

Communicative English

Course Code: BVTHMS104S	Communicative English : Credits 2 (L = 1, P = 1)
<p>Course Objective: <i>To equip students with the foundational knowledge and practical skills in English communication, enabling them to interact effectively in tourism and hospitality settings, handle guest relations professionally, and apply oral, written, and digital communication techniques with confidence and cultural sensitivity.</i></p>	
<p>Course Outcomes: Students will be able to</p> <ol style="list-style-type: none"> 1. Demonstrate effective communication skills in tourism and hospitality contexts, including oral, written, and digital communication, with attention to professional etiquette, cross-cultural sensitivity, and industry-specific vocabulary. 2. Apply practical communication techniques through role-plays, presentations, group activities, and simulations to handle guest interactions, resolve conflicts, and manage the complete guest journey efficiently. 	
SYLLABUS	
<p>Module 1 (Lecture)</p> <p>Classroom Communication Foundations</p>	<p>Fundamentals of Communicative English Introduction to Communication: Meaning, importance, and process; 5Ws and H (Who, What, When, Where, Why, How), Types of Communication: Verbal, non-verbal, written, Models of Communication: Shannon–Weaver model and other key frameworks, Barriers to Communication: Cultural, linguistic, psychological. Language and Grammar Skills: Tenses, sentence structures, transformation of sentences (active/passive, direct/indirect), Vocabulary Development: Word power, workplace vocabulary, and industry-specific jargon., Oral Communication Skills: Public speaking, presentation skills, interpersonal communication, courtesy, listening, and reading comprehension. Professional Etiquette: Ethics and politeness in communication. Written and Digital Communication: Business correspondence (emails, memos), technology in communication (digital platforms, social media, workplace tools).</p>
<p>Module 2 (Practical)</p> <p>Practical Communication and Guest Interaction in Tourism & Hospitality</p>	<p>Practical Topics & Activities Role-Play Exercises, Check-in and Check-out Conversations, Handling Customer Queries, Managing Complaints and Conflicts, Presentations & Speaking Skills: Mock Presentations: Tour or Event Briefings, Extempore and JAM (Just-a-Minute) Sessions, Collaborative & Group Activities: Group Discussions: Tourism and Hospitality Themes, Simulated Meetings and Event Planning, Team-Based Activity: Conference/Event Coordination, Listening & Reading Practice:., Listening Practice: Recorded Dialogues and Guest Requests, Reading Practice: Brochures, Itineraries, Notices, Professional Writing Skills: Email Writing Practice: Booking and Inquiry Responses, Memo/Notice Drafting Cross-Cultural & Interpersonal Skills: Cross-Cultural Sensitivity Exercises Negotiation Practice Final Simulation Exercise: Complete Guest Journey: From Arrival to Feedback</p>

Suggested Readings:

1. Bovee, C. L., & Thill, J. V. (2017). *Business Communication Today*. Pearson.
2. Raman, M., & Sharma, S. (2019). *Technical Communication: Principles and Practice*. Oxford University Press.
3. Lesikar, R. V., Flatley, M. E., & Rentz, K. (2018). *Business Communication: Making Connections in a Digital World*. McGraw Hill.
4. Guffey, M. E., & Loewy, D. (2020). *Essentials of Business Communication*. Cengage Learning.
5. Sen, L. (2014). *Communication Skills*. Prentice Hall India.

