

Syllabus of

UGC SPONSORED



Qualification Packs (QPs): Front Office Associate
(NSQF Level- 4)

Front Office Executive
(NSQF Level- 5)

Guest Relation Manager
(NSQF Level- 6)

&

Duty Manager
(NSQF Level- 7)



Contents

Subject	Page No.
Structure of Syllabus	1 - 5
SEMESTER - I	6 - 9
SEMESTER - II	20 - 31
SEMESTER - III & IV	32 - 39
SEMESTER -V & VI	40 - 46

BROAD STRUCTURE OF THE SYLLABUS OF UGC SPONSORED B. VOC DEGREE IN
TOURISM AND HOSPITALITY MANAGEMENT

SEMESTER-I

Q.P. - FRONT OFFICE ASSOCIATE (NSQF LEVEL-4)

FIRST SEMESTER - GENERAL EDUCATION PAPERS							
Paper	Subject	Credit	Hours	Mid-Sem.	Semester		Total Mark
					Theory	End Exam. Pract.	
GC - 101	Introduction to Tourism, Aviation & Hospitality Industry	4	60	20	80	--	100
GC-102	IT Applications in Hospitality Services	2	30	10	20	20	50
GC-103	Communication Skill- English-I	2	30	10	40	--	50
GC-104	Communication Skill-Odia/Hindi	2	30	10	40	--	50
GC-105	Accommodation Operation (Housekeeping)	2	30	10	20	20	50
TOTAL		12	180	60	200	40	300

FIRST SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC – 101: Front Desk Operation	THC/N0108	Record guest details for registration	5	75	100
	THC/N0109	Follow check-in procedure and allot room			
	THC/N9902	Maintain customer-centric service orientation			
SC – 102: Basics of Hospitality Service	THC/ N9901	Communicate with customer and colleagues	5	75	100
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
	THC/N9904	Follow gender and age sensitive service practices			
	THC/N9905	Maintain IPR of organization and customer			
SC – 103: Customer Query and Complaint Management	THC/N0107	Attend to guest queries	4	60	100
	THC/N0110	Perform cashiering activities			
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
Skill Paper-4 SC - 104	On Job Training	On Job Practical Training and Report	4	60	100
TOTAL			18	270	400

SEMESTER-II

Q.P. - FRONT OFFICE EXECUTIVE (NSQF LEVEL-5)

SECOND SEMESTER - GENERAL EDUCATION PAPERS							
Paper	Subject	Credit	Hours	Mid-Sem.	Semester End Exam.		Total Mark
					Theory	Pract.	
GC - 201	Tourism Products of India	4	60	20	80	--	100
GC-202	Food & Beverage Production & Service	4	60	20	40	40	100
GC-203	Communication Skill- English-II	2	30	10	40	--	50
GC-204	Basic Accounting	2	30	10	40	--	50
TOTAL		12	180	60	200	40	300

SECOND SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC - 201 Front Office Operation	THC/N0119	Assist guest in check-in and checkout process	5	75	100
	THC/N0107	Attend to guest queries			
	THC/N0110	Perform cashiering activities			
	THC/N9905	Maintain IPR of organization and customers			
SC - 202 Guest Handling & Team Management	THC/N0120	Handle guest complaints and guide front office staff	5	75	100
	THC/ N9901	Communicate with customer and colleagues			
	THC/N9902	Maintain customer-centric service orientation			
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
SC - 203 Hospitality Supervisory Skill	THC/N9904	Follow gender and age sensitive service practices	4	60	100
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
Skill Paper-4 SC - 204	On Job Training	On Job Practical Training and Report	4	60	100
TOTAL			18	270	400

SEMESTER-III**Q.P. - GUEST RELATIONS MANAGER (NSQF LEVEL-6)**

THIRD SEMESTER - GENERAL EDUCATION PAPERS							
Paper	Subject	Credit	Hours	Mid-Sem.	Semester End		Total Mark
					Theory	Pract.	
GC-301	Statistical Methods and Technique	5	75	20	80	--	100
GC-302	Customer Relation Management System (IT Based)	5	75	20	50	30	100
GC-303	Human Resource Management	4	60	20	80	--	100
GC-304	Event Facilitation Services	2	30	10	40	--	50
GC-305	Environmental Studies	2	30	10	40	--	50
TOTAL		18	270	80	290	30	400

