

SRI GURU TEG BAHADUR KHALSA COLLEGE SRI ANANDPUR SAHIB

(An Autonomous College)
Affiliated to Punjabi University, Patiala

SYLLABUS For B.Voc. Part-III (Semester V & VI) Under Choice Based Credit System

Programme Code: BVHT



Academic Session: 2021-22

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**Scheme of Syllabus for Bachelor in Vocation
(B. Voc.)
Hospitality and Tourism Semester – V
As Per CBCS
Session 2021-22, 2022-23, 2023-24**

Bachelor of Vocation (B.Voc.) Hospitality and Tourism
Part –III, Sem. V and VI
Session: 2021-22, 2022-23, 2023-24

B.Voc (Hospitality and Tourism) Sem. V

Semester – V						
Code	Subject	Component	Total Credits	External Marks	Internal Marks	Total Marks
BVHT-501	Travel Agency And Tour Operation Management	Skill	5	70	30	100
BVHT-502	Housekeeping Operation–V	Skill	5	70	30	100
BVHT-503	Front Office Operations – V	Skill	5	70	30	100
BVHT-504	Seminar on Organizational Behaviour in Hospitality Industry	Gen	3	-	50	50
BVHT-505	Advertising & Personal Selling	Gen	4	70	30	100
BVHT-506	Ethical, Legal And Regulatory Framework of Tourism	Gen	4	70	30	100
BVHT-507	Workshop on Hotel Accounting System	Gen	4	-	50	50
Total			30	350	250	600

Credit Allocation - General 12 (4+4+4), Skill 18 (5+5+5+3)

BVHT 501: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Maximum Marks: 100
External Examination: 70
Internal Assessment: 30
Credit: 5 [4H(L)+1H(P)]

Time Allowed: 3Hours
Pass Marks: 35%
Teaching Hours: 90

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A & B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: The objective of this paper is to help students to acquire conceptual knowledge of the Travel Agency and Tour Operation and to impart skills for recording various kinds of operation management.

Pedagogy: Using of case studies and travel agencies and tour organisers visits for understanding .Use of Concerned Articles from Newspapers, journals and magazines. To organise group studies and expert lectures for understanding the Queries and Complaints.

SECTION –A

Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope;
Growth of Travel Agency and Tour Operations Sector: Role and contribution of travel agency and tour operations sector in the development of Tourism Industry. Functions of a Standard Travel Agency: Travel Information, Documentation, Tour Counselling, Ticketing, Reservation and Itinerary Immigration related services etc.

SECTION - B

Functions of Tour Operators: Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management. **Tour operators' role:** as a principle, broker, whole seller and retailer- Tour Operators' role and Functions in Event Management- Source of income. **Procedure for setting up Travel Agency and Tour Operating Enterprises:** Organizational Structure, type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc. **Procedural requirements:** Approval from (DOT) and other organizations. **Travel agency and Tour Operations Sector in India:** Organization and Functions of TAAI and IATO- Impact of MNCs and Technological advancements on Travel Trade Sector with special reference to India.

Course Learning Outcome: To understanding the roles of travel agents and tour operators. Aware the students about the efficient working of travel agency and tour operation business.

Text Books:

1. JagmohanNegi (2008), Travel Agency and Tour Operations, Kanishka Publishiners Distributors, New Delhi, India, (1stedition).
2. Mohinder Chand (2007), Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt Ltd, New Delhi, India,(2ndrevisededition).
3. Betsy Fay (1992), Essentials of Tour Management, Prentice Hall, New Jersey, United States.

BVHT 502: HOUSEKEEPING OPERATION -V

Maximum Marks: 100
External Examination: 70
Internal Assessment: 30
Credit: 5 [4H(L)+1H(P)]

Time Allowed: 3Hours
Pass Marks: 35%
Teaching Hours: 90

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A & B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Corse Objective: The objective of this paper is to help students to acquire conceptual knowledge of the housekeeping operations.

Pedagogy: Using of case studies and hotel and motels visits for better understanding .Use of Concerned Articles from Newspapers, journals and magazines. To organise group studies and expert lectures for understanding the Queries and Complaints. Experts from hotels for talk should be invited.

SECTION – A

Introduction to Housekeeping -Importance & Functions of Housekeeping, Housekeeping Areas – Front-of-the-house, Back-of-the-house, Public Guest Rooms, Maids Room, Indoor and Outdoor Areas. **Layout of House Keeping Department** - Sections and Functions of the housekeeping department. Organisation Structure of housekeeping Department. Attributes of housekeeping staff.

