industry and researchers through emails and their inputs were gathered through meetings. These valuable inputs were incorporated into the syllabus ensuring that the syllabus is enriched in all aspects.

Salient features, how it has been made more relevant:

While designing of the syllabus, care has been taken to ensure that the student learns application skills along with theory. Demonstrations of the practical applications shall be conducted through special lectures and workshops that will contribute to enhanced learning. A combination of lectures, problem solving during tutorials and the supplementary sessions all contribute to make a student job ready.

Learning Outcomes:

Semester I

UV-FTHM1-101 Foundation Course in Tourism Business

- Emerge as skilled learners with an ability to understand the business aspects of the tourism sector.
- Be informed and participate in the real picture of the tourism sector and business implications.
- To create and be able to become trained towards being employable
- Focus on problem solving skills through case study, practical discussions, etc.
- Become leaders with a sense of responsibility towards the profession

UV-FTHM2-102 – Introduction to Hospitality Management

- Train to harness soft skills for careers in hospitality.
- Students to be informed learners, with an adaptation of technology in their careers.
- To create and be able to become trained towards being employable
- Focus on problem solving skills through case study, practical discussions, etc.
- Learn the details of the hospitality industry.

UV-FTHM3-103 Business Management I- Principles of Management

- It will make students better future managers and leaders.
- It will help students to improve their decision-making skills.
- It will create awareness amongst students about the complexities of the business and enable them to better tackle the issues and challenges of the organization .
- Students will be able to design better organizational structure, policies, processes and procedures in order to achieve the organizational objectives.
- Students will not only understand the essentials of management and functioning of the organization but will be also able to judge the needs, wants and motivation levels of their human resources, which will help them to align individual interest with the organizational requirement

UV-FTHOE-104 Micro Economics I

- Understand the basic concepts of Economics
- Identify the determinants of supply and demand
- Demonstrate the impact of shifts in demand and supply curves on equilibrium price and output, define equilibrium.
- Know about various types of elasticity of demand and its application.
- Understand short-run and long-run costs of production and revenue
- Identify different forms of markets by their characteristics

UV-FTHVO -105 Financial Mathematics and Statistics with MS-Excel I

At the end of the course, students will be able to

- Use Ms-Excel easily
- Represent data using frequency tables, graphs and diagrams.
- Solve mathematical and statistical problems easily using the software through hands on training during the practical.

UV-FTHAEC-106 Communication Skills in English I

On successful completion of the course learners are expected

- To become proficient in reading, writing, speaking and listening skills
- To efficiently perform various communication tasks
- To be competent in the various aspects of oral communication
- To be able to write letters, emails, essays and reports effectively
- To broaden their language proficiency and the range of their lexical resources

UVFTHVAC-107 Contemporary India: Values and Issues I

- An improved understanding of values and social aspects of Indian society.
- Awareness of environmental ethics and Indian environmental movements.
- Mindfulness of engagement with digital space.

UV-FTHIKS -108 Introduction to Indian Knowledge Systems I

At the end of the course the student would be able to develop

- improved understanding of India's socio-cultural past and its varied traditions.
- respect for the tradition of coexistence built into the Indian culture since time immemorial.
- high regard for the diversity in the Indian culture and society.

Semester II

UV-FTHM1-201 Tourism Products and Resources

- To develop an understanding of tourism products
- To equip undergraduate students with basic knowledge about issues and challenges of the tourism sector which will enable them to develop the resources
- To develop the skill of analyzing and understanding tourism resources distributed in the whole world
- To become responsible tour guides, operators and travel support staff.

UV-FTHM2-202 – Foundation Course in Front Office Operations

- It will make students acquaint with the finer details of Hospitality sector
- To enable the students to be job ready and be able to execute summer internships as well
- To understand the works, operations and responsibility of the Front Office
- To understand the importance of interpersonal skills and communication skills as a front office staff

UV-FTHM3-203 – Business Management II – Marketing Management

- Be familiar with the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives.
- Analyze marketing factors that contribute to a product's success or failure.
- Analyze principles of ethics and social responsibility in marketing
- Understanding the Concept of Services and intangible products
- Discussing the relevance of the services Industry to Industry
- Examining the characteristics of the services industry and the modus operandi
- Analyzing the role and relevance of Quality in Services
- Visualizing future changes in the services Industry

UV- FTHOE- 204 Macro Economics

- Students will be able to identify and explain macroeconomic variables and

- understand the economic forces that influence and determine them.
- Students will be able to integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.
 - Students will be able to evaluate the consequences of economic activities and institutions for individual and social welfare.
 - Students will be able to identify the basic features of alternative representations of human behaviour in economics.

UV-FTHVO -205 Financial Mathematics and Statistics with MS-Excel II

At the end of the course, student will be able to:-

- Calculate measures of central tendency and measures of dispersion through excel which can be useful in research
- Find relationships between variables which can be used for forecasting.

UV-FTHAEC-206 Communication Skills in English II

On successful completion of the course learners are expected:-

- To become proficient in reading, writing, speaking and listening skills
- To efficiently perform various communication tasks
- To be competent in the various aspects of oral communication
- To be able to write letters, emails, essays and reports effectively
- To broaden their language proficiency and the range of their lexical resources

UVFTHVAC-207 Contemporary India: Values and Issues II

- An improved understanding of Indian constitutional values.
- Awareness of India's environmental issues and commitments.
- Developed knowledge about Yoga and its significance for health and wellbeing.

UV-FTHIKS -208 Introduction to Indian Knowledge Systems II

At the end of the course the student would be able to develop:-

- Understanding of scientific progress in ancient India.
- Appreciation for the relevance of Indian scientific developments today.
- Understanding of the significance of folk lore and folk tales in Indian culture.

Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested

subsequently to add more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

Part 2 - The Scheme of Teaching and Examination
Semester – I
Summary

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	UV-FTHM1-101	Foundation in Tourism Business
		UV-FTHM2-102	Introduction to Hospitality Management
2	Minor Subject	UV-FTHM3-103	Principle of Management
3	Open Elective	UV-FTHOE-104	Micro Economics
4	Vocational Course	UV-FTHVO-105	Financial Mathematics and Statistics with MS-Excel I
4	Ability Enhancement Courses (AEC)	UV-FTHAEC-106	Communication Skills in English I
5	Value Addition Course	UV-FTHVAC-107	Contemporary India: Values and Issues I
6	Introduction to Indian Knowledge Systems	UV-FTHIKS-108	Introduction to Indian Knowledge Systems I

First Year Semester I Internal and External Detailed Scheme

Sr . No.	Subject Code	Subject Title	Periods Per Week					Cred it	SLE/ PA	Internals				Tota l Mar ks
			U ni ts	SL	L	T	P			CT	AP	T	SE E	
1	UV-FTHM1-101	Foundation in Tourism Business	4	20%*	4	0	0	4	20	15	5	40	60	100
2	UV-FTHM1-102	Introduction to Hospitality Management	4	20%*	4	0	0	4	20	15	5	40	60	100
3	UV-FTH3-103	Business Management I- principles of Management	4	20%*	4	0	0	4	20	15	5	40	60	100
4	UV-FTHOE-104	Micro Economics	3	20%*	2	0	0	2	20	15	5	40	60	100
4	UV-FTHVO-105	Financial Mathematics & Statistics with MS-Excel I	4	--	0	0	2	1	-	--	-	25	-	25
5	UV-FTHAE C-106	Communication Skills in English I	2	20%*	1	1	0	2	-	20		20	30	50
6	UV-FTHVA C-107	Contemporary India: Values and Issues I	2	20%*	2	0	0	2	15	-	5	20	30	50
7	UV-FTHIK S-108	Introduction to Indian Knowledge Systems I	2		1	0	0	1	20	-	5	25		25
Total Hours / Credit								20		Total Marks				500

SL: Self Learning, L: Lecture, T: Total , P: Practical, SLE- Self learning evaluation, CT- Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment, PA- Project Assessment

