

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Travel Tourism & Hospitality)**  
**Semester: I**  
**Syllabus with effect from: June 2021**

Course Type	Course Code	Name Of Papers	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks			Evaluation Responsibility
							Internal	External	Total	
							Total/Passing	Total/Passing	Total/Passing	
General Component	UB01FBVT01	Business organization & Management-I	T	3	2	3	40/16	60/24	100/40	College / University
	UB01FBVT02	Business Communication-I	T	3	2	3	40/16	60/24	100/40	
	UB01FBVT03	P C Software -I	P	3	2	6	40/16	60/24	100/40	
	UB01FBVT04	Travels Tourism & Hospitality-I	T	3	2	3	40/16	60/24	100/40	
Skill component	NSQF Level : 4	Meet & Greet Officer		18		270 hrs in semester				SSC

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**SEMESTER – I**

<b>Paper Code : UB01FBVT01</b>	<b>Total Credit : 3</b>
<b>Title of Paper : Business organization &amp; Management-I</b>	

<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage (%)</b>
<b>1</b>	<b>Nature &amp; Scope of Business</b> <ul style="list-style-type: none"> <li>• Concept of business</li> <li>• Characteristics of business</li> <li>• Classification of business activities</li> <li>• Interrelation ship between industry ,commerce, trade,</li> <li>• Functions of business</li> </ul>	<b>25%</b>
<b>2</b>	<b>Forms of business organization</b> <ul style="list-style-type: none"> <li>• Sole proprietorship: Concept, characteristics, merits and demerits</li> <li>• Partnership : Concept, characteristics, Types, advantages and disadvantages</li> <li>• Joints Stock Company :Concept, Features, types of companies, advantages and disadvantages</li> <li>• Cooperative society: Concept, characteristics, distinction between cooperative and company,</li> </ul>	<b>25%</b>
<b>3</b>	<b>Management</b> <ul style="list-style-type: none"> <li>• Meaning, nature, purpose, functions ,managerial process</li> <li>• Planning: Nature &amp; purpose, objectives, strategies, polices and planning premises</li> <li>• Organizing: Nature &amp; Purpose of organization,</li> <li>• Types of Organization :Line &amp; Functional Organization</li> </ul>	<b>25%</b>
<b>4</b>	<b>Directing &amp; Controlling</b> <ul style="list-style-type: none"> <li>• Directing : Meaning, characteristics &amp; purpose</li> <li>• Motivation: Meaning &amp; significance, theories of motivation-Maslow&amp; Herzberg theory</li> <li>• Leadership: Meaning &amp;nature, leadership styles</li> <li>• Controlling: Meaning characteristics, importance &amp; process</li> </ul>	<b>25%</b>

**Reference books**

- 1) Business Organisation & Management — by R.K. Sharma
- 2) Business Organisation & Management — by C.B. Gupta
- 3) Essentials of Management — by Koontz & O'Donald
- 4) Principal and Practice of Management — by L.M. Prasad

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**BACHELOR OF VOCATION**  
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**SEMESTER – I**

<b>Paper Code : UB01FBVT02</b>	<b>Total Credit : 3</b>
<b>Title of Paper : Business Communication-I</b>	

Unit	Description in Detail	Weightage (%)
1	<b>Introducing Business Communication</b> <ul style="list-style-type: none"> <li>• Concepts, Definition &amp; Attributes of Communication</li> <li>• Objectives Of business communication</li> <li>• Process of communication</li> <li>Importance of effective communication in business</li> </ul>	<b>25%</b>
2	<b>Business Etiquettes</b> <ul style="list-style-type: none"> <li>• Concept &amp; Importance</li> <li>• Etiquettes for : <ul style="list-style-type: none"> <li>A) Meeting</li> <li>B) Telephone/ Cell phone Conversation</li> </ul> </li> <li>• Etiquettes at work place(internal-superiors, peers &amp;subordinates )</li> <li>Etiquettes with stakeholders (external-Suppliers &amp; customers )</li> </ul>	<b>25%</b>
3	<b>Verbal &amp; Non Verbal Communication</b> <ul style="list-style-type: none"> <li>• Verbal: <ul style="list-style-type: none"> <li>A) Characteristics &amp; importance of verbal communication</li> <li>B) Advantages &amp; limitations of verbal communication</li> </ul> </li> <li>• Non Verbal: <ul style="list-style-type: none"> <li>A) Kinesics , Proxemics , Chronemics , Paralanguage</li> <li>B) Advantages &amp; Disadvantages of non verbal communication</li> </ul> </li> </ul>	<b>25%</b>
4	<b>Business Correspondence</b> <ul style="list-style-type: none"> <li>• Forms &amp; Layout of business Letter</li> <li>• Letters of Enquiry , Complaints Reply and adjustments</li> <li>• Sales Promotions letters</li> <li>Notice ,agenda ,Minutes of corporate meetings</li> </ul>	<b>25%</b>

**Reference books:**

- 1) Essentials of business communication –Rajendra pal & JS Korlahalli
- 2) Developing Communication skills –Krishan mohan & Meera Benerji
- 3) Effective Business Communication – Asha Kaul
- 4) Communication Skills – Sanjay Kumar & Pushp Lata

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**SEMESTER – I**

<b>Paper Code : UB01FBVT03</b>	<b>Total Credit : 3</b>
<b>Title of Paper : P C Software - I</b>	

