

CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

Programme: B.Sc in Tourism and Hospitality Operations (AEDP)

Apprenticeship Embedded Degree Programme

Course Structure (with effect from 2025-26)

Semester - I

Code	Paper	Course	Credits
B360101T	Core Course-I	Introduction to Tourism & Hospitality Operations	4
B360102T	Core Course-II	Housekeeping and Accommodation Operations	4
B360103T	Core Course-III	Hospitality Information Systems	4
B360104T	Minor	Communication Skills in English Language and Personality Development	3
VOC195	Value Added Course (VAC)	Computer Applications in Tourism & Hospitality Industry	3
Z011101	Co-curricular	First Aid, Health & Hygiene	2
	Total		20

Semester - II

Code	Paper	Course	Credits
B360201T	Core Course-I	Entrepreneurship in Tourism and Hospitality Operations	4
B360202T	Core Course-II	Customer Relationship Management	4
B360203T	Core Course-III	Artificial Intelligence in Tourism & Hospitality Operations	4
B360204T	Minor	Business Environment	3
VOC196	Value Added Course (VAC)	Tourism, Crisis and Risk Management	3
Z021201	Co-curricular	Human Values and Environment Studies	2
	Total		20

Note: 1. Total Credits 40 till semester II.

2. Student is entitled for certificate in Faculty after successful completion of First two Semesters.



Semester - III

Code	Paper	Courses	Credit
B360301T	Core Course – I	Travel Agency & Tour Operations	4
B360302T	Core Course – II	Front Office Operations & Property Management	4
B360303T	Core Course – III	Digital Marketing for Tourism	4
B360304T	Minor Course	Hospitality Marketing	3
B360305R	Project	Tourism Destination Survey / Field Study / Tour	3
Z031301	Co-curricular Course	Physical Education and Yoga	2
	Total		20

Semester - IV

Code	Paper	Courses	Credit
B360401T	Core Course – I	Event & Convention Management	4
B360402T	Core Course – II	Human Resource Management	4
B360403T	Core Course – III	Tourism Planning & Sustainable Development	4
B360404T	Minor Course	Hospitality and Financial Management	3
B360405R	Project	Project-I (Industrial Case Study)	3
Z041402	Co-curricular Course	Indian Language	2
	Total		20

- Note: 1. Co-curricular Course Indian Language will be as decided by University/Department.
2. Total Credits 80 till semester IV.
3. Student is entitled for Diploma in Faculty after successful completion of four semesters.



Semester - V

Course Code	Course Title	Credits
B360501T	Allied MOOC Course	2
B360502A	Apprenticeship-I	23
	Total	25

Semester - VI

Course Code	Course Title	Credits
B360601T	Allied MOOC Course	2
B360602A	Apprenticeship-II	23
	Total	25

Note:

1. Total Credits 130 till semester VI
2. Student is entitled for Three-Year B.Sc. in Tourism and Hospitality Operations UG Degree after successfully completion of six semesters.

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Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: First
Course Code: B360101T	Course Title: Introduction to Tourism & Hospitality Operations	
Course Outcomes: After completing this course, students will be able to explain the fundamental concepts, evolution, types, components, and functioning of tourism and hospitality industries. They will be able to identify and describe the roles of major tourism and hospitality stakeholders, products, services, and operational departments. They will also understand the economic, socio-cultural, environmental, technological, and career dimensions of tourism and hospitality and appreciate the importance of sustainable and responsible practices.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Foundations of Tourism: Meaning, Nature and Characteristics of Tourism, Historical Development and Evolution of Tourism, Types and Forms of Tourism, Tourism Terminology and Basic Concepts, Tourism System and its Components.	15
II	Tourism Industry and Tourism Products: Structure and Components of the Tourism Industry, Tourism Destinations and Attractions, Transportation and Travel Services, Travel Agencies and Tour Operators, Tourism Products: Meaning, Characteristics and Classification.	12
III	Introduction to Hospitality Operations: Meaning, Nature and Scope of Hospitality, History and Evolution of the Hospitality Industry, Types and Classification of Accommodation Establishments, Major Departments of a Hotel: Front Office, Housekeeping and Food & Beverage, Relationship between Tourism and Hospitality Industry.	15
IV	Tourism and Hospitality: Contemporary Perspectives: Role and Importance of Tourism and Hospitality in Economic Development, Socio-Cultural and Environmental Impacts of Tourism, Sustainable and Responsible Tourism and Hospitality, Emerging Trends: Technology, AI, Smart Tourism and Digital Transformation, Career Opportunities, Entrepreneurship and Future Prospects in Tourism and Hospitality.	18
Suggested Readings 1. Bhatia, A. K. <i>Tourism Development: Principles and Practices</i> . Sterling Publishers, New Delhi. 2. Roday, S., Biwal, A., & Joshi, V. <i>Tourism Operations and Management</i> . Oxford University Press, New Delhi. 3. Andrews, S. <i>Introduction to Tourism and Hospitality Industry</i> . McGraw Hill Education,		

New Delhi.

4. **Negi, J.** *Tourism and Travel: Concepts and Principles*. Gitanjali Publishing House, New Delhi.

5. **Goeldner, C. R., & Ritchie, J. R. B.** *Tourism: Principles, Practices, Philosophies*. Wiley.

6. **Walker, J. R.** *Introduction to Hospitality*. Pearson.

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: First
Course Code: B360102T	Course Title: Housekeeping and Accommodation Operations	
Course Outcomes: After completing this course, students will be able to: * Explain the principles, organisation, functions and operational procedures of housekeeping and accommodation departments in hotels and other lodging establishments. * Apply appropriate techniques for room cleaning, bed making, linen and laundry management, inventory control, guest supplies, hygiene, safety and quality management. * Demonstrate professional competence in sustainable housekeeping, technology-enabled accommodation operations, interdepartmental coordination and contemporary hospitality practices.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Introduction to Housekeeping and Accommodation Operations: Meaning, Nature, Scope and Importance of Housekeeping; Role and Functions of the Housekeeping Department; Organisation Structure of the Housekeeping Department; Types and Classification of Accommodation Establishments; Coordination of Housekeeping with Front Office and Other Hotel Departments.	15
II	Housekeeping Operations and Procedures: Cleaning Principles, Methods and Procedures, Cleaning Equipment: Types, Selection, Use and Care, Cleaning Agents and Chemicals: Types, Uses and Safety, Guest Room Cleaning, Servicing and Turn-Down Service, Public Area Cleaning and Maintenance.	15
III	Accommodation Management and Guest Services: Room Status, Room Assignment and Coordination with Front Office, Bed Making, Linen Management and Laundry Operations, Housekeeping Stores, Inventory and Purchase Management, Guest Supplies, Amenities and Lost-and-Found Procedures, Pest Control, Waste Management and Hygiene Practices.	15

IV	Contemporary Housekeeping Management: Safety, Security and Occupational Health in Housekeeping, Energy Conservation and Sustainable Housekeeping Practices, Housekeeping Technology, Property Management Systems and Automation, Quality Management, Inspection and Standard Operating Procedures (SOPs), Emerging Trends, Outsourcing and Career Opportunities in Accommodation Operations.	15
Suggested Readings 1. Raghubalan, G., & Raghubalan, S. <i>Hotel Housekeeping: Operations and Management</i> . Oxford University Press, New Delhi. 2. Andrews, S. <i>Hotel Housekeeping: A Training Manual</i> . McGraw Hill Education, New Delhi. 3. Bhatnagar, S. K. <i>Front Office Management</i> . Frank Brothers, New Delhi. 4. Kappa, M. M., Nitschke, A., & Schappert, P. <i>Managing Housekeeping Operations</i> . Educational Institute of the American Hotel & Lodging Association. 5. Jones, T. J. A. <i>Professional Management of Housekeeping Operations</i> . Wiley. 6. Branson, J. C., & Lennox, M. <i>Hotel, Hostel and Hospital Housekeeping</i> . Hodder & Stoughton.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: First
Course Code: B360103T	Course Title: Hospitality Information Systems	
Course Outcomes: After completing this course, students will be able to: * Explain the concepts, components, types and applications of information systems in tourism and hospitality operations. * Apply knowledge of PMS, CRS, GDS, POS, CRM, online distribution systems and digital technologies to support effective hospitality and tourism services. * Analyse and evaluate emerging technologies such as AI, IoT, Big Data, Blockchain, VR/AR and cybersecurity practices for enhancing guest experience, operational efficiency and sustainable digital transformation.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Hospitality Information Systems: Meaning, Concept, Scope and Importance of Information Systems in Hospitality; Evolution of Information Technology in Tourism and Hospitality; Components of Hospitality Information Systems: Hardware, Software, Data and Networks; Types of Information Systems: TPS, MIS, DSS and ESS; Role of Information Systems in Hotel and Tourism Operations.	15

