

# **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**

**2026-27**



## 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](mailto:bhattacharjee.chandani@hrcollege.edu)

Co Chair- Dr Rani Tyagi, Professor, and Vice Principal, H.R College of Commerce and Economics., 9869435890, [ranityagi@hrcollege.edu](mailto:ranityagi@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) Mr Faaiz S Patel, Assistant Professor, H R College of Commerce and Economics, Mob-9503258364, Email- [faaiz.patel@hrcollege.edu](mailto:faaiz.patel@hrcollege.edu)
- b) Ms Anjali Singh, Assistant Professor, H R College of Commerce and Economics, Mob-7506032552, Email- [anjli.dhanani@hrcollege.edu](mailto:anjli.dhanani@hrcollege.edu)

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

- a) Dr Tanushree Chaudhuri, Associate Professor, Vivek College of Commerce, Vivek College Road, Siddharth Nagar, Goregaon West, Mumbai, 9819559629, [tanusreec@gmail.com](mailto: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](mailto:mehtasana8@gmail.com)
- b) Mr. Ankit Jhaveri, Senior Credit Analyst, CRISL, Owner, Prathamesh Events and Holidays.,98119262924, [a.jhaveri89@gmail.com](mailto:a.jhaveri89@gmail.com)
- c) Mr. Jai Berry, First Batch of Travel and Hospitality, Topper, AGM , Belgium Waffles.8630262046, [jaiberry123@gmail.com](mailto:jaiberry123@gmail.com)
- d) Mr. Sanket Pai, Owner, Balaji Travels, Mumbai.,9819262924, [sanketdpai@gmail.com](mailto:sanketdpai@gmail.com)

### **5) International Expert**

**Ms. Jennissa Thomas** Translation Project Manager, Geo Language Services Ltd., U.K

Email id : [jennissa.thomas@gmail.com](mailto:jennissa.thomas@gmail.com)

**6. 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](mailto:amanpreetpayne93@gmail.com)
- b) Hitakshi Khira, Topper, 9594113036, [hitaskshikhira25@gmail.com](mailto:hitaskshikhira25@gmail.com)



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## Ordinances and Regulations

With Respect to

Choice Based Credit System (CBCS)

For the Programmes Under

**The Faculty of Commerce & Management**

For the Programme

**Bachelor of Vocation (B.Voc.) in  
Tourism & Hospitality Management**

Curriculum – Third Year Undergraduate Programme

**Semester V and Semester VI**

**Under National Education Policy (NEP) 2020**

With Effect from the Academic Year 2026 – 2027

**INDEX  
SEMESTER V**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Name of the Subject</b>	<b>Credits</b>
<b>1</b>	<b>MAJOR</b>	Tourism Administration in India	4
		Tour Manager	4
<b>2</b>	<b>DISCIPLINE SPECIFIC ELECTIVE (DSE)</b>	Customer Relationship Management (CRM)	4
<b>3</b>	<b>MINOR</b>	Strategic Management	2
<b>4</b>	<b>VOCATIONAL COURSE</b>	Digital Tourism Content Creation & Social Commerce Skills	2
<b>5</b>	<b>INDIAN KNOWLEDGE SYSTEMS (IKS)</b>	Indian Knowledge Systems for Tourism & Hospitality: Ancient Tourism in India and Indian Hospitality Traditions	2
<b>6</b>	<b>INTERNSHIP</b>	Internship	4
		<b>TOTAL</b>	<b>22</b>

**SEMESTER VI**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Name of Subject</b>	<b>Credits</b>
<b>1</b>	<b>MAJOR</b>	Emerging Trends in Tourism	4
		Emerging Trends in Hospitality Industry	4
<b>2</b>	<b>DISCIPLINE SPECIFIC ELECTIVE (DSE)</b>	Sales & Negotiation Skills	4
<b>3</b>	<b>MINOR</b>	Business Ethics & CSR	2
<b>4</b>	<b>VOCATIONAL COURSES</b>	AI & Automation Tools in Tourism & Hospitality Operations	2
		Cyber Security	2
<b>5</b>	<b>FIELD PROJECT / COMMUNITY ENGAGEMENT</b>	Field Project / Community Engagement	4
		<b>TOTAL</b>	<b>22</b>

## **Preamble**

The Bachelor of Vocation (B.Voc.) in Tourism & Hospitality Management is a skill-oriented undergraduate programme designed to prepare students for the dynamic and rapidly evolving tourism, travel, and hospitality industry. The programme integrates theoretical concepts with practical applications to develop competent tourism and hospitality professionals equipped with managerial, technological, communication, operational, and customer service skills required in modern tourism and hospitality organizations.

The curriculum is structured to provide learners with in-depth knowledge of tourism operations, hospitality services, customer relationship management, tour management, tourism administration, sustainable tourism, tourism marketing, hospitality operations, emerging tourism trends, and technology-enabled tourism practices. The programme also focuses on practical exposure through vocational courses, internships, field projects, tourism simulations, hospitality operations, and industry-oriented learning experiences.

A distinctive feature of the programme is the integration of vocational education with academic learning in alignment with the National Education Policy (NEP) 2020. The curriculum emphasizes experiential learning, practical training, employability enhancement, entrepreneurship development, and multidisciplinary education. Learners are encouraged to apply classroom knowledge to real-world tourism and hospitality environments through case studies, practical assignments, simulations, industry interaction, destination analysis, and project-based learning.

The programme incorporates modern developments in the tourism and hospitality industry such as Artificial Intelligence (AI), automation tools, digital tourism content creation, social commerce, tourism analytics, smart hospitality systems, CRM technologies, and cyber security to prepare students for technology-driven tourism and hospitality environments. Students are also introduced to sustainable tourism practices, ethical tourism operations, responsible hospitality management, and culturally sensitive service approaches.

The inclusion of Indian Knowledge Systems (IKS) enables learners to understand ancient tourism traditions, pilgrimage systems, traditional hospitality practices, indigenous travel systems, and Indian cultural heritage. This integration helps students appreciate the historical foundations of tourism and hospitality in India and relate them to contemporary tourism and hospitality practices.

Internships and field projects form an integral part of the programme, providing students with practical exposure to tourism organizations, hotels, travel agencies, tour operations, and hospitality establishments while enhancing industry readiness. Through these experiences, students develop communication skills, leadership qualities, teamwork, problem-solving abilities, customer handling competencies, and service orientation essential for successful careers in the tourism and hospitality sector.

The programme aims to create skilled, innovative, ethical, and industry-ready tourism and hospitality professionals capable of working in tourism organizations, hotels, airlines, travel agencies, tour operations, hospitality establishments, event management companies, destination management organizations, wellness tourism enterprises, and entrepreneurial ventures. It also prepares learners for lifelong learning and adaptation to changing global tourism trends and technologies.

The National Education Policy (NEP) 2020 has introduced flexibility, multidisciplinary learning, skill integration, and research orientation into higher education. In alignment with NEP 2020, the B.Voc. Tourism & Hospitality Management programme promotes competency-based education, practical learning, digital literacy, cultural awareness, and holistic development. The curriculum supports employability, entrepreneurship, innovation, sustainable tourism practices, and responsible hospitality operations while ensuring that learners are prepared to meet the demands of the 21st-century tourism and hospitality industry.

The curriculum comprises Online Learning Courses (OLC) available through platforms such as SWAYAM, NPTEL, and other digital learning resources to support self-paced learning and technology-enabled education. The integration of online learning enhances students' exposure to emerging tourism trends, hospitality practices, global tourism developments, and modern learning methodologies.

## **1. Process adopted for curriculum designing**

The syllabus was designed in accordance with the guidelines of NEP 2020 and with consideration to the evolving requirements of the tourism and hospitality industry. The members of the Board of Studies and faculty members undertook extensive subject-specific research by studying syllabi of various universities, industry requirements, emerging trends in tourism and hospitality, and vocational education frameworks.

Inputs and suggestions were collected from academicians, tourism professionals, hospitality industry experts, travel consultants, visiting faculty members, and researchers through discussions, meetings, and consultations. Special emphasis was given to incorporating practical and skill-based learning components, sustainable tourism practices, digital tourism tools, AI-enabled tourism applications, hospitality automation systems, customer relationship management, and social commerce tools. The valuable suggestions and recommendations received from stakeholders were incorporated to ensure that the curriculum remains contemporary, industry-oriented, and academically relevant.

## **2. Salient features and relevance of the syllabus**

The syllabus has been designed with a strong focus on employability, skill development, entrepreneurship, and practical application of tourism and hospitality concepts. Care has been taken to ensure that students acquire both conceptual understanding and operational competencies required in the tourism and hospitality sector.

The curriculum includes:

- Industry-oriented vocational subjects
- Practical components and project-based learning
- Internship and field engagement
- AI and automation applications in tourism and hospitality
- Tourism analytics and social commerce tools
- Case studies and tourism simulations
- Customer relationship management practices
- Digital tourism communication and content creation
- Sustainable and responsible tourism practices
- Hospitality operations and guest service management

Practical demonstrations, workshops, presentations, industrial visits, assignments, destination visits, hospitality simulations, and technology-enabled learning activities are incorporated to strengthen experiential learning. The curriculum also encourages innovation, ethical tourism practices, sustainability, cultural sensitivity, and customer-centric approaches in tourism and hospitality management.

### **3. Learning Outcomes**

Tourism and hospitality management play a significant role in the growth of service industries and global economic development. Students trained in tourism and hospitality management contribute to tourism operations, hospitality services, customer relationship management, travel planning, event coordination, destination management, and entrepreneurship. The programme enables learners to:

- understand tourism and hospitality operations
- communicate effectively with guests, tourists, and stakeholders
- apply tourism and hospitality management concepts in practical situations
- develop leadership, teamwork, and problem-solving skills
- utilize tourism technologies and digital tools effectively
- analyse tourism trends and customer expectations
- manage customer relationships and guest experiences
- apply ethical, sustainable, and culturally sensitive practices
- adapt to emerging tourism and hospitality technologies and innovations

The primary objective of the programme is to provide learners with a sound academic foundation and practical exposure to current tourism and hospitality industry challenges. The programme enhances students' ability to respond to changing tourism environments through analytical thinking, digital competency, operational skills, service orientation, and customer-centric approaches.

Through specialized subjects and vocational training, learners acquire in-depth knowledge in areas such as tourism administration, tour management, CRM, emerging tourism trends, hospitality operations, digital tourism content creation, AI-enabled tourism operations, sustainable tourism, sales and negotiation skills, and cyber security.

#### **4. Input from stakeholders**

The curriculum has been developed with inputs from tourism professionals, hospitality industry experts, academicians, alumni, and other stakeholders. The stakeholders appreciated the inclusion of vocational learning, digital tourism tools, AI and automation applications, social commerce practices, internships, field projects, and practical skill-based training within the programme.

Suggestions were received to further strengthen practical exposure through workshops, destination visits, hospitality simulations, tourism projects, certification programmes, seminars, guest lectures, industrial visits, and technology-enabled learning platforms. Stakeholders also recommended inclusion of contemporary topics such as digital tourism communication, automation tools, analytics, sustainable tourism practices, responsible hospitality operations, wellness tourism, smart tourism technologies, and emerging tourism trends to enhance industry readiness and employability of learners.

### **Program Educational Objectives (PEOs):**

1. **PEO 1:** To equip students with the fundamental knowledge and practical skills required for the tourism and hospitality industry.
2. **PEO 2:** To develop leadership, problem-solving, and decision-making skills necessary for effective management in the tourism and hospitality sectors.
3. **PEO 3:** To foster an understanding of the global tourism industry and its dynamic nature while promoting ethical and sustainable business practices
4. **PEO 4:** To prepare students for diverse career opportunities in the tourism and hospitality industry, including entrepreneurship and management roles
5. **PEO5:** To nurture interpersonal communication skills, cross-cultural understanding, and professional etiquette for success in the hospitality industry.

### **Program Outcomes (POs):**

1. **PO 1:** Apply the theoretical knowledge and practical skills gained to address real-world challenges in the tourism and hospitality industry.
2. **PO 2:** Develop the ability to manage and operate tourism and hospitality enterprises effectively and ethically.
3. **PO 3:** Demonstrate leadership qualities, including decision-making and teamwork, in managing hospitality and tourism services.
4. **PO 4:** Understand the global scope of tourism and its impact on the economy, society, and environment.
5. **PO 5:** Engage in professional communication with guests, colleagues, and stakeholders in the tourism and hospitality industry.
6. **PO 6:** Promote sustainability and ethical practices within the tourism and hospitality sectors
7. **PO 7:** Utilize information technology and digital tools to enhance service delivery and management in tourism and hospitality operations

### **Program Specific Outcomes (PSOs):**

1. **PSO 1:** Analyze and apply knowledge of tourism products and resources to create value-driven tourism services.