First Year Semester – I Units – Topics – Teaching Hours

Sr No	Subject Code	Subject Unit Title		Lect ures	Total No. of hours	Cre dit	Total Marks
1	UV-FTHM1-101	I	Introduction to Tourism Industry and tourist destination	15	60	4	100
		II	Significance and Facilitators	15			
		III	Tourism products and organizations	15			
		IV	Thrust and emerging areas of tourism	15			
2	UV-FTHM2-102	I	Introduction to Hospitality Industry	15	60	4	100
		II	Overview of the Hotel Industry	15			
		III	Legal framework in Hospitality	15			
		IV	FDI and Career opportunities in Hospitality Industry & Success stories in Hospitality Industry	15			
3	UV-FTHM3-103	I	Nature of Management	15	60	4	100
		II	Planning and Decision Making	15			
		III	Organizing and Staffing	15			
		IV	Directing, Leadership, Coordination and Controlling	15			
4	UVFTHOE-104	I	Deman and Supply analysis	10	30	2	50
		II	Production decisions, Cost of Production and Revenue analysis	10			
		III	Market Structure	10			
4	UV-FTH-VO-105	I	Introduction to Excel	3	30 hours (15 practicals of two hours each)	1	25
		II	Time value of money, annuities and loan amortization	3			
		III	Matrices, simultaneous equations, LPP	3			
		IV	Data representation using diagrams	3			
		V	Revision/Extra	3			

5	UV-FTH-AEC-106	I	Letters	5	30	2	50
		II	Data Interpretation	5			
		III	Essay	5			
6	UV-FTH-VEC-107	I	Understanding India and Environment: Ethical concerns	15	30	2	50
		II	Ethics in Digital Technology and Ethical concerns in social media	15			
7	UV-FTH-IKS-108	I	Indian Knowledge Systems	9	15	1	25
		II	Indian Knowledge system: An aesthetic approach	6			
			Total			20	500

● **Lecture Duration – 1 hr**

One credit = 15 hours of lectures and 30 hours of practicals

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Course Code: UV-FTHM1-101 **Foundation in Tourism Business**

Sr No	Units /Modules	Total lectures
1.	<p>Introduction to Tourism Industry & Tourist Destination:</p> <p>1.1 Introduction, Definition, historical development of Tourism, Forms of Tourism, Purpose of Travel and Significance of study.</p> <p>1.2 Factors motivating Travel, Nature & Characteristics of Tourism Industry and Components</p> <p>1.3 Tourism benefits, Elements of Tourist destination and activities</p> <p>1.4 Influence on Tourist flows, Concept & Patterns of Tourist destination, General pattern of World Tourism</p>	15

2.	<p>Significance & Facilitators</p> <p>2.1 Impacts of Tourism: Economic impacts of tourism, income and employment, multipliers of tourism, balance of payments, foreign exchange etc., Socio-cultural impacts of tourism: cultural exchange among nations and international understanding, Impacts of tourism on ecology and environment</p> <p>2.2. Infrastructure in Tourism: Tourism Infrastructure - Types, Forms and Significance</p> <p>2.3 Accommodation: Forms and types- latest forms – AirBnB, Villas</p> <p>2.4 Transport Sectors: Modes and relative significance</p> <p>2.5 Other support Infrastructures required for tourism</p>	15
3.	<p>Tourism Products & Organizations:</p> <p>3.1 Tourism Product – Definition, elements, characteristics and types of tourism products</p> <p>3.2 Tourism Products - Natural attractions, Cultural attractions, World Heritage sites</p> <p>3.3 Tourism Organizations Global& Indian -WTO, ICAO, IATA, PATA, UFTAA, TAAI, IATO, ITDC, ASI</p> <p>3.4. Other Organizations in Tourism- Railways, Accommodation, Civil aviation and Air transport.</p>	15
4.	<p>Thrust & Emerging Areas of Tourism:</p> <p>4.1 Thrust Areas Of Tourism: Eco Tourism, Ethnic Tourism, MICE Tourism, Medical Tourism, Agro Tourism, Wedding Tourism, Cruise Tourism, Space Tourism.</p> <p>4.2 Emerging Sectors of Tourism-Information technology and Tourism, Tourism and Hospitality Industry, Hospitality Work force, Digital Technology for Tourism Marketing</p> <p>4.3 Emerging trends in Tourism Business and Hospitality,Sustainable Tourism, Responsible Tourism, Dark Tourism, Adventure Tourism</p> <p>4.4 Best Practices.</p>	15

Self-Learning topics (unit-wise):

1.3. Tourism benefits, Elements of Tourist destination and activities

2.3. Accommodation: Forms and types

3.3. Tourism Organizations Global -WTO, ICAO, IATA, PATA, UFTAA

4.3. Emerging trends in Tourism Business and Hospitality Sustainable Tourism,
Responsible Tourism

Examination Pattern

External

Q.1.	Any one out of two (Module1)	10 marks
Q.2	Any one out of two (Module2)	10 marks
Q.3.	Any one out of two (Module3)	10 marks
Q.4.	Any one out of two (Module4)	10 marks
Q.5.	Any two out of four (Module1, 2, 3, 4)	10 marks

Internal

Class Test/SLE/Projects	20 marks
SLE	15 marks
Assignment	10 marks
Class Participation	05 marks

Online Resources

Unit 1- Introduction to Tourism Industry & Tourist Destination

Name of the Swayam Course: TS-1: Foundation Course In Tourism

By Dr. Sonia Sharma & Dr. Tangjakhombi Akoijam | Indira
Gandhi National Open University

https://onlinecourses.swayam2.ac.in/nou19_hs04/preview

To be done from the Course :

Block:-5 Geography and Tourism

Unit:-16 Tourism Information: Sources

Unit:-17 India's Biodiversity: Landscape,
Environment and Ecology Unit:-18 Seasonality and
Destinations

Unit 2- Significance & Facilitators

https://onlinecourses.swayam2.ac.in/nou19_hs04/preview

To be done from the Course : Block:-9 Tourism Impact

Unit:-33 Economic Impact

Unit 3- Tourism Products and Organizations

Name of the Swayam Course: Tourism Operations

By Dr. N. Nagaraja, University of Mysore, Manasagangothri.

https://onlinecourses.swayam2.ac.in/cec19_mg31/preview

To be done from this course:

Organizations in Tourism-

10- Role and function of National Tourism Organisation (NTO)

11. Tourism Authorities of various levels.

Unit 4- Thrust & Emerging Areas of Tourism:

Name of the Swayam Course: Tourism Operations

By Dr. N. Nagaraja, University of Mysore, Manasagangothri.

https://onlinecourses.swayam2.ac.in/cec19_mg31/preview

To be done from this course:

28. Eco-Tourism Development
29. Tourism and Sustainable Development
30. Tourism & Environmental Impact Assessment (EIA |
31. Business of Ecotourism
32. HRD in Tourism Industry

Reference Books

1. Cristopher J. Holloway : The Business of Tourism : MacDonald and Evans, 1983.
2. A. K. Bhatia : Tourism Development Principles and Practice, Sterling Publishers (P) Ltd. New Delhi.
3. Anand M. M. : Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd. New Delhi.
4. Sunetra Roday : Tourism Operations and Management, Oxford University Press, New Delhi.

