

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocational (Hospitality and Tourism)**  
**Semester: V**  
**Paper-1 Duty Manager(UT05BVSCO1) (Theory)**

<b>Unit-1</b>	<p><b>Plan and control day to day front office activities</b>  This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Plan and schedule work requirement</li> <li>• Set standards for front office activities</li> <li>• Monitor the front office operation</li> <li>• Address guest complaints</li> </ul> <p><b>Assist in managing the front office operation</b>  This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Assist the management in taking strategic decisions</li> <li>• Prepare budget and control costs</li> <li>• Implement processes and standards in front desk operation</li> </ul>	<b>25%</b>
<b>Unit-2</b>	<p><b>Manage the front office staffing process</b>  This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Recruit and select appropriate staff for front desk operations</li> <li>• Supervise front office employees</li> <li>• Recognise the staff performance</li> </ul> <p><b>Communicate with customer and colleagues</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Interact with superior</li> <li>• Communicate with colleagues</li> <li>• Communicate effectively with customers</li> </ul>	<b>25%</b>
<b>Unit-3</b>	<p><b>Maintain customer-centric service orientation</b>  This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Engage with customers to understand their service quality requirements</li> <li>• Achieve customer satisfaction</li> <li>• Fulfil customer requirement</li> </ul> <p><b>Maintain standard of etiquette and hospitable conduct</b></p> <ul style="list-style-type: none"> <li>• Follow behavioural, personal and telephone etiquettes</li> <li>• Treat customers with high degree of respect and professionalism</li> <li>• Achieve customer satisfaction</li> </ul>	<b>25%</b>

<b>Unit-4</b>	<p><b>Follow gender and age sensitive service practices</b>  This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Educate customer on specific facilities and services available for different categories of customers</li> <li>• Provide gender and age specific services as per their unique and collective requirements</li> <li>• Follow standard etiquette with women at workplace</li> </ul> <p><b>Maintain IPR of organisation and customers</b></p> <ul style="list-style-type: none"> <li>• Secure company’s IPR</li> <li>• Respect customers copyright</li> </ul> <p><b>Maintain health and hygiene</b>  This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Ensure cleanliness around workplace in hospitality and tourist areas</li> <li>• Follow personal hygiene practices</li> <li>• Take precautionary health measures</li> </ul> <p><b>Maintain safety at workplace</b>  This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Take precautionary measures to avoid work hazards</li> <li>• Follow standard safety procedure</li> <li>• Use safety tools or personal protective equipment</li> </ul> <p>Achieve safety standards</p>	<b>25%</b>
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**Basic Text & Reference Books:**

- Front Office management – James Bardely
- Front Office management operations – Sudhir Andrews
- Front Office management – MichaleKasavana
- Front Office – A. Kathuria
- Front Office: Operations and Management
- Front Office management – S.K.Bhatnagar

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**Paper-2 Tour Manager (UT05BVSCO2) (Theory)**

<b>Unit-1</b>	<p><b>Administer the company operations</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Design the tour packaging</li> <li>• Plan and control the work requirement and assign duties</li> <li>• Manage the financial operations</li> <li>• Attend to customer concerns</li> <li>• Achieve customer satisfaction</li> </ul>	<b>25%</b>
<b>Unit-2</b>	<p><b>Handle the administration and staff</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Manage the staffing process and set standards</li> <li>• Check the work and activities performed by the staff</li> </ul> <p>Attend to the concerns of the staff</p> <p><b>Manage client and develop business</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Develop relationship with the clients</li> <li>• Manage the business</li> <li>• Expand and develop the business</li> </ul>	<b>25%</b>
<b>Unit-3</b>	<p><b>Maintain customer-centric service orientation</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Engage with customers to understand their service quality requirements</li> <li>• Achieve customer satisfaction</li> <li>• Fulfil customer requirement</li> </ul> <p><b>Communicate with customer and colleagues</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Interact with superior</li> <li>• Communicate with colleagues</li> <li>• Communicate effectively with customers</li> </ul>	<b>25%</b>
<b>Unit-4</b>	<p><b>Maintain standard of etiquette and hospitable conduct</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Follow behavioural, personal and telephone etiquettes</li> <li>• Treat customers with high degree of respect and professionalism</li> <li>• Achieve customer satisfaction</li> </ul> <p><b>Maintain health and hygiene</b></p> <ul style="list-style-type: none"> <li>• This unit/task covers the following:</li> <li>• Ensure cleanliness around workplace in hospitality and tourist</li> </ul>	<b>25%</b>

