

FACULTY OF SCIENCES

SYLLABUS

Of

Bachelor of Vocation (Hospitality and Tourism)

(Semester I, II, III & IV)

Credit Based Continuous Evaluation Grading System



Session: 2020-2021

The Heritage Institution
KANYA MAHA VIDYALAYA JALANDHAR
(Autonomous)

**PROGRAMME SPECIFIC OUTCOMES FOR
BACHELOR OF VOCATION (HOSPITALITY AND TOURISM)**

Upon successful completion of this Programme, students will be able to:

PSO (1) - To develop holistic understanding about various fields of Hospitality and tourism including Food Production, Food and Beverage Service, Accommodation operations, Front office and Tourism

PSO (2) - To understand the fundamentals of Food Production ,Kitchen hygiene and layout, duties and responsibility and various ingredients used in cooking

PSO (3) - To develop the understanding about catering establishment and its important, personal hygiene and grooming and various service methods

PSO (4) - To gain knowledge about different food and beverage services and information about different type of fuel and its use

PSO (5) - To develop deep understanding of accommodation and hotel front office, various type of hotel and its basis

PSO (6) – To develop understanding about basic methods of cooking and ingredients used in different cuisine

PSO (7) – Comprehend an overall understanding of the inter-componential relationships that exist between tourism, aviation and hospitality components of global tourism industry.

PSO (8) - Demonstrate clear understanding and develop personality so as to become responsible citizen with greater awareness and sensitivity about the Indian and global destinations.

PSO (9) - Develop clear understanding about the impacts of tourism, airline and hospitality industry in societal and environmental context and demonstrate the knowledge needed for sustainable development in general and sustainable tourism development in particular.

PSO (10) - Execute basic skills and aptitude useful in taking up any activity in tourism, aviation and hospitality industry. Implement knowledge, skill and attitude to set up tourism related establishment.

**Bachelor of Vocation (Hospitality and Tourism) Semester I
(Session 2020-2021)**

**Subject: Basics of Food Production-I
(Theory)**

Course Code: BVHL-1661

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Explore the classical & modern brigade of the kitchen with their duties and responsibilities.

CO2: Differentiate the equipment and fuels used in kitchen.

CO3: Relate the common terminology used in kitchen.

CO4: Recognize & use the different commodities in kitchen.

CO5: Classify the pulses, cereals, vegetables, fruits, spices etc.

Bachelor of Vocation (Hospitality and Tourism)**Semester I****(Session 2020-2021)****Subject: Basics of Food and Beverage Service-I****(Theory)****Course Code: BVHL-1662**

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Expand their knowledge about food and beverage service.

CO2: Demonstrate the duties and responsibilities of the food and beverage personnel.

CO3: Practice and identify different food service areas and their equipment's.

CO4: Handle different situations in different conditions during operations.

Bachelor of Vocation (Hospitality and Tourism)
Semester-I
(Session 2020-2021)
Subject: Basics of Accommodation Operations and Hotel Front office-I (Theory)
Course Code: BVHL-1663

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Describe the history of hospitality industry and figure out the organization structure of hotel sector

CO2: Perform the role and functions of the front office & housekeeping department

CO3: Demonstrate the basic skills related to the front office & housekeeping department

CO4: Coordinate with their colleagues of other departments

Bachelor of Vocation (Hospitality and Tourism)
Semester-I
(Session 2020-2021)
Subject: Introduction to Hospitality, tourism and Aviation Industry
(Theory)
Course Code: BVHL-1664

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Analyze the key factors responsible for the growth and development of hospitality industry.

CO2: Identify various career segments in the hospitality industry.

CO3: Summarize emerging and future trends of hospitality industry.

CO4: State the organization of the hospitality industry sectors.

CO5: Discuss the distribution of hospitality products.