Course Code: UV-FTHM2-102

Introduction to Hospitality Management

Sr No	Units/Modules	No of Lectures
1.	Introduction to the Hospitality Sector 1.1 An introduction of the Hospitality Sector: Global and Indian Scenario, Characteristics of the Hospitality Industry, Relationship between the Hospitality Industry and Tourism, Demand Drivers and Risk Factors in hospitality 1.2 Components of hospitality industry: Travel, Lodging, Hotel Aggregators, Food and Beverage, Recreations, Entertainment, Health and Sports, Tourism, Art and Culture and Event Management 1.3 SWOT Analysis of Hospitality Industry 1.4 Challenges for Hospitality Industry – Pre & Post COVID-19 1.5 Ethics in Hospitality Sector	15
2.	Overview of Hotel Industry: 2.1 Definition, Principles Size, Scope of Hotel Industry 2.2 Concepts of Hotel and its objectives 2.3 Departments in Hotels and classification of hotels, Star categorization; Different forms of accommodations 2.4 Types of rooms and types of plans License, permits and regulatory condition and Guidelines for hotel 2.5 Hotel Chains in India, Palace Hotels and State Owned Hotels, ITC Hotels, Taj Group of Hotels, Welcome Group/ITC Group, Oberoi Group of Hotels, Heritage Hotels in India	15
3.	Legal Frame Work in Hospitality: 3.1 Regulatory Policies (including environmental & foreign trade policies) 3.2 License and Permits for Hotel and Catering Establishments 3.3 Laws of Hotels under municipal corporations 3.4 Renewal, Suspensions & Termination of Licenses GST in Hospitality Sector	15
4.	FDI, Career Opportunities & Success Stories in Hospitality Industry: 4.1 Impact of FDI on the Hospitality Sector, Trends in FDI (Hospitality) 4.2 Career options in hospitality industry, Demand of manpower in hospitality industry. 4.3 Success Stories & Learning's: India & across the globe (Switzerland, South Africa, China, US, Australia and France.).	15

Self-Learning topics (unit-wise):

- 1.1 Introduction of the Hospitality Industry.
- 2.1 Classification of Hotel Industry
- 3.3 Regulatory policies in Hospitality
- 4.1 Success Stories- MIS in Hospitality

Online Resources:

- https://onlinecourses.swayam2.ac.in/cec20_ge18/preview
- https://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/151

Recommended Text:

1. Anand, M.M. Tourism and Hotel Industry in India (New Delhi Prentice- Hall of India, 1976)
2. Conrad Lashley Hospitality Retail Management
3. Brain Cooper and Brain Floody -Starts and Run profitable Restaurant
4. Sudhir Andrews- Front Office Hall and Sharples- Food Tourism
5. Jagmohan Negi- Hospitality Management
6. Alastair, M. Morrison, Hospitality and Travel Marketing (New York: Delemar)
7. Cristopher J. Holloway: The Business of Tourism: Macdonald and Evans, 1983.
8. A. K. Bhatia: Tourism Development Principles and Practice, Sterling Publishers (P) Ltd. New Delhi.
9. Anand M. M.: Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd. New Delhi.

Course Code : UV-FTHM3-103
Business Management I - Principles of Management

SR.No.	Modules/ Units	No. of Lectures
1	Nature of Management 1.1 Concept and significance of management 1.2 Nature of management 1.3 Process of Management 1.4 Functional areas of management 1.5 Evolution of management thoughts-contribution of F.W. Taylor, Henry Fayol 1.6 Behavioral Science approach 1.7 Contingency approach 1.8 Management Functions - Planning, Organizing, Staffing, Directing and Controlling.	15
2	Planning and decision making 2.1 Planning – meaning and importance 2.2 Elements of a plan 2.3 Process of planning 2.4 Advantages and limitations of Planning 2.5 Decision making – Concept and Meaning 2.6 Importance of Decision Making 2.7 Process of decision making 2.8 Techniques of decision making.	15

3	<p>Organizing and Staffing</p> <p>3.1 Meaning and concept of organizing</p> <p>3.2 Nature and Significance of organizing</p> <p>3.3 Delegation: Authority and responsibility relationship</p> <p>3.4 Centralization v/s decentralization</p> <p>3.5 Meaning of departmentation</p> <p>3.6 Structure of an organization (formal and informal, line and staff and matrix)</p>	15
4	<p>Directing, leadership, co-ordination and controlling</p> <p>4.1 Directing: Meaning of Directing</p> <p>4.2 Process of directing</p> <p>4.3 Meaning , Concept and significance of motivation</p> <p>4.4 Theories of Motivation (Maslow, Herzberg, Mc Gregor)</p> <p>4.3 Meaning and concept of Leadership</p> <p>4.4 Traits and Qualities of leader</p> <p>4.5 Styles of Leadership</p> <p>4.6 Co -ordination – Meaning and elements</p> <p>4.6 Controlling: Meaning and Concept</p> <p>4.7 Process of Controlling</p> <p>4.8 Effective Control System</p> <p>4.9 Techniques of Controlling (TQM, Quality Circles, Brainstorming , Decision tree)</p>	15

Self-Learning topics (Unit wise)

Unit	Topics
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1	1.1 Concept and significance of management
1	1.5 Evolution of management thoughts-contribution of F.W.Taylor, Henry Fayol
2	2.1 Planning – meaning and importance
2	2.2 Elements of a plan
3	3.1 Meaning and concepts of organizing
4	4.3 Meaning of Leadership
4	4.5 Traits of Leader

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Evolution Theory and Elements of Management from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 (Select Elements of Planning from drop down menu)
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384 - (Select Organizing Concept from drop down menu)
https://nptel.ac.in/courses/122/105/122105021/ (Introduction to Leadership and Traits of Leader)

Reference Books:

- Principles of Management - P.C. Tripathi& P.N. Reddy.
- Essentials of Management - Weihrich and Koontz.
- Principles of Management - L.M. Prasad

- Principles of Management – DinkarPagare
- Business Management - C.B. Gupta
- Business Management - N. Premavathy
- Principles of Management - J. Jayasanka

Course Code : UV-FTH OE -104
Micro Economics

Unit	Units/Modules	No. of Lectures
I	<p>Demand and Supply Analysis</p> <p>1.1 Scope & Importance of Micro Economics, Demand function: Meaning, determinants, Variation and change in demand, Supply function: Meaning, determinants</p> <p>1.2 Shifts in the Demand and Supply Curves and Equilibrium</p> <p>1.3 Elasticity: Meaning, Significance, Types of Elasticity of demand (Price, Income, Cross and Promotional)</p>	15
II	<p>Production decisions, Cost of Production, Revenue analysis and Market structure</p> <p>2.1 Production function: Production in the short and long run - Law of Variable proportions and Law of returns to scale, Isoquant, Economies and Diseconomies of Scale</p> <p>2.2 Cost concepts: Accounting cost and Economic cost, Implicit and Explicit cost, Fixed and variable cost, Total, Average and Marginal cost, Numerical on cost</p> <p>2.3 Revenue concepts: Types: Total, Average & Marginal revenue</p>	15

	2.4 Market Structure: Perfect Competition: Features, Monopoly: Features and Sources of monopoly power, Monopolistic Competition: Features and Selling Cost, Oligopoly: Features	
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Self Learning Topics (Unit wise)

Unit Topic
I Demand Analysis Online Resource- https://nptel.ac.in/courses/110105075
II Monopoly Online Resource- https://onlinecourses.swayam2.ac.in/imb22_mg38/course#

Reference Books

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2. Hirchey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4. Frank R.H, Bernanke.B.S., Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002)
6. Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)
8. Richard G. Lipsey, K.Alec Chrystal, Principles of Economics(Oxford University Press)
- 8.Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3)

9. Gregory Mankiw., Principles of Economics, Thomson South western (2002)
10. Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
11. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)
12. Richard G. Lipsey, K. Alec Chrystal, Principles of Economics (Oxford University Press)

Course Code : UC-FTHVO-105

Course: Financial Mathematics and Statistics with MS-Excel I

Sl. Nos	Unit/Module	No. of Practical
I	<p>Introduction to Excel</p> <p>1.1 Workbook, worksheets, cells, types of data, cell references, cut, copy, paste (paste-special, values, formulas), conditional formatting</p> <p>1.2 Operators- Arithmetic operators, Relational operators, Logical operators, creating formulas, functions, working with excel sheets – freeze panes, sort, custom sort, filter, find and replace, IF and Nested IF functions.</p>	3
II	<p>Time value of money, annuities and loan amortization</p> <p>2.1 Compound interest, discrete and continuous compounding, nominal and effective rate of interest</p> <p>2.2 Regular annuity, future and present value of annuity, equated monthly instalments, amortization.</p>	3
III	<p>Matrices, simultaneous equations, LPP</p> <p>3.1 Matrices types, operations on matrices – scalar multiplication, addition, subtraction, product of matrices, determinants, inverse of a matrix</p> <p>3.2 Simultaneous Equations construction and solving</p> <p>3.3 Linear Programming Problems in two variables, formulation of LPP and solving graphically</p>	3
IV	<p>Data representation using diagrams</p> <p>4.1 Constructing frequency tables</p> <p>4.2 Making bar charts, pie charts and histograms</p>	3
V	<p>Revision / Extra Practical</p>	3

List of Practical:

1. Working with Excel sheets.
2. Conditional Formatting, Sort and Filter.
3. Working with Formulas and Logical Operators.
4. Time Value of Money.
5. Annuities.
6. Loan Amortization.
7. Working with Matrices I
8. Working with Matrices II
9. Simultaneous Equations.
10. Linear Programming Problems.
11. Data Representation using Diagrams I
12. Data Representation using Diagrams II

Note:

1. Each practical will be of two hours duration.
2. A practical batch size will be as per the university norms.
3. The students will have to maintain a file/journal in which the practical questions and the output obtained in the practical should be filed.