	<p>areas</p> <ul style="list-style-type: none"> <li>• Follow personal hygiene practices</li> <li>• Take precautionary health measures</li> </ul>	
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**Basic Text & Reference Books:**

- ✓ Foster, Dennis; An Introduction to Travel and Tourism, 2nd Edition, McGraw Hill International Edition,
- ✓ Sethi, Praveen; Strategies for the Future of Travel and Tourism, Rajat Publication, 1999.
- ✓ J.M.S.Negi, 'Travel Agency Operation, Concepts and Principles' Kanishka, New Delhi, 2005
- ✓ Chand.M., 'Management of Travel Agency and Tour Operation' , Anmol, New Delhi
- ✓ JagmohanNegi, 'Tourist Guide and Tour Operation : Planning & Organising' Kanishka, New Delhi, 2005
- ✓ Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
- ✓ Foster, Douglas (1983), Travel and Tourism Management, McMillan, London
- ✓ Tourism Management and Marketing – A. K. Bhatia
- ✓ Travel Agency And tourism – Manoharpuri&Gian Chand
- ✓ Travel And Tourism – JyotiMarwah&Manjushriganguly
- ✓ Travel Agency – Morrision ( Acro Publishing, New York)
- ✓ Travel agency Management – Agarwal (Communications India)

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**Programme: Bachelor of Vocational (Hospitality and Tourism)**  
**Semester: V**  
**Paper-3 Marketing and Management for Hospitality and Tourism**  
**(UT05BVSCO3)(Theory)**

<b>Unit-1</b>	<b>Introduction to Marketing and Marketing Management</b> Meaning & Concept of Marketing and Marketing Management Importance Scope of Marketing (10 entities) Company Orientations towards the market place (Six Competing Concepts)	<b>25%</b>
<b>Unit-2</b>	<b>Marketing Mix – Targeting and Positioning</b> Seven P Components of Marketing Mix in detail Market Targeting (Effective segmentation criteria), Measurable, Substantial, Accessible, Differentiable, Actionable Positioning	<b>25%</b>
<b>Unit-3</b>	<b>(A) Segmentation and Product Life-Cycle</b> Geographic Demographic Psychographic Behavior <b>(B) Product Life-Cycle</b> Introduction Growth Maturity Decline	<b>25%</b>
<b>Unit-4</b>	<b>Product, Pricing, Promotion and Place Decisions</b> Product Decision: Concept, Line, Length, Width, Depth Pricing Decision: Meaning and Concept Promotion: Meaning and Concept Place: Meaning and Concept	<b>25%</b>

**Basic Text & Reference Books:**

- Marketing Management by Philip Kotler
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenakshi

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**Paper-4 Tourism Impact (UT05BVSCO4)(Theory)**

<b>Units</b>	<b>Detail Description</b>	
<b>Unit-1</b>	Economic Impact: Introduction  Employment generation, Foreign Exchange earnings, Infrastructure Development, Rural Development, Balance of Payment	<b>25%</b>
<b>Unit-2</b>	Social Impact: Introduction  Cultural, relations, Behavior changes, maintain ethic and values, save historical monuments,	<b>25%</b>
<b>Unit-3</b>	Environmental Impact:  Introduction, Meaning, Important of Environment  Pollution, types of pollution	<b>25%</b>
<b>Unit-4</b>	Political Impact:  Introduction, neighbor country, India's relation with other country,  Tourism Positive and Negative Impact	<b>25%</b>

**Basic Text & Reference Books:**

- Chottapadhyay.K. (1995): Economic Impact of Tourism Development; An Indian experience, Kanishka Publication, New Delhi.
- Kamra, Krishna .K (2001) Economic of Tourism; Pricing, Impact, Forecasting; Kanishka Publication, New Delhi
- A.G Shah, A.K. Dave.Social Changes in Modern India;

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**Paper-1 E-Commerce (UT05BVGE01) (Theory)**