Unit	Description in Detail	Weightage (%)
1	<b>Word Processing Tool</b> Introduction to Word Processing & Word Processors, Examples of some popular word processing packages, Uses of word processor, Application of Word Processor, Creating, Editing, Formatting of Documents, File, Edit View menus, Header & Footer Option, Full Screen, Zoom, Font, Bullets, Border, paragraph, Change Case, Drop Cap options, Search and replacement of text, Print Features, Mail Merge Facility, Auto Text, Spelling checker, Table creation, deletion, selection and formatting, Picture, word art & drawing toolbar facilities	<b>25%</b>
2	<b>Spreadsheet Tool</b> Introduction to spread sheet, Examples of some popular spreadsheet packages, Uses of spread sheet packages, Applications of spreadsheets, All Formatting categories for Cell, Formula and Function Concepts, In-Built Functions- Math & Trig Functions: SUMO, PRODUCT(), ABSO, FACT(), INTO(), SUMI(), POWER(), MOD(), ROUND(), ROUNDUP(), ROUNDDOWN(), TRUNC(), String Functions: LOWER(), UPPER(), PROPER(), LEN(), MID(), CHAR(), CODE(), SUBSTITUE(), EXACT(), FIND(), CONCATENATE(), REPT(), TRIM(), Statistical Functions: AVERAGE(), COUNT(), COUNTIF(), COUNTA(), MAX(), MIN(), Logical Functions: AND(), OR(), NOT(), IF()	<b>25%</b>
3	<b>Advance Spreadsheet Facilities &amp; Presentation Tool</b> Macro Facility, Graph-Plotting facilities (with formatting graph), Sort option, AutoFilter option, Advance Filter, Pivot Table & Chart facility. Creating Presentation, Formatting Slides, Slide Transition, Slide Animation, Inserting Picture, sound, chart etc. Loop creation to run slides, drawing toolbar, Linking Files & Slides	<b>25%</b>
4	Project work using unit I, II and III	<b>25%</b>

**Reference books:**

1. PC S/W For Windows 98 Made Simple – R K Taxali
2. Master of Power Point 2000- Katherine Murray (BPB Publication)
3. Step-by-step Microsoft Excel 2007 by Curtis D. Frye, Publication by Microsoft Press

# SARDAR PATEL UNIVERSITY

**Bachelor of Vocation**  
**Travel Tourism & Hospitality**  
**Semester: I**

<b>Paper Code: UB01FBVT04</b>	<b>TotalCredits:5</b>
<b>Title of Paper: Travels Tourism &amp; Hospitality-I</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage(%)</b>
<b>1</b>	<b>Introduction to Tourism:</b> <ul style="list-style-type: none"><li>- Concepts and Issues</li><li>- Historical Development of Tourism</li><li>- Technical Definition of tourism and tourists</li><li>- Understanding the Tourist</li><li>- Types of Tourist</li><li>- Travel and Tourism Intermediaries</li><li>- Transport and Tourism</li></ul>	<b>25%</b>
<b>2</b>	<b>Managing Tourism Operations and Tourist Activities:-</b> <ul style="list-style-type: none"><li>- Tourism and Entrepreneurship</li><li>- Tourism and Information Technology</li><li>- The Role of the Public and Private Sector in Tourism.</li><li>- Economic Impacts, the Multiplier Effect</li><li>- Social and Cultural Impacts, Environmental Impacts</li></ul>	<b>25%</b>
<b>3</b>	<b>Marketing Tourism:</b> <ul style="list-style-type: none"><li>- Concepts and Issues</li><li>- Destination Management</li><li>- Tourism Product</li><li>- Difference between Tourism Product and Other Consumer Product.</li></ul>	<b>25%</b>
<b>4</b>	<b>Tourism Trends and Philosophies:</b> <ul style="list-style-type: none"><li>- Trends and Themes in the use of Tourist Resources</li><li>- Urban Tourism</li><li>- Rural Tourism</li><li>- Coastal and Resort Tourism</li><li>- Tourism in the less Developed World</li><li>- Upcoming Tourism Opportunities</li><li>- New Realities of tourism</li></ul>	<b>25%</b>

## **Basic Text & Reference Books:**

### **Suggested Books:**

2. Tourism: A Modern Synthesis: Stephen J Page, Paul Brunt, Graham Busby and Jo Connell
3. Business of Tourism- Christopher J.,Hollway
4. Discovering Hospitality and Tourism- Jack D. Ninemeier and Joe Perdue, Pearson Education

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Travel Tourism & Hospitality)**  
**Semester: II**

**Syllabus with effect from: June 2021**

Course Type	Course Code	Name Of Papers	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks			Evaluation Responsibility
							Internal	External	Total	
							Total/Passing	Total/Passing	Total/Passing	
<b>General Component</b>	UB02FBVT01	Business organization & Management-I	T	3	2	3	40/16	60/24	100/40	<b>College / University</b>
	UB02FBVT02	Business Communication-I	T	3	2	3	40/16	60/24	100/40	
	UB02FBVT03	P C Software -I	P	3	2	6	40/16	60/24	100/40	
	UB02FBVT04	Travels Tourism & Hospitality-II	T	3	2	3	40/16	60/24	100/40	
<b>Skill Component</b>	<b>NSQF Level: 5</b>	<b>Front Office Executive</b>		18		270 hrs in semester				<b>SSC</b>

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
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**SEMESTER – II**

<b>Paper Code : UB02FBVT01</b>	<b>Total Credit : 3</b>
<b>Title of Paper : Business organization &amp; Management-II</b>	

<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage (%)</b>
1	<b>Decision making</b> <ul style="list-style-type: none"> <li>• Introduction ,</li> <li>• Definition ,characteristics,</li> <li>• Elements ,process, principles of decision making,</li> <li>• characteristics of good &amp; effective decision,</li> <li>• Administrative problems in decision making,</li> <li>• types of decisions</li> </ul>	<b>25%</b>
2	<b>Staffing</b> <ul style="list-style-type: none"> <li>• Introduction, definitions</li> <li>• Recruitment: meaning, sources of recruitment.</li> <li>• Selection : meaning, need, importance, stages of selection procedure</li> <li>• Training: meaning, needs, importance &amp; types</li> <li>• Development : Meaning, importance &amp;Methods /Techniques of development</li> </ul>	<b>25%</b>
3	<b>Coordination</b> <ul style="list-style-type: none"> <li>• concept</li> <li>• characteristics</li> <li>• Need and importance</li> <li>• Principles or essential of effective coordination</li> <li>• Techniques of coordination</li> <li>• Types of coordination</li> <li>• Problems in coordination</li> </ul>	<b>25%</b>
4	<b>Social Responsibility &amp; Business Ethics</b> <ul style="list-style-type: none"> <li>• Introduction, meaning &amp; definitions</li> <li>• Factors responsible for realization of SR</li> <li>• SR of business towards different groups</li> <li>• Business ethics: concept,</li> <li>• Ethics and Business ethics</li> <li>• Needs of Business ethics</li> <li>• Principles of Business ethics</li> <li>• Factors affecting business ethics,</li> <li>• Benefits of business ethics</li> </ul>	<b>25%</b>