II	Hotel and Tourism Technology Systems: Property Management System (PMS): Features, Functions and Applications; Central Reservation System (CRS) and Global Distribution System (GDS); Computerised Reservation Systems and Online Booking Platforms; Point of Sale (POS) Systems in Food and Beverage Operations; Customer Relationship Management (CRM) and Guest Data Management.	15
III	Digital Applications in Tourism and Hospitality: Internet, Intranet and Cloud Computing in Hospitality; Online Travel Agencies (OTAs) and Electronic Distribution Channels; Digital Marketing, Social Media and Online Reputation Management; Mobile Applications, Contactless Services and Digital Guest Experience; Artificial Intelligence, Chatbots and Automation in Hospitality.	15
IV	Emerging Technologies, Data and Information Security: Big Data, Data Analytics and Business Intelligence in Hospitality; Internet of Things (IoT), Smart Hotels and Smart Tourism; Cybersecurity, Data Privacy and Information Security in Hospitality; Blockchain, Virtual Reality (VR) and Augmented Reality (AR) in Tourism; Emerging Trends and Future of Information Systems in Tourism and Hospitality.	15
Suggested Readings 1. Buhalis, D. <i>eTourism: Information Technology for Strategic Tourism Management</i> . Pearson. 2. Buhalis, D., & Law, R. <i>Progress in Information Technology and Tourism Management: 20 Years on and 10 Years after the Internet—The State of eTourism Research</i> . Tourism Management. 3. Sheldon, P. J. <i>Tourism Information Technology</i> . CABI. 4. Rajaraman, V. <i>Introduction to Information Technology</i> . PHI Learning, New Delhi. 5. Negi, J. <i>Information Technology in Tourism and Hospitality</i> . Kanishka Publishers, New Delhi. 6. Bardi, J. A. <i>Hotel Front Office Management</i> . Wiley.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: First
Course Code: B360104T	Course Title: Communication Skills in English Language and Personality Development	
Course Outcomes: After completing this course, students will be able to: * Communicate effectively in English through listening, speaking, reading and writing skills in academic, professional and everyday situations. * Demonstrate professional communication and employability skills through presentations, group discussions, interviews, resume writing, business correspondence and hospitality-related interactions. * Develop self-confidence, positive attitude, emotional intelligence, leadership, teamwork		

and professional personality required for successful careers in tourism and hospitality and other service industries.		
Credits: 3		MINOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures Total=45
I	Fundamentals of Communication and English Language Skills: Meaning, Nature and Process of Communication; Types and Modes of Communication; Barriers to Effective Communication; Principles of Effective Communication; Listening Skills and Active Listening; Reading Skills, Comprehension and Vocabulary Development; Basic Grammar for Effective Communication; Sentence Structure and Common Errors.	12
II	Oral Communication and Professional English: Speaking Skills and Effective Conversation; Pronunciation, Intonation and Fluency; Group Discussion and Participative Communication; Presentation Skills and Public Speaking; Telephonic and Online Communication; Professional Etiquette and Hospitality Communication; Customer Interaction and Handling Guest Queries; Effective Use of English in Tourism and Hospitality Situations.	11
III	Written Communication and Employability Skills: Principles of Effective Writing; Formal and Informal Letters and E-mail Writing; Notice, Memo and Report Writing; Resume/CV and Cover Letter Preparation; Business Correspondence and Professional Documentation; Interview Skills and Mock Interviews; Workplace Communication and Team Communication; Digital Communication and Professional Use of Social Media.	11
IV	Personality Development and Professional Skills: Concept and Dimensions of Personality; Self-Awareness and Self-Confidence; Positive Attitude and Emotional Intelligence; Motivation, Goal Setting and Time Management; Leadership and Team-Building Skills; Problem-Solving and Decision-Making Skills; Body Language, Personal Grooming and Professional Etiquette; Stress Management, Adaptability and Career Development.	11
Suggested Readings 1. Raman, M., & Sharma, S. <i>Technical Communication: Principles and Practice</i> . Oxford University Press, New Delhi. 2. Mohan, K., & Banerji, M. <i>Developing Communication Skills</i> . Macmillan Publishers India. 3. Sanjay Kumar, P., & Pushp Lata. <i>Communication Skills</i> . Oxford University Press, New Delhi.		

4. **Meenakshi Raman, Sangeeta Sharma.** *Professional Communication.* Oxford University Press, New Delhi.
5. **Covey, S. R.** *The 7 Habits of Highly Effective People.* Simon & Schuster.
6. **Hurlock, E. B.** *Personality Development.* McGraw-Hill Education.

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: First
Course Code: VOC195	Course Title: Computer Applications in Tourism and Hospitality Industry	
Course Outcomes: After completing this course, students will be able to: * Demonstrate basic computer literacy and use office productivity, internet, cloud and digital communication tools effectively in academic and professional environments. * Apply computer-based systems such as PMS, CRS, GDS, POS, CRM and online booking platforms in tourism and hospitality operations. * Use emerging digital technologies responsibly, including AI, mobile applications, digital marketing and smart tourism tools, while maintaining cybersecurity and data privacy.		
Credits: 3		Value Added Course (VAC)
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures Total=45
I	Fundamentals of Computer Applications and Digital Technology: Introduction to Computers and Information Technology; Components of Computer Systems: Hardware and Software; Operating Systems and File Management; Internet, Web Browsers, Search Engines and E-mail Communication; Word Processing and Document Preparation using MS Word or Equivalent Applications.	12
II	Office Productivity and Data Management: Spreadsheet Applications using MS Excel or Equivalent Applications; Data Entry, Formatting and Basic Formulas; Tables, Charts and Data Presentation; Presentation Software using MS PowerPoint or Equivalent Applications; Cloud Computing, Online Collaboration Tools and Digital File Sharing.	11
III	Computer Applications in Tourism and Hospitality Operations: Property Management Systems (PMS) and Hotel Operations; Computerised Reservation Systems (CRS) and Global Distribution Systems (GDS); Point of Sale (POS) Systems in Food and Beverage Operations; Customer Relationship Management (CRM) and Guest Data Management; Online Travel Agencies (OTAs), E-Tourism and Digital Booking Platforms.	11
IV	Emerging Digital Applications and Cyber Safety: Digital Marketing and Social Media Applications in Tourism and Hospitality; Artificial Intelligence, Chatbots and	11

	Automation in Tourism and Hospitality; Mobile Applications, Contactless Technology and Digital Guest Services; Cybersecurity, Data Privacy and Safe Digital Practices; Smart Tourism, Internet of Things (IoT) and Emerging Technologies in the Tourism and Hospitality Industry.	
Suggested Readings 1. Rajaraman, V. <i>Introduction to Information Technology</i> . PHI Learning, New Delhi. 2. Sinha, P. K., & Sinha, P. <i>Computer Fundamentals</i> . BPB Publications, New Delhi. 3. Buhalis, D. <i>eTourism: Information Technology for Strategic Tourism Management</i> . Pearson. 4. Sheldon, P. J. <i>Tourism Information Technology</i> . CABI. 5. Negi, J. <i>Information Technology in Tourism and Hospitality</i> . Kanishka Publishers, New Delhi. 6. Bhatia, A. K. <i>Tourism Development: Principles and Practices</i> . Sterling Publishers, New Delhi.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: First
Course Code: Z011101	Course Title: First Aid, Health and Hygiene	
Course Outcomes: After completing this course, students will be able to: * Students will be able to demonstrate basic first-aid knowledge and skills for responding safely and effectively to common injuries, accidents and medical emergencies. * Students will be able to apply principles of personal hygiene, food hygiene, sanitation, nutrition and infection prevention in daily life and tourism and hospitality environments. * Students will develop health, safety and emergency preparedness competencies and promote responsible, hygienic and healthy practices in the workplace and community.		
Credits: 2		Co-curricular
Max. Marks: 40+60		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-2 T-0 P-0		
Unit	Topics	No. of Lectures Total=30
I	Fundamentals of First Aid and Emergency Care: Concept, Objectives and Principles of First Aid; Role and Responsibilities of a First Aider; Assessment of an Emergency Situation and Basic Safety Precautions; First Aid Kit: Essential Contents and Their Uses; Emergency Communication, Calling for Help and Basic First Aid Procedures.	8
II	Management of Common Injuries and Medical Emergencies: Management of Cuts, Wounds, Bleeding and Shock; Burns, Scalds and Electrical Injuries; Fractures, Sprains, Strains and Dislocations; Fainting, Unconsciousness, Seizures and Choking; Cardiopulmonary Resuscitation (CPR) and Basic Life Support (BLS).	7

