

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (Hospitality and Tourism)
Semester: VI
Paper-1 Reservation Revenue Manager-I (UT06BVSCO1) (Theory)

Unit-1	<p>Analyse prices and prepare reports</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Analyse prices • Analyse trends • Prepare reports 	25%
Unit-2	<p>Analyse competition and promote the hotel</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Undertake Promotional activities • Analyse competition • Monitor competitor performance 	25%
Unit-3	<p>Coordinate with other department for the hotel promotion</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Coordinate with other teams • Monitor and supervise employees <p>Communicate with customer and colleagues</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Interact with superior • Communicate with colleagues • Communicate effectively with customers 	25%
Unit-4	<p>Maintain customer-centric service orientation</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Engage with customers to understand their service quality requirements • Achieve customer satisfaction • Fulfil customer requirement 	25%

Basic Text & Reference Books:

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

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (Hospitality and Tourism)
Semester: VI
Paper-2 Reservation Revenue Manager-II (UT06BVSCO2) (Theory)

Unit-1	<p>Maintain standard of etiquette and hospitable conduct</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Follow behavioural, personal and telephone etiquettes • Treat customers with high degree of respect and professionalism • Achieve customer satisfaction • 	25%
Unit-2	<p>Follow gender and age sensitive service practices</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • <input type="checkbox"/> Educate customer on specific facilities and services available for different categories of customers • Provide gender and age specific services as per their unique and collective requirements • Follow standard etiquette with women at workplace 	25%
Unit-3	<p>Maintain IPR of organisation and customer</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Secure company's IPR • Respect customers copyright 	25%
Unit-4	<p>Maintain health and hygiene</p> <p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Ensure cleanliness around workplace in hospitality and tourist areas • Follow personal hygiene practices • <input type="checkbox"/> Take precautionary health measures. 	25%

Basic Text & Reference Books:

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- Front Office management – James Bardely
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SARDAR PATEL UNIVERSITY
Bachelor of Vocation (Hospitality and Tourism)
Semester: VI
Paper-3 Hospitality Law (UT06BVSCO3) (Theory)

Units	Detail Description	
Unit-1	INTRODUCTION TO HOSPITALITY LAWS Definition of law – classification of law – Source of law – Definition of Industry, Employers, Workers and Consumers (Guests) – Their rights and duties – Definition of Hospitality industry – Procedural law – Indian Judicial System- Remedies and Settlement.	25%
Unit-2	COMMERCIAL AND CORPORATE LAW OF HOSPITALITY INDUSTRY Company Law - Definition of Company- Nature and Types of Companies - Formation - Powers, Duties and Liabilities of a Director - Corporate Governance. Essential Elements of Contract – Indian Contract Act, 1872. Definition of Sale – Sale of Goods Act, 1930. Salient Features of Negotiable Instruments Act, 1881- Relevance of these Laws to the Hospitality Industries. ,	25%
Unit-3	TRAVEL AND TOURISM LAWS Rights of Guests as Buyers of Goods, Consumer of Goods and services including rights of passengers and tourists. Standard of Care for their life, body and property. Hospitality practices compensation for injury for loss-health and safety laws-Essentials of Food and Drug laws. Passport and Visa Laws- Laws related to Foreign Guests.	25%
Unit-4	CYBER LAWS, IPR AND COPY RIGHTS IN HOSPITALITY INDUSTRY Cyber Crimes– IT Act 2000 – Environmental protection Laws – Definition of Intellectual Property Rights – Copy rights – Trademarks –International Tourism Laws. -	25%

TEXT BOOKS

1. Legal Aspects of Business, Texts, justiceprudence and cases, Daniel Albuquerque, Oxford University press
2. Legal Aspects of Business, Akileshwar Pathak,Tata McGraw –Hill, Fourth Edition

REFERENCES

1. N.D.Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2006.
2. Twomey & Jennings, Business Law: Principles for Today’s Commercial Environment. 1 st Edition.
3. Handbook of Environmental Law, P.B. Sahasranaman, Oxford University Pres

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Hospitality and Tourism)
Semester: VI
Paper-4 Entrepreneurship in Tourism (UT06BVSCO4) (Theory)

Unit-1	Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.	25%
Unit-2	Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.	25%
Unit-3	Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.	25%
Unit-4	Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report. Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises	25%

Text Books:

1. Vasant Desai, Entrepreneurship & Small Business Management
2. Peter Drucker, Innovation & Entrepreneurship
3. S S Khanna, Entrepreneurial Development
4. C B Gupta, N P Srinivasan, Entrepreneurial Development
5. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (Hospitality and Tourism)
Semester: VI
Paper-1 Organization Behavior (UT06BVGE01) (Theory)

Unit	Description in Detail	Weightage(%)
1	<p>Concept, Nature of organization behaviour, Study of OB Model, Managerial Skill, Organization Structure- Types of Organization Design.</p> <p>Concept of Group Types of Group Stages of Group Development Usefulness of Groups in Organization Pitfalls of Group</p>	50%
2	<p>GROUP BEHAVIOUR Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.</p> <p>LEADERSHIP AND POWER Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.</p> <p>DYNAMICS OF ORGANIZATIONAL BEHAVIOUR Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness -Developing Gender sensitive workplace.</p>	50%

Reference Books:-

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi, Organisational Behavior, Pearson Education , 13th edition, 2009.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
3. K Aswathappa- Organization Behaviour, Himalaya Publishing House.