**Reference books:**

1. Business Organisation & Management — by R.K. Sharma
2. Business Organisation & Management — by C.B. Gupta
3. Principles of Business Organisation — by Y.K. Bhushan
4. Principal and Practice of Management — by L.M. Prasad

**SARDAR PATEL UNIVERSITY**  
**Bachelor of Vocation**  
**Travel Tourism & Hospitality**  
**Semester: II**

<b>Paper Code: UB02FBVT02</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Business Communication II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
<b>I</b>	<b>Fundamental of Communication</b> <ul style="list-style-type: none"> <li>➤ Meaning, Importance &amp; Objectives</li> <li>➤ Principles of communication</li> <li>➤ Techniques of effective communication</li> <li>➤ Barriers of effective communication</li> </ul>	<b>25%</b>
<b>II</b>	<b>Types of Communication &amp; Communication skills</b> <ul style="list-style-type: none"> <li>➤ Written - Oral - Face-to-face - Silence - Merits and limitations of each type</li> <li>➤ Cross cultural dimensions of business communication technology and communication</li> <li>➤ Ethical &amp; legal issues in Business communication</li> </ul>	<b>25%</b>
<b>III</b>	<b>Business Letters</b> <ul style="list-style-type: none"> <li>➤ Need and functions of business letters</li> <li>➤ Planning &amp; layout of business letter</li> <li>➤ Kinds of business letters - Essentials of effective correspondence</li> </ul>	<b>25%</b>
<b>IV</b>	<b>Oral Communication</b> <ul style="list-style-type: none"> <li>➤ Meaning, nature and scope</li> <li>➤ Principles of effective oral communication</li> <li>➤ Techniques of effective speech</li> <li>➤ Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV).</li> </ul>	<b>25%</b>

**Basic Text & Reference Books:-**

- Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep &
- Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra

**SARDAR PATEL UNIVERSITY**  
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**Travel Tourism & Hospitality**  
**Semester: II**

<b>Paper Code : UB02FBVT03</b>	<b>Total Credit : 3</b>
<b>Title of Paper : Computer application in Business -II</b>	

Unit	Description in Detail	Weighting (%)
1	<b>Introduction to HTML</b> <b>What is HTML?</b> <b>HTML Documents</b> <b>Basic structure of an HTML document</b> <b>Creating an HTML document</b> <b>Mark up Tags</b> <b>Heading-Paragraph</b> <b>Line Breaks</b> <b>HTML Tags.</b>	<b>25%</b>
2	<b>Elements of HTML</b> <b>Introduction to elements of HTML</b> <b>Working with Text</b> <b>Working with Lists, Tables and Frames</b> <b>Working with Hyperlinks, Images and Multimedia</b> <b>Working with Forms and controls</b>	<b>25%</b>
3	<b>Introduction to Web Publishing or Hosting</b> <b>Creating the Web Site</b> <b>Saving the site</b> <b>Working on the web site</b> <b>Creating web site structure</b> <b>Creating Titles for web pages</b> <b>Themes-Publishing web sites.</b>	<b>25%</b>
4	<b>Project work using unit I II and III</b>	<b>25%</b>

**Reference books:**

1. Ivan Bayross, "Web enabled Commercial Application Development using HTML, DHTML, Java script, perl CGI" BPB 2004
2. Douglas E Comer: The Internet, PHI, Second Edition May 2000
3. Xavier C: World Wide Web Design with HTML, Tata Mcgraw hill publication 2000

**SARDAR PATEL UNIVERSITY**  
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**Travel Tourism & Hospitality**  
**Semester: II**

<b>Paper Code: UB02FBVT04</b>	<b>TotalCredits:5</b>
<b>Title Of Paper: Travels Tourism &amp; Hospitality-II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage</b>
<b>1</b>	<b>Introduction to Marketing Management:</b> -Introduction -Market and Marketing -The Exchange Process, -Core Concepts of Marketing -Functions of Marketing -Importance of Marketing -Marketing Orientations	<b>25%</b>
<b>2</b>	<b>The marketing process:</b> -Introduction -Marketing Mix-The Traditional 4Ps -The Modern Components of the Mix -The Additional 3Ps -Developing an Effective Marketing Mix -Marketing Planning -Marketing Implementation and Control	<b>25%</b>
<b>3</b>	<b>Marketing Environment:</b> -Introduction -Environmental Scanning -Analyzing the Organization's Micro Environment -Company's Macro Environment -Differences between Micro and Macro Environment -Techniques of Environment Scanning,	<b>25%</b>
<b>4</b>	<b>Understanding the Marketing-Information Systems (MIS):</b> -Introduction -Characteristics of MIS -Benefits, Types -Components - Marketing Research	<b>25%</b>

**Note: Latest Edition of Text books may be used.**

**Suggested Readings**

**1 Marketing Management by Philip Kotler, Kevin Lane Keller.**

**2 The Startup Playbook: Secrets of the Fastest-Growing Startups from Their Founding Entrepreneurs by David Kidder**

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Travel Tourism & Hospitality)**  
**Semester: III**  
**Syllabus with effect from: June 2021**

Course Type	Course Code	Name Of Papers	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks			Evaluation Responsibility
							Internal	External	Total	
							Total/Passing	Total/Passing	Total/Passing	
<b>General Component</b>	UB03FBVT01	Human Resource Management-I	T	3	2	3	40/16	60/24	100/40	<b>College / University</b>
	UB03FBVT02	Environmental Studies-I	T	3	2	3	40/16	60/24	100/40	
	UB03FBVT03	Tally 9.2	P	3	2	6	40/16	60/24	100/40	
	UB03FBVT04	Travels Tourism & Hospitality-III	T	3	2	3	40/16	60/24	100/40	
<b>Skill Component</b>	UB03CBVT01	<b>Transport Coordinator</b>	T	18	2	270 hrs in semester	40/16	60/24	100/40	<b>College / University</b>