Reference Books

1. Microsoft Excel 2016 Bible by John Walkenbach, Wiley India
2. Microsoft Excel 2016 for Dummies by Greg Harvey, Wiley
3. Excel 2016 from scratch: Excel Course with Demos and Exercises by Peter Kalmstrom and Kate Kalmstrom
4. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press
5. Business Mathematics by D.C.Sancheti and V.K.Kapoor, Sultan Chand & Sons
6. Mathematics for Business and Economics by J.D.Gupta, P.K.Gupta and ManMohan, TataMc-Graw Hill Publishing Co.Ltd.
7. Quantitative Methods-Part-I by S.Saha and S.Mukerji, New Central Book Agency
8. Investments by J.C.Francis & R.W.Taylor, Schaum's Outlines, Tata Mc-GrawHill
9. Operations Research by Gupta and Kapoor
10. Statistical Methods by S.G.Gupta, S.Chand &Co
11. Statistics for Management by Levin & Rubin, Prentice Hall of India
12. Statistics - Theory, Method & Applications by D.S.Sancheti & V.K.Kapoor
13. Modern Business Statistics (Revised) by B.Pearles & C.Sullivan –Prentice Hall of India.
14. Business Mathematics & Statistics by B Aggarwal, Ane Book Pvt.Limited

Software Requirement:

Microsoft Excel 2016 or above

Evaluation Pattern:

The course will be assessed for a total of 25 marks and will consist of:

- Journal consisting of output of at least 9 practicals – 5 marks.
- Practical examination at end of Semester – 20 marks

Course Code : UV-FTHAEC -106
Course: Communication Skills in English I

Sr N o	Units	No. of Lectures
I	Letters 1.1 Job Application Letter with Resume 1.2 Statement of Purpose 1.3 Letters to the Editor 1.4 Sales/Promotion Letters	5
II	Data Interpretation Students will learn to read and interpret maps, pie charts, tables, line and bar graphs, and flow charts and express the same in a paragraph form. (Note: Other important forms of visual communication may also be introduced to students. However, they will be tested only on the above forms in the examination.)	5
III	Essay 1.1 Reflective 1.2 Analytical 1.3 Persuasive/Argumentative	5

No. of lectures per week: 01 lecture + 01 tutorial*

*The number of students in each tutorial batch shall be 25 students. The last batch in a division may however have 20 students.

Suggested Topics for Tutorials: (for both semesters)

1. Fundamentals of Grammar
2. Vocabulary Building and Language Games
3. Editing Sentences and longer passages
4. Summarization
5. Stress Marking
6. Phonology
7. Reading Skills
8. Listening Skills
9. Speaking Skills and Pronunciation
10. Debates / Speeches
11. Book / Film Reviews

References

1. Bansal, R.K. and J.B. Harrison, *Spoken English: A Manual of Speech and Phonetics* New Delhi: Orient Black Swan, 4th edn, 2013).
2. Bellare, Nirmala. *Reading Strategies. Vols. 1 and 2.* New Delhi. Oxford University Press, 1998.
3. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading, Vols. 1 and 2.* Macmillan, 1975.
4. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well.* Sydney: Allen and Unwin, 2004.
5. Dev, Anjana Neira (2009). *Creative Writing: A Beginner's Manual.* Pearson, Delhi, 2009.
6. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate).* Cambridge: CUP, 2004.
7. Doughty, P. P., Thornton, J. G. *Language in Use.* London: Edward Arnold, 1973.
8. Eastwood, John. (2005) *Oxford Practice Grammar.* Oxford, OUP
9. Freeman, Sarah. *Written Communication.* New Delhi: Orient Longman, 1977.
10. Glendinning, Eric H. and Beverley Holmstrom. *Second edition. Study Reading: A Course in Reading Skills for Academic Purposes.* Cambridge: CUP, 2004
11. Grellet, F. *Developing Reading Skills,* Cambridge: Cambridge University Press, 1981.
12. Hamp-Lyons, Liz and Ben Heasley. *Second edition. Study Writing: A Course in Writing Skills for Academic Purposes.* Cambridge: CUP, 2006
13. Jakeman, Vanessa and Clare McDowell. *Cambridge Practice Test for IELTS 1.* Cambridge: CUP, 1996.
14. Maley, Alan and Alan Duff. *Second Edition. Drama Techniques in Language Learning* Cambridge: CUP, 1983.
15. Mohan Krishna & Banerji, Meera: *Developing Communication Skills.* New Delhi: Macmillan India, 1990.
16. Mohan Krishna & Singh, N. P. *Speaking English Effectively.* New Delhi: Macmillan India, 1995.

17. Morley, David. *The Cambridge Introduction to Creative Writing*. Cambridge, New York, 2007.
18. Narayanaswami, V. R. *Organised Writing, Book 2*. New Delhi: Orient Longman.
19. *Reading & Thinking in English, Four volumes* The British Council Oxford University Press, 1979-1981.
20. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
21. Ludlow, R. & Panton, F.; *The Essence of Effective Communications*, Prentice Hall of India Pvt. Ltd., New Delhi.
22. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
23. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.
24. Wallace, Michael. *Study Skills*. Cambridge: CUP, 2004.
25. Widdowson, H. G.: *English in Focus. English for Social Sciences*. Oxford University Press

Webliography:

1. <http://www.onestopenglish.com>
2. www.britishcouncil.org/learning-learn-english.htm
3. <http://www.teachingenglish.org.uk>
4. <http://www.usingenglish.com/>
5. Technical writing PDF (David McMurrey)
6. <http://www.bbc.co.uk/>
7. <http://www.pearsoned.co.uk/AboutUs/ELT/>
8. <http://www.howisay.com/>
9. <http://www.thefreedictionary.com/>
10. <https://www.merriam-webster.com/games>
11. <https://www.nytimes.com/puzzles/letter-boxed>
12. Jon Ingold - Sparkling Dialogue: A Masterclass.” *YouTube*, 1 Dec. 2018, www.youtube.com/watch?v=_vRfNtvFVRo.

Formative Assessment: (20 marks per semester)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project
4. Presentation

Summative Assessment:

QUESTION PAPER PATTERN

Duration: 1 hour

Marks: 30

Q.1 Letters (1 out of 2) [Unit I] (10 marks)

Q.2 Data Interpretation (150 words) [Unit II] (10 marks)

(Students will present a summary of the visual data given)

Q.3 Essay (1 out of 2) (200-250 words) [Unit III] (10 marks)

Course Code : UV-FTHVAC-107

Course: Contemporary India: Values and Issues -I

Sr No	Units	No. of lectures
1	<p>A. Understanding India</p> <p>1.1. Society and State- Religion, caste, rural, urban and tribal, gender and sex ratio</p> <p>1.2. Appreciating values of pluralism/ diversity and challenges to pluralism- regionalism, linguism and ethnic conflicts.</p> <p>B. Environment: Ethical concerns</p> <p>1.3. Environmental Ethics - Deep Ecology, Eco-Feminism,</p> <p>1.4. Eco-Tourism, Environmental Movements in independent India.</p>	15
2	<p>A. Ethics in Digital Technology</p> <p>2.1. Artificial Intelligence (AI)- Case Study on ChatGPT.</p> <p>2.2. Cyber Security- hacking, malware, phishing, internet shopping/ banking.</p> <p>B. Ethical concerns in social media</p> <p>2.3. Issues in social media- cyber bullying, trolling, identity theft,</p> <p>2.4. Abuse of social media accounts- Facebook, Twitter and other.</p>	15