2. **PSO 2:** Demonstrate proficiency in managing hotel operations, including front office, housekeeping, and food and beverage services.
3. **PSO 3:** Identify and assess customer needs and design customer-centric tourism and hospitality services.
4. **PSO 4:** Apply strategic management concepts to improve operational efficiency and profitability in the tourism and hospitality sectors.
5. **PSO 5:** Integrate sustainability principles into tourism planning and management for the long-term development of the sector

## Syllabus Structure for SEM V: Tourism and Hospitality Management (NEP)

Sr. No.	Particulars	Course Title	Credits
1	MAJOR	Tourism Administration in India	4
		Tour Manager	4
2	DISCIPLINE SPECIFIC ELECTIVE (DSE)	Customer Relationship Management (CRM)	4
3	MINOR	Strategic Management	2
4	VOCATIONAL COURSE	Digital Tourism Content Creation & Social Commerce Skills	2
5	INDIAN KNOWLEDGE SYSTEMS (IKS)	Indian Knowledge Systems for Tourism & Hospitality: Ancient Tourism in India and Indian Hospitality Traditions	2
6	INTERNSHIP	Internship	4
		<b>TOTAL</b>	<b>22 Credits</b>

### Third Year Semester – V Internal and External Detailed Scheme

Sr. No.	Particulars	Subject Title	Periods Per Week				Credits	Internals				External	Total Marks	
			Units	SL	L	T		P	SLE/AP	CT/PE	C/P			T
1	MAJOR	Tourism Administration in India	4	20%*	4	0	0	4	15	20	5	40	60	100
		Tour Manager	4	20%*	4	0	0	4	15	20	5	40	60	100
2	DISCIPLINE SPECIFIC ELECTIVE (DSE)	Customer Relationship Management (CRM)	4	20%*	4	0	0	4	15	20	5	40	60	100
3	MINOR	Strategic Management	2	20%*	2	0	0	2	-	20	-	20	30	50
4	VOCATIONAL COURSE	Digital Tourism Content Creation & Social Commerce Skills	2	-	1	0	2	2	-	20	-	20	30	50
5	INDIAN KNOWLEDGE SYSTEMS (IKS)	Indian Knowledge Systems for Tourism & Hospitality: Ancient Tourism in India and Indian Hospitality Traditions	2	20%*	2	0	0	2	-	20	-	20	30	50
6	INTERNSHIP	Internship	4	-	-	-	-	4	40	-	-	40	60	100
		<b>TOTAL</b>	<b>22</b>											<b>550</b>

**Abbreviations:**

- SL = Self Learning
- SLE = Self Learning Evaluation
- CT = Class Test
- SEE = Semester End Examination
- AP = Assignment / Project
- PE = Practical Examination
- CP = Class Participation
- L = Lecture
- T = Tutorial
- P = Practical

### Third Year Semester – V Units – Topics – Teaching Hours

S.N.	Subject	Unit	Title	Lectures	Total No. of Lectures	Credit	Total Marks
1	<b>MAJOR – Tourism Administration in India</b>	I	Role of National Government in Tourism Management	15	60	4	100 (40 + 60)
		II	Role of State Government in Tourism Management	15			
		III	Organizations in Management of Tourism	15			
		IV	Present Scenario of Tourism in India	15			
2	<b>MAJOR – Tour Manager</b>	I	Administer the Company Operations	15	60	4	100 (40 + 60)
		II	Handle the Administration and Staff	15			
		III	Manage Client and Develop Business	15			
		IV	Tourist Guiding	15			
3	<b>DSE – Customer Relationship Management (CRM)</b>	I	Introduction	15	60	4	100 (40 + 60)
		II	Customer Satisfaction	15			
		III	Customer Retention	15			
		IV	CRM and Customer Care Management	15			
4	<b>MINOR – Strategic Management</b>	I	Introduction	15	30	2	50 (20 + 30)
		II	Strategy Formulation	15			

5	<b>VOCATIONAL COURSE – Digital Tourism Content Creation &amp; Social Commerce Skills</b>	I	Introduction to Digital Tourism Content Creation	15	30	2	50 (20 + 30)
		II	Social Commerce Skills for Tourism & Hospitality	15			
6	<b>INDIAN KNOWLEDGE SYSTEM (IKS) – Indian Knowledge Systems for Tourism &amp; Hospitality: Ancient Tourism in India and Indian Hospitality Traditions</b>	I	Introduction to Indian Knowledge Systems & Ancient Tourism in India	15	30	2	50 (20 + 30)
		II	Indian Hospitality Traditions and Their Relevance to Modern Tourism	15			
7	<b>INTERNSHIP</b>	-	Internship	-	-	4	100
			<b>TOTAL</b>			22	550

• Lecture Duration – 1 Hr • For Theory Papers One Credit = 15 Hrs • For Vocational Practical One Credit = 30 Hrs

## **Course Objectives**

### **Tourism Administration in India**

1. To understand the role of the government in tourism regulation and management.
2. To study the structure, role, and functions of the Ministry of Tourism and tourism development corporations in India.
3. To analyse the role of tourism organizations in tourism development and promotion.
4. To examine tourism planning, tourism policies, and the present tourism scenario in India.
5. To identify the problems and challenges faced in tourism administration in India.

### **Tour Manager**

1. To understand the operational functions and responsibilities of a tour manager.
2. To develop skills required for tour packaging, planning, and financial management.
3. To study staff administration and customer handling in tourism operations.
4. To understand client relationship management and tourism business development.
5. To develop professional guiding skills, communication abilities, and personality development required in tourism services.

### **Customer Relationship Management (CRM)**

1. To understand the concepts, objectives, and importance of Customer Relationship Management.
2. To study customer satisfaction models and customer profiling techniques.
3. To analyse customer retention strategies and complaint management systems.
4. To examine CRM technologies, customer care systems, and e-CRM practices.
5. To understand recent trends, opportunities, and ethical practices in CRM implementation.

### **Strategic Management**

1. To understand the concepts and importance of strategic management in organizations.
2. To study strategic intent, strategic business units, and strategic planning processes.
3. To analyse environmental scanning and different levels of strategy formulation.
4. To understand strategic implementation, evaluation, and control techniques.

5. To examine global management practices and contemporary management issues.

### **Digital Tourism Content Creation & Social Commerce Skills**

1. To introduce learners to digital content creation practices used in tourism and hospitality storytelling.
2. To train students in producing destination-focused photos, videos, and promotional content for tourism brands.
3. To equip learners with tools and skills required for social commerce in tourism, including digital catalogues, tour-product tagging, and shoppable content.
4. To familiarise students with influencer-driven tourism, user-generated content (UGC), and ethical digital communication.
5. To develop analytical skills for interpreting tourism social media insights and campaign performance metrics.
6. To build professional digital communication abilities required in tourism & hospitality organisations.

### **Indian Knowledge Systems for Tourism & Hospitality: Ancient Tourism in India and Indian Hospitality Traditions**

1. To introduce learners to the foundations of Indian Knowledge Systems (IKS) and their relevance to the tourism & hospitality sectors.
2. To develop understanding of ancient tourism practices in India, including pilgrimage, trade routes, cultural exchanges, and education-related travel.
3. To explore traditional Indian hospitality principles such as Atithi Devo Bhava, community care, guest rituals, and indigenous service models.
4. To expose students to ancient texts, inscriptions, travel accounts, and cultural literature that define India's tourism heritage.
5. To help students analyse how traditional hospitality principles can be integrated into modern tourism practices.
6. To promote sustainable, ethical, and culturally rooted approaches to tourism management.

## **Course Learning Outcomes**

### **Tourism Administration in India**

After successful completion of the course, learners will be able to:

1. Explain the role of national and state governments in tourism management and development.
2. Describe the functions of tourism organizations and tourism development corporations in India.
3. Analyse tourism policies, planning, and the present tourism scenario in India.
4. Identify the challenges and issues related to tourism administration in India.
5. Apply knowledge of tourism administration for effective tourism management practices.

### **Tour Manager**

After successful completion of the course, learners will be able to:

1. Understand the operational responsibilities and functions of a tour manager.
2. Develop tour packages and manage tourism operations effectively.
3. Apply customer handling and staff management skills in tourism services.
4. Demonstrate communication, guiding, and interpersonal skills required in tourism operations.
5. Manage tourism business relationships and customer satisfaction practices.

### **Customer Relationship Management (CRM)**

After successful completion of the course, learners will be able to:

1. Explain the concepts, objectives, and importance of CRM in organizations.
2. Analyse customer satisfaction and customer retention strategies.
3. Apply CRM tools and customer care techniques for effective customer relationship management.
4. Identify the role of technology and e-CRM in customer service management.
5. Evaluate recent trends, challenges, and ethical practices in CRM implementation.

## **Strategic Management**

After successful completion of the course, learners will be able to:

1. Understand the concepts and significance of strategic management.
2. Apply environmental scanning and strategic analysis techniques in organizations.
3. Explain strategy formulation, implementation, and evaluation processes.
4. Analyse strategic models and frameworks used in business decision-making.
5. Understand global management practices and contemporary strategic issues.

## **Digital Tourism Content Creation & Social Commerce Skills**

After completion of this course, learners will be able to:

1. Understand and explain concepts of tourism content creation, digital storytelling, and social commerce.
2. Produce destination-oriented photographs, reels, and digital creatives suited for tourism promotion.
3. Create and manage digital tourism catalogues, including tagging of tour packages, experiences, and hospitality offerings.
4. Use apps such as Canva, CapCut, Adobe Express, and Meta Business tools to generate tourism-related content.
5. Analyse performance metrics of digital tourism campaigns (reach, engagement, CTR, conversions).
6. Apply ethical, cultural, and sustainable communication practices in tourism content.

## **Indian Knowledge Systems for Tourism & Hospitality: Ancient Tourism in India and Indian Hospitality Traditions**

After completing this course, learners will be able to:

1. Explain the role and relevance of Indian Knowledge Systems in shaping India's tourism & hospitality heritage.
2. Describe ancient forms of travel and early tourism systems prevalent in India.
3. Understand and interpret traditional Indian hospitality philosophies and practices.

4. Connect ancient tourism and hospitality traditions to modern-day tourism products and experiences.
5. Evaluate ways in which IKS principles can improve sustainable and culturally respectful tourism.

## Emerging Trends in Tourism (Major 1)

Sr.No.	Modules/ Units	No. of Lectures
1	<p><b>Role of National Government in Tourism Management</b></p> <p><b>1.1</b> Role of Government in Tourism Regulation and Management</p> <p><b>1.2</b> Role of Ministry of Tourism, Government of India</p> <p><b>1.3</b> Organization Structure of Ministry of Tourism</p> <p><b>1.4</b> Functions and Responsibilities of Ministry of Tourism</p> <p><b>1.5</b> Role of India Tourism Offices in Tourism Promotion and Publicity</p>	15
2	<p><b>Role of State Government in Tourism Management</b></p> <p><b>2.1</b> Introduction to State Tourism Development Corporations</p> <p><b>2.2</b> Organization and Role in Tourism Development and Promotion</p> <p><b>2.3</b> Gujarat Tourism Development Corporation</p> <p><b>2.4</b> Maharashtra Tourism Development Corporation</p> <p><b>2.5</b> Haryana Tourism Development Corporation</p> <p><b>2.6</b> Rajasthan Tourism Development Corporation</p> <p><b>2.7</b> Kerala Tourism Development Corporation</p> <p><b>2.8</b> Goa Tourism Development Corporation</p>	15
3	<p><b>Organizations in Management of Tourism</b></p> <p><b>3.1</b> India Tourism Development Corporation (ITDC): Organization, Functions and Divisions of ITDC</p> <p><b>3.2</b> Hospitality Development and Promotion Board (HDPB): Role and Functions</p> <p><b>3.3</b> Role of Tourism Finance Corporation of India in Tourism Growth</p> <p><b>3.4</b> Indian Institute of Tourism and Travel Management (IITTM): Role and Functions</p> <p><b>3.5</b> National Council for Hotel Management &amp; Catering Technology (NCHMCT): Role and Functions</p>	15

4	<b>Present Scenario of Tourism in India</b> <b>4.1</b> Tourism Planning in India: Growth and Performance <b>4.2</b> National Tourism Policy – 2002: Objectives <b>4.3</b> Main Features of National Tourism Policy – 2002 <b>4.4</b> Problems and Challenges of Tourism Administration in India <b>4.5</b> Draft National Tourism Policy 2022: Objectives and Key Features	15
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### Self-Learning topics (Unit wise)

Unit	Topics
1	<b>1.4</b> Functions and Responsibilities of Ministry of Tourism
2	<b>2.8</b> Goa Tourism Development Corporation
3	<b>3.3</b> Role of Tourism Finance Corporation of India in Tourism Growth
4	<b>4.4</b> Problems and Challenges of Tourism Administration in India