**SARDAR PATEL UNIVERSITY**  
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**SEM-III**

<b>Paper Code: UB03FBVT01</b>	<b>Total Credit:3</b>
<b>Title of Paper: Human Resource Management- I</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b><u>Nature &amp; Scope of Human Resource Management</u></b> <ul style="list-style-type: none"> <li>• Concept of Human Resource Management</li> <li>• Characteristics of Human Resource Management</li> <li>• Objectives of Human Resource Management</li> <li>• Importance of Human Resource Management</li> <li>• Scope of Human Resource Management</li> <li>• Functions of Human Resource Management</li> <li>• Evolution of the concept of Human Resource Management</li> </ul>	<b>25%</b>
<b>2</b>	<b><u>Human Resource Planning &amp; Job design</u></b> <ul style="list-style-type: none"> <li>• Concept of Human Resource Planning</li> <li>• Objectives of Human Resource Planning</li> <li>• Need &amp; Importance of Human Resource Planning</li> <li>• Process of Human Resource Planning</li> <li>• Problems in Human Resource Planning</li> <li>❖ <b><u>Job Design:</u></b></li> <li>• Concept of Job Description &amp; Job Specification</li> <li>• Job Description v/s Job Specification</li> <li>• Concept &amp; methods of Job Design</li> </ul>	<b>25%</b>
<b>3</b>	<b><u>Career Planning and Development</u></b> <ul style="list-style-type: none"> <li>• Meaning of Career Planning</li> <li>• Objectives of Career Planning</li> <li>• Process of Career Planning</li> <li>• Advantages and Limitation of Career Planning</li> </ul>	<b>25%</b>
<b>4</b>	<b><u>Human Resource Development</u></b> <ul style="list-style-type: none"> <li>• Concept of Human Resource Development</li> <li>• Difference between HRM &amp; HRD</li> <li>• Need and Significance of HRD</li> <li>• Principles of HRD</li> <li>• Employee Counseling</li> <li>• Six Sigma</li> </ul>	<b>25%</b>

**Basic Text & Reference Books:**

1. K. Aswathappa, "Human Resource Management – Text & Cases", Tata McGraw Hill, Companies, New Delhi, 7th Reprint 2008.
2. L. M. Prasad, "Organisational Behaviour", Sultan Chand and Sons, New Delhi, 4<sup>th</sup> Edition – Reprint 2008.
3. P. Subba Rao, "Personnel and Human Resource Management – Text and Cases", Himalaya Publishing House, Mumbai, 5th Edition 2010.
4. S. S. Khanka, "Human Resource Management- Text and Cases", Sultan Chand and Sons, New Delhi, First Edition – Reprint 2008.
5. S. V. Ganakar and C. B. Mamoria, "Personnel Management: Text and Cases," Himalaya Publishing House, Mumbai, 28th Edition 2008

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**SEMESTER – III**

Paper Code: UB03FBVT02		Total Credit: 3
Title Of Paper: Environment Studies–I		
Unit	Description in detail	Weighting
1	<b>Overview of Environmental Studies:</b> <ul style="list-style-type: none"><li>• Definition,</li><li>• Scope,</li><li>• Importance.</li><li>• Renewable and Non Renewable Resources,</li><li>• Equitable use of resources for sustainable lifestyles</li></ul>	25 %
2	<b>Natural Resources and Associated Problems</b> Forest Resources, Water Resources, Mineral Resources, Energy Resources, Land Resources. Role of Individual in conservation of Natural Resources Case Study on various resources	25 %
3	<b>Ecosystems</b> Concept, Structure, Function. Types, Characteristics, Threats of following ecosystems Forest, Grassland, Desert and Aquatic Ecosystems Role of Individuals in sustaining the above types of Ecosystems	25 %
4	<b>Biodiversity</b> Introduction, Types – Genetic, Species, Ecosystem Biodiversity at Global National and Local Levels India as a mega diversity nation Threats & conservation of Biodiversity.	25 %

**Basic Text & Reference Books:**

- Text book of Environmental Studies for undergraduate Courses: Erach Barucha, Publisher University Press, University Grants Commission.
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Mckinney, M.L. & School, R.M. 1996. Environmental Science system & Solutions, Web enhanced edition. 639p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 28

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**SEMESTER – III**

<b>Paper Code: UB03FBVT03</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Cultural Heritage of India</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>I</b>	<b>Indian Culture- An Introduction</b> Significance of Geography on Indian Culture. Society in India through ages Ancient period- varna and jati, Contemporary period; caste system and communalism. Religion and Philosophy in India: Ancient Period: Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian philosophy.	25%
<b>II</b>	<b>Indian Architecture and Cultural Heritage</b> Indian Art & Architecture: Gandhara School and Mathura School of Art; Indian Temples - Nagara - Dravida - Vesara Styles. Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture.	25%
<b>III</b>	<b>Architecture and Paintings</b> Indo - Islamic Architecture - Moghul Architecture. Indus Valley Architecture. Indian Painting Tradition: ancient, medieval, modern indian painting and odishan painting tradition.	25%
<b>IV</b>	<b>Indian Music &amp; Dance</b> Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional.	25%

**Reference Books:**

- Chakravarti, Ranabir: Merchants, Merchandise— & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture 361 in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012, pp. 53- 116.
- Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.—  
 Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus— Books, Delhi, 2010.