SECTION - B

Hotel Guest Rooms: Introduction, Types, Amenities and facilities in guest rooms. **Cleaning Equipment's:** Classification, Equipment's used care & maintenance. Selection & purchase criteria Cleaning Agents - Classification, use, care and storage, General principles of cleaning **Work routine for floor supervisors and chamber maids;** Daily cleaning of occupied, departure, vacant, Under Repair & VIP rooms, **Evening service & second service procedures;** Weekly / Periodic cleaning , Special Cleaning tasks to be carried out.

Course Learning Outcome: To familiarise with the house keeping operations, Layout of House Keeping Department, Hotel Guest Rooms and Work routine for floor supervisors and chamber maids.

Text Books:

1. Cullen, P. (1997), Economics for Hospitality Management, International Thomson Business Press, London.
2. G. Raghu balan & Smritee Raghubalan (2009), Hotel Housekeeping: Operations and Management, Oxford Higher Education, Sectioned Kingdom, (Old edition).
3. Nilakant V (2004), Managing Organisational Change, Sage Publications, Chennai.

BVHT 503: FRONT OFFICE OPERATIONS-V

Maximum Marks: 100
External Examination: 70
Internal Assessment: 30
Credit: 5 [4H(L)+1H(P)]

Time Allowed: 3Hours
Pass Marks: 35%
Teaching Hours: 90

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A & B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: The objective of this paper is to help students to acquire conceptual knowledge about Front Office Operations in hospitality sector.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION – A

Plan and Control day to day Front Office Activities: Plan and schedule work requirement, Set standards for front office activities, Monitor the front office operation, Address guest complaints. **Assist in Managing the Front Office Operation:** Assist the management in taking strategic decisions, various guest services. Prepare budget and control costs, Implement processes and standards in front desk operation. **Room Tariff:** Introduction, meal plans and room tariff cards.

SECTION - B

Manage the Front Office Staffing Process: Recruit and select appropriate staff for front desk operations, Supervise front office employees, recognize the staff performance. **Lost And Found Procedure:** Procedure for Guest articles, Procedure for Lost Hotel Property Records maintained. **Night Auditing:** Meaning, Process, Duties and Responsibility of night auditor.

Course Learning Outcome: To aware the recent standards in front desk operation, Plan and Control day to day Front Office Activities and Manage the Front Office Staffing Process.

Text Books:

1. Syrratt Gwenda (1995), Manual of Travel Agency Practice, Butterworth Heinmann, London.
2. Stevens Laurence (1990), Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
3. Gee, Chuck and Y. Makens (1990), Professional Travel Agency Management, Prentice Hall, New York.
4. Mohinder Chand (2007), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi.

**BVHT 504: SEMINAR ON ORGANISATIONAL BEHAVIOUR IN HOSPITALITY
INDUSTRY**

Maximum Marks: 50
Internal Assessment: 50
Credit: 3 [2H(L)+1H(P)]

Pass Marks: 35%
Teaching Hours: 60

Instructions for the Teacher: Seminar will be in English or Punjabi medium. This course will carry 50 marks which shall be reserved for internal assessment. The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and attendance and class participation (10 marks).

Instructions for the candidates: Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher**

Course Objective: The objective of this paper is to help students to acquire conceptual knowledge about accounting process used in front office.

Pedagogy: Group discussion conducted for improving the skills to Organisational behaviour. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of Organisational behaviour and motivation of employees to better understanding of basics of hospitality service. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Introduction to Organization Behaviour: Meaning, Definition, Features, Nature and Scope, Significance of Organisational behaviour. Need for studying organizational behaviour, Organisational behaviour process and models of organisational behaviour. **Motivation:** Meaning, Nature and Importance of Motivation. **Perception-** Meaning & Definition, Factors Influencing Perception, Perceptual Process.

SECTION - B

Group Dynamics: Definition and Characteristics of Groups, Why do people join groups, Types of Groups, Theories of Group Formation, Stages of group Development. Group behaviour, Determinants of Group behaviour, Group norms, Group tasks, Group cohesiveness, and Inter-Group conflicts. **Leadership:** Meaning and Nature of Leadership, Functions of leadership, Leadership Styles. Contemporary issues on Leadership.

Course Learning Outcome: To handling the team working process and to manage the human behavioural aspects like perception and leadership. To aware the role of group dynamics and motivation among the students.

Text Books:

1. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman (1994), Organizational Behavior, South Western College Publishing, Ohio, United States.
2. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson (2012), Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
3. Ivancevich; John and Micheol T.Matheson (2013), Organisational Behaviour and Management, Business Publication Inc., Texas.

BVHT 505: ADVERTISING & PERSONAL SELLING IN HOSPITALITY SERVICES

Maximum Marks: 100
External Examination: 70
Internal Assessment: 30
Credit: 5 [4H(L)+1H(P)]

Time Allowed: 3Hours
Pass Marks: 35%
Teaching Hours: 90

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A & B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: The objective of this paper is to help students to acquire basic knowledge of advertisement and personal selling.