### Online Resources

<a href="https://tourism.gov.in/">https://tourism.gov.in/</a>
<a href="https://tourism.gov.in/market-research-and-statistics">https://tourism.gov.in/market-research-and-statistics</a>
<a href="https://data.tourism.gov.in/">https://data.tourism.gov.in/</a>
<a href="https://itdc.co.in/">https://itdc.co.in/</a>
<a href="https://nptel.ac.in/">https://nptel.ac.in/</a>
<a href="https://onlinecourses.swayam2.ac.in/cec19_mg29/preview">https://onlinecourses.swayam2.ac.in/cec19_mg29/preview</a>
<a href="https://onlinecourses.swayam2.ac.in/nou25_ge44/preview">https://onlinecourses.swayam2.ac.in/nou25_ge44/preview</a>
<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/184">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/184</a>
<a href="https://www.india.gov.in/services/Travel%20%26%20Tourism">https://www.india.gov.in/services/Travel%20%26%20Tourism</a>
<a href="https://tourism.gov.in/media/annual-reports">https://tourism.gov.in/media/annual-reports</a>

## Reference Books

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2. Negi, J. – *Travel Agency and Tour Operation: Concepts and Principles*, Kanishka Publishers.
3. Kaul, R.N. – *Dynamics of Tourism and Recreation*, Sterling Publishers Pvt. Ltd.
4. Sinha, P.C. – *Tourism Management*, Anmol Publications.
5. Goeldner, C.R. & Ritchie, J.R.B. – *Tourism: Principles, Practices, Philosophies*, Wiley Publications.
6. Sharma, K.K. – *Tourism and Development*, Sarup & Sons.
7. Ministry of Tourism, Government of India – *National Tourism Policy Documents and Reports*.
8. Swain, S.K. & Mishra, J.M. – *Tourism Principles and Practices*, Oxford University Press.
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12. IITTM Publications – *Tourism Planning and Management in India*.
13. NCAER & Ministry of Tourism Reports on Indian Tourism Statistics and Tourism Administration.
14. Bhattacharya, P. – *Tourism Administration and Management*, Himalaya Publishing House.
15. Government of India – *Draft National Tourism Policy 2022* and related tourism administration reports.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
60	40	100

#### A) Formative Assessment – 40 Marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment

Semester End Examination – 60 Marks, Duration: 2 hours

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks
Q.3.	A	Question	8 marks

		OR	
Q.3.	B	Question	8 marks
Q.3.	C	Question	7 marks
		OR	
Q.3.	D	Question	7 marks
Q.4.	A	Question	8 marks
		OR	
Q.4.	B	Question	8 marks
Q.4.	C	Question	7 marks
		OR	
Q.4.	D	Question	7 marks

## 2. Tour Manager (Major 2)

SR.No.	Modules/ Units	No. of Lectures
1	<b>Administer the Company Operations</b> <b>1.1</b> Designing the tour packaging <b>1.2</b> Planning and controlling the work requirement and assigning duties <b>1.3</b> Managing the financial operations <b>1.4</b> Attending to customer concerns <b>1.5</b> Achieving customer satisfaction	15
2	<b>Handle the Administration and Staff</b> <b>2.1</b> Managing the staffing process <b>2.2</b> Setting standards <b>2.3</b> Checking the work and activities performed by the staff <b>2.4</b> Attending to the concerns of the staff <b>2.5</b> Staff Motivation and Team Building	15
3	<b>Manage Client and Develop Business</b> <b>3.1</b> Developing relationship with the clients <b>3.2</b> Managing the business <b>3.3</b> Expanding and developing the business <b>3.4</b> Customer Relationship Management in Tour Operations <b>3.5</b> Developing Tourism Business Strategies	15
4	<b>Tourist Guiding</b> <b>4.1</b> Basic requirements of a tour operator or a guide <b>4.2</b> Importance of personality: personal grooming, etiquettes, knowledge, communication <b>4.3</b> Pre-tour preparation <b>4.4</b> Code of Conduct and Ethics for Tour Guides <b>4.5</b> Safety and Emergency Handling During Tours	15

### Self-Learning topics (Unit wise)

Unit	Topics
1	<b>1.5</b> Achieving customer satisfaction
2	<b>2.5</b> Staff Motivation and Team Building
3	<b>3.4</b> Customer Relationship Management in Tour Operations

### Online Resources

<a href="https://iitf.gov.in/">https://iitf.gov.in/</a>
<a href="https://tourism.gov.in/schemes-and-guidelines/guidelines/guidelines-training-course-tour-guide-and-heritage-tour-guide">https://tourism.gov.in/schemes-and-guidelines/guidelines/guidelines-training-course-tour-guide-and-heritage-tour-guide</a>
<a href="https://www.tboacademy.com/">https://www.tboacademy.com/</a>
<a href="https://www.unwto-tourismacademy.ie.edu/">https://www.unwto-tourismacademy.ie.edu/</a>
<a href="https://www.untourism.int/academy/courses-webinars-resources">https://www.untourism.int/academy/courses-webinars-resources</a>
<a href="https://www.classcentral.com/course/swayam-tourism-operations-14340">https://www.classcentral.com/course/swayam-tourism-operations-14340</a>
<a href="https://www.iato.in/">https://www.iato.in/</a>
<a href="https://www.taaionline.com/">https://www.taaionline.com/</a>

### Reference Books

- 1) Bhatia, A.K. – *Travel Agency and Tour Operations*, Sterling Publishers Pvt. Ltd.
- 2) Negi, J. – *Travel Agency Operations: Concepts and Principles*, Kanishka Publishers.
- 3) Roday, S., Biwal, A. & Joshi, V. – *Tourism Operations and Management*, Oxford University Press.
- 4) Holloway, J.C. – *The Business of Tourism*, Prentice Hall.
- 5) Goeldner, C.R. & Ritchie, J.R.B. – *Tourism: Principles, Practices and Philosophies*, John Wiley & Sons.
- 6) Chand, M. – *Travel Agency Management: An Introductory Text*, Anmol Publications.
- 7) Singh, Ratandeep – *Handbook of Tour and Travel Management*.
- 8) Kimani, John & Scott, James – *Tour Guiding Techniques and Travel Operations in Tourism Management*.
- 9) Kaul, R.N. – *Dynamics of Tourism and Recreation*, Sterling Publishers Pvt. Ltd.
- 10) Kamra, K.K. & Chand, M. – *Basics of Tourism: Theory, Operation and Practice*, Kanishka Publishers.
- 11) Seth, P.N. – *Successful Tourism Management*, Sterling Publishers Pvt. Ltd.
- 12) Ministry of Tourism, Government of India – *Tourism Policies, Guidelines and Tour Operations Manuals*.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
60	40	100

#### A) Formative Assessment – 40 Marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment

Semester End Examination – 60 Marks, Duration: 2 hours

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks
Q.3.	A	Question	8 marks

		OR	
Q.3.	B	Question	8 marks
Q.3.	C	Question	7 marks
		OR	
Q.3.	D	Question	7 marks
Q.4.	A	Question	8 marks
		OR	
Q.4.	B	Question	8 marks
Q.4.	C	Question	7 marks
		OR	
Q.4.	D	Question	7 marks

## Customer Relationship Management (DSE)

Sr. No.	Modules/ Units	No. of Lectures
1	<p><b>Module I: Introduction to CRM in Retail and Tourism</b></p> <p>1.1 Introduction to CRM: Concept and Significance            1.2 Evolution of CRM: Traditional to Digital CRM            1.3 Meaning, Objectives and Benefits of CRM            1.4 Nature of Customer Relationships in Retail and Tourism            1.5 Building Long-Term Customer Relationships            1.6 Service Quality and Customer Expectations            1.7 Barriers to Effective CRM Implementation            1.8 CRM Best Practices in Retail Sector            1.9 CRM Best Practices in Tourism and Hospitality Sector</p>	15
2	<p><b>Customer Satisfaction and Service Excellence</b></p> <p>2.1 Customer Satisfaction: Meaning, Definition and Importance            2.2 Components and Determinants of Customer Satisfaction            2.3 Service Quality Models (SERVQUAL, SERVPERF – Overview)            2.4 Managing Customer Expectations and Perceptions            2.5 Customer Feedback Systems and Satisfaction Measurement            2.6 Customer Profiling and Segmentation            2.7 Role of Personalization in Customer Satisfaction            2.8 Managing Service Encounters and Moments of Truth            2.9 Case Examples from Retail Stores and Tourism Services</p>	15
3	<p><b>Customer Retention and Loyalty Management</b></p> <p>3.1 Concept and Importance of Customer Retention            3.2 Customer Lifetime Value and Loyalty Programs            3.3 Reasons for Customer Switching in Services            3.4 Retention Strategies in Retail Sector            3.5 Retention Strategies in Tourism and Travel Services            3.6 Complaint Handling and Service Recovery Strategies            3.7 Managing Dissatisfied and Difficult Customers            3.8 Customer Loyalty Building Techniques            3.9 Case Studies on Customer Retention Practices</p>	15

4	<p><b>CRM Technology and Customer Care Management</b></p> <p>4.1 Role of Customer Service Representatives</p> <p>4.2 Customer Care Processes and Standards</p> <p>4.3 CRM Software and Applications (Overview) – Example of Salesforce as a Software</p> <p>4.4 Point of Sale (POS) and Customer Data Integration</p> <p>4.5 Multimedia Contact Centres and Call Centre Operations</p> <p>4.6 E-CRM and Mobile CRM Applications</p> <p>4.7 Social Media and Online Reputation Management</p> <p>4.8 Ethics, Data Privacy and Customer Protection</p> <p>4.9 Recent Trends, Challenges and Opportunities in CRM</p>	15
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### Self-Learning topics (Unit wise)

Unit	Topics
1	1.5 Building long-term customer relationships
2	2.3 Service quality models
3	3.6 Complaint handling and service recovery
4	4.6 E-CRM and mobile CRM applications

### Online Resources:

- NPTEL: Customer Relationship Management  
<https://nptel.ac.in/courses/110/105/110105145/>
- Measuring Customer Satisfaction – Agile CRM  
<https://www.agilecrm.com/blog/measuring-customer-satisfaction-methods-and-benefits/>
- CRM Handbook – Google Books (selected chapters)

### Reference Books:

1. Buttle, F. & Maklan, S. (2019). Customer Relationship Management: Concepts and Technologies. Routledge.

2. Peelen, E. & Beltman, R. (2013). Customer Relationship Management. Pearson Education.
3. Kumar, V. & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy and Tools. Springer.
4. Payne, A. (2005). Handbook of CRM: Achieving Excellence in Customer Management. Routledge.
5. Gronroos, C. (2007). Service Management and Marketing: Customer Management in Service Competition. Wiley India.
6. Zeithaml, V. A., Bitner, M. J. & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm. McGraw Hill Education.
7. Kotler, P., Bowen, J. T. & Makens, J. C. (2017). Marketing for Hospitality and Tourism. Pearson Education.
8. Levy, M. & Weitz, B. A. (2019). Retailing Management. McGraw Hill Education.
9. Bhatia, A. (2008). Customer Care Management. Sterling Publishers.
10. Sheth, J. N., Parvatiyar, A. & Shainesh, G. (2017). Customer Relationship Management: Emerging Concepts, Tools and Applications. McGraw Hill Education.
11. Chaffey, D. & Ellis-Chadwick, F. (2019). Digital Marketing. Pearson Education.
12. Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools and Techniques. McGraw Hill Education.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
60	40	100

#### A) Formative Assessment – 40 Marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment

Semester End Examination – 60 Marks, Duration: 2 hours

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks
Q.3.	A	Question	8 marks

		OR	
Q.3.	B	Question	8 marks
Q.3.	C	Question	7 marks
		OR	
Q.3.	D	Question	7 marks
Q.4.	A	Question	8 marks
		OR	
Q.4.	B	Question	8 marks
Q.4.	C	Question	7 marks
		OR	
Q.4.	D	Question	7 marks

## Strategic Management (Minor)

Sr. No.	Modules/ Units	No. of Lectures
1	<p><b>Introduction</b></p> <p><b>1.1</b> Strategy – Meaning and Definition <b>1.2</b> Strategic Management – Meaning, Definition and Importance <b>1.3</b> Process and Levels of Strategy <b>1.4</b> Concept and Importance of Strategic Business Units (SBUs) <b>1.5</b> Strategic Intent – Mission, Vision, Goals, Objectives and Plans <b>1.6</b> Environment Analysis and Scanning – SWOT and PESTLE <b>1.7</b> Corporate Level Strategy – Stability, Growth, Retrenchment, Integration and Internationalization <b>1.8</b> Business Level and Functional Level Strategy a. Business Level Strategy – Cost Leadership, Differentiation and Focus b. Functional Level Strategy – R&amp;D, HR, Finance, Marketing and Production</p>	15
2	<p><b>Strategic Implementation</b></p> <p><b>2.1</b> Models of Strategy Making <b>2.2</b> Strategic Analysis and Choices <b>2.3</b> BCG Matrix and GE 9 Cell Model <b>2.4</b> Porter’s Five Forces Model and 7S Framework <b>2.5</b> Strategy Implementation Process <b>2.6</b> Strategic Evaluation and Control – Meaning and Steps of Evaluation <b>2.7</b> Techniques of Strategic Control <b>2.8</b> Case Studies in Retail Strategy</p>	15