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**Travel Tourism & Hospitality**  
**SEMESTER – III**

- McPherson, Kenneth: The early Maritime Trade of the Indian Ocean, in: ib.: The Indian Ocean:— A History of People and The Sea, OUP, 1993, pp. 16-75.
- Christie, J.W., 1995, State formation In early Maritime Southeast Asia, BTL

**SARDAR PATEL UNIVERSITY**  
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**SEMESTER – III**

<b>Paper Code: UB03FBVT04</b>	<b>Total Credit:</b>  <b>3</b>
<b>Title of Paper: Basic Tally 9.2</b>	

	<b>Description in detail</b>	<b>Weightage (%)</b>
<b>1</b>	<b>Basic of Accounting:</b> What is accounting- Type of accounting- Classification of Income & Expenditures -Rules for Debit and Credit- Type of vouchers- Transaction of business -Journal Entry- Adjustments- Final Accounts	<b>25 %</b>
<b>2</b>	<b>Steps for working in the Tally:</b> Create Company-Creates Groups-Create Ledgers-Voucher Entries for all kinds of Transaction-Display Reports and all features of software. (Practical training in detail for all features)	<b>25 %</b>
<b>3</b>	<b>Inventory Management:</b> Inventory Management: Need and Importance of Inventory Management, Vouchers for Inventory transactions, Creating Groups, Categories, Unit of Measures, Go down and Stock Items, Transaction of inventory of a business, Display and reporting of Inventory statements- Accounting and inventory reports in tally. (Practical training in detail for all features)	<b>25 %</b>
<b>4</b>	<b>Practical Training and Assignments</b>	<b>25%</b>

**Basic Text & Reference Books:**

- Dinesh Maidasani (2008) Tally 9.0 Firewall Media.
- K & K. K Nadhani “Implementing Tally 9”BPB Publication, latest edition.

**Practical’s Exposure of Subjects Arrangement s will be taken care by Concerned Subjects Teacher**

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Travel Tourism & Hospitality)**  
**Semester: IV**  
**Syllabus with effect from: June 2021**

Course Type	Course Code	Name Of Papers	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks			Evaluation Responsibility
							Internal	External	Total	
							Total/Passing	Total/Passing	Total/Passing	
General Component	UB04FBVT01	Human Resource Management-II	T	3	2	3	40/16	60/24	100/40	College / University
	UB04FBVT02	Environmental Studies-II	T	3	2	3	40/16	60/24	100/40	
	UB04FBVT03	Operation Management	P	3	2	6	40/16	60/24	100/40	
	UB04FBVT04	Travels Tourism & Hospitality-IV	T	3	2	3	40/16	60/24	100/40	
Skill Component	NSQF Level : 6	Guest Relation Manager		18		270 hrs in semester				SSC

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**(Travel Tourism & Hospitality)**  
**Semester: IV**

<b>Paper Code: UB04FBVT01</b>	<b>Total Credit: 3</b>
<b>Title of Paper: Human Resource Management- II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<p><b><u>Managing Performance and Compensation</u></b></p> <p><b><u>Performance Appraisal:</u></b>            Concept of Performance Appraisal            Objectives of Performance Appraisal            Importance of Performance Appraisal            Techniques of Performance Appraisal-            a) MBO b) BARS            a) Checklist b) Paired Comparison            Limitations of Performance Appraisal</p> <p><b><u>Compensation:</u></b>            Concept of Compensation            Types of Compensation            Factors affecting Compensation</p>	<b>25%</b>
<b>2</b>	<p><b><u>Maintaining and Retaining Human Resources</u></b></p> <p><b><u>Promotion:</u></b>            Concept &amp; Basis for Promotion            Promotion Policy</p> <p><b><u>Transfer:</u></b>            Concept of Transfer            Need &amp; Objectives of Transfer            Types of Transfer            Transfer Policy</p>	<b>25%</b>
<b>3</b>	<p><b><u>Integrating Human Resources</u></b></p> <p><b><u>Industrial Relations:</u></b>            Concept of Industrial Relations            Objectives of Industrial Relations            Approaches to Industrial Relations            Causes of poor Industrial Relations            Measures for improving Industrial Relations</p> <p><b><u>Industrial Disputes:</u></b>            Meaning &amp; Definition of Industrial Disputes            Causes of Industrial Disputes            Prevention of Industrial Disputes</p>	<b>25%</b>

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**(Travel Tourism & Hospitality)**  
**Semester: IV**

<b>4</b>	<b><u>Occupational Health and Safety</u></b>	<b>25%</b>
	Concept of Occupational Health Significance of Occupational hazards and diseases Issues in Employee Health & Safety Employee safety Significance of Industrial Safety	

**Basic Text & Reference Books:**

1. K. Aswathappa, "Human Resource Management – Text & Cases", Tata McGraw Hill, Companies, New Delhi, 7th Reprint 2008.
2. L. M. Prasad, "Organisational Behaviour", Sultan Chand and Sons, New Delhi, 4<sup>th</sup> Edition – Reprint 2008.
3. P. Subba Rao, "Personnel and Human Resource Management – Text and Cases", Himalaya Publishing House, Mumbai, 5th Edition 2010.
4. S. S. Khanka, "Human Resource Management- Text and Cases", Sultan Chand and Sons, New Delhi, First Edition – Reprint 2008.
5. S. V. Ganakar and C. B. Mamoria, "Personnel Management: Text and Cases," Himalaya Publishing House, Mumbai, 28th Edition 2008.
6. Vikas Arora & Seema Arora, " Human Resource Management", Global Vision Publishing House, New Delhi, First Edition – 2011.

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**(Travel Tourism & Hospitality)**  
**Semester: IV**

<b>Paper Code: UB04FBVT02</b>	<b>Total Credit:3</b>
<b>Title Of Paper: ENVIRONMENTAL STUDIES II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>I</b>	<b>Environmental Pollution</b> Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution Disaster management: floods, earthquake, cyclone and landslides , Tsunami, Drought	25%
<b>II</b>	<b>Social Issues and the Environment</b> Urban problems related to energy Water conservation, rain water harvesting, watershed management Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion.	25%
<b>III</b>	<b>Human Population and the Environment</b> Population growth, variation among nations. Population explosion – Family Welfare Programme. Role of Information Technology in Environment and human health.	25%
<b>IV</b>	<b>Sustainable Development Sustainable</b> Urban future – Rural Development Business Responsibility One Case Study.	25%

**Basic Text & Reference Books:-**

- Text book of Environmental Studies for undergraduate Courses: Erach Barucha, Publisher University Press, University Grants Commission.