Pedagogy: Using of case studies and hotel visits for understanding advertising & personal selling and online tutorials. Use of Concerned Articles from Newspapers, journals and magazines. To organise group studies and expert lectures for understanding the advertising & personal selling.

SECTION - A

Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Function of Advertising, Key players in Advertising, Types of Advertising, Steps in Development of Advertisement. **Advertising Design:** Appeals, Message strategies & executorial framework, Advertising Design, Advertising theory, structure of Advertisement, message strategies, cognitive strategies, executorial strategies; Advertising effectiveness.

SECTION –B

Public Relation and Publicity: Meaning of public Relation; Difference between public relation and Advertising, Role of public Relations, Process of public relation, Advantages and disadvantages of Public Relation. **Sales Promotion:** Scope and Role of Sales Promotion; Growth of Sales Promotion, Consumer-Oriented Sales Promotion, Techniques of Sales Promotion. Trade oriented Sales Promotion. **Personal Selling:** Personal Selling; Scope and Significance; Aims and Objectives of Personal Selling.

Course Learning Outcome: To give conceptual understanding of advertising & personal selling practices in hospitality business organizations. Proper use and implementation of planning techniques for increase organisational profits.

Text Books:

1. Condiff, Still & Govani (1998), Sales Management, Prentice Hall of India, New Delhi. (5th edition).
2. Wright, Winter and Zeigler (1990), Advertising, Tata McGraw - Hill Publishing Company Ltd., New Delhi.
3. Philip R Cateora and John L Graham (1999), International Marketing, Irwin McGraw Hill, New York (1st edition).
4. Philip Kotler and Eduardo L Roberto (1989), Social marketing strategies for changing public behaviour, The free Press, New York, (revised edition).
5. William F Arens and Courtland L Bovee (1994), Contemporary Advertising, Irwin McGraw Hill, New York (1st edition).

**BVHT 506: ETHICAL, LEGAL AND REGULATORY FRAMEWORK OF
TOURISM**

Maximum Marks: 100
External Examination: 70
Internal Assessment: 30
Credit: 5 [4H(L)+1H(P)]

Time Allowed: 3Hours
Pass Marks: 35%
Teaching Hours: 90

Instructions for the paper setter: The paper will be divided into three sections. Section- A and Section- B will be based on Section – A and Section- B of the syllabus respectively. Each of these sections will contain four questions of 10 (Ten) marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 12 short answer type questions of three marks each out of which the students will be required to attempt any 10.

Instructions for the candidates: Candidates are required to attempt any two questions from Section A & B each carrying 10 marks and any 10 short answer type questions from section C. Each carrying 3 marks each.

Course Objective: The objective of this paper is to help students to acquire conceptual knowledge about Ethical, Legal and Regulatory Framework of Tourism.

Pedagogy: Group discussion conducted for improving the skills. Online Lectures and online tutorials, Research Based Teaching and Expert lectures from field of legal environment to understand the current scenario. Use of Concerned Articles from Newspapers, journals, online portals and magazines.

SECTION - A

Tourism Ethics: Ethics- meaning and importance in tourism business environment. Business Ethics in Travel and Tourism Sector. **Legal and Regulatory Framework in Travel and Tourism:** Introduction to Legislation Concept; principles and role of legislation in Tourism. **Tourism legislation-** Meaning and Components; Regulations related to Airlines and Airways- Safety and security of tourists. **Foreign Exchange Management Act.**

SECTION - B

Special Permits Regulations: Special Permits to restricted areas for foreign tourists in India. Restricted area in India for foreign tourists and related authorities at these places to obtain permits, Permit related to various monasteries and wild life areas and their procedures.

The Consumer Protection Act 1986: Salient Features, Definition of consumer; Grievance redressed machinery. **Right to information Act 2005.**

Course Learning Outcome: To aware tourism Planning Process including development and Ethical, Legal and Regulatory Framework of Tourism industry.

Text Books:

1. Govt. of India, Dept. of Tourism: Tourism Guidelines (Latest).
2. Govt. of India, Ministry of Tourism: Tourism Guidelines (Latest).
3. D.J. Negi (2007), Hotel & Tourism Laws, Frank Brothers & Company (pub) Pvt Ltd, New Delhi, India.
4. Parampreet Singh (2019), RTI Act and its implementation, Fount Publishers LLP, India, (1st edition).
5. Robert C. Mill & Alastair Morrison (2017), The Tourism System, Kendall Hunt Publishing Co, Iowa, United States, (6th edition).
6. Manohar Sajnani (1999), Indian Tourism Business: A Legal Perspective, Gyan Publishing House, New Delhi, India.