III	Personal Health, Hygiene and Nutrition: Concept and Importance of Health and Personal Hygiene; Hand Hygiene, Oral Hygiene and Respiratory Hygiene; Food Hygiene, Safe Food Handling and Prevention of Food Contamination; Safe Drinking Water, Sanitation and Waste Management; Balanced Diet, Nutrition, Hydration and Healthy Lifestyle.	8
IV	Health, Safety and Hygiene in Tourism and Hospitality: Occupational Health and Safety in Tourism and Hospitality; Infection Prevention and Control in Hotels and Hospitality Establishments; Prevention and Management of Communicable Diseases; Health and Safety During Travel, Outdoor Activities and Tourism Emergencies; Stress Management, Mental Well-being and Promotion of a Healthy Workplace.	7
Suggested Readings 1. Indian Red Cross Society. <i>First Aid: A Training Manual.</i> Indian Red Cross Society, New Delhi. 2. St. John Ambulance Association. <i>First Aid Manual.</i> St. John Ambulance Association, India. 3. Park, K. <i>Park's Textbook of Preventive and Social Medicine.</i> Banarsidas Bhanot Publishers, Jabalpur. 4. Srilakshmi, B. <i>Nutrition Science.</i> New Age International Publishers, New Delhi. 5. Suryatapa Das. <i>Textbook of Community Nutrition.</i> Academic Publishers. 6. World Health Organization (WHO). <i>Basic Emergency Care: Approach to the Acutely Ill and Injured.</i> WHO.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: Second
Course Code: B360201T	Course Title: Entrepreneurship in Tourism and Hospitality Operations	
Course Outcomes: After completing this course, students will be able to: * Understand the concepts, characteristics, processes and competencies of entrepreneurship and identify entrepreneurial opportunities in the tourism and hospitality industry. * Develop basic business plans and evaluate the feasibility, financing, marketing, operational and legal aspects of establishing tourism and hospitality ventures. * Apply creativity, innovation, digital technology and sustainable business practices to develop and manage responsible tourism and hospitality enterprises.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60

I	Fundamentals of Entrepreneurship and Tourism Business: Concept, Nature, Scope and Importance of Entrepreneurship; Evolution and Role of Entrepreneurship in Tourism and Hospitality; Types of Entrepreneurs and Entrepreneurial Characteristics; Entrepreneurial Competencies, Skills and Motivation; Tourism and Hospitality Business Opportunities and Identification of Business Ideas.	15
II	Entrepreneurial Process and Business Planning: Entrepreneurial Process and Opportunity Recognition; Creativity, Innovation and Design Thinking in Tourism and Hospitality; Feasibility Study and Market Analysis; Business Plan: Structure, Components and Preparation; Business Models and Value Proposition for Tourism and Hospitality Enterprises.	15
III	Establishing and Managing a Tourism and Hospitality Venture: Sources of Finance and Financial Planning for Start-ups; Government Schemes, Institutional Support and Policies for Entrepreneurship in India; Legal, Regulatory and Licensing Requirements for Tourism and Hospitality Businesses; Marketing, Branding and Digital Promotion for Tourism Enterprises; Human Resource, Operations and Customer Relationship Management for Start-ups.	15
IV	Innovation, Sustainability and Growth of Tourism Enterprises: Technology, Artificial Intelligence and Digital Transformation in Tourism Entrepreneurship; Sustainable and Responsible Tourism Entrepreneurship; Social Entrepreneurship and Community-Based Tourism Enterprises; Risk Management, Challenges and Failure Management in Tourism and Hospitality Start-ups; Growth Strategies, Scaling, Franchising and Future Opportunities in Tourism and Hospitality Entrepreneurship.	15
Suggested Readings 1. Bhatia, A. K. <i>Tourism Development: Principles and Practices</i> . Sterling Publishers, New Delhi. 2. Roday, S., Biwal, A., & Joshi, V. <i>Tourism Operations and Management</i> . Oxford University Press, New Delhi. 3. Desai, V. <i>Entrepreneurship Development</i> . Himalaya Publishing House, Mumbai. 4. Khanka, S. S. <i>Entrepreneurship Development</i> . S. Chand Publishing, New Delhi. 5. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. <i>Entrepreneurship</i> . McGraw Hill Education. 6. Kuratko, D. F. <i>Entrepreneurship: Theory, Process, Practice</i> . Cengage Learning.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: Second
Course Code: B360202T	Course Title: Customer Relationship Management	

Course Outcomes: After completing this course, students will be able to: * Understand the concepts, principles and strategies of customer relationship management and explain their significance in tourism and hospitality organisations. * Apply CRM techniques to understand customer needs, enhance service quality, manage complaints, build loyalty and improve customer retention. * Use digital technologies, customer data and emerging CRM tools to create personalised customer experiences and evaluate CRM performance in tourism and hospitality businesses.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Customer Relationship Management: Concept, Nature, Scope and Importance of Customer Relationship Management; Evolution and Development of CRM; Customer Relationship Management in Tourism and Hospitality; Customer-Centric Approach and Customer Value; Customer Life Cycle and Customer Relationship Strategies.	15
II	Understanding Customers and Relationship Building: Customer Needs, Wants, Expectations and Perceptions; Customer Behaviour in Tourism and Hospitality; Customer Segmentation and Profiling; Customer Satisfaction, Customer Loyalty and Customer Retention; Relationship Marketing and Customer Engagement.	15
III	CRM Practices and Technology: CRM Processes and Strategies in Tourism and Hospitality; Customer Database and Information Management; CRM Software and Technology Applications; Digital CRM, Social Media and Online Customer Engagement; Online Reviews, Feedback and Electronic Word-of-Mouth (e-WOM).	15
IV	Service Quality, Complaint Management and CRM Performance: Service Quality and Customer Experience Management; Handling Customer Complaints, Service Recovery and Conflict Management; Personalisation and Customer Loyalty Programmes; Measuring Customer Satisfaction, Loyalty and CRM Performance; Emerging Trends in CRM: Artificial Intelligence, Chatbots, Big Data and Predictive Analytics.	15
Suggested Readings 1. Peppers, D., & Rogers, M. <i>Managing Customer Experience and Relationships: A Strategic Perspective</i> . Wiley. 2. Buttle, F., & Maklan, S. <i>Customer Relationship Management: Concepts and Technologies</i> . Routledge. 3. Gummesson, E. <i>Total Relationship Marketing</i> . Routledge. 4. Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & Shainesh, G. <i>Marketing</i>		

Management. Pearson.

5. **Zeithaml, V. A., Bitner, M. J., & Gremler, D. D.** *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw Hill.

6. **Rai, A. K.** *Customer Relationship Management: Concepts and Cases*. PHI Learning, New Delhi.

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: Second
Course Code: B360203T	Course Title: Artificial Intelligence and Tourism Management	
Course Outcomes: After completing this course, students will be able to: * Explain the fundamental concepts, technologies and applications of Artificial Intelligence and evaluate their relevance to tourism and Hospitality Operations. * Apply AI-based tools and techniques for destination management, travel planning, customer experience, marketing, revenue management and operational decision-making. * Critically assess the ethical, social, employment, privacy and cybersecurity implications of AI and promote responsible, innovative and sustainable AI adoption in tourism and hospitality.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Artificial Intelligence and Tourism: Concept, Meaning, Nature and Scope of Artificial Intelligence; Evolution and Development of AI and its Applications; Basic Concepts of Machine Learning, Deep Learning and Natural Language Processing; Role and Importance of AI in Tourism and Hospitality Operations; AI-Driven Transformation of Tourism Services and Business Models.	15
II	Applications of AI in Tourism and Hospitality: AI in Destination Management and Smart Tourism; AI-Based Personalisation and Recommendation Systems; Chatbots, Virtual Assistants and Conversational AI; AI in Travel Planning, Itinerary Development and Booking Services; AI Applications in Hotels, Accommodation, Food and Beverage and Guest Services.	15
III	Data, Marketing and Decision-Making in Tourism: Big Data and Data Analytics in Tourism Management; AI-Based Customer Behaviour Analysis and Demand Forecasting; AI in Digital Marketing, Content Creation and Social Media Management; AI in Revenue Management, Dynamic Pricing and Yield Management; AI for Customer	15