References

1. Ahuja Ram (2014), *Social Problems in India*, Jaipur: Rawat Publication.
2. Chandra Bipan (1984), *Communalism in Modern India*, Delhi: Vikas Publishing House.
3. Dubey S.C. (2018), '*Indian Society*', National Book Trust.
4. Furer Christoph Von-Haimendorf (1992), *Tribes of India, the Struggle for Survival*, Berkely: University of California Press.
5. Ganesh, Kamala, Thakkar (2005), "*Culture and the making of Identity in Contemporary India*" Usha, Sage Publication, New Delhi.
6. Harvey Carol P and Allard June M (2005), *Understanding and managing Diversity Readings Cases, and Exercises*; New Delhi: Prentice Hall of India.
7. Managi and Kumar (2009), *The Economics of Sustainable Development: The Case of India*, New York: Springer.
8. Patra, A.D. (2010), *Infrastructure, Development and Regional Disparity: An interstate analysis*, Indian Economics Association, Deep and Deep Publications.
9. Roy, Gaurav K. (2020), *Cyber Security and Digital Privacy a universal approach*, Highbrow Scribes Publications.
10. Suresh Jayshree, Raghavan, B.S (2003), *Human Values and Professional Ethics*. New Delhi: S. Chand
11. Shinde, Anand (2021), *Introduction to Cyber Security Guide to the world of Cyber Security*.

II Journals and Magazines

- AIDWA
- Economic and Political Weekly of India
- Frontline
- India Today
- Man and Development

Assessment: Total 50 marks

Part A) Semester End exam –Time: One hour

30 Marks

Q. 1 A

10 Marks

OR

Q.1 B

Q. 2 A

10 Marks

OR

Q. 2 B.

Q.3. Short notes: Any two from four (5 marks each)

10 Marks

Part B) Internal assessment – 20 marks - 15m – SLE/ MCQ/Class Test/ Projec + 5m (class participation)

Course Code : UV-FTHIKS-108

Course: Introduction to Indian Knowledge Systems – I

Sr.No	Units	No. of hours
1	Indian Knowledge Systems: 1.1 Concept, relevance and methodology 1.2 Darshanas of the Hindu Philosophy, questioning set paradigms through Buddhism and Jainism 1.3 Transmission of knowledge - oral, guru-shishya Parampara, ancient centres of higher education, experiential learning (Bhakti and Sufi movement) 1.4 Contribution of women scholars in early India.	9

2	Indian Knowledge system: An aesthetic approach 2.1 Natyashastra, 2.2 Indian music tradition (gharana system) 2.3 Culinary traditions, 2.4 Paintings and textiles.	6

References

1. Basham, A. L. (1987), *The Wonder that was India*, Sidgwick & Jackson Ltd., London
2. Chattopadhyaya, Deviprasad (1977), *Science and Society in Ancient India*, Research India Publications
3. Jha, Amit (2009), *Traditional Knowledge System in India*, Atlantic Publishers, New Delhi.
4. Jha, D. N. (2004), *Early India, A Concise History*, Manohar Publishers & Distributors.
5. Jha, D. N. (1993), *Economy and Society in Early India: Issues and Paradigms*, Munshiram Manoharlal Publishers
6. Singh, Sahana (2022), *Revisiting the Educational Heritage of India*, Global Collective Publishers.
7. Sen, Amartya (2005), *Argumentative Indian*, Allan Lane.
8. Singh, Upinder (2008), *A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century*, Pearson Education India.
9. Thapar, Romila (2018), *Indian Cultures as Heritage: Contemporary Pasts*, Aleph Book Company.
10. Thapar, Romila (2014), *The Past as Present: Forging Contemporary Identities Through History*, Aleph Book Company.
11. Basham, A. L. (1987), *The Wonder that was India*, Sidgwick & Jackson Ltd., London
12. Chattopadhyaya, Deviprasad (1977), *Science and Society in Ancient India*, Research India Publications
13. Jha, Amit (2009), *Traditional Knowledge System in India*, Atlantic Publishers, New Delhi.
14. Jha, D. N. (2004), *Early India, A Concise History*, Manohar Publishers & Distributors.
15. Jha, D. N. (1993), *Economy and Society in Early India: Issues and Paradigms*, Munshiram Manoharlal Publishers
16. Singh, Sahana (2022), *Revisiting the Educational Heritage of India*, Global Collective Publishers.
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18. Singh, Upinder (2008), *A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century*, Pearson Education India.
19. Thapar, Romila (2018), *Indian Cultures as Heritage: Contemporary Pasts*, Aleph Book Company.
20. Thapar, Romila (2014), *The Past as Present: Forging Contemporary Identities Through History*, Aleph Book Company.

Evaluation Criteria:

25 Marks: Formative assessment (CAE)

20 marks- Internal assessment that can include project submission/ debate/ group discussion/ presentation and online learning from Swayam portal

05 marks- class participation

The Scheme of Teaching and Examination
Semester – II

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	UV-FTHM1-201	Tourism Products and Resources
		UV-FTHM2-202	Foundation Course in Front Office Operations
2	Minor Subject	UV-FTHM3-203	Business Management II- Marketing Management
3	Open Elective	UV-FTHOE-204	Macro Economics
4	Vocational Course	UV-FTHVO-205	Financial Mathematics and Statistics with MS-Excel II
5	Ability Enhancement Courses (AEC)	UV-FTHAEC-206	Communication Skills in English- II
6	Value Addition Course	UV-FTHVAC-207	Contemporary India: Values and Issues- II
7	Indian Knowledge System	UV-FTHIKS-208	Introduction to Indian Knowledge Systems- II

First Year Semester II Internal and External Detailed Scheme

Sr . No.	Subje ct Code	Subject Title	Periods Per Week					Cred it	SL E/ PA	Internals					Tota l Mar ks
			U ni ts	SL *	L	T	P			CT	AP	T	SE E		
1	UV- FTHM 1-201	Tourism Products and Resources	4	20% *	4	0	0	4	20	15	5	40	60	100	
2	UV- FTHM 2-202	Foundation Course in Front Office Operations	4	20% *	4	0	0	4	20	15	5	40	60	100	
3	UV- FTHM 3-203	Business Management II- Marketing Management	4	20% *	4	0	0	4	20	15	5	40	60	100	
4	UV- FTHO E 204	Macro Economics	2	20% *	2	0	0	2	15	0	5	20	30	50	
5	UV- FTHV O-205	Financial Mathematics & Statistics with MS-Excel II	4	--	0	0	2	1	-	--	-	25	-	25	
6	UV- FTHA EC-20 6	Communicatio n Skills in English II	3		1	1	0	2	-	20	-	20	30	50	
7	UV- FTHV AC-20 7	Contemporary India: Values and Issues II	2	20% *	2	0	0	2	15	-	5	20	30	50	
8	UV- FTHI KS-20 8	Introduction to Indian Knowledge Systems II	1		1	0		1	20		5	25	-	25	
Total Hours / Credit								20		Total Marks					500

SL: Self Learning, L: Lecture, T: Total P: Practical, SLE- Self learning evaluation,
CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment
PA- Project Assessment

First Year Semester – II Units – Topics – Teaching Hours

Sr No	Subject Code	Subject Unit Title		Lect ures	Total No. of hours	Cre dit	Total Marks
1	UV-FTHM1-201	I	Tourism Products & Resources an Introduction	15	60	4	100
		II	Natural and Man-made tourism resources in India:	15			
		III	Socio- cultural resources of India:	15			
		IV	Emerging Tourism Destinations of India	15			
2	UV-FTHM2-202	I	Introduction to Front Office Operation	15	60	4	100
		II	Front Office Supervisory Skills	15			
		III	Reservations, Check- in & Check – out Procedures	15			
		IV	Front Office Communication & Health and Safety	15			
3	UV-FRMM3-203	I	Introduction to Marketing	15	60	4	100
		II	STP in marketing and recent concepts:	15			
		III	Introduction to Service Marketing	15			
		IV	Marketing of Services	15			
4	UV-FRMOE-204	I	Introduction to Macro Economics, Inflation, Monetary Policy	15			
		II	Constituents of Fiscal Policy, FDI, Foreign Exchange Market	15	30	2	50
5	UV-FCOVO-205	I	Measures of Central Tendency	3	30 (15 practical of two hours each)	1	25
		II	Measures of Dispersion	3			
		III	Correlation and Regression	3			
		IV	Time Series and Index Numbers	3			
		V	Revision /Extra	3			
5	UV-FCOAEC-206	I	Emails	5	30	2	50
		II	Report Writing	5			
		III	Creative Writing	5			