### Self-Learning topics (Unit wise)

Unit	Topics
1.5	Strategic Intent - Mission, Vision, Goals, Objective, Plans
2.7	Techniques of Strategic Control

### ONLINE RESOURCES:

<https://nptel.ac.in/courses/110108047>

<https://www.youtube.com/watch?v=WKr-lfE4QaE>

### REFERENCE BOOKS:

1. David, F. R. & David, F. R. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts and Cases*. Pearson Education.
2. Thompson, A. A., Strickland, A. J. & Gamble, J. E. (2018). *Crafting and Executing Strategy: The Quest for Competitive Advantage*. McGraw Hill Education.
3. Kazmi, A. (2019). *Strategic Management and Business Policy*. McGraw Hill Education.
4. Wheelen, T. L., Hunger, J. D., Hoffman, A. N. & Bamford, C. E. (2018). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Pearson Education.
5. Hill, C. W. L., Schilling, M. A. & Jones, G. R. (2017). *Strategic Management: Theory and Cases*. Cengage Learning.
6. Porter, M. E. (2008). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
7. Pearce, J. A. & Robinson, R. B. (2015). *Strategic Management: Planning for Domestic and Global Competition*. McGraw Hill Education.
8. Rao, P. S. (2014). *Business Policy and Strategic Management*. Himalaya Publishing House.
9. Bhattacharyya, D. K. & Pujar, S. (2019). *Strategic Management*. Pearson Education.

10. Levy, M. & Weitz, B. A. (2019). *Retailing Management*. McGraw Hill Education.
11. Glueck, W. F. & Jauch, L. R. (1984). *Business Policy and Strategic Management*. McGraw Hill Education.
12. Dess, G. G., Lumpkin, G. T. & Eisner, A. B. (2018). *Strategic Management: Creating Competitive Advantages*. McGraw Hill Education.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
30	20	50

#### A) Formative Assessment – 20 Marks

Sr. No.	Particulars	Marks
1	Self-Learning Evaluation	15 Marks
2	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment – 30 Marks

Semester End Examination – 30 Marks, Duration: 1 hour

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks

**(Vocational Course)**

<b>Units</b>	<b>Contents</b>	<b>No. of Lectures</b>
<b>1</b>	<p><b>Introduction to Digital Tourism Content Creation</b></p> <p><b>1.1</b> Introduction to Tourism Content Creation</p> <ul style="list-style-type: none"><li>a. Meaning, importance, and role of digital content in tourism promotion</li><li>b. How visuals influence travel decisions</li><li>c. Emotional appeal of destinations</li></ul> <p><b>1.2</b> Tourism Storytelling Techniques</p> <ul style="list-style-type: none"><li>a. Narrative flow, hero-shot concept</li><li>b. Cultural representation and destination highlights</li><li>c. Tourist behaviour insights</li></ul> <p><b>1.3</b> Destination Photography Basics</p> <ul style="list-style-type: none"><li>a. Framing and lighting</li><li>b. Landscape vs portrait modes</li><li>c. Property photography (hotels/resorts) and food photography for F&amp;B promotions</li></ul> <p><b>1.4</b> Tourism Video Creation</p> <ul style="list-style-type: none"><li>a. Scriptwriting for 20–60 second travel reels</li><li>b. Destination walkthroughs, transitions and audio selection</li><li>c. Captioning for accessibility</li></ul> <p><b>1.5</b> Tools for Tourism Content Production</p> <ul style="list-style-type: none"><li>a. Canva / Adobe Express for destination creatives</li><li>b. CapCut / InShot for travel video editing</li><li>c. Mobile camera settings for scenic capture</li></ul> <p><b>1.6</b> Practical Components (Embedded)</p> <ul style="list-style-type: none"><li>a. Capture 3–5 destination/hospitality photos</li><li>b. Create a 20–30 second travel reel</li><li>c. Design a 3-slide tourism promotional carousel</li></ul>	<b>15</b>
<b>2</b>	<p><b>Social Commerce Skills for Tourism &amp; Hospitality (Practical Sessions)</b></p> <p><b>2.1</b> Introduction to Tourism Social Commerce</p> <ul style="list-style-type: none"><li>a. Concept and global trends</li></ul>	<b>30</b>

	<p>b. Difference between e-commerce and tourism social commerce c. Role in travel inspiration and booking</p> <p><b>2.2 Platforms &amp; Commerce Features</b> a. Instagram Shop for experiences b. WhatsApp Business for tour enquiries c. Facebook Shop for packages and digital catalogue setup for hotels/tours</p> <p><b>2.3 Shoppable Tourism Content</b> a. Tagged packages and experience stickers b. Itinerary reels c. Introduction to livestream tourism promotion</p> <p><b>2.4 Influencers, UGC &amp; Ethical Tourism Communication</b> a. Responsible representation of destinations b. Cultural sensitivity and disclosure norms c. Rights usage and sustainability-driven content</p> <p><b>2.5 Tourism Analytics &amp; Measurement</b> a. Key metrics: reach, impressions, engagement rate, saves and shares b. CTR and booking intent c. Preparing a simple campaign performance summary</p> <p><b>2.6 Practical Components (Embedded)</b> a. Create demo tour/hotel catalogue b. Create one shoppable tourism post c. Prepare a basic insights report</p>	
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### Recommended Books:

1. **Kotler, P., Bowen, J. & Makens, J. (2016).** *Marketing for Hospitality and Tourism*. Pearson.
2. **Chaffey, D. & Ellis-Chadwick, F. (2019).** *Digital Marketing*. Pearson.
3. **Tuten, T. & Solomon, M. R. (2018).** *Social Media Marketing*. Sage Publications.
4. **Lipschultz, J. H. (2021).** *Social Media Communication: Concepts, Practices, Data, Law and Ethics*. Routledge.
5. **Morrison, A. (2019).** *Marketing and Managing Tourism Destinations*. Routledge.

6. **Pike, S. (2015).** *Destination Marketing*. Routledge.

### **Recommended Apps**

1. **Canva** – Tourism creatives, itineraries, destination posters.
2. **Adobe Express** – Quick hotel/restaurant promotional designs.
3. **CapCut** – Travel reel editing, transitions, captions.
4. **InShot** – Hotel & F&B content, resizing, trimming.
5. **Lightroom Mobile / Snapseed** – Scenic editing, correction for landscapes.
6. **Meta Business Suite** – Tourism catalogue setup, insights analysis.
7. **Instagram Tourism Tools** – Experience tagging, reels, stories with stickers.
8. **WhatsApp Business** – Tour enquiry management and catalogue display.
9. **Google Sheets / Excel Mobile** – Tour package data, analytics recording.

### Evaluation Pattern

<b>Practical Component / Project Work</b>	<b>Final Examination (Theory)</b>	<b>Total Marks</b>
20	30	50

#### **A) Practical Component / Project Work – 20 Marks**

Students will create core tourism-focused digital content including destination photographs, a short promotional reel, and a branded tourism carousel. They will also develop a sample tour/hotel digital catalogue and publish at least one shoppable tourism post using platform tools. Learners will interpret tourism social media metrics to prepare a concise performance summary with one recommendation for improvement. Finally, students will present their work through a viva, explaining tools used, creative decisions taken, and ethical considerations relevant to tourism communication.

#### **B) Final Examination (Theory)- 30 Marks**

**Semester End Examination – 30 Marks, Duration: 1 hour**

#### **QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)**

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks

**Indian Knowledge Systems for Tourism & Hospitality:  
Ancient Tourism in India and Indian Hospitality Traditions (IKS)**

Units	Contents	No. of Lectures
1	<p><b>Introduction to Indian Knowledge Systems &amp; Ancient Tourism in India</b></p> <p><b>1.1</b> Introduction to Indian Knowledge Systems (IKS)  a. Meaning and Scope of IKS  b. Characteristics of IKS  c. Relevance of IKS to Tourism &amp; Hospitality</p> <p><b>1.2</b> Ancient Concepts of Travel in India  a. Pilgrimage as a Motivation for Travel  b. Trade, Learning and Diplomacy  c. Spiritual Pursuits and Cultural Mobility</p> <p><b>1.3</b> Pilgrimage Traditions of India  a. Char Dham and Jyotirlinga Circuits  b. Buddhist Pilgrimage Routes  c. Importance of Sacred Geographies</p> <p><b>1.4</b> Ancient Indian Travel Infrastructure  a. Dharamshalas, Pathshalas and Caravanserais  b. Ghats, Water Systems and Royal Pathways  c. Rest Houses and Travel Support Systems</p> <p><b>1.5</b> Cultural Exchange Through Travel  a. Accounts of Fa-Hien  b. Accounts of Hiuen Tsang and Al Beruni  c. Contributions to India’s Tourism Narrative</p>	15
2	<p><b>Indian Hospitality Traditions and Their Relevance to Modern Tourism</b></p> <p><b>2.1</b> Introduction to Indian Hospitality Philosophy  a. “Atithi Devo Bhava”  b. Dharma of Hosting Guests  c. Community Living Traditions</p> <p><b>2.2</b> Indigenous Hospitality Practices  a. Rituals of Welcoming Guests  b. Food Traditions and Regional Variations</p>	15

	<p>c. Social Etiquette in Hospitality</p> <p><b>2.3 Hospitality in Ancient Indian Texts</b></p> <p>a. Hospitality Principles in Vedic Literature</p> <p>b. Arthashastra and Sangam Literature</p> <p>c. Buddhist and Jain Texts</p> <p><b>2.4 Evolution of Indian Hospitality Systems</b></p> <p>a. Ancient Guest Houses and Inns</p> <p>b. Royal and Temple Hospitality</p> <p>c. Community Kitchens and Traditional Service Systems</p> <p><b>2.5 Modern Relevance of Indian Hospitality Traditions</b></p> <p>a. Sustainability and Guest Experience</p> <p>b. Cultural Tourism and Rural Tourism</p> <p>c. Wellness Tourism and Ethical Hospitality Practices</p>	
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### Recommended Books

1. **Singh, S. (2008).** *Indian Tourism: Trends and Developments*. Gyan Publishing House.
2. **Thapar, R. (2002).** *Early India: From the Origins to AD 1300*. Penguin.
3. **Basham, A. L. (1954).** *The Wonder That Was India*. Rupa Publications.
4. **Sharma, R. (2015).** *Cultural Heritage of India*. Atlantic Publishers.
5. **Michell, G. (2011).** *The Penguin Guide to the Monuments of India*. Penguin.
6. **Chakrabarti, D. K. (1995).** *Ancient India: A Historical Outline*. Sage Publications.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
30	20	50

#### A) Formative Assessment – 20 Marks

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

1. Class Test
2. Online Exam
3. Assignment/Project/ Case Studies
4. Presentation
5. Practical

**Note: Guidelines for Internal Assessment will be as per university norms and provided in advance.**

#### B) Summative Assessment

**Semester End Examination – 30 Marks, Duration: 1 hour**

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks

**INTERNSHIP (4 CREDITS)**

**(Details of the same are shared in a separate document and as per the norms of H.S.N.C. University)**

## Syllabus Structure for SEM VI : Tourism & Hospitality Management (NEP)

Sr. No.	Particulars	Course Title	Credits
1	<b>MAJOR</b>	Emerging Trends in Tourism	4
		Emerging Trends in Hospitality Industry	4
2	<b>DISCIPLINE SPECIFIC ELECTIVE (DSE)</b>	Sales & Negotiation Skills	4
3	<b>MINOR</b>	Business Ethics & CSR	2
4	<b>VOCATIONAL COURSE</b>	AI & Automation Tools in Tourism & Hospitality Operations	2
		Cyber Security	2
5	<b>FIELD PROJECT / COMMUNITY ENGAGEMENT</b>	Field Project / Community Engagement	4
		<b>TOTAL</b>	<b>22 Credits</b>