	Relationship Management and Service Quality Enhancement.	
IV	Emerging Trends, Ethics and Future of AI in Tourism: Generative AI and Large Language Models in Tourism and Hospitality; Robotics, Automation, Internet of Things and Smart Tourism; Ethical Issues, Data Privacy, Cybersecurity and Responsible Use of AI; Impact of AI on Employment, Skills and Human Resources in Tourism and Hospitality; Future Trends, Challenges and Opportunities of AI-Enabled Tourism Management.	15
Suggested Readings 1. Russell, S., & Norvig, P. <i>Artificial Intelligence: A Modern Approach</i> . Pearson. 2. Buhalis, D. <i>eTourism: Information Technology for Strategic Tourism Management</i> . Pearson. 3. Buhalis, D., & Law, R. <i>Progress in Information Technology and Tourism Management: 20 Years on and 10 Years after the Internet—The State of eTourism Research</i> . Tourism Management. 4. Sheldon, P. J. <i>Tourism Information Technology</i> . CABI. 5. Goodfellow, I., Bengio, Y., & Courville, A. <i>Deep Learning</i> . MIT Press. 6. Sutton, R. S., & Barto, A. G. <i>Reinforcement Learning: An Introduction</i> . MIT Press.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: Second
Course Code: B360204T	Course Title: Business Environment	
Course Outcomes: After completing this course, students will be able to: * Explain the nature, components and significance of the internal and external business environment and analyse its influence on business organisations. * Evaluate the impact of economic, political, legal, social and technological factors on business decisions and organisational performance in the Indian context. * Analyse contemporary and global business issues, including globalisation, digital transformation, sustainability and AI, and develop informed perspectives for responsible business decision-making.		
Credits: 3		MINOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Business Environment: Meaning, Nature, Scope and Importance of Business Environment; Internal and External Environment of Business; Micro and Macro Business Environment; Environmental Scanning and Business Analysis; Role of Business Environment in Managerial Decision-Making.	12

II	Economic and Financial Environment: Meaning and Components of Economic Environment; Economic Systems and Economic Policies; Indian Economic Environment and Economic Reforms; Monetary Policy, Fiscal Policy and Inflation; Financial System, Capital Market and Money Market in India.	11
III	Political, Legal and Regulatory Environment: Political Environment and its Impact on Business; Government and Business Relations in India; Legal Environment of Business; Consumer Protection and Competition Laws; Business Ethics, Corporate Governance and Corporate Social Responsibility.	11
IV	Social, Technological and Global Environment: Social and Cultural Environment and its Influence on Business; Demographic Environment and Changing Consumer Behaviour; Technological Environment, Innovation and Digital Transformation; Globalisation, International Trade and Foreign Investment; Emerging Business Environment: Sustainability, AI and Future Challenges.	11
Suggested Readings 1. Cherunilam, F. <i>Business Environment</i> . Himalaya Publishing House, Mumbai. 2. Aswathappa, K. <i>Essentials of Business Environment</i> . Himalaya Publishing House, Mumbai. 3. Mishra, S. K., & Puri, V. K. <i>Economic Environment of Business</i> . Himalaya Publishing House, Mumbai. 4. Fernando, A. C. <i>Business Environment</i> . Pearson Education, New Delhi. 5. Indian Institute of Banking & Finance (IIBF). <i>Indian Financial System</i> . Macmillan Education India. 6. Francis Cherunilam. <i>International Business: Text and Cases</i> . PHI Learning, New Delhi.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: Second
Course Code: VOC196	Course Title: Tourism Crisis and Risk Management	
Course Outcomes: After completing this course, students will be able to: * Identify, classify and assess major risks, hazards, crises and disasters affecting tourism destinations, travellers and hospitality organisations. * Apply basic principles of risk prevention, preparedness, emergency response, crisis communication, business continuity and destination recovery in tourism and hospitality contexts. * Develop awareness of emerging risks and promote resilient, safe and sustainable tourism practices through effective stakeholder coordination and responsible crisis management.		
Credits: 3	Value Added Course (VAC)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		

Unit	Topics	No. of Lectures Total=45
I	Fundamentals of Tourism Crisis and Risk Management: Meaning, Nature, Scope and Importance of Risk Management in Tourism; Concepts of Risk, Hazard, Vulnerability, Crisis and Disaster; Types and Classification of Tourism Risks and Crises; Risk Identification, Assessment and Analysis in Tourism Destinations; Risk Prevention, Mitigation and Preparedness Strategies.	12
II	Tourism Crises and Emergency Management: Natural Disasters and their Impact on Tourism; Man-Made Disasters, Terrorism and Civil Unrest; Health Emergencies, Epidemics and Pandemics in Tourism; Accidents, Transportation Risks and Travel Safety; Emergency Response, Evacuation and Crisis Management Procedures.	11
III	Crisis Communication and Destination Recovery: Crisis Communication and Information Management in Tourism; Role of Government, Tourism Organisations and Emergency Agencies; Media Management, social media and Misinformation During Tourism Crises; Crisis Leadership, Stakeholder Coordination and Decision-Making; Tourism Recovery, Business Continuity and Destination Rebuilding Strategies.	11
IV	Contemporary Risks and Resilient Tourism: Climate Change and Environmental Risks to Tourism; Cybersecurity, Data Privacy and Digital Risks in Tourism and Hospitality; Food Safety, Health, Hygiene and Guest Security Risks; Sustainable Tourism, Resilience and Community-Based Risk Management; Tourism Crisis Management Planning, Emerging Risks and Future Challenges.	11
Suggested Readings 1. Faulkner, B. <i>Towards a Framework for Tourism Disaster Management</i> . Tourism Management. 2. Ritchie, B. W. <i>Crisis and Disaster Management for Tourism</i> . Channel View Publications. 3. Ritchie, B. W., Dorrell, H., Miller, D., & Miller, G. A. <i>Crisis Communication and Disaster Management in Tourism</i> . Journal of Travel & Tourism Marketing. 4. Becken, S., & Hay, J. E. <i>Tourism and Climate Change: Risks and Opportunities</i> . Channel View Publications. 5. Mason, P. <i>Tourism Impacts, Planning and Management</i> . Routledge. 6. UN Tourism. <i>Crisis Management in Tourism: Guidance, Reports and Resources</i> . UN Tourism.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: First	Semester: Second
Course Code: Z021201	Course Title: Human Values and Environment Studies	

Course Outcomes: After completing this course, students will be able to: * Understand and apply fundamental human values, ethical principles, empathy, inclusiveness and social responsibility in personal, professional and community life. * Explain major environmental concepts, ecosystems, natural resources, biodiversity, pollution and climate change and understand the need for environmental conservation. * Promote sustainable lifestyles and responsible practices by integrating human values, environmental ethics and principles of sustainable development in tourism, hospitality and everyday life.		
Credits: 2		Co-curricular
Max. Marks: 40+60		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-2 T-0 P-0		
Unit	Topics	No. of Lectures Total=30
I	Human Values and Ethical Foundations: Meaning, Nature and Importance of Human Values; Values in Personal, Professional and Social Life; Ethics, Morality and Integrity; Empathy, Compassion and Respect for Others; Truth, Non-Violence, Tolerance and Peace as Universal Human Values.	8
II	Society, Culture and Responsible Citizenship: Family, Society and Social Responsibility; Diversity, Inclusiveness and Respect for Cultural Differences; Gender Equality, Human Rights and Social Justice; Duties and Responsibilities of Responsible Citizens; Professional Ethics, Leadership and Responsible Behaviour in Tourism and Hospitality.	7
III	Fundamentals of Environmental Studies: Meaning, Scope and Importance of Environmental Studies; Ecosystems: Structure, Functions and Biodiversity; Natural Resources and Their Conservation; Environmental Pollution, Causes, Effects and Control Measures; Climate Change, Global Warming and Environmental Challenges.	8
IV	Sustainable Development and Environmental Responsibility: Sustainable Development: Concept, Principles and Goals; Environmental Conservation and Sustainable Lifestyles; Waste Management, Recycling and Circular Economy; Sustainable and Responsible Tourism Practices; Role of Individuals, Communities and Organisations in Environmental Protection and Sustainable Development.	7
Suggested Readings 1. Bharucha, E. <i>Textbook of Environmental Studies for Undergraduate Courses.</i> Universities Press, Hyderabad. 2. Kaushik, A., & Kaushik, C. P. <i>Perspectives in Environmental Studies.</i> New Age International Publishers, New Delhi. 3. Rajan, K. <i>Environmental Studies.</i> Tata McGraw-Hill Education. 4. Gandhi, M. K. <i>The Story of My Experiments with Truth.</i> Navajivan Publishing House,		

Ahmedabad.