6	UV-FCOVAC-207	I	Constitution of India	15	30	2	50
		II	Environmental commitments and Yoga	15			
7	UV-FCOIKS-208	I	Overview of Indian scientific thought	7	15	1	25
		II	'Katha'	8			
			Total			20	500

● **Lecture Duration – 1 hr**

One credit = 15 hours of lectures and 30 hours of practical

Part 4 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

UV-FTHM1-201 Tourism Products and Resources

Sr No	Units/Modules	No of lectures
1.	Tourism Products & Resources an Introduction 1.1 Tourism Resources – Definition and Types 1.2 Tourism products: Definition, Types and unique features 1.3 Tourism Planning: Background & Process of tourism Planning, Techniques of Plan Formulation, Tourism Planning at International, national, regional, state and local level. 1.4 Destination life cycle concept 1.5 Tourism resources of India: Major Physiographic units of India – A general Overview, Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.	15
2.	Natural and Man-made tourism resources in India: (Map marking of tourist places) 2.1 Natural resources: Flora and fauna, Wildlife sanctuaries – National parks – Biosphere reserves – Mountain Tourist Resources and Hill stations – Islands – Beaches – Caves – Deserts of India. 2.2 Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Academic, Scientific and Industrial purposes. 2.3 Major International Tourist Products & Resources (UNESCO World Heritage)	15
3.	Socio- cultural resources of India: (Map marking of tourist places) 3.1 Indian culture through the Ages - a general survey 3.2 Religion as a Cultural Resources, Concept of pilgrimage and major pilgrimage centers of India. 3.3 Architecture in India: Landmarks of Buddhist and Jain architecture, Major specimen of Hindu architecture in central, southern and eastern parts of India 3.4 Important monuments belonging to Islamic and British periods.	15

	3.5 Other Cultural Resources: Performing Arts of India, Major fair and festivals of India, Classical dances and music of India, Indian handicrafts	
4.	Emerging Tourism Destinations of India: 4.1 Ecotourism 4.2 Rural Tourism 4.3 Sports Tourism 4.4 Wine Tourism 4.5 Camping Tourism 4.6 Medical Tourism 4.7 MICE Tourism	15

Self-Learning topics (unit-wise):

1.5 Major Physiographic units of India – A general Overview

2.3 Major International Tourist Products & Resources

3.5 Cultural Resources

4.1 Ecotourism

Online Resources:

- https://onlinecourses.swayam2.ac.in/cec20_ge18/preview

Recommended Text:

10. Cristopher J. Holloway: The Business of Tourism: Macdonald and Evans, 1983.

11. K. Bhatia: Tourism Development Principles and Practice, Sterling Publishers (P) Ltd. New Delhi.

12. Anand M. M.: Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd. New Delhi.

13. The Wonder that was India : A.L. Basham

14. A Cultural History of India : A.L. Basham India –

15. Lonely Planet : India – Plan your own holiday : S. Jagannathan

16. Travelers Indian : H.K. Kaul

17. Museums of India : S. Punja

18. The Art of Ancient India : S. Huntington

19. Indian Architecture : Percy Brown

UV-FTHM2-202
Foundation Course in Front Office Operations

Sr No	Units/Modules	No of lectures
1.	<p>Introduction to Front Office Operation</p> <p>1.1. Introduction to Front Office Operations - Understanding the Role of Front Office in Overall Business Operations - Scope of Operations</p> <p>1.2. Front Office Systems: Reservations, Room Assignment, Guest Check-in and Registration, Guest Accounting, Credit Verification, Guest Check-out and Verification of Accounts, Maintaining Records</p> <p>1.3. Preparing Reports and Statistics for Management, Maintaining Control Procedures - Room Reservation Card - The Hotel/Accommodation Diary - Advance Reservation Chart - A Density Chart - Registration Card - Room Board - Arrivals and Departures List</p> <p>1.4. Front Office Computer Systems – Micros, Amadeus PMS, IDF Fortune, Shawman</p>	15
2.	<p>Front Office Supervisory Skills</p> <p>2.1. Providing Quality Service: Meeting Different Needs, Understanding Their Needs, Arranging Tickets, Organizing Sightseeing and Transport</p> <p>2.2. Usage of Telephone & Phone Etiquettes</p> <p>2.3. Online Reservations & Service</p> <p>2.4. Procedures for Welcoming Guests & wakeup call</p> <p>2.5. Communicating with guests (Handling guest request & complaints, Message handling procedure-importance, procedure, method of receiving and transmitting messages for guests)</p> <p>2.6. Guest Complaints – Types & Handling</p> <p>2.7. Train and supervise front office staff (receiving, greeting, welcoming a guest, assessing the guest requirements)</p>	15
3.	<p>Reservations, Check- in & Check –out Procedures</p> <p>3.1 Check-in-procedures: VIP Check-in & Group Arrivals</p> <p>3.2. Check out Guests (Organizing checkouts, Individual Checkouts Speedy or advance check-out Group checkouts, Guest bills, Soliciting guest comments)</p> <p>3.3. Reservation Formalities and Processes</p>	15

	3.4. Concept of over booking, Walk- in guest, Cancellation, Amendment, Room Position.	
4.	<p>Front Office Communication & Health and Safety</p> <p>4.1 Importance of Inter- Departmental Communication</p> <p>4.2. Types & Methods of Communication</p> <p>4.3. Health and Safety – Your responsibility</p> <p>4.4. Guidelines for accident prevention, fire procedure, preventing health hazards</p> <p>4.5. Guidelines for lifting and carrying heavy objects</p> <p>4.6. Guidelines for dealing with bomb scares and attack</p> <p>4.7. Guidelines for handling guests in a drunken state</p> <p>4.8. Basic First Aid and Emergencies</p>	15

Online Resources

Unit 2- Customer Service

Hospitality Industry In Tourism

By Prof. H. Rajashekar | University of Mysore, Manasagangotri

To be done from the course

Guest Registration

Front Office Accounting System 38.front office functions

https://onlinecourses.swayam2.ac.in/cec19_mg30/preview

- Unit 4: Health & Safety

Hospitality Industry In Tourism

By Prof. H. Rajashekar | University of Mysore, Manasagangotri

https://onlinecourses.swayam2.ac.in/cec19_mg30/preview

To be done from the Course :

Food Borne Illnesses | 42. Environmental Hygiene pertaining to hotel kitchen and service area | 43. Food laws, regulations, quality and food standards

Recommended books :

1. Hotel Front Office: Operations And Management, 2Nd Edition, Oxford Publication
2. Baker S, Bradley and Huyton , Principles of Hotel Front Office Operations
3. Andrews Sudhir, Textbook Of Front Office Management and Operation , McGraw Hill Rutherford(Ed), 1994, Hotel Management and Operations.
4. Roday, 2011, Text Book on Food Hygiene and Sanitation, Food Poisoning, Micro Organisms, Contaminations, Food Laws and Regulations.