THIRD SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC - 301 Front Office Management	THC/N0113	Facilitate a smooth stay for the guests at the hotel	4	60	100
	THC/N0107	Attend to guest queries			
	THC/N0114	Handle guest complaints			
	THC/N9905	Maintain IPR of organization and customers			
SC - 302 Front Office Supervision	THC/N0115	Train and supervise front office staff	4	60	100
	THC/ N9901	Communicate with customer and colleagues			
	THC/N9902	Maintain customer-centric service orientation			
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
SC - 303 Hospitality Management Skill	THC/N9904	Follow gender and age sensitive service practices	4	60	100
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
	THC/N9909	Learn a foreign or local language (s) including English			
TOTAL			12	180	300

SEMESTER - IV**Q.P. - GUEST RELATIONS MANAGER (NSQF LEVEL-6)**

<p><i>Internship Training and Project Report</i> Four Months (740 Hours and 24 Credits) <i>Evaluation of project report – 200 marks</i> VIVA VOCE -100 MARK</p>
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SEMESTER-V

Q.P. - DUTY MANAGER (NSQF LEVEL-7)

FIFTH SEMESTER - GENERAL EDUCATION PAPERS							
Paper	Subject	Credit	Hours	Mid-Sem.	Semester End		Total Mark
					Theory	Pract.	
GC-501	Management Accounting	4	60	20	80	--	100
GC-502	Advertising & Personal Selling	4	60	20	80	--	100
GC-503	Ethical, Legal and Regulatory Framework of Tourism	5	75	20	80	--	100
GC-504	Organizational Behaviour	5	75	20	80	--	100
TOTAL		18	270	60	200	40	400

FIFTH SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC - 501 Hotel Reservation System		Hotel Reservation System	4	60	100
SC - 502 Management of Front Office Activities Operation and Staffing Process	THC/N0116	Plan and control day to day front office activities	4	60	100
	THC/N0117	Assist in managing the front office operation			
	THC/N0118	Manage the front office staffing process			
SC - 503 Hospitality Management Skill	THC/N9901	Communicate with customer and colleagues	4	60	100
	THC/N9902	Maintain customer-centric service orientation			
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
	THC/N9904	Follow gender and age sensitive service practices			
	THC/N9905	Maintain IPR of organization and customers			
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
TOTAL			12	180	300

SEMESTER-VI

Q.P. - DUTY MANAGER (NSQF LEVEL-7)

<p><i>Internship Training and Project Report</i> Four Months (740 Hours and 24 Credits) <i>Evaluation of project report – 200 marks</i> VIVA VOCE -100 MARK</p>
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SEMESTER-I

Q.P. - FRONT OFFICE ASSOCIATE (NSQF LEVEL-4)

FIRST SEMESTER - GENERAL EDUCATION PAPERS							
Paper	Subject	Credit	Hours	Mid-Sem.	End Exam.		Total Mark
					Theory	Pract.	
GC - 101	Introduction to Tourism, Aviation & Hospitality Industry	4	60	20	80	--	100
GC-102	IT Applications in Hospitality Services	2	30	10	20	20	50
GC-103	Communication Skill- English-I	2	30	10	40	--	50
GC-104	Communication Skill-Odia/Hindi	2	30	10	40	--	50
GC-105	Accommodation Operation (Housekeeping)	2	30	10	20	20	50
TOTAL		12	180	60	200	40	300

FIRST SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC – 101: Front Desk Operation	THC/N0108	Record guest details for registration	5	75	100
	THC/N0109	Follow check-in procedure and allot room			
	THC/N9902	Maintain customer-centric service orientation			
SC – 102: Basics of Hospitality Service	THC/ N9901	Communicate with customer and colleagues	5	75	100
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
	THC/N9904	Follow gender and age sensitive service practices			
	THC/N9905	Maintain IPR of organization and customer			
SC – 103: Customer Query and Complaint Management	THC/N0107	Attend to guest queries	4	60	100
	THC/N0110	Perform cashiering activities			
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
SC - 104	On Job Training	On Job Practical Training and Report	4	60	100
TOTAL			18	270	400

SEMESTER-I
Q.P. - FRONT OFFICE ASSOCIATE (NSQF LEVEL-4)

GENERAL EDUCATION PAPERS
GC- 101: INTRODUCTION TO TOURISM, AVIATION & HOSPITALITY INDUSTRY
(Full Mark-100, Credit- 4 & No. of Classes-60)
(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

UNIT-1

Tourism: Definition, meaning, nature, scope and typologies of tourism, Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation, Leisure, recreation and tourism and their Interrelationship.