5. **Agarwal, K. C.** *Environmental Biology*. Nidhi Publishers, Bikaner.

6. **UNESCO.** *Education for Sustainable Development: A Roadmap*. UNESCO Publishing.

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Third
Course Code: B360301T	Course Title: Travel Agency & Tour Operations	
Course Outcomes: After completing this course, students will be able to understand the structure, functions and operations of travel agencies and tour operators and explain their role within the tourism industry. Students will be able to plan, design, cost and market tour packages and apply knowledge of travel documentation, reservations, ticketing, GDS/CRS and digital booking systems. Students will also be able to demonstrate professional skills in tour management, customer handling and sustainable tour operations while responding effectively to contemporary industry trends and challenges.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Travel Agency and Tour Operations: Meaning, Nature, Scope and Importance of Travel Agencies; Evolution and Development of Travel Agency Business; Types and Classification of Travel Agencies and Tour Operators; Functions and Roles of Travel Agents and Tour Operators; Relationship between Travel Agencies, Tour Operators, Airlines, Hotels and Other Tourism Suppliers.	15
II	Travel Agency Operations and Travel Technology: Setting Up and Organisation of a Travel Agency; Travel Agency Licensing, Registration and Regulatory Requirements in India; Sources of Travel Information and Travel Documentation; Computerised Reservation Systems (CRS), Global Distribution Systems (GDS) and Online Booking Platforms; Online Travel Agencies (OTAs), E-Tourism and Digital Travel Services.	15
III	Tour Planning, Designing and Costing: Concept and Types of Tours and Tour Packages; Tour Itinerary Planning and Preparation; Tour Package Design, Components and Pricing; Tour Costing, Mark-up, Commission and Profit Margin; Domestic and	15

	International Tour Operations, Ticketing and Travel Documentation.	
IV	Tour Management, Marketing and Contemporary Practices: Tour Management and Tour Escorting; Group Handling, Customer Service and Problem Resolution; Travel Agency Marketing, Sales Promotion and Digital Marketing; Sustainable, Responsible and Experiential Tour Operations; Emerging Trends, Challenges and Future Opportunities in Travel Agency and Tour Operations.	15
Suggested Readings 1. Chand, M. <i>Travel Agency Management: An Introductory Text</i> . Anmol Publications, New Delhi. 2. Foster, D. L. <i>The Business of Travel: Agency Operations and Administration</i> . McGraw-Hill. 3. Bhatia, A. K. <i>Tourism Development: Principles and Practices</i> . Sterling Publishers, New Delhi. 4. Roday, S., Biwal, A., & Joshi, V. <i>Tourism Operations and Management</i> . Oxford University Press, New Delhi. 5. Negi, J. <i>Travel Agency and Tour Operation: Concepts and Principles</i> . Kanishka Publishers, New Delhi. 6. Holloway, J. C., Humphreys, C., & Davidson, R. <i>The Business of Tourism</i> . Pearson.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Third
Course Code: B360303T	Course Title: Front Office Operations and Property Management	
Course Outcomes: After completing this course, students will be able to understand the organisation, functions and operational procedures of the front office department and explain its role in the overall management of hotel properties. Students will be able to apply professional techniques for reservations, registration, check-in and check-out, guest services, room assignment, front office accounting and property management systems. Students will also be able to use technology and revenue management principles to enhance guest experience, operational efficiency, security, sustainability and profitability in accommodation establishments.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Front Office Operations: Meaning, Nature, Scope and Importance of Front Office Operations; Organisation Structure and Functions of the Front Office Department; Types of Rooms, Room Rates and Meal Plans; Reservation Systems, Sources and Types of Reservations; Pre-arrival Planning and Guest Cycle in Hotel Operations.	15

II	Front Office Procedures and Guest Services: Registration Process and Check-in Procedures; Guest Registration Cards, Records and Documentation; Room Assignment, Key Management and Guest Room Information; Front Desk Operations, Telephone Services and Concierge Services; Check-out Procedures, Guest Accounts and Settlement of Bills.	15
III	Property Management Systems and Technology: Meaning, Concept and Importance of Property Management Systems (PMS); Features and Functions of PMS in Hotel Operations; Integration of PMS with CRS, GDS, POS and Other Hotel Systems; Guest Data Management, Reservation Management and Room Status Control; Technology, Automation, Artificial Intelligence and Digital Transformation in Front Office Operations.	15
IV	Revenue, Guest Relations and Contemporary Property Management: Room Revenue Management, Yield Management and Dynamic Pricing; Guest Relations, Customer Service and Handling Complaints; Night Audit, Front Office Accounting and Financial Control; Safety, Security, Privacy and Emergency Management in Hotel Properties; Sustainable Property Management, Quality Management and Emerging Trends in Front Office Operations.	15
Suggested Readings 1. Bardi, J. A. <i>Hotel Front Office Management</i> . Wiley. 2. Kasavana, M. L., & Brooks, R. M. <i>Managing Front Office Operations</i> . American Hotel & Lodging Educational Institute. 3. Raghubalan, G., & Raghubalan, S. <i>Hotel Housekeeping: Operations and Management</i> . Oxford University Press, New Delhi. 4. Andrews, S. <i>Hotel Front Office Training Manual</i> . McGraw Hill Education, New Delhi. 5. Bhatnagar, S. K. <i>Front Office Management</i> . Frank Brothers, New Delhi. 6. Vallen, G. K., & Vallen, J. J. <i>Check-In Check-Out: Managing Hotel Operations</i> . Pearson.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Third
Course Code: B360303T	Course Title: Digital Marketing for Tourism	
Course Outcomes: After completing this course, students will be able to understand the concepts, tools, platforms and strategies of digital marketing and explain their application in tourism and hospitality businesses. Students will be able to develop and evaluate digital marketing campaigns using websites, SEO, social media, content marketing, online advertising, e-mail marketing and digital distribution channels. Students will also be able to use digital analytics and emerging technologies such as AI, VR and AR to enhance tourism promotion, customer engagement and destination competitiveness while considering ethical and data privacy issues.		
Credits: 4		MAJOR

Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Digital Marketing in Tourism: Concept, Nature, Scope and Importance of Digital Marketing; Evolution of Digital Marketing and its Role in Tourism; Digital Consumer Behaviour and Online Travel Decision-Making; Tourism Branding and Digital Value Proposition; Digital Marketing Strategy and Marketing Funnel for Tourism Businesses.	15
II	Digital Platforms and Content Marketing: Website Development and User Experience (UX) for Tourism Businesses; Search Engine Optimisation (SEO) and Search Engine Marketing (SEM); Content Marketing and Storytelling in Tourism; Social Media Marketing through Facebook, Instagram, YouTube and Emerging Platforms; Influencer Marketing, User-Generated Content and Online Travel Communities.	15
III	Online Promotion and Customer Engagement: E-mail Marketing, Mobile Marketing and Messaging Platforms; Online Travel Agencies (OTAs), Booking Platforms and Digital Distribution Channels; Online Reputation Management, Reviews and Electronic Word-of-Mouth; Digital Customer Relationship Management and Personalised Marketing; Digital Advertising, Pay-Per-Click (PPC) and Retargeting Strategies.	15
IV	Digital Analytics, AI and Emerging Trends: Web Analytics and Key Performance Indicators (KPIs) for Tourism Marketing; Social Media Analytics and Campaign Performance Measurement; Artificial Intelligence, Chatbots and Generative AI in Tourism Marketing; Virtual Reality (VR), Augmented Reality (AR) and Immersive Tourism Marketing; Emerging Trends, Ethical Issues, Data Privacy and the Future of Digital Tourism Marketing.	15
Suggested Readings 1. Chaffey, D., & Ellis-Chadwick, F. <i>Digital Marketing: Strategy, Implementation and Practice</i> . Pearson. 2. Ryan, D. <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> . Kogan Page. 3. Kotler, P., Kartajaya, H., & Setiawan, I. <i>Marketing 4.0: Moving from Traditional to Digital</i> . Wiley. 4. Buhalis, D. <i>eTourism: Information Technology for Strategic Tourism Management</i> . Pearson. 5. Charlesworth, A. <i>Digital Marketing: A Practical Approach</i> . Routledge. 6. Tuten, T. L., & Solomon, M. R. <i>Social Media Marketing</i> . SAGE Publications.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Third
Course Code: B360304T	Course Title: Hospitality Marketing	
Course Outcomes: After completing this course, students will be able to understand the principles, concepts and strategies of hospitality marketing and analyse the distinctive characteristics of marketing tourism and hospitality services. Students will be able to apply market segmentation, targeting, positioning, service quality, pricing, distribution, branding, promotion and relationship marketing techniques to hospitality businesses. Students will also be able to develop and evaluate contemporary hospitality marketing strategies using digital technologies, customer insights and emerging tools while promoting ethical, sustainable and guest-centric practices.		
Credits: 3		MINOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures Total=45
I	Fundamentals of Hospitality Marketing: Concept, Nature, Scope and Importance of Hospitality Marketing; Characteristics and Unique Features of Hospitality Services; Hospitality Marketing Environment and Marketing Mix; Consumer Behaviour and Guest Decision-Making in Hospitality; Market Segmentation, Targeting and Positioning in Hospitality.	12
II	Hospitality Product and Service Marketing: Hospitality Products and Services: Concept, Design and Development; Service Quality, Guest Experience and Customer Satisfaction; Branding and Brand Management in Hospitality; Pricing Strategies and Revenue Considerations in Hospitality Marketing; Distribution Channels, Reservations and Online Travel Agencies in Hospitality.	11
III	Promotion and Relationship Marketing: Integrated Marketing Communication in Hospitality; Advertising, Public Relations and Sales Promotion; Personal Selling, Direct Marketing and Promotional Strategies; Customer Relationship Marketing, Loyalty Programmes and Guest Retention; Digital and Social Media Marketing for Hotels and Hospitality Businesses.	11
IV	Strategic and Contemporary Hospitality Marketing: Marketing Research and Consumer Insights in Hospitality; Marketing Planning, Strategy and Performance Evaluation; Online Reputation Management, Reviews and Electronic Word-of-Mouth; Sustainable, Ethical and Responsible Marketing in Hospitality; Emerging Trends: Artificial Intelligence, Personalisation, Influencer Marketing and Experiential Hospitality.	11