UV-FTHM3-203
Business Management II- Marketing Management

Sr No	Unit /Modules	No of lectures
1.	<p>Introduction to Marketing</p> <p>1.1 Concept, nature, scope and importance of marketing</p> <p>1.2 Marketing concept and its evolution</p> <p>1.3 Strategic marketing planning – an overview</p> <p>1.4 4C’s of marketing</p> <p>1.5 Marketing environment – macro and micro components and their impact on marketing decisions;</p> <p>1.6 Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges.</p> <p>1.7 Concept of Value, Customer Value triad</p>	15

	1.8 Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing	
2.	<p>STP in marketing and recent concepts:</p> <p>2.1 Segmentation: Meaning, importance, Bases of segmentation</p> <p>2.2 Targeting: Meaning , types</p> <p>2.3 Positioning: Meaning – strategies, Concept of Unique Selling Proposition</p> <p>2.4 Issues and Developments in Marketing</p> <p>2.5 Social, ethical and legal aspects of marketing;</p> <p>2.6 International marketing</p> <p>2.7 Green marketing; Cyber marketing; and other developments of marketing</p>	15
3.	<p>Introduction to Service Marketing:</p> <p>3.1 Services Marketing Concept, Distinctive Characteristics of Services, Services</p> <p>3.2 Marketing Triangle, Purchase Process for Services</p> <p>3.3 Goods Services Continuum</p> <p>3.4 Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping Flowcharting</p> <p>3.5 Branding of Services – Problems and Solutions</p>	15

4.	<p>Marketing of Services:</p> <p>4.1 Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality</p> <p>4.2 The SERVQUAL Model</p> <p>4.3 The Flower of Service Model</p> <p>4.4 Demand and Capacity Alignment</p> <p>4.5 Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector</p>	15
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Online Resources:

- https://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
- <https://nptel.ac.in/courses/110104068>
- <https://nptel.ac.in/courses/110107142>

Recommended Text:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
5. Pillai R S, Bagavathi, Modern Marketing
6. Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill, 6th Edition
7. Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, Service Marketing People, Technology, Strategy – A South Asian Perspective , Pearson Education, 7th Edition
8. Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices, McgrawHill, 2011
9. Harsh V.Verma, Services Marketing Text & Cases, Pearson Education, 2nd Edition
10. K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition, 2011
11. C. Bhattacharjee, Service Sector Management, Jaico Publishing House, Mumbai, 2008
12. Govind Apte, Services Marketing, Oxford Press, 2004

Macro Economics

Sr. no.	Modules/ units	No. of Lectures
1	Introduction to Macro Economics, Inflation, Monetary Policy 1.1 Macroeconomics: Meaning, Scope and Importance 1.2 Circular flow- 2,3,4 sector 1.3 The Measurement of National Product: meaning and measurement 1.4 Inflation: Types, Causes, Effects 1.5 Monetary Policy: meaning, objectives, instruments.	15
2	Constituents of Fiscal Policy , FDI . Foreign Exchange markets 2.1 Fiscal Policy: meaning, objectives 2.2 Instruments of Fiscal Policy: types of tax, canons of taxation 2.3 Union Budget – Structure 2.4 Foreign Investments: FDI and FPI, their comparison, merits and demerits of FDI 2.5 Foreign Exchange and Foreign Exchange Markets: – Fixed and Flexible exchange rates – Managed Float exchange rate system	15

Self-Learning topics (Unit wise):

Sr. No	Unit	
1	2	Inflation
2	4	Globalization

Online Resources

https://nptel.ac.in/courses/109/104/109104073/#
https://nptel.ac.in/noc/courses/noc15/SEM1/noc15-hs08/

References

- Mankiw N. G. , Macroeconomics

- Ahuja H. L., Modern Economics—S. Chand Company Ltd. New Delhi
- Dornbush, Fisher and Startz, Macroeconomics--Tata – McGraw Hill , New Delhi
- Dwivedi, D.N. (2001), Macro Economics : Theory and Policy, Tata McGraw Hill, New Delhi

UV-FTHVO-205

Course: Financial Mathematics and Statistics with MS-Excel II

Sl.No.	Units/Module	No. of Practical
I	Measures of Central Tendency 1.1 Mean 1.2 Median, Quartiles Deciles and Percentiles 1.3 Mode	3
II	Measures of Dispersion 2.1 Range and coefficient of range 2.2 Quartile Deviation and coefficient of quartile deviation 2.3 Mean Deviation and coefficient of mean deviation 2.4 Standard deviation and coefficient of variation	3
III	Correlation and Regression 3.1 Scatter plot, Karl Pearson's formula, Rank Correlation, Spearman's coefficient 3.2 Linear Regression, forecasting	3
IV	Time Series and Index Numbers 4.1 Time Series Analysis, forecasting using time series 4.2 Index Numbers unweighted and weighted, Laspeyre, Paasche, Fischer, Marshall-Edgeworth and Dornish-Bowley index numbers	3
V	Revision / Extra Practicals	3

List of Practicals

1. Mean, Median and Mode.
2. Quartiles, Percentiles and Deciles.
3. Range, Quartile Deviation and their coefficients
4. Mean deviation from mean, median, mode and their coefficients
5. Standard deviation, variance, coefficient of variation
6. Scatter plots

7. Karl Pearson and Spearman's coefficients
8. Plotting linear equations
9. Linear Regression
10. Calculating moving averages
11. Forecasting using time series
12. Index numbers

Note:

1. One practical will be of two hours each
2. A practical batch will according to the university norms.
3. Students will have to maintain a file/journal in which the practical questions and the output obtained in the practicals will be filed.

References

1. Microsoft Excel 2016 Bible by John Walkenbach, Wiley India
2. Microsoft Excel 2016 for Dummies by Greg Harvey, Wiley
3. Excel 2016 from scratch: Excel Course with Demos and Exercises by Peter Kalmstrom and Kate Kalmstrom
4. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press
5. Business Mathematics by D.C.Sancheti and V.K.Kapoor, Sultan Chand & Sons
6. Mathematics for Business and Economics by J.D.Gupta, P.K.Gupta and ManMohan, TataMc-Graw Hill Publishing Co.Ltd.
7. Quantitative Methods-Part-I by S.Saha and S.Mukerji, New Central Book Agency
8. Investments by J.C.Francis & R.W.Taylor, Schaum's Outlines, Tata Mc-GrawHill
9. Operations Research by Gupta and Kapoor
10. Statistical Methods by S.G.Gupta, S.Chand &Co
11. Statistics for Management by Levin & Rubin, Prentice Hall of India
12. Statistics - Theory, Method & Applications by D.S.Sancheti & V.K.Kapoor
13. Modern Business Statistics (Revised) by B.Pearles & C.Sullivan –Prentice Hall of India.

14. Business Mathematics & Statistics by B Aggarwal, Ane Book Pvt.Limited

Software Requirement:

Microsoft Excel 2016 or above

Evaluation Pattern:

The course will be assessed for a total of 25 marks and will consist of:

- Journal consisting of output of at least 9 practicals – 5 marks.
- Practical examination at end of Semester – 20 marks

UV-FTHAEC-206

Course: Communication Skills in English II

Sr N o	Units	No. of Lectures
I	Emails 1.1 Enquiry 1.2 Invitation 1.3 Thank You 1.4 Permission	5
II	Report Writing 2.1 Eyewitness Report 2.2 Activity Report 2.3 Newspaper Report	5
III	Creative Writing 1.1 Story Writing 1.2 Dialogue Writing 3.3 Blog Writing	5

No. of lectures per week: 01 lecture + 01 tutorial*

*The number of students in each tutorial batch shall be 25 students. The last batch in a division may however have 20 students.

Suggested Topics for Tutorials: (for both semesters)

1. Fundamentals of Grammar
2. Vocabulary Building and Language Games
3. Editing Sentences and longer passages
4. Summarization
5. Stress Marking
6. Phonology
7. Reading Skills
8. Listening Skills
9. Speaking Skills and Pronunciation