SARDAR PATEL UNIVERSITY
Bachelor of Vocation (Hospitality and Tourism)
Semester: VI
Paper-2 Communication Competencies for Professional Advancement (UT06BVGE02)
(Theory/Practical)

Unit	Description in Detail	Weightage(%)
1	<p>Interviews - Learning the Craft of Winning the Job</p> <p>Interview -Types of interview, Job interviews, The interviewee and the interviewer, Dress code, Facing an Interview board, Preparation.</p> <p>Telephonic Interviews : Rationale for a Telephone Interview? How You are Evaluated During a Phone Interview, Telephone vs. Face-to-Face Interviews, Preparing For a Telephone Interview, Phone Interview Etiquette.</p> <p>After the interview - Thank-you letters to interviewers . Accepting job offers, Declining job offers, Notifying your present employer that you are taking a new job, Responding to a rejection notice after an interview.</p>	50%
2	<p>Individual development for Professional Effectiveness</p> <p>Personal Skills: Developing Self-Awareness ,Applying Emotional Intelligence : Managing Personal Stress, Frustration, and Aggression, Self-Management: Clarifying Values, Setting Goals,and Planning, Solving Problems Analytically and Creatively.</p> <p>Programming for Excellence –. Rapport, Anchors Nonverbal communication – Impact of body- language, space, time and paralanguage in business. Personal productivity, Continuous improvement and ‘branding you’.</p> <p>Maximising Relationships & Team Playing: Understanding the Nature of Relationships, Managing Relationships with Your Direct Reports, Bosses, and Peers, Building Relationships by Communicating Supportively, Organisational structure and communication, Succeeding as a team player, Gaining Power and Influence, Motivating Others, Empowering and Delegating, Building Effective Teams and Teamwork, Restoring Injured Relationships, Leading Positive Change.</p>	50%

References:

1. David A. Whetten, Kim S. Cameron, *Developing Management Skills*, 8/E, Pearson Education
2. Jon L. Pierce & John Newstrom, *Manager's Bookshelf*, 9/E, Prentice Hall
3. Mathukkutty M Monippally, *Business Communication Strategies*, Tata McGraw Hill
4. Julie Hay, *Transformational Mentoring, Creating Developmental Alliances for Changing Organisational Cultures*, Sherwood Publishing
5. Mcgrath S J., *Basic Managerial Skills for All*, Pearson Education
6. Lesikar & Flatly, *Basic Business communication-* Tata McGraw Hill.
7. Webster's New World Letter Writing Handbook
8. Stephen P. Robbins, *Self Assessment Library 3.4 for Supervision Today!* Pearson Education
9. Mary Ann Keubel ed, *Living Learning, A Reader in Theme Centred Interaction*, Media House, Delhi.
10. Acy L. Jackson and C. Kathleen Geckeis *How to prepare your curriculum Vitae*, , Tata McGrawHill.
11. Paula Caproni , *Management Skills for Everyday Life*, 3/E , Pearson Education
12. Jonamay Lambert, & Selma Myers, *50 activities for diversity Training*, Ane Books, HRD press, 2003
13. Jean Naterop & Rod Revell, *Telephoning In English*, Cambridge University Press.
14. Joseph O'Connor & John Seymour, *Training with NLP*, Thorsons.
15. Marshal Goldsmith & Louis Carter, *Best Practices in Talent Management*, Pfeiffer Publications.
16. Stephen P. Robbins, Phillip L Hunsaker , *Training in Interpersonal Skills: TIPS for Managing People at Work*, 6/E Pearson Education

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Paper -3 Human Resource Management (UT06BVGE03) (Theory/Practical)

Unit	Description in Detail	Weightage(%)
1	<p>Human Resources Management Introduction</p> <p>Overview of hospitality industry, Managing human resources, Defining HR, Human resources responsibilities, Managing diversity, HR policy and procedures, Steps in HR policy and procedure development, documentation and record keeping</p> <p>Securing Human Resources</p> <p>Job design: Job enlargement, Job enrichment, Socio technical systems, Quality circles, Empowerment, Job analysis, Job description, Job specification</p> <p>Recruitment: Sources & techniques, Requirement practices in India. Selection: steps in selection process- Tests, interviews, reference checks, Appointment, Induction</p>	50%
2	<p>Performance Management</p> <p>Training: Individual on the job training, Individual off the job training methods, Introduction to group training methods, Training evaluation, Performance management, Behavioral improvement tactics, Employee separation.</p> <p>Compensations & Rewards Management: Job evaluation, Performance appraisal, Direct financial compensation, Indirect financial compensation, Nonfinancial compensation, Fringe benefits, Promotion, Transfer, Labour turnover</p> <p>Employee discipline: Grievance handling, Negative and Positive Discipline, Situation reports, Conduct of enquiry, Award of punishment, Termination of employment</p>	50%

Reference:

1. Human Resource Management for the Hospitality and Tourism Industries: Dennis Nickson
2. Human Resource Development & Management in the Hotel Industry: Jagmohan Negi (Frank Bros & Co)
3. Human Resource Issues in Hotel Industry : R.K. Malhotra
4. Training and Development for the Hospitality Industry: Debra F. Cannon and Catherine M. Gustafson
5. International Hotel Management: Chuck Y Gee
6. HRM in Tourism and Hospitality: Darren Lee-Ross