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**(Travel Tourism & Hospitality)**  
**Semester: IV**

<b>Paper Code: UB04FBVT03</b>	<b>Total Credit: 5</b>
<b>Title Of Paper: Operation Management</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>(%)</b>
<b>I</b>	<b>Fundamentals of Operations Management</b> Operating System and operation management: Meaning of operating System; functions of manufacturing and operations (Transport, supply and service) - Meaning, scope and importance of operations management - Role and responsibility of operations managers in modern business environment.	25%
<b>II</b>	<b>Production Process and Plant Layout</b> Meaning, concept and types of production process (Job, Lot, Batch and Mass Production) - Features and comparison - Meaning and objectives of Plant layout - Factor affecting plant layout - Types of plant layout (Process, Product and Fix layout)	25%
<b>III</b>	<b>Work Design</b> Meaning and concept of work design - Techniques of work study - Method study: meaning, objective, basic procedure, Charts & Diagrams (Man-machine chart with examples, Flow process chart and String diagram) - Time study: Meaning, objectives and basic procedure - Tools of time study	25%
<b>IV</b>	<b>Operation/Production Planning and Control</b> Production Planning: Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up – Production control: Meaning, objectives and importance of production control	25%

**Basic Text & Reference Books:-**

- Material Management by K. Shridhar Bhat, Himalaya publication ☐
- Production Management by L.C. Jhamb, Everest Publication ☐
- Production Management by Chunawalla and Patel
- Production and Operation Management by S.N. Chary, Tata McGraw Hill
- Modern Production Management by E.S. Buffa.

**Note: Latest Edition of Text books may be used.**

**Practical's Exposure of Subjects Arrangement s will be taken care by Concerned Subjects Teacher**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**(Travel Tourism & Hospitality)**  
**Semester: IV**

<b>Paper Code: UB04FBVT04</b>	<b>Total Credit:5</b>
<b>Title Of Paper: Travels Tourism &amp; Hospitality-IV</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>I</b>	<b>Introduction of Hospitality</b> Meaning, Definition, scope, Importance of hospitality in Tourism.	25%
<b>II</b>	<b>Evolution of Hospitality Industry</b> Brief idea on Evolution Palace Hotels Holiday Inns Ownership and management Methods	25%
<b>III</b>	<b>Management of hospitality industry</b> Development of hotels Hotel Grading Schemes Hotel Facilities The hotel front office and reception The guest cycle	25%
<b>IV</b>	<b>Accommodation: Hospitality Industry</b> The hotel as a total market concept Emergence of hotels Types of Hotels Classification of hotels by physical characteristics Classification of hotels by price levels	25%

**Basic Text & Reference Books:-**

William S Gray, Salvatore C Liquor Hotel and Motel Management and operation , Prentice Hall, Englewood Cliffs New Jersey 07632. Commercial Law – N D Kapoor

Roco M angelo,

Andrew N Vladimir- Hospitality today an introduction , educational □ institute of American Hotel & lodging Association.

Bishwant Ghosh, Tourism & Travel Management, Vikas Publishing House PVT LTD.

**Note: Latest Edition of Text books may be used.**

**Practical's Exposure of Subjects Arrangement s will be taken care by Concerned Subjects Teacher**

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Travel Tourism & Hospitality)**  
**Semester: V**  
**Syllabus with effect from: June 2021**

Course Type	Course Code	Name Of Papers	T/P	Credit	Exam Duration in hrs	Contact Hrs Per Week	Component of Marks			Evaluation Responsibility
							Internal	External	Total	
							Total/Passing	Total/Passing	Total/Passing	
General Component	UB05FBVT01	Organization Behavior-I	T	3	2	3	40/16	60/24	100/40	College / University
	UB05FBVT02	Entrepreneurship Development	T	3	2	3	40/16	60/24	100/40	
	UB05FBVT03	Contemporary Research-I	T	3	2	6	40/16	60/24	100/40	
	UB05FBVT04	Travels Tourism & Hospitality-V	T	3	2	3	40/16	60/24	100/40	
Skill Component	NSQF Level:7	<b>Transport Duty Manager</b>		18		270 hrs in semester				SSC

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: V**

<b>Paper Code: UB05FBVT01</b>	<b>Total Credit: 3</b>
<b>Title of Paper: Organization behavior-I</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<p><b><u>Introduction</u></b></p> <ul style="list-style-type: none"> <li>➤ Conceptual foundations, Significance,</li> <li>➤ Challenges</li> <li>➤ Opportunities for OB.</li> </ul> <p><b><u>Personality</u></b></p> <ul style="list-style-type: none"> <li>➤ Concept and determinants, The Big five model</li> <li>➤ Type A and Type B personality</li> <li>➤ Key personality attributes influencing OB</li> </ul>	<b>25%</b>
<b>2</b>	<p><b><u>Attitudes</u></b></p> <ul style="list-style-type: none"> <li>➤ Sources and types; Theories of attitude; Cognitive dissonance theory, Overview of Major job attitudes:</li> <li>➤ Job satisfaction,</li> <li>➤ Organizational commitment and prejudice.</li> </ul>	<b>25%</b>
<b>3</b>	<p><b><u>Emotions and Moods</u></b></p> <ul style="list-style-type: none"> <li>➤ Nature and types, Sources of emotions and moods,</li> <li>➤ Managing emotions at work</li> <li>➤ Emotional intelligence: Concept and dimensions.</li> </ul>	<b>25%</b>
<b>4</b>	<p><b><u>Perception</u></b></p> <ul style="list-style-type: none"> <li>➤ Nature and significance of perception,</li> <li>➤ Factors influencing perception</li> <li>➤ Perceptual process, Perceptual distortions and improving perception.</li> </ul>	<b>25%</b>

**Basic Text & Reference Books**

- ❖ Robbins, Stephen P.; Judge, Timothy A.; and Sanghi, Seema, “*Organisational Behaviour*”, Pearson Education, New Delhi.
- ❖ McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R, “*Organisational Behaviour*”, Tata McGraw Hill, New Delhi.
- ❖ Aswathappa, K., “*Organisational Behaviour, Text, Cases and Games*”, Himalaya Publishing, Delhi.
- ❖ Pareek, Udai, “*Understanding Organizational Behaviour*”, Oxford University Press, New Delhi