### Third Year Semester – VI Internal and External Detailed Scheme

Sr. No.	Particulars	Subject Title	Periods Per Week					Credits	Internals				External	Total Marks
			Units	SL	L	T	P		SLE/AP	CT/PE	CP	T		
1	MAJOR	Emerging Trends in Tourism	4	20%*	4	0	0	4	15	20	5	40	60	100
		Emerging Trends in Hospitality Industry	4	20%*	4	0	0	4	15	20	5	40	60	100
2	DISCIPLINE SPECIFIC ELECTIVE (DSE)	Sales & Negotiation Skills	4	20%*	4	0	0	4	15	20	5	40	60	100
3	MINOR	Business Ethics & CSR	2	20%*	2	0	0	2	-	20	-	20	30	50
4	VOCATIONAL COURSES	AI & Automation Tools in Tourism & Hospitality Operations	2	-	1	0	2	2	-	20	-	20	30	50
		Cyber Security	2	-	1	0	2	2	-	20	-	20	30	50
5	FIELD PROJECT / COMMUNITY ENGAGEMENT	Field Project / Community Engagement	4	-	-	-	-	4	40	-	-	40	60	100
		TOTAL	22											550

#### Abbreviations:

- SL = Self Learning

- SLE = Self Learning Evaluation
- CT = Class Test
- SEE = Semester End Examination
- AP = Assignment / Project
- PE = Practical Examination
- CP = Class Participation
- L = Lecture
- T = Tutorial
- P = Practical

**Third Year Semester – VI Units – Topics – Teaching Hours**

S.N.	Subject	Unit	Title	Lectures	Total No. of Lectures	Credit	Total Marks
1	<b>MAJOR – Emerging Trends in Tourism</b>	I	Emerging Concepts in Tourism	15	60	4	100 (40 + 60)
		II	Technology and Innovation in Tourism	15			
		III	Sustainable and Responsible Tourism Practices	15			
		IV	Future Trends and Challenges in Tourism	15			
2	<b>MAJOR – Emerging Trends in Hospitality Industry</b>	I	Emerging Concepts in Hospitality Industry	15	60	4	100 (40 + 60)
		II	Technology and Innovation in Hospitality	15			
		III	Sustainable Hospitality Practices	15			
		IV	Future Trends and Challenges in Hospitality Industry	15			
3	<b>DSE – Sales &amp; Negotiation Skills</b>	I	Fundamentals of Sales Management	15	60	4	100 (40 + 60)
		II	Sales Process and Customer Handling	15			
		III	Negotiation Techniques and Communication Skills	15			
		IV	Contemporary Sales Practices and Ethics	15			

4	<b>MINOR – Business Ethics &amp; CSR</b>	I	Introduction to Business Ethics	15	30	2	50 (20 + 30)
		II	Corporate Social Responsibility	15			
5	<b>VOCATIONA L COURSE – AI &amp; Automation Tools in Tourism &amp; Hospitality Operations</b>	I	Introduction to AI and Automation in Tourism & Hospitality	15	30	2	50 (20 + 30)
		II	Practical Applications of AI & Automation Tools	15			
6	<b>VOCATIONA L COURSE – Cyber Security</b>	I	Fundamentals of Cyber Security	15	30	2	50 (20 + 30)
		II	Cyber Security Practices in Tourism & Hospitality Industry	15			
7	<b>FIELD PROJECT / COMMUNIT Y ENGAGEME NT</b>	-	Field Project / Community Engagement	-	-	4	100
			TOTAL			22	550

● Lecture Duration – 1 Hr ● For Theory Papers One Credit = 15 Hrs ● For Vocational Practical One Credit = 30 Hrs

## **Course Objectives**

### **Emerging Trends in Tourism**

1. To understand the emerging concepts and dimensions in tourism.
2. To study adventure tourism, ecotourism, and sustainable tourism practices.
3. To analyse socio-cultural, economic, and environmental impacts of tourism.
4. To examine tourism demand, tourism statistics, and tourism motivations.
5. To identify future opportunities and challenges in tourism development.

### **Emerging Trends in Hospitality Industry**

1. To understand the concepts and structure of the hospitality industry.
2. To study hotel classifications, emerging accommodation trends, and hotel chains.
3. To examine housekeeping, food production, and food service operations in hotels.
4. To understand the functions of various departments in hospitality organizations.
5. To analyse hospitality culture, guest expectations, and operational practices in hotels.

### **Sales & Negotiation Skills**

1. To understand the concepts and functions of sales management.
2. To study selling theories, sales strategies, and communication skills in selling.
3. To develop negotiation, trust-building, and conflict management skills.
4. To examine different negotiation stages, tactics, and negotiation scenarios.
5. To analyse contemporary sales practices and case studies of successful negotiations.

### **Business Ethics & CSR**

1. To understand the conceptual background and approaches to business ethics.
2. To study Indian and global perspectives on ethics and morality in business.
3. To examine ethical issues in marketing, labour standards, and corporate governance.
4. To analyse the concepts, significance, and implementation of CSR in business organizations.
5. To understand the relationship between CSR, sustainability, and social responsibility.

## **AI & Automation Tools in Tourism & Hospitality Operations**

1. To introduce learners to the fundamentals of Artificial Intelligence (AI) and automation in tourism and hospitality operations.
2. To familiarise students with AI-driven tools used in hotels, travel agencies, airlines, and tourism organisations.
3. To equip learners with practical skills in travel chatbots, PMS automation, smart concierge tools, and digital service platforms.
4. To develop understanding of data analytics for improving guest experience and tourism service delivery.
5. To promote responsible, ethical, and culturally sensitive use of AI technologies in tourism and hospitality environments.
6. To prepare students for future-ready jobs by training them to work with new-age tourism and hospitality automation systems.

## **Cyber Security**

1. To understand the fundamentals and importance of cyber security in digital environments.
2. To study common cyber threats, cyber risks, and security vulnerabilities in organizations.
3. To develop awareness regarding data protection, online privacy, and safe digital practices.
4. To examine cyber security tools, security measures, and risk management techniques.
5. To understand the relevance of cyber security practices in tourism, hospitality, and digital business operations.

## **Course Learning Outcomes**

### **Emerging Trends in Tourism**

After successful completion of the course, learners will be able to:

1. Explain emerging concepts and trends in tourism.
2. Analyse adventure tourism, ecotourism, and sustainable tourism practices.
3. Evaluate socio-cultural, economic, and environmental impacts of tourism.
4. Understand tourism demand, tourism motivations, and tourism statistics.
5. Identify future opportunities and challenges in tourism development.

### **Emerging Trends in Hospitality Industry**

After successful completion of the course, learners will be able to:

1. Understand the concepts and structure of the hospitality industry.
2. Analyse hotel classifications and emerging accommodation trends.
3. Explain housekeeping, food production, and food service operations in hotels.
4. Understand the functions of various departments in hospitality organizations.
5. Evaluate hospitality culture, guest expectations, and hotel operational practices.

### **Sales & Negotiation Skills**

After successful completion of the course, learners will be able to:

1. Explain the concepts and functions of sales management.
2. Apply selling theories, communication skills, and sales strategies in business situations.
3. Demonstrate negotiation, trust-building, and conflict management skills.
4. Analyse negotiation stages, tactics, and negotiation scenarios.
5. Evaluate contemporary sales practices and negotiation case studies.

### **Business Ethics & CSR**

After successful completion of the course, learners will be able to:

1. Understand the concepts and approaches to business ethics.
2. Explain Indian and global perspectives on ethics and morality in business.
3. Analyse ethical issues in marketing, labour standards, and corporate governance.
4. Evaluate CSR practices and their role in business and society.

5. Understand the relationship between CSR, sustainability, and responsible business practices.

### **AI & Automation Tools in Tourism & Hospitality Operations**

After completing this course, learners will be able to:

1. Explain the role of AI and automation in tourism & hospitality operations.
2. Use basic AI tools for itinerary support, communication, guest service automation, and content assistance.
3. Understand and operate hospitality automation systems such as PMS tools, CRM platforms, and smart concierge systems.
4. Create simple travel/hospitality chatbots and AI-driven guest service modules.
5. Interpret basic analytics to improve guest satisfaction and tourism service quality.
6. Implement ethical and culturally sensitive AI practices in tourism & hospitality.

### **Cyber Security**

After successful completion of the course, learners will be able to:

1. Understand the concepts and importance of cyber security in digital environments.
2. Identify common cyber threats, cyber risks, and security vulnerabilities.
3. Apply safe digital practices and data protection measures.
4. Use cyber security tools and risk management techniques effectively.
5. Analyse the relevance of cyber security in tourism, hospitality, and digital business operations.

## Emerging Trends in Tourism (Major 1)

Sr.No.	Modules/ Units	No. of Lectures
1	<p><b>Adventure Tourism</b></p> <p><b>1.1</b> Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions</p> <p><b>1.2</b> Concept of Adventure</p> <p><b>1.3</b> Land based Adventure (Trekking, Mountaineering, Rock Climbing etc.)</p> <p><b>1.4</b> Water based Adventure (Water Surfing, White Water Rafting, Parasailing etc.)</p> <p><b>1.5</b> Air based Adventure (Parachute Jumping, Gliding, Para-gliding etc.)</p>	15
2	<p><b>Ecotourism and Sustainable Tourism</b></p> <p><b>2.1</b> Concept of Ecotourism and Sustainable Tourism and its Management</p> <p><b>2.2</b> Impacts of Ecotourism in an Area (Positive and Negative)</p> <p><b>2.3</b> Best Practised Ecotourism Sites in the World</p> <p><b>2.4</b> Eco-tel and Eco Resorts</p> <p><b>2.5</b> Theme Parks, Rural Tourism and Urban Tourism</p>	15
3	<p><b>Tourism Impacts</b></p> <p><b>3.1</b> Socio-cultural Impacts of Tourism</p> <p><b>3.2</b> Economic Impact of Tourism</p> <p><b>3.3</b> Environmental Impact – Environment Impact Assessment</p> <p><b>3.4</b> Approaches to Evaluating Impacts and Control Measures</p> <p><b>3.5</b> Measuring Economic Costs and Benefits</p>	15
4	<p><b>Tourism Demand</b></p> <p><b>4.1</b> Introduction to Demand for Tourism Patterns</p> <p><b>4.2</b> Determinants and Motivations of Tourism Demand</p> <p><b>4.3</b> Measuring Tourism Demand</p> <p><b>4.4</b> Types of Tourist Statistics and their Sources and Limitations</p> <p><b>4.5</b> Domestic Tourism Sources, Methods and Dimensions</p>	15

## Self-Learning topics (Unit wise)

Unit	Topics
1	1.5 Air based Adventure (Parachute Jumping, Gliding, Para-gliding etc.)
2	2.2 Impacts of Ecotourism in an Area (Positive and Negative)
3	3.4 Approaches to Evaluating Impacts and Control Measures
4	4.3 Measuring Tourism Demand

## Online Resources

<a href="https://www.untourism.int/academy/courses-webinars-resources">https://www.untourism.int/academy/courses-webinars-resources</a>
<a href="https://learn.adventuretravel.biz/education/">https://learn.adventuretravel.biz/education/</a>
<a href="https://courses.learn-tourism.org/">https://courses.learn-tourism.org/</a>
<a href="https://www.classcentral.com/course/swayam-tourism-operations-14340">https://www.classcentral.com/course/swayam-tourism-operations-14340</a>
<a href="https://www.untourism.int/news/un-tourism-launches-online-training-on-tourism-for-rural-development-en.pdf">https://www.untourism.int/news/un-tourism-launches-online-training-on-tourism-for-rural-development-en.pdf</a>
<a href="https://learningcloud.nz/ecotourism-courses">https://learningcloud.nz/ecotourism-courses</a>
<a href="https://www.acsedu.com/info/adventure-and-ecotourism/">https://www.acsedu.com/info/adventure-and-ecotourism/</a>
<a href="https://tourism.gov.in/market-research-and-statistics">https://tourism.gov.in/market-research-and-statistics</a>
<a href="https://data.tourism.gov.in/">https://data.tourism.gov.in/</a>

## Reference Books

1. Bhatia, A.K. – *Tourism Development: Principles and Practices*, Sterling Publishers Pvt. Ltd.
2. Negi, J. – *Ecotourism and Sustainable Development*, Himalayan Books.
3. Kaul, R.N. – *Dynamics of Tourism and Recreation*, Sterling Publishers Pvt. Ltd.
4. Swain, S.K. & Mishra, J.M. – *Tourism Principles and Practices*, Oxford University Press.
5. Weaver, D. – *Ecotourism*, Wiley Publications.
6. Goeldner, C.R. & Ritchie, J.R.B. – *Tourism: Principles, Practices and Philosophies*, Wiley Publications.