Suggested Readings

1. **Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S.** *Marketing for Hospitality and Tourism*. Pearson.
2. **Morrison, A. M.** *Marketing and Managing Tourism Destinations*. Routledge.
3. **Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A.** *Marketing in Travel and Tourism*. Routledge.
4. **Kotler, P., Keller, K. L., Chernev, A., Sheth, J. N., & Shainesh, G.** *Marketing Management*. Pearson.
5. **Ramaswamy, V. S., & Namakumari, S.** *Marketing Management: Global Perspective—Indian Context*. Macmillan Education India.
6. **Zeithaml, V. A., Bitner, M. J., & Gremler, D. D.** *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw Hill.

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Third
Course Code: B360305R	Course Title: Tourism Destination Survey: Field Study / Tour	
Course Outcomes: After completing this course, students will be able to plan and conduct systematic field studies of tourism destinations using appropriate observation, survey, interview and documentation methods. Students will be able to assess destination resources, tourism infrastructure, visitor experiences, stakeholder perspectives and tourism impacts and analyse primary and secondary data collected during field visits. Students will also be able to prepare professional destination survey reports and develop practical recommendations for sustainable, responsible and community-oriented tourism development.		
Credits: 3		PROJECT
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures Total=45
I	Planning and Preparation for Tourism Field Study: Concept, Objectives and Importance of Tourism Destination Field Study; Selection of Destination and Preparation of Field Study Plan; Tourism Destination Profiling and Collection of Secondary Information; Field Study Methodology, Observation, Interviews and Questionnaire Surveys; Travel Planning, Budgeting, Documentation, Safety and Ethical Guidelines for Field Study.	12
II	Destination Resources and Tourism Potential Assessment: Identification and Classification of Natural, Cultural, Historical and Built Tourism Resources; Assessment of Attractions, Accessibility, Accommodation	11

	and Tourism Infrastructure; Study of Local Culture, Traditions, Festivals, Cuisine and Handicrafts; Analysis of Tourism Products, Activities and Visitor Experiences; Assessment of Destination Carrying Capacity and Tourism Potential.	
III	Field Survey, Data Collection and Analysis: Conducting On-Site Field Observations and Destination Surveys; Collection of Primary Data from Tourists, Local Communities and Tourism Stakeholders; Documentation through Field Notes, Photography, Mapping and Digital Tools; Analysis of Tourist Behaviour, Visitor Satisfaction and Destination Services; Identification of Tourism Impacts, Problems, Opportunities and Challenges.	11
IV	Project Report, Presentation and Sustainable Destination Development: Preparation and Structure of Tourism Destination Field Study Report; Data Interpretation, Findings and SWOT Analysis of the Destination; Sustainable, Responsible and Community-Based Tourism Practices; Preparation of Recommendations for Destination Development and Management; Project Presentation, Viva-Voce and Reflection on Field Learning and Professional Skills.	11
Suggested Readings 1. Bhatia, A. K. <i>Tourism Development: Principles and Practices</i> . Sterling Publishers, New Delhi. 2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. <i>Tourism: Principles and Practice</i> . Pearson. 3. Page, S. J. <i>Tourism Management</i> . Routledge. 4. Mason, P. <i>Tourism Impacts, Planning and Management</i> . Routledge. 5. Inskeep, E. <i>Tourism Planning: An Integrated and Sustainable Development Approach</i> . Van Nostrand Reinhold. 6. Roday, S., Biwal, A., & Joshi, V. <i>Tourism Operations and Management</i> . Oxford University Press, New Delhi.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Third
Course Code: Z031301	Course Title: Physical Education and Yoga	
Course Outcomes: After completing this course, students will be able to understand the principles of physical education, fitness, yoga and wellness and recognise their importance for maintaining a healthy and balanced lifestyle. Students will be able to demonstrate basic physical fitness activities, selected sports skills, yogic asanas, pranayama, meditation and relaxation techniques safely and effectively. Students will also develop discipline, teamwork, stress-management, leadership and positive lifestyle habits that contribute to physical, mental, emotional and social well-being.		
Credits: 2		Co-curricular
Max. Marks: 40+60		Min. Passing Marks: 40

Total No. of Lectures-Tutorials-Practical (in hours per week): L-2 T-0 P-0		
Unit	Topics	No. of Lectures Total=30
I	Foundations of Physical Education and Fitness: Meaning, Nature, Scope and Objectives of Physical Education; Importance of Physical Fitness and Wellness; Components of Physical Fitness: Strength, Endurance, Flexibility, Speed and Agility; Principles of Exercise and Training; Warm-up, Cool-down and Basic Fitness Assessment.	8
II	Yoga: Concepts and Practices: Meaning, Origin, Philosophy and Objectives of Yoga; Principles and Benefits of Yoga for Physical and Mental Well-being; Basic Yogic Practices and Preparatory Exercises; Asanas for Physical Fitness, Flexibility and Posture; Pranayama, Meditation and Relaxation Techniques.	7
III	Sports, Recreation and Health: Importance of Sports and Recreational Activities in Student Life; Basic Rules and Skills of Selected Individual and Team Sports; Sportsmanship, Fair Play and Ethical Values in Sports; Nutrition, Hydration and Healthy Lifestyle for Physical Performance; Prevention of Sports Injuries and Basic First Aid in Physical Activities.	8
IV	Mental Well-being and Lifelong Fitness: Stress Management through Physical Activity and Yoga; Yoga and Physical Activity for Mental Health and Emotional Balance; Time Management, Discipline and Goal Setting through Sports and Yoga; Physical Activity, Yoga and Sustainable Healthy Lifestyle; Role of Physical Education and Yoga in Personality Development, Social Integration and Lifelong Wellness.	7
Suggested Readings 1. Bucher, C. A., & Wuest, D. A. <i>Foundations of Physical Education, Exercise Science, and Sport.</i> McGraw-Hill. 2. Kansal, D. K. <i>Test and Measurement in Sports and Physical Education.</i> D.V.S. Publications, New Delhi. 3. Sharma, R. D. <i>Health and Physical Education.</i> Surjeet Publications, New Delhi. 4. Iyengar, B. K. S. <i>Light on Yoga.</i> HarperCollins Publishers India. 5. Swami Satyananda Saraswati. <i>Asana Pranayama Mudra Bandha.</i> Bihar School of Yoga, Munger. 6. Swami Kuvalayananda. <i>Asanas.</i> Kaivalyadhama, Lonavala.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Fourth
Course Code: B360401T	Course Title: Event and Convention Management	