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: V**

<b>Paper Code: UB05FBVT02</b>	<b>Total Credit: 3</b>
<b>Title of Paper: Entrepreneurship Development</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b><u>Concept of Entrepreneurship</u></b> <ul style="list-style-type: none"> <li>➤ Definition, nature, and characteristics of entrepreneurship</li> <li>➤ Emergence of entrepreneurial</li> <li>➤ women entrepreneurs</li> <li>➤ Socio-economic environment and the entrepreneur</li> </ul>	<b>25%</b>
<b>2</b>	<b><u>Forms of Entrepreneurship</u></b> <ul style="list-style-type: none"> <li>➤ The concept of Joint Stock Company, Public company, Private Company, Government company, Partnership firm, Hindu undivided family.</li> <li>➤ Characteristics of entrepreneur leadership, Risk taking, Decision making and business planning.</li> <li>➤ Innovation and entrepreneurship, Entrepreneurial behavior and motivation.</li> </ul>	<b>25%</b>
<b>3</b>	<b><u>Entrepreneurial Development Programmes</u></b> <ul style="list-style-type: none"> <li>➤ Their relevance and achievements</li> <li>➤ Role of government in organising such programmes.</li> <li>➤ Critical Evaluation.</li> </ul>	<b>25%</b>
<b>4</b>	<b><u>Small Business as a Seed Bed of Entrepreneurship</u></b> <ul style="list-style-type: none"> <li>➤ Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and marketing scope</li> <li>➤ Risk analysis and financial considerations.</li> <li>➤ Profit planning in small enterprise, Growth strategies and diversification.</li> </ul>	<b>25%</b>

**Basic Text & Reference Books**

- ❖ Hal, B. Pricke; and Royce L. Brahamson, “Small Busines Management”.
- ❖ Keneth R., Van Vorthis, “Entrepreneurship and Small Busines Management”.
- ❖ Hans Scholhammer and Arthur H. Kuril “Entrepreneurship and Small Business Management”.
- ❖ Joseph R. Mancuso, “How to Start, Finance and Manage Your Own Small Busines”.
- ❖ Dhar, P.N. and LydalH.F., “The Role of Small Enterprises in Indian Economic Development”.

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: V**

<b>Paper Code: UB05FBVT02</b>	<b>Total Credit: 5</b>
<b>Title of Paper: Contemporary Research-I</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b>Introduction:</b> Meaning of research Objectives of research Motivation in research Types of research Significance of research Research methods v/s Research methodology Stages of the research process	<b>25%</b>
<b>2</b>	<b>Problem Identification:</b> Defining the research problem Selecting the problem Techniques involved in defining a problem Necessity of defining the problem Research proposal	<b>25%</b>
<b>3</b>	<b>Research Design</b> Meaning of research design Need for research design Features of a good design Important concepts relating to re Different research design Basic principles of experimental designs	<b>25%</b>
<b>4</b>	<b>Interpretation</b> Meaning Importance of interpretation Techniques of interpretation Precautions in interpretation	<b>25%</b>

**Basic Text & Reference Books**

1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
3. Research Methodology – C.R.Kothari
4. Select references from the Internet

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: V**

<b>Paper Code: UB05FBVT04</b>	<b>Total Credit: 5</b>
<b>Title of Paper: Travels Tourism &amp; Hospitality-V</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b>Introduction to Event Management &amp; Concept &amp; Design</b> <ul style="list-style-type: none"> <li>• Size of Events</li> <li>• Types of Events</li> <li>• Developing the concept</li> <li>• Designing the Event</li> </ul>	<b>25%</b>
<b>2</b>	<b>Feasibility &amp; Event Marketing</b> <ul style="list-style-type: none"> <li>• Keys to Success</li> <li>• The Marketing Mix</li> <li>• Sponsorship</li> </ul>	<b>25%</b>
<b>3</b>	<b>Promotion</b> <ul style="list-style-type: none"> <li>• Image / Branding</li> <li>• Advertising</li> <li>• Publicity</li> <li>• Public Relation</li> </ul>	<b>25%</b>
<b>4</b>	<b>Staging &amp; Event Proposal</b> <ul style="list-style-type: none"> <li>• Choosing the Event Site</li> <li>• Developing the Theme</li> <li>• Providing Services</li> </ul>	<b>25%</b>

**Basic Text & Reference Books**

1. Event Management : Lynn Van Der Wagen & Brenda R Carlos,Pearson Education
2. Event Management and Event Tourism: Getz D.,Cognizant Communication Corporation
3. Best Practices in Modern Event Management,Goldblatt,John Wiley and Sons

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Travel Tourism & Hospitality)**  
**Semester: VI**  
**Syllabus with effect from: June 2021**

Course Type	Course Code	Name Of Papers	T/ P	Cred it	Exam Durati on in hrs	Contact Hrs Per Week	Component of Marks			Evaluation Responsibility
							Internal	External	Total	
							Total/Passing	Total/Passing	Total/Passing	
<b>General Component</b>	UB06FBVT01	Organization Behavior-II	T	3	2	3	40/16	60/24	100/40	<b>College / University</b>
	UB06FBVT02	Vibrant Skills for Development	T	3	2	3	40/16	60/24	100/40	
	UB06FBVT03	Contemporary Research-I	T	3	2	6	40/16	60/24	100/40	
	UB06CBVT04	Travels Tourism & Hospitality-VI	T	3	2	3	40/16	60/24	100/40	
<b>Skill Component</b>	UB06CBVT01	<b>Tour Manager</b>	T	18	2	270 hrs in semester	40/16	60/24	100/40	<b>College / University</b>