Bachelor of Vocation (Hospitality and Tourism)**Semester-I****(Session 2020-2021)****Subject: Meet and Greet Officer****(Theory)****Course Code: BVHL-1665**

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Prepare for providing meet and greet service

CO2: Meet and Greet Customers

CO3: Arrange for guest transfers

CO4: Handle guest queries and service complaints

CO5: Maintain standard of etiquette and hospitable conduct

Bachelor of Vocation (Hospitality and Tourism)**Semester-I****(Session 2020-2021)****Subject: Hygiene, Sanitation and First Aid****(Theory)****Course Code: BVHM: 1666**

Time: 3 Hours

L-T-P: 1-0-1

Maximum Marks: 100

Theory Marks: 60

Practical Marks: 20

CA: 20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.
- Excel, MS Power Point, Role of Internet in travel and tourism

Course Outcomes (CO):

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

CO1: Maintain health and hygiene

CO2: Maintain safety at workplace

CO3: Follow the food laws

CO4: Appraise with recent technological advancements in food industry

Bachelor of Vocation (Hospitality and Tourism)**Semester-I****(Session 2020-2021)****Subject: Basics of Food production-I (Practical)****Course Code: BVHP-1667**

Time: 4 Hours

L-T-P: 0-0-3

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Make variety of stocks.

CO2: Cut the vegetables in different shapes & sizes.

CO3: Relate the common terminology used in kitchen.

CO4: Make variety of dressings, sauces, salads etc.

CO5: Demonstrate various cuts of poultry, deboning, cuts of fish & appropriate dishes as per cuts.

Bachelor of Vocation (Hospitality and Tourism)
Semester-I
(Session 2020-2021)
Subject: Basics of Food and Beverage service–I (Practical)
Course Code: BVHP-1668

Time: 4 Hours

L-T-P: 0-0-2

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Expand their knowledge about food and beverage service.

CO2: Demonstrate the duties and responsibilities of the food and beverage personnel.

CO3: Practice and identify different food service areas and their equipment's.

CO4: Handle different situation in different conditions during operations

Bachelor of Vocation (Hospitality and Tourism)**Semester-I****(Session 2020-2021)****Subject: Basics of Accommodation operations & Front office-I(Practical)****Course Code: BVHP-1669**

Time: 4 Hours

L-T-P: 0-0-3

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Employ pre-reading, skimming, and prewriting techniques efficiently

CO2: Demonstrate a significant increase in word knowledge.

CO3: Heighten awareness of correct usage of English grammar in writing and speaking

CO4: Plan, draft, revise and edit writing passages effectively

Bachelor of Vocation (Hospitality and Tourism)**Semester-II****(Session 2020-2021)****Subject: Food Production-II****(Theory)****Course Code: BVHL-2661**

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Prepare various types of stocks, soups, sauces & their derivatives.

CO2: Use the different cuts of different meats in various dishes.

CO3: Make various dairy products from milk which is used in kitchen in everyday operations.

CO4: Plan the menu considering principles of menu planning.

Bachelor of Vocation (Hospitality and Tourism)**Semester-II****(Session 2020-2021)****Subject: Food and Beverage Service-II****(Theory)****Course Code: BVHL-2662**

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Laying and re-laying restaurant covers for different meals.

CO2: Exhibit IRD practices and the way of service in the rooms with standards.

CO3: Design a good quality menu with profit making presentation.

CO4: Receive guests and take orders in the restaurants.

Bachelor of Vocation (Hospitality and Tourism)
Semester-II
(Session 2020-2021)
Subject: Accommodation operation and Front office-II
(Theory)
Course Code: BVHL-2663

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Process guest reservation and handle guest check-in.

CO2: Handle checkout request and process guest billing.

CO3: Identify the complexities of various housekeeping procedures.

CO4: Recognize and use the correct cleaning agents & equipment's used in cleaning hotel guestroom.

Bachelor of Vocation (Hospitality and Tourism)**Semester-II****(Session 2020-2021)****Subject: Fundamentals of Management****(Theory)****Course Code: BVHL-2664**

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes:

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

CO1: Practice the process of management's four functions" planning, organizing, leading and controlling.

CO2: They will be able to bring effectiveness in an organization by making different plans and strategies.

CO3: Evaluate leadership styles to anticipate the consequences of each leadership style.

CO4: Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

Bachelor of Vocation (Hospitality and Tourism)
Semester-II
(Session 2020-2021)
Subject: Application of Computers in Hospitality
Industry
(Theory + Practical)
Course Code: BVHM-2125

Time: 3 Hours

L-T-P: 1-0-1

Maximum Marks: 50

Theory Marks: 25

Practical Marks: 15

CA-10

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.
- Excel, MS Power Point, Role of Internet in travel and tourism

Course Outcomes (CO):

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

CO1: Manage files by using tools such as archiving, storage folders and message rules.