Personality Development

Course Code: BVTHM106S	Personality Development , Credits 2 (L = 0, P = 1, S = 1)
Course Objective: To equip students with the self-awareness, emotional intelligence, interpersonal, and professional skills necessary for effective communication, problem-solving, and professional conduct in tourism and service environment.	
Course Outcomes: Students will be able to	
<ol style="list-style-type: none"> 1. Students will develop self-awareness, emotional intelligence, interpersonal skills, and professional etiquette, enabling effective interaction in tourism and service environments. 2. Students will demonstrate communication, presentation, and problem-solving abilities through role plays, mock interviews, group tasks, and real-world tourism scenarios. 	
SYLLABUS	
Module 1 (Lecture) Foundations of Personality Development	Introduction to Personality Development: Nature, importance in tourism., Self-awareness & Self-Concept: SWOT, Johari window, attitude, motivation, Professional Etiquette & Grooming: Appearance, courtesy, workplace manners., Interpersonal Skills: Teamwork, empathy, conflict resolution, leadership basics., Emotional Intelligence & Stress Management: Coping strategies in service environments, Presentation & Interview Skills: Structuring, body language, confidence building.
Module 2 (Practical) Personality Skills in Practice	Icebreakers & Self-Introduction Sessions, Role Plays: Guest–guide interaction, complaint handling, customer service, Nonverbal Communication Activities: Body language games, charades, Group Task: Designing a tourism package / itinerary as a team challenge, Elevator Pitch / Extempore on tourism topics, Mock Presentations & Feedback sessions, Mock Interview practice, Personality feedback circle & self-reflection journal.
Suggested Readings:	
<ol style="list-style-type: none"> 1. Robbins, S. P., & Judge, T. A. (2019). <i>Organizational Behavior</i>. Pearson Education. 2. Goleman, D. (2011). <i>Emotional Intelligence: Why It Can Matter More Than IQ</i>. Bantam Books. 3. Kumar, S. (2017). <i>Personality Development and Soft Skills</i>. I.K. International Publishing House. 4. McKay, M., Davis, M., & Fanning, P. (2018). <i>Messages: The Communication Skills Book</i>. New Harbinger Publications. 5. Sharma, R. A. (2016). <i>Personality Development and Communication Skills</i>. Himalaya Publishing House. 	

Principles Of Management

Course Code: BVTHM101G	Principles of Management : Credits 4 (L = 3, S = 1)
Course Objective: <i>To develop students' understanding of the key principles, concepts, and skills required for effective management, and prepare them for future leadership roles in organizations."</i>	
Course Outcomes: Students will be able to: <ol style="list-style-type: none"> 1. Understand the role of managers in organizations, and the skills and competencies required for effective management. 2. Develop critical thinking and problem-solving skills by emphasizing on the importance of effective communication, teamwork, and innovation in organizations. 3. Develop skills in delegation and decentralization, and understand the importance of these practices in empowering employees and promoting innovation. 4. Apply knowledge of direction, leadership, and control to become effective leaders, and be better prepared for future leadership roles in organizations. 	
SYLLABUS	
Module 1 (Lecture)	Nature, scope and process of management, Managerial skills, Levels and roles, Classical, Neoclassical and Modern Theories. Scientific Management Theory (Frederick W. Taylor), Administrative Management Theory (Henri Fayol), Human Relations Theory (Elton Mayo), Behavioral Approach (Maslow, Herzberg, McGregor), Modern Theories, Systems Theory, Challenges and trends in Management
Module 2 (Lecture)	Planning- Nature, types, significance and process of planning, Barriers to effective planning. Management by objective- concept, process and phases. Decision making- process, strategies, decision making under risk and uncertainty, Management by Exceptions
Module 3 (Lecture)	Organizing- Principles and process of organizing. Types of organizational structure Span of control, Centralization and Decentralization of authority, Coordination and Staffing. Power, authority and responsibility, Directing- Nature, Scope and principles of Direction. Nature, Concept of Leadership, Leadership Styles, Control- Concept, process, Importance and types of Control.
Module 4 (Social Component)	Group projects simulating hotel, restaurant or tour agency management; role play on guest handling, conflict resolution and crisis management; field visits to hotels, travel agencies or tourist information centers with report submission; social skills including etiquette, grooming and cross-cultural communication; event management exercise involving planning and execution of a seminar, workshop or tour activity; preparation of a management plan for a tourism or hospitality enterprise, visit to local industries
Suggested Readings: <ol style="list-style-type: none"> 1. Koontz, H. & Weihrich, H. (2020). Essentials of management (11th ed.). TMH Publication. 2. Stones, E.F., Freeman, R.E., & Gilbreth, L.W. (2017). Management (6th ed.). PHI Publications. 3. Robbins, S.P., De Cenzo, D.A., Coulter, M., & Anderson, I. (2021). Fundamentals of Management(9th ed.). Pearson Education. 4. Durai, P. (2016). Principles of Management, Text and Cases. Pearson Education 5. Griffin, R.W. (2017). Principles of Management (9th ed.). Cengage Learning. 	