7. Holloway, J.C. – *The Business of Tourism*, Pearson Education.
8. Page, S.J. & Connell, J. – *Tourism: A Modern Synthesis*, Cengage Learning.
9. Buckley, R. – *Adventure Tourism Management*, Elsevier Publications.
10. Cooper, C., Fletcher, J., Gilbert, D. & Wanhill, S. – *Tourism: Principles and Practice*, Pearson Education.
11. Gunn, C.A. – *Tourism Planning: Basics, Concepts and Cases*, Taylor & Francis.
12. Inskip, E. – *Tourism Planning: An Integrated and Sustainable Development Approach*, Wiley Publications.
13. Mathieson, A. & Wall, G. – *Tourism: Economic, Physical and Social Impacts*, Pearson Education.
14. United Nations World Tourism Organization (UN Tourism) – *Sustainable Tourism Development Reports and Publications*.
15. Ministry of Tourism, Government of India – *India Tourism Statistics and Tourism Policy Reports*.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
60	40	100

#### A) Formative Assessment – 40 Marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment

Semester End Examination – 60 Marks, Duration: 2 hours

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks
Q.3.	A	Question	8 marks

		OR	
Q.3.	B	Question	8 marks
Q.3.	C	Question	7 marks
		OR	
Q.3.	D	Question	7 marks
Q.4.	A	Question	8 marks
		OR	
Q.4.	B	Question	8 marks
Q.4.	C	Question	7 marks
		OR	
Q.4.	D	Question	7 marks

## Emerging Trends in Hospitality (Major 2)

Sr. No.	Modules/ Units	No. of Lectures
1	<p><b>Introduction to Hospitality Industry</b></p> <p>1.1 Definitions: Hospitality and Hotel</p> <p>1.2 Link between Hospitality and Travel and Tourism Industry</p> <p>1.3 Travelers at Rest – Home Away from Home</p> <p>1.4 Hospitality Culture – Atithi Devo Bhava</p> <p>1.5 Expectations of the Guest</p>	15
2	<p><b>Classification &amp; Categorization of Hotels</b></p> <p>2.1 Hotel Ownership</p> <p>2.2 Types of Hotels – Commercial Hotels, Residential Hotels, Resort Hotels, Airport Hotels, Bed &amp; Breakfast Hotels, Convention Hotels, Casino Hotels and Motels</p> <p>2.3 Emerging Trends in Accommodation – Time-share, Condominium, Home Stays, Tree Huts, Houseboats and Capsule Hotels</p> <p>2.4 Major Hotel Chains in India</p> <p>2.5 FHRAI</p>	15
3	<p><b>Housekeeping in Hotels &amp; Food and Beverage Operations</b></p> <p>3.1 Organizational Structure and Important Housekeeping Activities in Hotels</p> <p>3.2 Coordination with Other Departments</p> <p>3.3 Advantages of Good Housekeeping and Problems of Poor Housekeeping</p> <p>3.4 Food and Beverage Operations: Organizational Structure and Functions</p> <p>3.5 Food Production and Service – Restaurants, Types of Menu and Types of Service</p>	15
4	<p><b>Functions of Different Departments</b></p> <p>4.1 Security Department – Responsibilities and Security Systems in a Hotel</p> <p>4.2 Roles and Functions of Marketing Department</p> <p>4.3 Roles and Functions of HR Department, Engineering &amp; Maintenance Department and Accounting Department</p> <p>4.4 Case Study of Taj Hotels, Resorts and Palaces and Marriott International</p>	15

	<b>4.5 Case Study of The Oberoi Group, Hilton Worldwide and Hyatt Hotels Corporation</b>	
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### Self-Learning topics (Unit wise)

Unit	Topics
1	<b>1.4</b> Hospitality Culture – Atithi Devo Bhava
2	<b>2.4</b> Major Hotel Chains in India
3	<b>3.3</b> Advantages of Good Housekeeping and Problems of Poor Housekeeping
4	<b>4.2</b> Roles and Functions of Marketing Department

### Online Resources

<a href="https://www.fhrai.com/">https://www.fhrai.com/</a>
<a href="https://nchm.gov.in/">https://nchm.gov.in/</a>
<a href="https://hospitalityinsights.ehl.edu/">https://hospitalityinsights.ehl.edu/</a>
<a href="https://www.unwto.org/tourism-and-hospitality">https://www.unwto.org/tourism-and-hospitality</a>
<a href="https://www.coursera.org/learn/hotel-management">https://www.coursera.org/learn/hotel-management</a>
<a href="https://www.edx.org/learn/hospitality-management">https://www.edx.org/learn/hospitality-management</a>
<a href="https://www.classcentral.com/subject/hospitality">https://www.classcentral.com/subject/hospitality</a>
<a href="https://www.alison.com/courses/hospitality-management">https://www.alison.com/courses/hospitality-management</a>
<a href="https://academy.accor.com/">https://academy.accor.com/</a>
<a href="https://www.marriott.com/marriott/aboutmarriott.mi">https://www.marriott.com/marriott/aboutmarriott.mi</a>
<a href="https://www.hilton.com/en/corporate/">https://www.hilton.com/en/corporate/</a>
<a href="https://www.hyatt.com/">https://www.hyatt.com/</a>
<a href="https://www.oberoihotels.com/">https://www.oberoihotels.com/</a>
<a href="https://www.tajhotels.com/">https://www.tajhotels.com/</a>

## Reference Books

1. Andrews, Sudhir – *Hotel Front Office Training Manual*, Tata McGraw Hill.
2. Raghubalan, G. & Smritee Raghubalan – *Hotel Housekeeping: Operations and Management*, Oxford University Press.
3. Kasavana, M.L. & Brooks, R.M. – *Managing Front Office Operations*, AHLEI Publications.
4. Negi, J. – *Professional Hotel Management*, S. Chand Publications.
5. Walker, J.R. – *Introduction to Hospitality Management*, Pearson Education.
6. Andrews, Sudhir – *Food and Beverage Service Training Manual*, Tata McGraw Hill.
7. Lillicrap, D. & Cousins, J. – *Food and Beverage Service*, Hodder Education.
8. Rutherford, D.G. & O’Fallon, M.J. – *Hotel Management and Operations*, Wiley Publications.
9. Bardi, J.A. – *Hotel Front Office Management*, Wiley Publications.
10. Jones, P. – *Introduction to Hospitality Operations: An Indispensable Guide to the Industry*, Continuum Publications.
11. Wood, R.C. – *Key Concepts in Hospitality Management*, Sage Publications.
12. Medlik, S. & Ingram, H. – *The Business of Hotels*, Routledge Publications.
13. Tewari, J.R. – *Hotel Front Office Operations and Management*, Oxford University Press.
14. Seal, P.P. – *Food and Beverage Management*, Oxford University Press.
15. Jagmohan Negi – *Hospitality Management: Current Trends and Practices*, Himalaya Publishing House.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
60	40	100

#### A) Formative Assessment – 40 Marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment

**Semester End Examination – 60 Marks, Duration: 2 hours**

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks
Q.3.	A	Question	8 marks

		OR	
Q.3.	B	Question	8 marks
Q.3.	C	Question	7 marks
		OR	
Q.3.	D	Question	7 marks
Q.4.	A	Question	8 marks
		OR	
Q.4.	B	Question	8 marks
Q.4.	C	Question	7 marks
		OR	
Q.4.	D	Question	7 marks

## Sales and Negotiation Skills (DSE)

Unit	Contents	No. of Lectures
I	<p><b>Sales Management</b></p> <p>1.1 Meaning and Role of Sales Department</p> <p>1.2 Evolution of Sales Management</p> <p>1.3 Interface of Sales with Other Management Functions</p> <p>1.4 Qualities of a Sales Manager</p> <p>1.5 Sales Management: Meaning and Developments in Sales Management</p> <p>1.6 Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM and Professionalism in Selling</p> <p>1.7 Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure</p> <p>1.8 AIDA &amp; AIDCAM Model for Effective Sales</p>	15
II	<p><b>Selling</b></p> <p>2.1 Process of Selling</p> <p>2.2 Methods of Closing a Sale and Reasons for Unsuccessful Closing</p> <p>2.3 Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory</p> <p>2.4 Selling Skills – Communication Skills, Listening Skills, Trust Building Skill</p> <p>2.5 Negotiation Skill, Problem Solving Skill and Conflict Management Skill</p> <p>2.6 Selling Strategies – Softsell vs. Hardsell Strategy, Client-Centered Strategy, Product-Price Strategy, Win-Win Strategy and Negotiation Strategy</p>	15

	<p>2.7 Difference Between Consumer Selling and Organizational Selling</p> <p>2.8 Difference Between National Selling and International Selling</p>	
III	<p><b>Introduction to Negotiation</b></p> <p>3.1 Meaning and Definition of Negotiation</p> <p>3.2 Negotiation vs. Other Social Interactions</p> <p>3.3 Aspects of Negotiation Research and Practice</p> <p>3.4 Aspects of Negotiation</p> <p>3.5 Goal-Setting: Identifying Goals, Options and Criteria of Success</p> <p>3.6 Identifying BATNA (Best Alternative to a Negotiated Agreement)</p> <p>3.7 Identifying ZOPA (Zone of Possible Agreement)</p> <p>3.8 Assessing the Other Side and Red-Teaming</p>	15
IV	<p><b>The Negotiation Stage</b></p> <p>4.1 Initial Phase of Negotiation</p> <p>4.2 Exploratory and Finalization Phases of Negotiation</p> <p>4.3 Rational and Emotional Elements of Trust</p> <p>4.4 Cultural and Psychological Differences in Trust Building</p> <p>4.5 Tactics for Promoting a Constructive Negotiation Climate</p> <p>4.6 Positions and Interests in Negotiations</p> <p>4.7 Negotiation Scenarios – Win-Win, Win-Lose, Lose-Win, Lose-Lose</p> <p>4.8 Case Studies of Successful Negotiations (Twitter Deal)</p>	15

### Self-Learning topics (Unit wise):

Sr. No	Topic
1	1.4 Qualities of a Sales Manager
2	2.4 Selling Skills – Communication Skills, Listening Skills, Trust Building Skill
3	3.5 Goal-Setting: Identifying Goals, Options and Criteria of Success
4	4.3 Rational and Emotional Elements of Trust

### Online Resources

<a href="https://youtu.be/wYb_PKTawE4">https://youtu.be/wYb_PKTawE4</a> (IIT KHARAGPUR)
<a href="https://youtu.be/KXTi6S-pLa8">https://youtu.be/KXTi6S-pLa8</a> (IIT KHARAGPUR)
<a href="https://hbr.org/video/4773888299001/negotiating-across-cultures">https://hbr.org/video/4773888299001/negotiating-across-cultures</a> (Harvard Business Review)
<a href="https://www.youtube.com/results?search_query=sales+management+nptel">https://www.youtube.com/results?search_query=sales+management+nptel</a>
<a href="https://www.youtube.com/results?search_query=negotiation+skills+lectures">https://www.youtube.com/results?search_query=negotiation+skills+lectures</a>
<a href="https://www.youtube.com/results?search_query=personal+selling+and+salesmanship+lectures">https://www.youtube.com/results?search_query=personal+selling+and+salesmanship+lectures</a>
<a href="https://www.coursera.org/learn/negotiation-skills">https://www.coursera.org/learn/negotiation-skills</a>
<a href="https://www.coursera.org/learn/negotiation-skills-training">https://www.coursera.org/learn/negotiation-skills-training</a>
<a href="https://www.coursera.org/courses?query=negotiation">https://www.coursera.org/courses?query=negotiation</a>
<a href="https://www.classcentral.com/course/youtube-management-of-fields-sales-prof-jayanta-chatterjee-47324">https://www.classcentral.com/course/youtube-management-of-fields-sales-prof-jayanta-chatterjee-47324</a>
<a href="https://www.coursera.org/learn/strategic-foundations-of-sales-negotiation">https://www.coursera.org/learn/strategic-foundations-of-sales-negotiation</a>
<a href="https://onlinecourses.nptel.ac.in/noc22_mg105/preview">https://onlinecourses.nptel.ac.in/noc22_mg105/preview</a>

## Reference Books

1. Fundamentals of Selling - Charles Futrell 10th edition
2. Negotiation - Lewicki, Saunders, Barry 6th edition
3. Selling, Principles and Practices - Russell, Beach and Buskirk
4. Ziglar on Selling - The Ultimate Handbook for the complete sales professional - Zig Ziglar
5. Secrets of top Performing sales professional - Del Gaizo, Lunsford, Marone
6. Everyday Negotiation - Kolb and Williams
7. Negotiating Skills for Managers - Steven Cohen
8. Win-Win Negotiating - Turning Conflict into Agreement - Fred E Jandt
9. Bargaining Games - A New Approach to Strategic Thinking in Negotiating - J K Murnighan

## Readings

1. The Only Four Page Guide to Negotiating You'll Ever Need - HBR article
2. Six Habits of Merely Effective Negotiators - James K Sebenius, HBR article
3. Negotiating with a customer you can't afford to lose - Thomas C Keiser
4. Step into my parlor: A survey of strategies and techniques for effective negotiation - Terry Anderson
5. Negotiation games - Negotiating Techniques - Tom Nelson