Unit	Description in Detail	Weightage(%)
1	<p><b>Introduction</b>  E-Business - Origin and Need of E-Commerce, Factors affecting E - Commerce, Business dimension and technological dimension of E-Commerce, E-Commerce frame work Electronic Commerce Models, Value Chains in Electronic Commerce.</p> <p><b>Internet and E-Business</b>  Introduction to Internet and its application, Intranet and Extranets. World Wide Web, Internet Architectures, Internet Applications, Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Creating Web Pages using HTML.</p>	50%
2	<p><b>Electronic Payment System</b>  Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer</p> <p><b>Emerging trends and technologies in E-Business</b>  E-Business and MIS, E-Business and ERP, E-Business and CRM, E-Business and Supply chain management, Benefits of E-Commerce; Drawbacks and limitations of E - Commerce. Management challenges in on -line retailing.</p>	50%

**Reference Books:-**

1. E-Commerce Strategy, Technologies and Applications, Whitley, David, Tata McGraw Hill.
2. Electronic Commerce. , Schneider Gary P. and Perry, James T , Thomson Learning.
3. E-Commerce: The Cutting Edge of Business, Bajaj, Kamlesh K & Nag, Debjani , McGraw Hill
4. E-Commerce: Business, Technology, Society, Laudon and Traver, Pearson Education
5. Designing Systems for Internet Commerce, Treese G. Winfield & Stewart C. Lawrance, Addison Wesley.
6. E-Commerce Strategies, Trepper Charles , Prentice Hall of India.
7. Electronic Commerce Opportunity & Challenges, Rehman S.M. & Raisinghania, Idea Group Publishing, USA.
8. E-commerce Real Issues & Cases, Knapp C. Michel, Thomson Learnin

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**Paper-2 Business Ethics (UT05BVGE02) (Theory/Practical)**

<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage(%)</b>
<b>1</b>	Ethics and Business- Define Business Ethics, Ethical issues in Business- Foundation of Ethical Conflict, Classifications of Ethical Issues, Ethical Issues Related to Participants and Functional Areas of Business, Recognizing an Ethical Issue; Ethics and the market, Shareholder Theory; Social Responsibility- The Economic Dimension, The legal Dimension, The Ethical Dimension, The Philanthropic Dimension; Corporate Social Responsibility: Corporate Culture and Ethical Leadership; Employer/employee rights and duties; Ethical Issues with Consumers- Marketing and Sales, Advertising; Larger Issues- The Environment and Society; Corporate Governance, Accounting and Business	50%
<b>2</b>	An Ethical Decision-Making Framework- Ethical Issue Intensity, Individual Factors, Corporate Culture, Business Ethics Evaluations and Intentions, Using the Ethical Decision-Making Framework to Improve Ethical Decisions; International Business Ethics- Ethical Perceptions and International Business, Culture as a Factor in Business, Adapting Ethical Systems to a Global Framework: Cultural Relativism, The Multinational Corporation, A Universal Set of Ethics, Ethical Issues around the Globe.	50%

**Practical:** The Role of Business in Society- Case study on Walmart.

**Reference:**

1. Business Ethics: Decision-Making for Personal Integrity & Social Responsibility, Hartman, Laura P. and Joe DesJardins, McGraw-Hill/Irwin
2. Business Ethics - Concepts, Cases, and Canadian Perspectives, Kissick, W.P.
3. Business Ethics: Ethical Decision Making and Cases, O.C. Ferrell, J. Fraedrick & L. Ferrell



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**Paper-3 Disaster Management (UT05BVGE03) (Theory/Practical)**

Unit	Description in Detail	Weightage(%)
1	<b>Disaster :</b> Meaning, Concept & Definition, Characteristics & Causes <b>Disaster Management :</b> Meaning, Concept & Definition, Relationship of Disaster Management with other sciences .	50%
2	<b>Definition, Characteristics, Causes, Effects, Strategies of Natural Disasters</b> Earthquake Flood Sea Disturbances Famine Land slides <b>Definition, Characteristics, Causes, Effects of Man-made Disasters</b> Terrorism Epidemics Accidents-Road Accidents Communal Riots	50%

**Practical: Calculation of Ratios and preparation of financial statements from ratios, Problems on Capital Structure, Calculation of Cost of Capital, Estimation of Working Capital Requirement and Methods for evaluation of Capital Expenditure decisions.**

**References:**

1. Financial Management - I.M.Pandey
2. Financial Management - Khan & Jain
3. Financial Management - S.M.Inamdar
4. Financial Management - N.M.Vechlekar
5. Financial Management & Policy - R.M.Shrivastava
6. Financial Management - Prasanna Chandra