Office Software Skills

Course Code: BVTHM102G	Office Software Skills: Credits 2 (P = 2)
<p>Course Objective: <i>To equip students with essential office software skills for effective documentation, data management, presentations, online collaboration and creative design, enabling them to meet the professional requirements of the tourism and hospitality sector.</i></p>	
<p>Course Outcomes: Students will be able to</p> <ol style="list-style-type: none"> 1. Proficiency in typing for accuracy and speed in professional communication. 2. Creating, formatting, and editing documents using MS Word. 3. Performing data entry, analysis and basic calculations using MS Excel. 4. Designing and delivering effective presentations using MS PowerPoint. 5. Using Google Workspace tools for collaboration, file management and communication. 6. Developing creative designs and digital content using Canva for hospitality marketing and communication. 	
SYLLABUS	
<p>Module 1 (Practical)</p>	<p>Fundamentals of Office Productivity</p> <ul style="list-style-type: none"> • Typing skills: accuracy, speed practice, online typing tools. • MS Word: document creation, formatting, tables, mail merge, headers/footers and templates. • MS Excel: data entry, formatting, basic formulas and functions (SUM, AVERAGE, COUNT), charts and graphs, sorting and filtering data.
<p>Module 2 (Practical)</p>	<p>Advanced Office Tools and Applications</p> <ul style="list-style-type: none"> • MS PowerPoint: creating and designing slides, inserting images and multimedia, transitions, animations, and delivering effective presentations. • Google Workspace: introduction to Google Docs, Sheets, Slides, Forms, Drive, and Gmail for collaborative work. • Canva: basics of design, creating posters, brochures, and presentations for hospitality promotion.
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Frye, C. (2018). Microsoft Office 2019 Step by Step. Microsoft Press. 2. Lambert, J., & Cox, J. (2019). Microsoft Word and Excel 2019 for Beginners. Apress. 3. Saxena, S. (2016). A First Course in Computers. Vikas Publishing House, New Delhi. 	

Customer Relationship Management

Course Code: BVTHMS105S	Customer Relationship Management : Credits 2 (L = 1, P = 1)
<p>Course Objective: <i>To equip students with the knowledge and practical skills to manage guest relationships effectively in the hospitality sector, leveraging CRM principles, front office practices, and technology to enhance guest satisfaction and loyalty.</i></p>	
<p>Course Outcomes: Students will be able to</p> <ol style="list-style-type: none"> 1. Understand and apply CRM concepts in hospitality to manage guest relationships, including guest profiling, lifecycle management, and ethical handling of guest data. 2. Demonstrate practical front office skills such as complaint handling, service recovery, up-selling, and designing basic loyalty programs to enhance guest satisfaction and operational efficiency. 	
SYLLABUS	
<p>Module 1 (Lecture)</p> <p>(Lecture Component – Theory)</p>	<p>Foundations of CRM in Hospitality & Front Office Introduction to Customer Relationship Management: Definition, evolution, objectives. Importance of CRM in hotels, airlines, and travel organizations. Front Office as a key CRM touchpoint: guest cycle and guest satisfaction. Customer lifecycle management: acquisition, retention, and loyalty. Guest profiling and guest history (data capture and usage for personalization). Technology in CRM: PMS (Property Management System), guest databases, online reputation management, and feedback systems. Ethical issues in CRM: data security, privacy, and professional responsibility.</p>
<p>Module 2 (Practical)</p> <p>(Practical Component – Hands-On)</p>	<p>Applied CRM Practices for Front Office Case studies of CRM practices in reputed hotels. Role plays: front office staff handling guest complaints, service recovery, and difficult guests. Group activity: designing a guest satisfaction survey. Practical task: creating a guest profile form and mock guest history. Simulations of up-selling and cross-selling techniques at the front desk. Designing a mini loyalty program (tiers, benefits, reward points).</p>
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Peppers, D., & Rogers, M. (2017). <i>Managing Customer Relationships: A Strategic Framework</i>. Wiley. 2. Kandampully, J., Zhang, T., & Jaakkola, E. (2018). <i>Customer Experience Management in Hospitality</i>. Springer. 3. Bohling, T., Bowman, D., LaValle, S., Mittal, V., Narayandas, D., Ramani, G., & Varadarajan, R. (2006). <i>CRM: What's in it for Customers?</i> <i>Journal of Marketing</i>, 70(4), 1–19. 4. Buttle, F., & Maklan, S. (2019). <i>Customer Relationship Management: Concepts and Technologies</i>. Routledge. 5. Kotler, P., Bowen, J. T., & Makens, J. C. (2016). <i>Marketing for Hospitality and Tourism</i>. Pearson Education. 	