BVHT 507: WORKSHOP ON HOTEL ACCOUNTING SYSTEM

Maximum Marks: 50
Internal Assessment: 50
Credit: 4 [3H(L)+1H(P)]

Pass Marks: 35%
Teaching Hours: 60

Instructions for the teacher: Workshop will be in English or Punjabi medium. This course will carry 50 marks which shall be reserved for internal assessment. The internal assessment marks shall be based on factors such as: (a) Report (20 marks), Presentation (20 marks), and Attendance and class Participation (10 marks).

Instructions for the candidates: Students will work in a group to prepare a brief write-up due before the start of class covering the case study/ Class Assignment. Question in the case study/ Class Assignment would include the quantitative analysis of the problem solving and decision making. **Students will prepare report which is based on given topic by the concern teacher, which is internally evaluated by same concern teacher**

Course Objective: The objective of this paper is to help students to acquire conceptual knowledge about accounting process used in front office.

Pedagogy: The instructor is expected to use leading pedagogical approaches in the class room situation, lectures, case study analysis, group discussions, assignment writing and tests, research based methodology, innovative instructional methods, use of technology in the class room and comprehensive assessment practices to strengthen the teaching efforts.

SECTION – A

Basic Accounting concepts - Kinds of Accounts: Financial Accounting vs. Cost Accounting, Financial Accounting vs. Management Accounting, Double Entry Book Keeping: Rules of Double Entry System.

SECTION – B

Preparation of Journal and Ledger Accounts, Subsidiary books, Cash Book: Types of Cash Book, Purchase Book, Sales Book, Sales Return, Purchase Return Books and Trial balance. Final Accounts (Without Adjustments).

Course Learning Outcome: To make students aware of tourism basic accounting process of tourism including cash handling and record keeping. To make students understand financial accounting system, and to impart skills in accounting for various business transactions.

Text Books:

1. M.C.Shukla& T.S. Grewal : Advanced Accounts
2. R.L. Gupta : Advanced Accounts
3. S.N. Maheswari : Advanced Accounting
4. V.P. Sharma & Others : Advanced Accounting
5. A.K. Dhir : Advanced Accounting
6. Vikas Bansal : Business Accounting with MS Excel & Tally, ERP 9.0

**Scheme of Syllabus for Bachelor in Vocation
(B. Voc.)
Hospitality and Tourism Semester– VI
As Per CBCS
Session 2021-22**

B.Voc (Hospitality and Tourism) Part- III, Sem.VI

Sr. No.	Subject Code	Subject	Marks
1	BVHT 601	Industrial training project	100
2	BVHT 602	Project Report and Log Book	100
3	BVHT 603	Presentation on the project report	100
4	BVHT 604	Attendance (Industrial Training)	100
5	BVHT 605	Evaluation by trainer	100
6	BVHT 606	VIVA-VOCE (Combine all Semester)	100
Total			600

BVHT-601: Industrial Training Project

External evaluation : 100 marks

The student shall have to undergo an industrial training under the instructor (to be allocated by the company). The industrial training provider should be registered with the organisation.

Evaluation Process: The instructor shall send the evaluation (out of 100 marks) of the student of the training period in a sealed envelope to the department.

BVHT-602: Project Report

External and internal evaluation: 100 marks

In the sixth semester every student is required to take up a major research project in his/her relevant area of specialization.

Evaluation Process: The project shall be carried out under the supervision of faculty member and instructor in the industry. The project report shall be signed by both the instructor and the faculty member.

BVHT-603.: Presentation on Project Report

Internal evaluation : 100 marks

The student is required to give presentation the major research project in his/her relevant area of specialization with help of PowerPoint presentation.

Evaluation Process: Presentation shall be carried under the supervision of faculty of concern subject in the college after the training.

BVHT-604: Attendance

External evaluation: 100 marks

The marks of attendance are given by trainer.

Evaluation Process: The distribution of marks of attendance is as follows:

Percentage of attendance	Marks
100 – 95	100
95 – 90	80
90 - 85	60
85 - 80	40
80 - 75	20
Below 75	0

BVHT-605: Evaluation by Trainer

External evaluation : 100 marks

The evaluation of student is done by trainer on the basis of their Behaviour, Punctuality, Working Style and Attitude.

BVHT-606: VIVA - VOCE

External evaluation: 100 marks

Every student will have to appear for comprehensive VIVA at the end of the Year.

Evaluation Process: This VIVA-VOCE examination is based on the full course; each student is required to face a board composed of one external examiner, one internal examiner and the principal of the college or his nominee.