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
60	40	100

#### A) Formative Assessment – 40 Marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment

Semester End Examination – 60 Marks, Duration: 2 hours

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks
Q.3.	A	Question	8 marks

		OR	
Q.3.	B	Question	8 marks
Q.3.	C	Question	7 marks
		OR	
Q.3.	D	Question	7 marks
Q.4.	A	Question	8 marks
		OR	
Q.4.	B	Question	8 marks
Q.4.	C	Question	7 marks
		OR	
Q.4.	D	Question	7 marks

## **Business Ethics and CSR (Minor)**

<b>Unit</b>	<b>Contents</b>	<b>No. of Lectures</b>
<b>I</b>	<p><b>Introduction to Business Ethics</b></p> <ul style="list-style-type: none"><li><b>1.1</b> Business Ethics – Conceptual Background</li><li><b>1.2</b> Conceptual Approaches to Business Ethics</li><li><b>1.3</b> Normative Ethics, Perspective Ethics and Applied Ethics</li><li><b>1.4</b> Ethics, Morality and Legality</li><li><b>1.5</b> Concept of Right and Duty: Business – Western and Indian Perspectives</li><li><b>1.6</b> Definition and Scope of Ethics in Social Changes</li><li><b>1.7</b> Ethical Organization and Corporate Code of Conduct</li><li><b>1.8</b> Importance of Ethics in Modern Business Environment</li></ul>	<b>15</b>
<b>II</b>	<p><b>Corporate Governance and CSR</b></p> <ul style="list-style-type: none"><li><b>2.1</b> Corporate Governance: Meaning, Scope and Reporting</li><li><b>2.2</b> Meaning and Scope of CSR</li><li><b>2.3</b> Relevance and Significance of CSR in Contemporary Society</li><li><b>2.4</b> Value Approach to CSR</li><li><b>2.5</b> CSR within the Organization</li><li><b>2.6</b> Role and Responsibility of Local Community in Business</li><li><b>2.7</b> Interventions of Business to Fulfil Social Responsibilities</li><li><b>2.8</b> CSR, Sustainable Development and Triple Bottom Line in Business</li></ul>	<b>15</b>

### Self-Learning topics (Unit wise):

Sr. No	Topic
1	1.8 Importance of Ethics in Modern Business Environment
2	2.5 CSR within the Organization

### Online Resources

<a href="https://nptel.ac.in/courses/109104032">https://nptel.ac.in/courses/109104032</a>
<a href="https://onlinecourses.nptel.ac.in/noc21_mg54/preview">https://onlinecourses.nptel.ac.in/noc21_mg54/preview</a>

### Reference Books

1. Lillie, W. (Various Editions). *An Introduction to Ethics*. Universal Paperbacks.
2. Lala, R. M. (Various Editions). *In Search of Ethical Leadership*. Vision Books Pvt. Ltd.
3. DesJardins, J. (2009). *An Introduction to Business Ethics*. Tata McGraw Hill Education.
4. Velasquez, M. G. (2017). *Business Ethics: Concepts and Cases*. Pearson Education.
5. Fernando, A. C. (2010). *Business Ethics and Corporate Governance*. Pearson Education.
6. Crane, A. & Matten, D. (2016). *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization*. Oxford University Press.
7. Hartman, L. P., DesJardins, J. & MacDonald, C. (2018). *Business Ethics: Decision Making for Personal Integrity and Social Responsibility*. McGraw Hill Education.
8. Mallin, C. A. (2019). *Corporate Governance*. Oxford University Press.
9. Kotler, P. & Lee, N. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. Wiley India.

10. Carroll, A. B. & Buchholtz, A. K. (2014). *Business and Society: Ethics, Sustainability and Stakeholder Management*. Cengage Learning.
11. Baxi, C. V. & Prasad, A. (2005). *Corporate Social Responsibility: Concepts and Cases – The Indian Experience*. Excel Books.
12. Chakraborty, S. K. (1998). *Values and Ethics for Organizations: Theory and Practice*. Oxford University Press.

### Evaluation Pattern

Summative Assessment	Formative Assessment	Total Marks
30	20	50

#### A) Formative Assessment – 20 Marks

Sr. No.	Particulars	Marks
1	Self-Learning Evaluation	15 Marks
2	Active participation in routine class instructional deliveries	05 Marks

#### B) Summative Assessment

Semester End Examination – 30 Marks, Duration: 1 hour

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks

**AI & Automation Tools in Tourism & Hospitality Operations  
(Vocational)**

<b>Units</b>	<b>Contents</b>	<b>No. of Lectures</b>
<b>1</b>	<p><b>Introduction to AI &amp; Automation in Tourism &amp; Hospitality</b></p> <p><b>1.1</b> Introduction to AI in Tourism &amp; Hospitality  a. Meaning, scope and evolution of AI  b. How AI transforms travel and hospitality services</p> <p><b>1.2</b> AI Tools in Tourism Operations  a. AI itinerary generators  b. Travel recommendation engines  c. Sentiment analysis for tourism reviews</p> <p><b>1.3</b> Automation in Hospitality Operations  a. Property Management Systems (PMS)  b. Self-check-in kiosks and mobile keys  c. Automated housekeeping systems</p> <p><b>1.4</b> AI for Guest Experience Management  a. Virtual concierges  b. Robot service staff and smart room technologies  c. Personalised guest recommendations</p> <p><b>1.5</b> Popular AI Tools for Workflows  a. ChatGPT for itineraries and guest communication  b. Canva AI for tourism creatives  c. AI-based translation tools and AI voice assistants</p> <p><b>1.6</b> Practical Components (Embedded)  a. Create an AI-generated itinerary  b. Use AI to draft guest communication  c. Simulate hotel front-office automation tasks</p>	<b>15</b>
<b>2</b>	<p><b>Applied AI Tools, Tourism Analytics &amp; Service Automation</b></p> <p><b>2.1</b> Tourism &amp; Hospitality Analytics  a. Basics of data insights for occupancy, guest reviews and tourist behaviour  b. Dashboards using Google Sheets / Excel</p> <p><b>2.2</b> AI Chatbots &amp; Automated Guest Services</p>	<b>30</b>

	<ul style="list-style-type: none"> <li>a. Designing simple chatbot flows for hotel FAQs and tour enquiries</li> <li>b. WhatsApp Business automation for hospitality</li> </ul> <p><b>2.3 Automation in Travel &amp; Hospitality Operations</b></p> <ul style="list-style-type: none"> <li>a. Dynamic pricing engines</li> <li>b. Airline automation and reservation system automation</li> <li>c. Predictive maintenance</li> </ul> <p><b>2.4 Ethical, Cultural &amp; Responsible Use of AI</b></p> <ul style="list-style-type: none"> <li>a. Data privacy</li> <li>b. Cultural sensitivity in guest communication</li> <li>c. Transparency in automated decisions</li> </ul> <p><b>2.5 Future Trends in Tourism &amp; Hospitality AI</b></p> <ul style="list-style-type: none"> <li>a. Smart hotels</li> <li>b. Metaverse tourism experiences and robotics</li> <li>c. AI-driven travel booking platforms</li> </ul> <p><b>2.6 Practical Components (Embedded)</b></p> <ul style="list-style-type: none"> <li>a. Build a simple hotel/tour chatbot</li> <li>b. Create a basic dashboard from THM data</li> <li>c. Draft an automation improvement plan</li> </ul>	
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**Recommended Books:**

1. **Sharma, A. (2021).** *Retail 5.0: AI, Automation & the Future of Retail.* McGraw Hill.
2. **Davenport, T. & Ronanki, R. (2018).** *Artificial Intelligence: Business Strategies.* Harvard Business Review Press.
3. **Chaffey, D. (2020).** *Digital Business & E-Commerce Management.* Pearson.
4. **Grewal, D. & Levy, M. (2020).** *Retailing Management.* McGraw Hill.
5. **Marr, B. (2018).** *Artificial Intelligence in Practice.* Wiley.

**Recommended Apps**

1. **ChatGPT / Gemini AI** – For SOP creation, report summaries, communication tasks.
2. **Canva AI** – Automated design creation for retail communication.

3. **Excel / Google Sheets AI Tools** – Automated formulas, pivot dashboards.
4. **POS Simulation Apps** – Square POS, Shopify POS (demo versions).
5. **WhatsApp Business** – Automated replies, catalogue management.
6. **Trello / Notion AI** – Retail task automation and workflow management.
7. **Power BI Mobile / Google Looker Studio** – Basic analytics dashboard exploration.

### Evaluation Pattern

Practical Component / Project Work	Final Examination (Theory)	Total Marks
20	30	50

#### A) Practical Component / Project Work – 20 Marks

Students will complete a mini-project where they create an AI-driven output such as an automated itinerary, a hospitality chatbot, or an AI-generated guest communication module. They will simulate an automated tourism or hospitality process—such as a PMS task, guest check-in workflow, or tour enquiry automation. Learners will analyse a small dataset to generate basic insights using automated tools. A viva will assess their understanding of AI tools, their application in THM operations, and their awareness of ethical and guest-sensitive practices.

#### B) Final Examination (Theory)- 30 Marks

**Semester End Examination – 30 Marks, Duration: 1 hour**

#### QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks

## Cyber Security (Vocational)

Units	Contents	No. of Lectures
<b>1</b>	<p><b>Unit I: Introduction to Cyber Security, Cyber Laws and Regulations in India</b></p> <p><b>1.1</b> Definition, Importance and Scope of Cyber Security  a. Definition of Cyber Security  b. Objectives of Cyber Security (Confidentiality, Integrity, Availability)  c. Scope of Cyber Security (Personal, Organizational, National Security)</p> <p><b>1.2</b> Evolution of Cyber Threats and Response Systems</p> <p><b>1.3</b> Types of Cyber Threats  a. Malware (Viruses, Worms, Trojans, Spyware, Adware)  b. Phishing (Email, SMS, Voice Phishing/Vishing)  c. Ransomware (How it works, recent attacks like WannaCry)  d. Social Engineering (Pretexting, Baiting, Tailgating, Quid Pro Quo, CEO Fraud)  e. Other Threats (DDoS Attacks, Insider Threats, Zero-Day Exploits)</p> <p><b>1.4</b> Cyber Attacks in Finance and Business  a. Attacks: DDoS, MITM, SQL Injection, Brute-force  b. Frauds: UPI scams, SIM Swap, Data Breaches, POS Skimming</p> <p><b>1.5</b> Cyber Security in Business and Finance  a. Role of Cybersecurity in Digital Banking (Banks, FinTech)  b. Importance in Online Payments, UPI, NEFT, RTGS  c. Cyber Risks for E-Commerce (Fake Websites, Payment Frauds)  d. Importance of Employee Training and Awareness</p> <p><b>1.6</b> Case Studies of Cyber Attacks  a. Financial Frauds: PNB–Nirav Modi Case  b. Data Breaches: Facebook–Cambridge Analytica, Aadhaar Data Leak  c. Banking Frauds: Cosmos Bank Hack  d. Analysis of Causes, Impact and Preventive Strategies</p>	<b>15</b>

	<p><b>1.7 Information Technology (IT) Act, 2000</b>  a. Background and Purpose of the IT Act  b. Cybercrime and Legal Definitions  c. IT Amendment Act 2008  d. Section 43, Section 66, Section 66A (Repealed), Section 72  e. Offences and Penalties under the IT Act</p> <p><b>1.8 Digital Signatures and E-Governance</b>  a. Meaning and Working of Digital Signatures  b. Use in E-Filing and Digital Contracts  c. Certifying Authorities (CA) in India  d. E-Governance Initiatives (Digital India, e-Seva)</p>	
<p style="text-align: center;"><b>2</b></p>	<p><b>Cyber Crime, Fraud, Secure Online Transactions in Commerce, Data Protection &amp; Privacy</b></p> <p><b>2.1 Types of Cyber Frauds</b>  a. Online Banking Frauds  b. UPI/IMPS Scams (QR Code Fraud, Fake Payment Links)  c. SIM Swap Frauds and OTP Theft  d. Fake Banking Apps and Phishing Websites</p> <p><b>2.2 Credit Card Frauds and Identity Theft</b>  a. ATM/POS Skimming  b. Card-Not-Present Fraud  c. Cloned Card Frauds  d. Fake KYC Frauds (Aadhaar/PAN Misuse)  e. Social Media Impersonation Scams  f. Loan Frauds using Stolen Identities</p> <p><b>2.3 E-Commerce Scams and Protection Measures</b>  a. Fake Websites, Non-Delivery Scams, Refund Abuse  b. Consumer Protection Measures  c. Vendor Verification and Secure Payment Gateways</p> <p><b>2.4 Fraud Detection and Prevention in E-Commerce</b>  a. AI-Based Alerts and Red Flags  b. Employee Training and Vendor Verification</p> <p><b>2.5 Best Practices for Safe Online Transactions</b>  a. Two-Factor Authentication  b. Password Protection and Updates  c. Avoiding Public Wi-Fi  d. Biometric Authentication</p>	<p style="text-align: center;"><b>30</b></p>

	<p><b>2.6 Recognizing Phishing Emails and Fake Customer Support Calls</b></p> <ul style="list-style-type: none"> <li>a. Phishing Email Red Flags</li> <li>b. Fake Banking and IT Support Calls</li> </ul> <p><b>2.7 Reporting Cyber Crimes</b></p> <ul style="list-style-type: none"> <li>a. Cyber Crime Portal</li> <li>b. Filing Process and Cyber Police Contact</li> <li>c. RBI Customer Liability Guidelines</li> </ul> <p><b>2.8 Passwords, Encryption and Safe Browsing Practices</b></p> <ul style="list-style-type: none"> <li>a. Strong Passwords and Password Managers</li> <li>b. End-to-End Encryption</li> <li>c. HTTPS, Ad Blockers and Software Updates</li> </ul>	
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### Reference Books & Resources

- *Cybersecurity for Beginners* – Raef Meeuwisse
- RBI & SEBI Cyber Security Guidelines
- *The Art of Deception* – Kevin Mitnick

### Tools that can be practically used to teach students are as follow

**Tool:** TryHackMe (Beginner Rooms) / MalwareBazaar (sample exploration only)

- Simulate phishing attacks, ransomware behavior in a sandbox.