CO2: Create a word document and excel workbook and navigate your way around the basic applications

CO3: Create and present a basic PowerPoint presentation complete with headings, bullet points and pictures

CO4: Recognize basics application of computer in tourism field

Bachelor of Vocation (Hospitality and Tourism)**Semester-II****(Session 2020-2021)****Subject: Food Production–II (Practical)****Course Code: BVHP-2666**

Time: 4 Hours

LTP: 0-0-3

Maximum Marks: 100

Practical Marks: 80

CA-20

Course Outcomes (CO):

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

CO1: Make variety of Gravies

CO2: Use different types of cooking methods according to dishes they are preparing.

CO3: Relate the common terminology used in kitchen.

CO4: Make variety of dressings, sauces, salads etc.

CO5: Understand the characteristics of egg, poultry & meat.

Bachelor of Vocation (Hospitality and Tourism)
(Session 2020-2021)
Subject: Food & Beverage Service-II (Practical)
Course Code: BVHP-2667

Time: 4 Hours

LTP: 0-0-3

Maximum Marks: 100

Practical Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section

Course Outcomes (CLO):

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

CO1: Laying and re-laying restaurant covers for different meals.

CO2: Exhibit IRD practices and the way of service in the rooms with standards.

CO3: Design a good quality menu with profit making presentation.

CO4: Receive guests and take orders in the restaurants.

Bachelor of Vocation (Hospitality and Tourism)
(Session 2020-2021)

Subject: Accommodation operations & Front
office-II (Practical)

Course Code: BVHP-2668

Time: 4 Hours

LTP: 0-0-4

Maximum Marks: 100

Practical Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section

Course Outcomes:

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

CO1: Process guest reservation and handle guest check-in.

CO2: Handle checkout request and process guest billing.

CO3: Perform the control desk operations.

CO4: Clean guest rooms and do the bed making.

Bachelor of Vocation (Hospitality and Tourism)**Semester III****(Session 2021-2022)****Subject: Tourism Products****(Theory)****Course Code: BVHL-3661**

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Create awareness about the various natural, architectural heritage, culture and handicrafts of India.

CO2: Describe the major tourist attractions and cultural destinations of India.

CO3: Conceptualize and prepare a tour itinerary based on variety of themes.

CO4: Identify geographical locations of various tourist destinations.

Bachelor of Vocation (Hospitality and Tourism)**Semester III****(Session 2021-2022)****Subject: Tourism Geography****(Theory)****Course Code: BVHL-3662**

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Create awareness about the various natural, architectural heritage, culture and handicrafts of India.

CO2: Describe the major tourist attractions and cultural destinations of India.

CO3: Conceptualize and prepare a tour itinerary based on variety of themes.

CO4: Identify geographical locations of various tourist destinations.

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2021-2022)**

**Subject: Travel Agency and Tour Operation Business
(Theory)**

Course Code: BVHL-3663

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Design tour package and itineraries.

CO2: Establish and operate travel agency.

CO3: Explain about organization structure and source of income of a travel agency

CO4: Familiar with visa formalities and other documentation

Bachelor of Vocation (Hospitality and Tourism)**Semester III****(Session 2021-2022)****Subject: Tour Guiding and Escorting****(Theory)****Course Code: BVHL-3664**

Time: 3 Hours

L-T-P: 3-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Understand the tours and practice the qualities of a good tour guide

CO2: Adopt and follow best Tour guiding practices

CO3: Conduct Tours as per plans and modes of transports available

CO4: Deal efficiently with emergency situations

Bachelor of Vocation (Hospitality and Tourism)
Semester III
(Session 2021-2022)

Subject: Principles and Practices of Tourism
(Theory)

Course Code: BVHL-3665

Time: 3 Hours
L-T-P: 3-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Explain and relate the basic tourism terminology and concepts.

CO2: Describe the various infrastructure required for developing a destination.

CO3: Identify the various economic, environmental and socio-cultural impacts of tourism.