Course Outcomes: After completing this course, students will be able to understand the concepts, types, scope and operational framework of event, meeting, conference and convention management. Students will be able to plan, organise and manage events and conventions by applying knowledge of budgeting, venue selection, logistics, marketing, sponsorship, stakeholder coordination and guest services. Students will also be able to evaluate event performance and apply sustainable practices, technology, risk management and crisis preparedness to deliver safe, innovative and successful events.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Event and Convention Management: Concept, Meaning, Nature, Scope and Importance of Event Management; Types and Classification of Events; Concept, Types and Significance of Conventions, Conferences and Meetings; Structure and Functions of the Event and Convention Industry; Role and Responsibilities of Event Managers and Professional Conference Organisers.	15
II	Event Planning and Designing: Event Planning Process and Event Concept Development; Event Feasibility Study, Objectives and Budgeting; Event Programme Design, Scheduling and Venue Selection; Event Logistics, Infrastructure and Technical Requirements; Vendor, Supplier and Stakeholder Management.	15
III	Convention Operations and Event Marketing: Convention Planning and Management Process; Registration, Delegate Management and On-Site Operations; Event Promotion, Public Relations and Digital Marketing; Sponsorship, Fundraising and Financial Management; Hospitality, Protocol, Guest Services and Event Experience Management.	15
IV	Risk Management, Sustainability and Emerging Trends: Event Risk Assessment, Safety, Security and Emergency Management; Crisis Management and Contingency Planning for Events; Sustainable and Responsible Event Management; Technology, Virtual and Hybrid Events and Digital Event Platforms; Evaluation, Post-Event Reporting, Emerging Trends and Career Opportunities in Event and Convention Management.	15
Suggested Readings 1. Fenich, G. G. <i>Meetings, Expositions, Events, and Conventions: An Introduction to the Industry.</i> Pearson. 2. Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. <i>Events Management.</i> Routledge. 3. Goldblatt, J. <i>Special Events: Creating and Sustaining a New World for Celebration.</i> Wiley.		

4. **Hoyle, L. H.** *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions.* Wiley.
5. **Shone, A., & Parry, B.** *Successful Event Management: A Practical Handbook.* Cengage Learning.
6. **Wagen, L. V. D., & Carlos, B. R.** *Event Management: For Tourism, Cultural, Business and Sporting Events.* Pearson.

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Fourth
Course Code: B360402T	Course Title: Human Resource Management	
Course Outcomes: After completing this course, students will be able to understand the fundamental concepts, principles and functions of human resource management and explain their importance in organisational effectiveness. Students will be able to apply HRM practices related to human resource planning, recruitment, selection, training, performance appraisal, compensation, motivation and employee relations in organisational contexts. Students will also be able to analyse contemporary HR challenges and apply ethical, strategic and technology-enabled approaches to managing a diverse and productive workforce.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Foundations of Human Resource Management: Meaning, Nature, Scope and Importance of Human Resource Management; Evolution and Development of Human Resource Management; Human Resource Management and Personnel Management; Human Resource Planning and Forecasting; Job Analysis, Job Description and Job Specification.	15
II	Human Resource Acquisition and Development: Recruitment: Sources and Methods; Selection Process, Interviews and Selection Tests; Induction, Orientation and Socialisation of Employees; Training and Development: Methods and Techniques; Career Planning, Career Development and Succession Planning.	15
III	Performance and Compensation Management: Performance Management Concept, Process and Methods; Performance Appraisal and Feedback Systems; Compensation Management and Wage Administration; Incentives, Employee Benefits and Rewards; Employee Motivation, Engagement and Retention.	15
IV	Employee Relations and Contemporary HRM: Employee Welfare, Health and Safety at the Workplace; Industrial Relations, Grievance Handling and Conflict	15

	Management; Labour Laws and Statutory Provisions in India; Strategic Human Resource Management and HR Analytics; Emerging Trends in HRM: Digital HR, Artificial Intelligence, Diversity, Inclusion and Sustainable HR Practices.	
Suggested Readings 1. Aswathappa, K. <i>Human Resource Management: Text and Cases</i> . McGraw Hill Education, New Delhi. 2. Dessler, G. <i>Human Resource Management</i> . Pearson. 3. Armstrong, M., & Taylor, S. <i>Armstrong's Handbook of Human Resource Management Practice</i> . Kogan Page. 4. Mamoria, C. B., & Gankar, S. V. <i>Personnel Management: Text and Cases</i> . Himalaya Publishing House, Mumbai. 5. Gupta, C. B. <i>Human Resource Management</i> . Sultan Chand & Sons, New Delhi. 6. Rao, V. S. P. <i>Human Resource Management: Text and Cases</i> . Excel Books, New Delhi.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Fourth
Course Code: B360403T	Course Title: Tourism Planning and Sustainable Development	
Course Outcomes: After completing this course, students will be able to understand the concepts, principles, approaches and processes of tourism planning and sustainable development and analyse their importance for tourism destinations. Students will be able to apply tourism planning techniques to assess resources, infrastructure, carrying capacity, stakeholder participation and the environmental, economic and socio-cultural impacts of tourism development. Students will also be able to evaluate sustainable tourism strategies and develop responsible, inclusive and resilient approaches to destination planning and management in alignment with sustainable development goals.		
Credits: 4		MAJOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures Total=60
I	Fundamentals of Tourism Planning and Development: Concept, Nature, Scope and Importance of Tourism Planning; Principles, Objectives and Levels of Tourism Planning; Tourism Development Process and Tourism Planning Approaches; Tourism Resources, Attractions and Destination Assessment; Role of Government, Private Sector and Stakeholders in Tourism Planning.	15
II	Tourism Planning Process and Destination Development: Tourism Planning Process: Situation Analysis, Goal Setting and Strategy Formulation; Tourism Destination Planning and Development; Tourism Infrastructure, Accessibility and Basic Amenities; Tourism	15

	Master Plans, Zoning and Land-Use Planning; Community Participation and Stakeholder Engagement in Tourism Planning.	
III	Sustainable Tourism Development: Concept, Principles and Dimensions of Sustainable Development; Sustainable Tourism: Meaning, Objectives and Significance; Environmental, Economic, Socio-Cultural and Institutional Dimensions of Sustainable Tourism; Carrying Capacity, Limits of Acceptable Change and Visitor Management; Sustainable Tourism Practices and Responsible Tourism.	15
IV	Sustainable Destination Management and Future Perspectives: Environmental Impact Assessment and Tourism Impact Management; Climate Change, Biodiversity Conservation and Tourism Resilience; Community-Based, Rural, Ecotourism and Pro-Poor Tourism Approaches; Sustainable Tourism Indicators, Monitoring and Evaluation; Sustainable Development Goals, Emerging Trends and Future Challenges in Tourism Planning.	15
Suggested Readings 1. Inskeep, E. <i>Tourism Planning: An Integrated and Sustainable Development Approach</i> . Van Nostrand Reinhold. 2. Bhatia, A. K. <i>Tourism Development: Principles and Practices</i> . Sterling Publishers, New Delhi. 3. Mason, P. <i>Tourism Impacts, Planning and Management</i> . Routledge. 4. Swarbrooke, J. <i>Sustainable Tourism Management</i> . CABI. 5. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. <i>Tourism: Principles and Practice</i> . Pearson. 6. Roday, S., Biwal, A., & Joshi, V. <i>Tourism Operations and Management</i> . Oxford University Press, New Delhi.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Fourth
Course Code: B360404T	Course Title: Hospitality and Financial Management	
Course Outcomes: After completing this course, students will be able to understand the principles of Hospitality Operations and the fundamentals of financial management relevant to hotels and other hospitality enterprises. Students will be able to apply financial planning, budgeting, accounting, cost control, revenue management, working capital management and financial analysis techniques to hospitality operations. Students will also be able to evaluate financial performance and investment decisions and use technology-enabled, risk-sensitive and sustainable approaches for effective financial management in the hospitality industry.		
Credits: 3		MINOR
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		