Hygiene & Wellness

Course Code: BVTHM103G	Hygiene & Wellness : Credits 2 (L = 1, S= 1)
<p>Course Objective: Students will develop a comprehensive understanding of health and wellness from various perspectives, enabling them to make informed decisions, promote healthy behaviors, and contribute positively to individual and community well-being.</p>	
<p>Course Outcomes: Students will be able to</p> <ol style="list-style-type: none"> 1. Evaluate the importance of health and wellness education, recognizing its role in fostering informed decisions, healthy lifestyles, and preventive measures. 2. Analyze local, demographic, and societal factors influencing health and wellness outcomes, including dietary practices, sedentary lifestyles, and mental health considerations. 3. Identify healthy dietary practices beneficial for preventing and managing chronic conditions such as cardiovascular disease, obesity etc. 4. Evaluate the role of exercise modalities, yoga asanas, meditation, and adequate sleep in maintaining optimal physical, mental, and emotional health and wellness. 	
SYLLABUS	
<p style="text-align: center;">Module 1 (Lecture)</p> <p>(Lecture Component – Theory)</p>	<p>Unit I. Introduction to Health & Wellness (15 lectures) Define and differentiate health and wellness, Importance of health and wellness education. Local, demographic, societal factors affecting health and wellness. Diet and nutrition for health & wellness: Balanced Diet, essential components of balanced diet with specific reference to the role of carbohydrates, proteins, fats, vitamins & minerals. Malnutrition: Under nutrition and Over nutrition, processed foods and unhealthy eating habits. Body systems and common diseases associated with them. Sedentary lifestyle and its risk of disease. Stress, anxiety, and depression, factors affecting mental health, identification of suicidal tendencies. Substance abuse (Drugs, Cigarette, Alcohol), drug de-addiction, counselling and rehabilitation.</p>
<p style="text-align: center;">Module 2 (Social Component)</p>	<p>Healthy foods for prevention and progression of Cancer, Hypertension, Cardiovascular disease and metabolic diseases (Obesity, Diabetes, Polycystic Ovarian Syndrome). Types of Physical Fitness and its health benefits. Modern lifestyle and hypokinetic diseases, prevention and management through exercise. Postural deformities and corrective measures. Spirituality and mental health. Role of Yoga asanas and meditation in maintaining health and wellness. Role of sleep in maintenance of physical and mental health.</p>
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell. 2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021. 3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve Well-Being by Nashay Lorick, 2022 4. Lifestyle Diseases: Lifestyle Disease Management, by Cliff Nyambichu & Jeff Lumiri, 2018. 5. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013. 6. Wellness: Guidelines for a Healthy Lifestyle by Randall L. Cottrell and James T. Fawcett (9th Ed.) 2018. 7. Theoretical Foundations of Health Education and 	