CO4: Assess the role and function of various governmental and non-governmental organization in development and promotion of tourism at national and global level.

Bachelor of Vocation (Hospitality and Tourism)**Semester-III****(Session 2020-2021)****Subject: Advanced Course in room division****(Theory)****Course Code: BVHL-3666**

Time: 3 Hours

L-T-P: 2-0-4

Maximum Marks: 100

Theory Marks: 40

Practical: 20

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Bachelor of Vocation (Hospitality and Tourism)**Semester VI****(Session 2021-2022)****Subject: Destination Visit and Report****(Theory)****Course Code: BVHD-3667**

Time: 3 Hours

L-T-P: 2-0-4

Maximum Marks: 100

Practical Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes:

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

CO1: Develop critical and reflective thinking abilities.

CO2: Exhibit responsible decision-making and personal accountability.

CO3: Demonstrate an understanding of group dynamics and effective teamwork.

CO4: Develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others.

Bachelor of Vocation (Hospitality and Tourism)
Semester IV
(Session 2021-2022)

Subject: Human Resource Management
(Theory)

Course Code: BVHL-4661

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Evaluate concept of Human resource management, Performance Appraisal, Job Analysis, Job Design & Scheduling.

CO2: Identify the source of Recruitment, concept of Human resource management development

CO3: Figure out Qualities Required for Tourism Professionals, Techniques for Motivating Retaining Human Resources

CO4: Explain the importance of service labor relations

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2021-2022)**

**Subject: Tourism and Hospitality Marketing
(Theory)**

Course Code: BVHL-4662

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes:

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

CO1: Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products

CO2: Develop strategies and tactics that may be used to avoid challenges and turn them into opportunities

CO3: Analyze behavior in tourism consumption for segmentation and target marketing

CO4: Develop and manage tourism and hospitality products for diverse consumers

Bachelor of Vocation (Hospitality and Tourism)
Semester IV
(Session 2021-2022)

Subject: Customer relationship management
(Theory)

Course Code: BVHL-4663

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CLO):

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

CO1: Become good retail planners and decision makers

CO2: Identify and understand basic theories, principles, practices and terminology related to each functional area of business

CO3: Describe merchandising, the entities involved, and the impact of decisions on a retail business

CO4: Recognize retail operating skills and career opportunities available in the retail businesses

Bachelor of Vocation (Hospitality and Tourism)**Semester IV****(Session 2021-2022)****Subject: Event Management****(Theory)****Course Code: BVHL-4664**

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Exhibit the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events

CO2: Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict during the management of different events.

CO3: Demonstrate professional behavior and competencies in customer service

CO4: Analyze the challenges and opportunities of working effectively with people in a diverse environment

Bachelor of Vocation (Hospitality and Tourism)**Semester-IV****(Session 2020-2021)****Subject: Ticketing and Consultation****(Theory)****Course Code: BVHM-4665**

Time: 3 Hours

L-T-P: 3-0-4

Maximum Marks: 100

Theory Marks: 40

Practical Marks: 20

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Engage with Customer and book the tickets

CO2: Communicate professionally with colleagues and follow up with the customers

CO3: Demonstrate professional behavior and competencies in customer service

CO4: Maintain standard of etiquette and hospitable conduct

Bachelor of Vocation (Hospitality and Tourism)**Semester IV****(Session 2021-2022)****Subject: Ecotourism****(Theory)****Course Code: BVHM-4666**

Time: 3 Hours

L-T-P: 3-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Explain and relate the basic tourism terminology and concepts.

CO2: Describe the various infrastructure required for developing a destination.

CO3: Identify the various economic, environmental and socio-cultural impacts of tourism.

CO4: Assess the role and function of various governmental and non-governmental organizations in development and promotion of tourism at national and global level.

Bachelor of Vocation (Hospitality and Tourism)**Semester IV****(Session 2021-2022)****Subject: Foreign Language Skills (French)****(Theory)****Course Code: BVHM-4667**

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

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

CO1: Use French vocabulary

CO2: Start Basic conversation (French English –English-French)

CO3: Recognize spelling Error and alphabets

CO4: Eligible to handle query about guest if guest is speaking French