Unit	Topics	No. of Lectures Total=45
I	Fundamentals of Hospitality and Financial Management: Concept, Nature, Scope and Importance of Hospitality Operations; Organisation and Management Structure of Hospitality Enterprises; Introduction to Financial Management in Hospitality; Sources and Uses of Finance in Hospitality Organisations; Financial Objectives, Functions and Role of the Hospitality Financial Manager.	12
II	Financial Planning, Accounting and Cost Management: Financial Planning and Budgeting in Hospitality Organisations; Basic Principles of Hospitality Accounting and Financial Statements; Cost Concepts, Cost Classification and Cost Control; Food and Beverage Cost Control and Inventory Management; Labour Cost, Payroll Management and Operating Expense Control.	11
III	Revenue and Working Capital Management: Working Capital Management in Hotels and Hospitality Enterprises; Cash Management and Cash Flow Analysis; Revenue Management, Yield Management and Dynamic Pricing; Room Revenue, Occupancy, Average Daily Rate and RevPAR; Break-Even Analysis, Profit Planning and Financial Decision-Making.	11
IV	Financial Analysis, Investment and Contemporary Hospitality Operations: Financial Statement Analysis and Key Performance Indicators in Hospitality; Capital Budgeting and Investment Decisions in Hospitality Projects; Risk Management, Insurance and Financial Control; Technology, Digital Payments and Financial Information Systems in Hospitality; Sustainable Financial Management, Financial Challenges and Emerging Trends in the Hospitality Industry.	11
Suggested Readings 1. Jagels, M. G. <i>Hospitality Management Accounting</i> . Wiley. 2. Hales, J. A. <i>Accounting and Financial Analysis in the Hospitality Industry</i> . Butterworth-Heinemann. 3. Schmidgall, R. S. <i>Hospitality Industry Managerial Accounting</i> . Educational Institute of the American Hotel & Lodging Association. 4. Harris, P. J., & Brown, J. B. <i>The Hospitality Business: Financial Management</i> . Butterworth-Heinemann. 5. Raghubalan, G., & Raghubalan, S. <i>Hotel Housekeeping: Operations and Management</i> . Oxford University Press, New Delhi. 6. Bhatia, A. K. <i>Tourism Development: Principles and Practices</i> . Sterling Publishers, New Delhi.		

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Fourth
Course Code: B360405R	Course Title: Project – Industrial Case Study	
Course Outcomes: After completing this course, students will be able to conduct a systematic industrial case study by applying appropriate research, data collection and analytical methods to a		

tourism or hospitality organisation. Students will be able to analyse organisational structure, operations, marketing, human resources, financial practices, technology and industry-specific challenges using primary and secondary information. Students will also be able to prepare a professional project report and formulate practical, ethical, sustainable and innovative recommendations for improving organisational performance.		
Credits: 3		PROJECT
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Industrial Case Study and Project Planning: Concept, Nature, Scope and Importance of Industrial Case Study; Selection of Industry, Organisation or Business Unit for Case Study; Identification of Research Problem, Objectives and Scope of the Study; Review of Literature and Secondary Sources of Information; Preparation of Project Proposal, Work Plan and Research Methodology.	12
II	Industry and Organisation Analysis: Overview and Profile of the Selected Tourism or Hospitality Industry; Organisational Structure, Management Functions and Operational Practices; Analysis of Products, Services, Customers and Target Markets; Study of Human Resource Management, Marketing and Financial Practices; Analysis of Technology, Innovation and Digital Transformation in the Organisation.	11
III	Field Investigation and Case Analysis: Primary Data Collection through Observation, Interviews, Questionnaires and Discussions; Analysis of Operational Processes and Service Quality; Identification of Organisational Strengths, Weaknesses, Opportunities and Threats; Analysis of Key Business Challenges, Risks and Industry-Specific Issues; Interpretation and Presentation of Primary and Secondary Data and Case Findings.	11
IV	Project Report, Recommendations and Presentation: Preparation and Structure of Industrial Case Study Report; Findings, Conclusions and Identification of Key Learning Outcomes; Development of Practical Recommendations and Improvement Strategies; Sustainable, Ethical and Innovative Solutions to Identified Organisational Challenges; Project Presentation, Viva-Voce, Evaluation and Reflection on Industrial Learning.	11
Suggested Readings 1. Kothari, C. R., & Garg, G. <i>Research Methodology: Methods and Techniques</i> . New Age International Publishers, New Delhi. 2. Ranjit Kumar. <i>Research Methodology: A Step-by-Step Guide for Beginners</i> . SAGE Publications. 3. Yin, R. K. <i>Case Study Research and Applications: Design and Methods</i> . SAGE		

Publications.

4. **Bhatia, A. K.** *Tourism Development: Principles and Practices*. Sterling Publishers, New Delhi.

5. **Roday, S., Biwal, A., & Joshi, V.** *Tourism Operations and Management*. Oxford University Press, New Delhi.

6. **Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S.** *Tourism: Principles and Practice*. Pearson.

Programme: B.Sc in Tourism and Hospitality Operations	Year: Second	Semester: Fourth
Course Code: Z041402	Course Title: Indian Language (Hindi Communication in Tourism and Hospitality Operations)	
Course Outcomes: After completing this course, students will be able to communicate effectively in Hindi in academic, professional and practical situations related to tourism and Hospitality Operations. Students will be able to apply Hindi language skills in guest interaction, tour guiding, tourism promotion, documentation, customer service and professional communication. Students will also develop confidence, cultural sensitivity and professional communication competencies to interact effectively with Hindi-speaking tourists, guests, colleagues and local communities.		
Credits: 2		Co-curricular
Max. Marks: 40+60		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-2 T-0 P-0		
Unit	Topics	No. of Lectures Total=30
I	Fundamentals of Hindi Communication and Language Skills: हिंदी भाषा का स्वरूप, महत्व और संचार में भूमिका; संचार की अवधारणा, प्रकार और प्रक्रिया; प्रभावी मौखिक एवं लिखित संचार के सिद्धांत; हिंदी व्याकरण के मूल तत्व और शुद्ध भाषा प्रयोग; शब्दावली विकास, उच्चारण एवं भाषा कौशल।	8
II	Professional Hindi Communication in Tourism and Hospitality: पर्यटन एवं आतिथ्य उद्योग में हिंदी का महत्व और उपयोग; पर्यटकों एवं अतिथियों से प्रभावी संवाद; स्वागत, अभिवादन और अतिथि सत्कार की हिंदी; होटल, यात्रा एजेंसी और पर्यटन कार्यालय में व्यावसायिक हिंदी; टेलीफोनिक, डिजिटल और आमने-सामने हिंदी संचार।	7
III	Hindi for Tourism Promotion and Documentation: पर्यटन स्थलों और आकर्षणों का हिंदी में परिचय एवं वर्णन; यात्रा-वृत्तांत, पर्यटन लेखन और यात्रा संबंधी सामग्री का निर्माण; पर्यटन ब्रोशर, पोस्टर, विज्ञापन और प्रचार सामग्री लेखन; पत्र, ई-मेल,	8

	सूचना, नोटिस और रिपोर्ट लेखन; पर्यटन एवं आतिथ्य क्षेत्र में अनुवाद और द्विभाषी संचार।	
IV	Applied Hindi, Customer Relations and Professional Skills: पर्यटक मार्गदर्शन और हिंदी में टूर गाइड संचार; अतिथि शिकायत, समस्या समाधान और सेवा पुनर्प्राप्ति में हिंदी का प्रयोग; हिंदी में प्रस्तुतीकरण, समूह चर्चा और सार्वजनिक भाषण; अंतर-सांस्कृतिक संचार, शिष्टाचार और पेशेवर व्यवहार; डिजिटल युग में हिंदी, सोशल मीडिया संचार और पर्यटन एवं आतिथ्य क्षेत्र में रोजगार के अवसर।	7
Suggested Readings 1. कामता प्रसाद गुरु। <i>हिंदी व्याकरण</i> . नागरी प्रचारिणी सभा, वाराणसी। 2. हरदेव बाहरी। <i>अच्छी हिंदी</i> . राजपाल एंड संस, नई दिल्ली। 3. भोलानाथ तिवारी। <i>अनुवाद विज्ञान</i> . शब्दकार, नई दिल्ली। 4. रवीन्द्रनाथ श्रीवास्तव एवं कृष्ण कुमार गोस्वामी। <i>प्रयोजनमूलक हिंदी</i> . राजकमल प्रकाशन, नई दिल्ली। 5. सुरेश कुमार। <i>प्रयोजनमूलक हिंदी और अनुवाद</i> . वाणी प्रकाशन, नई दिल्ली। 6. विश्वनाथ त्रिपाठी। <i>हिंदी भाषा और साहित्य का परिचय</i> . राजकमल प्रकाशन, नई दिल्ली।		

Semester V- Allied Courses- MOOC	
No.	Course
1	MOOC I
2	MOOC II

Semester VI- Allied Courses- MOOC	
No.	Course
1	MOOC III
2	MOOC IV

NOTE:

- Suggested Continuous Evaluation Methods- In addition to the theoretical inputs the course will be delivered through Assignments, Presentations and Group Discussions etc.