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: VI**

<b>Paper Code: UB06FBVT01</b>	<b>Total Credit: 3</b>
<b>Title of Paper: Organization Behavior-II</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b><u>Group and Team Dynamics</u></b> <ul style="list-style-type: none"> <li>➤ Defining and classifying groups</li> <li>➤ Stages of group development,</li> <li>➤ Group dynamics, Group decision making, Types of teams</li> <li>➤ Contemporary issues in managing teams.</li> </ul>	<b>25%</b>
<b>2</b>	<b><u>Interpersonal Behaviour</u></b> <ul style="list-style-type: none"> <li>➤ Dynamics of interpersonal relationship; Psychological</li> <li>➤ <b>Contract:</b> Concept and types</li> <li>➤ <b>Trust:</b> Concept, Types and Building trust among employees.</li> </ul>	<b>25%</b>
<b>3</b>	<b><u>Organizational Citizenship Behaviour</u></b> <ul style="list-style-type: none"> <li>➤ Concept, Forms and suggestions for promoting organizational citizenship behaviour</li> <li>➤ Whistle–Blowing</li> <li>➤ <b>Co-operation:</b> Concept and determinants,</li> </ul>	<b>25%</b>
<b>4</b>	<b><u>Conflict &amp; Transactional Analysis</u></b> <ul style="list-style-type: none"> <li>➤ <b>Conflict:</b> Concept, Consequences, Sources, Approaches of conflict management</li> <li>➤ <b>Deviant organizational behaviour:</b> Concept, Dimensions And categories of deviant organizational behaviour.</li> </ul>	<b>25%</b>

**Basic Text & Reference Books**

- ❖ Robbins, Stephen P.; Judge, Timothy A.; and Sanghi, Seema, “*Organisational Behaviour*”, Pearson Education, New Delhi.
- ❖ McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R,
- ❖ “*Organisational Behaviour*”, Tata McGraw Hill, New Delhi.
- ❖ Aswathappa, K., “*Organisational Behaviour, Text, Cases and Games*”, Himalaya Publishing, Delhi.
- ❖ Pareek, Udai, “*Understanding Organizational Behaviour*”, Oxford University Press, New Delhi.

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: VI**

<b>PaperCode: UB06FBVT02</b>	<b>TotalCredit:3</b>
<b>Title of Paper: Vibrant Skills for Business</b>	

1.

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting(%)</b>
<b>1</b>	<b>Problem solving</b> <ul style="list-style-type: none"> <li>➤ Solve your problem of day to day life</li> <li>➤ Meaning and definition Problem solving skill</li> <li>➤ Problem solving process</li> <li>➤ Importance of problem in business</li> </ul>	<b>25%</b>
<b>2</b>	<b>Leadership Skill</b> <ul style="list-style-type: none"> <li>➤ General leadership skill</li> <li>➤ Understanding the power</li> <li>➤ Develop leadership skills</li> <li>➤ Importance of leadership skill in Business</li> </ul>	<b>25%</b>
<b>3</b>	<b>Decision Making</b> <ul style="list-style-type: none"> <li>➤ How to make better decision</li> <li>➤ Definition and meaning of decision making</li> <li>➤ Financial decision</li> <li>➤ Importance of decision making skill</li> <li>➤ Impact of ethics and values on decision</li> </ul>	<b>25%</b>
<b>4</b>	<b>Learning Skill</b> <ul style="list-style-type: none"> <li>➤ Personal learning skill(Mind map, power of observation, note taking )</li> <li>➤ Understanding how people learn</li> <li>➤ Developing Environment to work with other</li> <li>➤ Developing health relationship with other</li> </ul>	<b>25%</b>

**Basic Text & Reference Books:**

- Rajendra Pal and J S Korlahalli, Essentials of Business Communication, Sultan Chand & sons
- Sunita Mishra and C.Murali Krishna, Communication Skills for Engineers, Pearson Education
- Meenakshi Raman & Sangita Sharma, Technical Communication; Principles and Practice , Oxford University PressOn We Go, BBC's audio-visual course

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: VI**

<b>Paper Code: UB06FBVT03</b>	<b>TotalCredit:3</b>
<b>Title of Paper: Contemporary Research-II</b>	

1.

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting(%)</b>
<b>1</b>	<b>Collection of data</b> Primary data : Personal interview Telephone interview Mail & Self administered questionnaire Schedule v/s Questionnaire	<b>25%</b>
<b>2</b>	<b>Secondary data:</b> Advantages of secondary data Sources of secondary data Classification & Limitations	<b>25%</b>
<b>3</b>	<b>Research Report</b> Significance of research report Types of research report Steps of research report Precautions for research report Synopsis of research report Limitations of research report	<b>25%</b>
<b>4</b>	<b>Role of Computer in Research</b> Introduction Characteristics Computer applications Computer and Researchers	<b>25%</b>

**Basic Text & Reference Books:**

1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
3. Research Methodology – C.R.Kothari
4. Select references from the Internet

**Note: Latest Edition of Text books may be used.**

**SARDAR PATEL UNIVERSITY**  
**BACHELOR OF VOCATION**  
**Travel Tourism & Hospitality**  
**Semester: VI**

<b>Paper Code: UB06FBVT04</b>	<b>Total Credit: 3</b>
<b>Title of Paper: Travels Tourism &amp; Hospitality-VI</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1.</b>	<b>Travel &amp; Tour Operation Business :</b> Evolution of Travel Business Types of Organizational Structure of TA & TO Difference between travel agencies and tour operators Market Trends and Travel Agency Business scenario Business Integration	25%
<b>2.</b>	<b>Itinerary Planning :</b> Concept of Itinerary Planning Importance of Travel Itinerary Types of Tour Itinerary Things to be consider while preparing an Itinerary Packagies or Inclusive Tours	25%
<b>3.</b>	<b>Government &amp; Professional Bodies</b> Integration between Government and professional bodies Rules for setting up Travel agency and Tour Operators Department of Tourism (DOT) Different schemes and Policies Professional bodies and activites	25%
<b>4.</b>	<b>Global Distribution System (GDS)</b> Introduction of GDS The Evolutions of GDS Amadeus and GDS Display Air lines Schedules and Availability	25%

**Basic Text: Travel Agency and Tour operations of Business**

**Reference Books:**

- ❖ William S Gray, Salvatore C Liquor Hotel and Motel Management and operation , Prentice Hall→ ,
- ❖ Englewood Cliffs New Jersey 07632. Commercial Law – N D Kapoor
- ❖ Roco M angelo, Andrew N Vladimir- Hospitality today an introduction , educational→ institute of American Hotel & lodging Association.