**Tool:** Google Phishing Quiz

- Practice identifying phishing emails.

**Tool:** Burp Suite (Community Edition)

- Demonstrate SQL Injection or data capture in test environments.

**Tool:** KnowBe4 (Free Tier)

- For phishing simulation and employee training examples.

### IT Act 2000 + Amendments

**Tool:** Bare Acts App / India Code Portal – <https://indiacode.nic.in>

**Tool:** DigiLocker / Aadhaar eSign Portal

- Demonstrate digital signature use.

**Tool:** Fake Website Generator (for simulation)

**Tool:** Google Phishing Quiz

<https://phishingquiz.withgoogle.com>

## **Safe Browsing, Passwords, 2FA**

**Tool:** HaveIBeenPwned.com

- Check if passwords were breached.

**Tool:** Authenticator Apps (Google, Microsoft Authenticator)

**Tool:** Browser security extensions (HTTPS Everywhere, uBlock Origin)

**Tool:** Outlook or Gmail settings – for 2FA, spam filtering demo.

**Tool:** TeamViewer (controlled demo) – Risk of remote access scams.

### Evaluation Pattern

<b>Practical Component / Project Work/ Case Study</b>	<b>Final Examination (Theory)</b>	<b>Total Marks</b>
20	30	50

#### **A) Practical Component / Project Work / Case Study – 20 Marks**

Note: Guidelines for Internal Assessment will be as per university norms and provided in advance.

#### **B) Final Examination (Theory)- 30 Marks**

**Semester End Examination – 30 Marks, Duration: 1 hour**

#### **QUESTION PAPER PATTERN SEMESTER V (SEM-END EXAM)**

Q.1.	A	Question	8 marks
		OR	
Q.1.	B	Question	8 marks
Q.1.	C	Question	7 marks
		OR	
Q.1.	D	Question	7 marks
Q.2.	A	Question	8 marks
		OR	
Q.2.	B	Question	8 marks
Q.2.	C	Question	7 marks
		OR	
Q.2.	D	Question	7 marks

# **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**

**2026-27**



**Guidelines for Field Project and Community  
Engagement Project**

**Third Year**

**Sem VI**

**for**

**Academic year**

**2026-27**

The students of Undergraduate Courses will have project work in sixth semester. The main objective of inclusion of project work is to inculcate the element of field work challenging the potential of learner as regards to his/ her eagerness to enquire and ability to interpret particular aspect of the study in his/ her own words. It is expected that the guiding teacher should undertake the counselling sessions with their students and make them aware about the methodology of formulation, preparation and evaluation pattern of the project work.

The students can choose **Any One** option for preparation of their project work.

- **Field Project:** Project work based on topics as suggested and approved by their teacher guide with proper research methodology in the study area. The research study can be done through primary data method only on the field.
- **Community Engagement Project.** Volunteer Work at an organization/NGO.

# **Field Project Guidelines**

## General Guidelines

- The project topic has to be undertaken in area of Major Course or Specialization
- Each learner has to undertake a Project under the supervision of a teacher-guide.
- The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
  - Specify the **location, duration, and target population/site**.
  - Clearly mention the **methods of data collection** (e.g., surveys, interviews, observations, sampling, measurements).
  - Work in groups where required.
  - Record data **accurately and systematically**.
  - Maintain a **field diary/logbook** with dates, observations, and reflections
- The learner has to consult and get approval on the sample size from the guide which will depend on topic and group size.
- Individual report to be submitted by each learner for field research conducted.

## Chaptalization Scheme

- ***Chapter No. 1: Introduction and Conceptual framework***

In this chapter students have to provide the summary of the research and along with that historical background of the problem, brief profile of the study area, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be incorporated by the learner.

- ***Chapter No. 2: Literature Review***

This chapter will provide information about studies done on the respective issue. This would specify how the study undertaken is relevant and contribute for value addition in information/ knowledge/ application of study area which ultimately helps the learner to undertake further study on same issue.

- ***Chapter No. 3: Research Methodology***

This chapter will include Objectives, Hypothesis, Scope of the study, limitations of the study, significance of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, etc can be incorporated by the learner

- ***Chapter No. 4: Data Analysis, Interpretation and Presentation***

This chapter is the core part of the study. The analysis pertaining to collected data will be done by the learner. The application of selected tools or techniques will be used to arrive at findings. In this, table of information's, presentation of graphs etc. can be provided with interpretation by the learner.

- ***Chapter No. 5: Findings Suggestions and Conclusion***

In this chapter of project work, findings of work will be covered and suggestion will be enlisted to validate the objectives and hypotheses.

**(Note: If required more chapters of data analysis can be added.)**

**Bibliography :** In this the learner has to write all the references of books , journals, research paper, research reports, newspaper articles referred for completing the research work. The reference should be in APA format. You are required to refer this link for understand APA style of referencing

**<https://www.mendeley.com/guides/apa-citation-guide>**

**Appendices :** An appendices contains supplementary material that is not an essential part of the text itself but which may be helpful in providing a more comprehensive understanding of the research problem or it is information that is too cumbersome to be included in the body of the paper.

**List of appendices if any**

- Supporting evidence [e.g. raw data]
- Contributory facts or specialized data [raw data appear in the appendix, but with summarized data appearing in the body of the text].

- Sample calculations
- Technical figures, graphs, tables, statistics
- Detailed description of research instruments
- Maps, charts, photographs, drawings
- Letters, emails, and other copies of correspondence
- Questionnaire/survey instruments, with the results appearing in the text
- Complete transcripts of interviews
- Complete field notes from observations
- The project report shall be prepared as per the broad guidelines given below:
  - **Font type: Times New Roman**
  - **Font size: 12-For content, 14-for Title**
  - **Line Space : 1.5-for content and 1-for in table work**
  - **Paper Size: A4**
  - **Margin : in Left-1.5, Up-Down-Right-1**
  - **The Project Report shall be bounded.**
  - **The project report should be 80 to 100 pages**

**Evaluation Criteria:**

- Clarity of objectives
- Appropriateness of methodology
- Quality of data collected
- Depth of analysis
- Ethical compliance
- Presentation and documentation

**Format**

***Title of***

**A Project Submitted to  
HSNC University, Mumbai for completion of the  
degree of**

**Third year**

**Bachelor in BCom/BMS/BBI/BFM/BAF  
Under the Faculty of Management**

**By**

***Name of the***

**Under the Guidance of**

***Name of the Guiding***

***Name and address of the***

***Month and***

**Table of Content**

***2<sup>nd</sup> Page***

***This page to be repeated on 2<sup>nd</sup> page (i.e.***

<b>Sr No.</b>	<b>Contents</b>	<b>Page Nos</b>
1	<b>Declaration Certificate Acknowledgment Preface List of Tables List of Figures List of Abbreviations</b>	
2	<b>Chapter 1: Introduction</b>	
3	<b>Chapter II- Literature Review</b>	
4	<b>Chapter III – Secondary Data (Conceptual framework)</b>	
5	<b>Chapter IV: Research Methodology</b>	
6	<b>Chapter V: Data Analysis</b>	
7	<b>Chapter VI: Findings /Suggestions and Conclusion</b>	
	<b>Bibliography</b>	
	<b>Appendices : Questionnaire , Interview Schedule</b>	

## Log Book

<b>Sr No</b>	<b>Date of Visit</b>	<b>No of hrs spent for field work</b>	<b>Activities done</b>	<b>Signature of the Guide</b>
1	25/12/2025	2 hrs	Articles collection for Review of literature	

2	26/12/25	2hrs	Field visit	
3	28/12/25	3 hrs	Data analysis	
	Total	120		

Signature of the Guide

*Declaration by Learner*

I the undersigned Miss / Mr. \_\_\_\_\_ Name of the learner (Roll No & Class) \_\_\_\_\_ here by, declare that the work embodied in this project work titled “\_

\_\_\_\_\_ Title of the Project \_\_\_\_\_”, forms my own contribution to the research work carried out under the guidance of \_\_\_\_\_ Name of the Guiding Teacher \_\_\_\_\_ is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

The learner has complied to the provisions of the UGC(Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institution)Regulation 2018.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

**Name and Signature of the learner**

Certified by

Name and Signature of the Guiding Teacher

**Name and Address of the college**

**Certificate**

This is to certify that Ms/Mr \_\_\_\_\_ (Roll No & Class) has worked and duly completed her/his Project work for the degree of Master of Commerce under the Faculty of Commerce in the subject of \_\_\_\_\_ and her/his project is entitled, “ \_\_\_\_\_ under my supervision. I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any degree or diploma of any University.

It is her/his own work and facts reported by her/his personal findings and investigations

**Seal of the College**

**Signature of Guiding Teacher**

**Date of Submission:**

# ***Acknowledgment***

## ***(Model structure of the acknowledgement)***

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **HSNC University** for giving me chance to do this project.

I would like to thank my **Principal**, \_\_\_\_\_ for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator** \_\_\_\_\_, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide \_\_\_\_\_ whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

## **PREFACE**

*It is the summary of your Research work undertaken by the learner on the topics under study. The learner has to introduce the topic, significance and methodology undertaken to complete the research work.*

*Name of the Learner*

**List of Tables**

<b>Sr No</b>	<b>Particulars</b>	<b>Page Nos</b>

**List of Figures**

<b>Sr No</b>	<b>Particulars</b>		<b>Page nos</b>

# **Community Engagement Project Guidelines**

## **Guidelines for Community Engagement Activity based project work**

- Minimum 60 hours of Voluntary work with an Organization/ NGO/ Charitable Organisation/ Private firm/company to be approved by the guiding teacher.
- Project Report should be of minimum 50 Pages.
- Experience Certificate is Mandatory.
- Individual report to be submitted by each learner for Volunteer work conducted.
- The project report has to be brief in content and must include the following aspects:

### **Executive Summary:**

A bird's eye view of your entire presentation has to be precisely offered under this category.

### **Introduction on the Organization/NGO:**

A Concise representation of the company/ organization defining its scope, products/services, and its SWOT analysis.

#### **▪ Statement and Objectives:**

The mission and vision of the NGO/organization need to be stated enshrining its broad strategies and objectives.

#### **▪ Your Role in the Organization during the Voluntary work time span:**

The key aspects handled, the department under which you were deployed and

brief summary report duly acknowledged by the reporting head.

- **Overview of field work**

- 1. The challenges confronted while churning out theoretical knowledge into the practical world.**
- 2. Learnings from the work done**
- 3. Impact of your work on the society at large**

### **Conclusion**

A brief overview of your experience and suggestions to bridge the gap between theory and practice.

- The project report based on internship shall be prepared as per the broad guidelines given below:

- **Font type: Times New Roman**
- **Font size: 12-For content, 14-for Title**
- **Line Space : 1.5-for content and 1-for in table work**
- **Paper Size: A4**
- **Margin : in Left-1.5, Up-Down-Right-1**
- **The Project Report shall be spiral binded copy**
- **The project report should be minimum 50 pages**

### **Evaluation Criteria:**

- Clarity of objectives
- Appropriateness of methodology
- Presentation of report and documentations of Volunteer work in the organisation / NGO



**Dr. Chandani Bhattacharjee**

**Chairperson**

**BOS (Vocational Tourism and Hospitality Management)**