10. Debates / Speeches
11. Book / Film Reviews

References

1. Bansal, R.K. and J.B. Harrison, *Spoken English: A Manual of Speech and Phonetics* New Delhi: Orient Black Swan, 4th edn, 2013).
2. Bellare, Nirmala. *Reading Strategies. Vols. 1 and 2.* New Delhi. Oxford University Press, 1998.
3. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading, Vols. 1 and 2.* Macmillan, 1975.
4. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well.* Sydney: Allen and Unwin, 2004.
5. Dev, Anjana Neira (2009). *Creative Writing: A Beginner's Manual.* Pearson, Delhi, 2009.
6. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate).* Cambridge: CUP, 2004.
7. Doughty, P. P., Thornton, J. G. *Language in Use.* London: Edward Arnold, 1973.
8. Eastwood, John. (2005) *Oxford Practice Grammar.* Oxford, OUP
9. Freeman, Sarah. *Written Communication.* New Delhi: Orient Longman, 1977.
10. Glendinning, Eric H. and Beverley Holmstrom. *Second edition. Study Reading: A Course in Reading Skills for Academic Purposes.* Cambridge: CUP, 2004
11. Grellet, F. *Developing Reading Skills,* Cambridge: Cambridge University Press, 1981.
12. Hamp-Lyons, Liz and Ben Heasiey. *Second edition. Study Writing: A Course in Writing Skills for Academic Purposes.* Cambridge: CUP, 2006
13. Jakeman, Vanessa and Clare McDowell. *Cambridge Practice Test for IELTS 1.* Cambridge: CUP, 1996.
14. Maley, Alan and Alan Duff. *Second Edition. Drama Techniques in Language Learning* Cambridge: CUP, 1983.
15. Mohan Krishna & Banerji, Meera: *Developing Communication Skills.* New Delhi: Macmillan India, 1990.
16. Mohan Krishna & Singh, N. P. *Speaking English Effectively.* New Delhi: Macmillan India, 1995.
17. Morley, David. *The Cambridge Introduction to Creative Writing.* Cambridge, New York, 2007.
18. Narayanaswami, V. R. *Organised Writing, Book 2.* New Delhi: Orient Longman.
19. *Reading & Thinking in English, Four volumes* The British Council Oxford University Press, 1979-1981.
20. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation,* Tata McGraw Hill Publishing Company Ltd. New Delhi.
21. Ludlow, R. & Panton, F.; *The Essence of Effective Communications,* Prentice Hall of India Pvt. Ltd., New Delhi.
22. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking*

- I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
23. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.
 24. Wallace, Michael. *Study Skills*. Cambridge: CUP, 2004.
 25. Widdowson, H. G.: *English in Focus. English for Social Sciences*. Oxford University Press

Webliography:

1. <http://www.onestopenglish.com>
2. www.britishcouncil.org/learning-learn-english.htm
3. <http://www.teachingenglish.org.uk>
4. <http://www.usingenglish.com/>
5. Technical writing PDF (David McMurrey)
6. <http://www.bbc.co.uk/>
7. <http://www.pearsoned.co.uk/AboutUs/ELT/>
8. <http://www.howisay.com/>
9. <http://www.thefreedictionary.com/>
10. <https://www.merriam-webster.com/games>
11. <https://www.nytimes.com/puzzles/letter-boxed>
12. Jon Ingold - Sparkling Dialogue: A Masterclass.” *YouTube*, 1 Dec. 2018, www.youtube.com/watch?v=_vRfNtvFVRo.

Formative Assessment: (20 marks per semester)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project
4. Presentation

Summative Assessment:

QUESTION PAPER PATTERN

Duration: 1 hour

Marks: 30

- Q.1 Emails (1 out of 2) [Unit I] (10 marks)
- Q.2 Reports (1 out of 2) [Unit II] (10 marks)
- Q.3 Creative Writing (1 out of 2) (200-250 words) [Unit III] (10 marks)

Course: Contemporary India: Values and Issues -II

Sr No	Units	No. of lectures
1	<p>A. Constitution of India -I</p> <p>1.1. Introduction to Constitution – Basic structure.</p> <p>1.2. Constitutional Values-secularism, equality, liberty, fraternity, federalism, unity and integrity, sovereignty.</p> <p>B. Constitution of India -II</p> <p>1.3. Fundamental Rights</p> <p>1.4. Directive Principles of State Policy</p>	15
2	<p>A. Environmental commitments.</p> <p>2.1. Disaster Management- natural and human-made disasters, mitigation measures.</p> <p>2.2. Green Business and Green consumerism.</p> <p>B. Yoga</p> <p>2.3. Basics of Yoga - Definition, goal and purpose, benefits and limitations of Yoga. Patanjali's Ashtanga Yoga.</p> <p>2.4. Yoga for wellness and health- WHO definition of health, classification for health, diet for health, management of stress through yoga.</p>	15

References

1. Baruah, A. (2007). *Preamble of the constitution of India: An Insight and comparison with other constitutions*. Deep & Deep.
2. Basu, D. D., & Lakshmanan, A. (2009). *Shorter constitution of India*. LexisNexis Butterworth Wadhwa Nagpur.
3. Bhargava, R. (2010). *Politics and ethics of the Indian Constitution*. Oxford University Press.

4. Bhogal, R. S., *Yoga and mental health*, published by Kaivalyadhama.
5. Chandoke, Neera (1999), *Beyond secularism: The rights of religious minorities*. Delhi: Oxford University Press.
6. Choudhry, S., Khosla, M., & Mehta, P. B. (2016). *The Oxford Handbook of the Indian constitution*. Oxford University Press.
7. DE, R. (2018). *A people's constitution*. Princeton University Press.
8. Furer Christoph Von-Haimendorf (1992), *Tribes of India, the Struggle for Survival*, Berkely: University of California Press.
9. Gadgil Madhav & Guha Ramchandra (1995), *Ecology and Equity: The Use and Abuse of Nature in Contemporary India*, Penguin Books India.
10. Jahanbegloo, R., & Thapar, R. (2008). *India revisited: Conversations on contemporary India*. Oxford University Press.
11. Kashyap, S. C. (2011a). *Our Constitution: An introduction to India's constitution and Constitutional Law*. National Book Trust, India.
12. Kashyap, S. C. (2011b). *Our Parliament: An introduction to the Parliament of India*. National Book Trust, India.
13. Managi and Kumar (2009), *The Economics of Sustainable Development: The Case of India*, New York: Springer.
14. Patra, A.D. (2010), *Infrastructure, Development and Regional Disparity: An interstate analysis*, Indian Economics Association, Deep and Deep Publications.
15. Rathore, A. S. (2022), *Ambedkar's Preamble: A secret history of the constitution of India*. Vintage Books.
16. Nagratna, R. Dr. & Nagendra, H. R. Dr *Positive Health*, published by SVYASA, Bangaluru.

Assessment: Total 50 marks

Part A) Semester End exam –Time: One hour

30 Marks

Q. 1 A

10 Marks

OR

Q.1 B

Q. 2 A

10 Marks

OR

Q. 2 B.

Q.3. Short notes: Any two from four (5 marks each)

10 Marks

Part B) Internal assessment – 20 marks - 15m – SLE/ MCQ/Class Test/ Projec + 5m (class participation)

UV-FTHIKS-208

Introduction to Indian Knowledge Systems – II Critical Issues in Sociology

Sl. Nos	Unit	No. of lectures
1	Overview of Indian scientific thought 1.1 Mathematics, Geometry, Astronomy, Chemistry, 1.2 Health sciences 1.3 Yoga.	7
2	Katha 1.1 Tales, stories and storytelling tradition of India- Indian Folk tales 1.2 Buddhist Jataka stories, Gatha Saptasahati, Hitopadesha, Panchatantra 1.3 Folklore from North East India.	8

References

1. Basham, A. L. (1987), *The Wonder that was India*, Sidgwick & Jackson Ltd., London
2. Chattopadhyaya, Deviprasad (1977), *Science and Society in Ancient India*, Research India Publications
3. Jha, Amit (2009), *Traditional Knowledge System in India*, Atlantic Publishers, New Delhi.
4. Jha, D. N. (2004), *Early India, A Concise History*, Manohar Publishers & Distributors.
5. Jha, D. N. (1993), *Economy and Society in Early India: Issues and Paradigms*, Munshiram Manoharlal Publishers

6. Singh, Sahana (2022), *Revisiting the Educational Heritage of India*, Global Collective Publishers.
7. Sen, Amartya (2005), *Argumentative Indian*, Allan Lane.
8. Singh, Upinder (2008), *A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century*, Pearson Education India.
9. Thapar, Romila (2018), *Indian Cultures as Heritage: Contemporary Pasts*, Aleph Book Company.
10. Thapar, Romila (2014), *The Past as Present: Forging Contemporary Identities Through History*, Aleph Book Company.

Evaluation Criteria

25 Marks: Formative assessment (CAE)

20 marks-Internal assessment that can include project submission/ debate/ group discussion/ presentation and online learning from Swayam portal

05 marks- class participation



Dr Chandani Bhattacharjee

Chairperson -BOS in Bachelor in Vocation, Tourism & Hospitality Management