Introduction to tourism industry: Travel agency- History, Operation/Functions and Types. Tour Operators- Functions and Types. Accommodation Industry- Types and Classification. Supplementary – Souvenir Industry & Shopping.

UNIT-2

Aviation: Air Transportation Industry, International Organizations - ICAO- IATA Evolution of Hub & Spokes- Carrier Codes facilities to the passengers- procedure at airport: - policies- practices and rules.

UNIT-3

Hospitality: Classification & Categorization of Hotels- Hotel Ownership. A brief account of Commercial Hotels- Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, and Motels. Emerging trends in Accommodation- Time, share. Condominium- Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. FHRAI.

UNIT-4

Value Chain: Definitions: Hospitality and Hotel. Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home, Hospitality culture- Athithi devo Bhavah, Expectations of the guest.

Suggested Readings:

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals.
3. Air Travel: A Social History – Hudson, Kenneth.
4. Tourism development – Principles and practices – AR Bhatia.
5. Tourism in India – V.K. Goswami.

GC- 102: IT APPLICATIONS IN HOSPITALITY SERVICES

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Theory- 20 Marks, Time- 2 hours, Practical- 20 Marks, Time- 3 hours)

UNIT- 1

Introduction to Computer: Introduction to Computer, Classification, Generations, Organization, Capabilities, characteristics & Limitations. Application of computer in Hotels, Familiarization with components of computers – Hardware: Hardware elements – input, storage, processing & output devices. **Computer Software:** Types of Software, System software, Application Software, Utility software.

UNIT-2

MS Word: Starting MS-Word- Creating and operating, Saving a document, Editing Text, Formatting documents- Line spacing, paragraph Spacing, Setting tabs, Indenting text, Aligning text, Inserting Header and footers, Bulleting, Page Numbering, spell check and grammar tools, paragraph setting, Page set up, Saving document with password, Printing a document.

UNIT-3

MS Excel: Introducing starting MS - EXCEL, Opening of Worksheet, Saving a Worksheet, formatting work sheet, sorting, Editing Worksheet : Deleting, cells, Rows, Columns, Inserting cells, Rows and columns, charts: Creating, Editing, Inserting, Deleting, Saving, Printing a Worksheet. Protecting Worksheet.

UNIT-4

MS Power Point: Creating, Browsing & saving Presentation, , Linking multiple slides, slide layouts, Adding notes to the slides, Editing & formatting slides Editing text : Viewing a presentation in different view, Adding and deleting slides, Selecting text, Inserting and Deleting Text, Moving and copying text Changing text Case spell Checking. **Formatting Text:** Changing text Attribute Styles, Changing Bullet, Characteristic aligning, Line setting, Paragraph Setting, Changing slide color scheme

Internet & Applications: Introduction to Internet. Definition of networks, concepts of web page, website and web searching (browsing), Benefits, Application, Working, Hardware and software requirements, Worldwide web, web Browser, URL, Search Engines, Emails.

Suggested Reading:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.)- R. P. Soini, Harshal Arolkar, Sonal Jain, Wiley-India Publications.
3. Lucas Jr., H.C. (2005) Information Technology For Management, Tata MacGraw Hill Publishing Company.
4. Computer Fundamentals, P.K. Sinha, and Preeti Sinha (BPB Publication)
5. Leon & Lion, Introduction to computers, Vikas Publishing House, New Delhi
6. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay
7. White, Date Communications & Computer4u Network, Thomson Learning, Bombay.
8. Computer in Hotels – Concepts & Applications : Partho P Seal Oxford University Press

GC- 103: COMMUNICATION SKILL- I (ENGLISH) LEARN A FOREIGN LANGUAGE

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Time- 2 hours)

UNIT-1

Writing Skill:

- C.V. Writing
- Cover letters
- Formal Letter- Official/Business
- Report writing
- Information Transfer from Graphs, Charts etc

UNIT-2

Language Skill:

- Sentence Types
- Form and Function of Sentences,
- Vocabulary
 - i. Synonyms, Antonyms
 - ii. One-word Substitution
 - iii. Making Sentences

UNIT-3

Communication Skill (Non-verbal) :

- Gestural Language and Paralanguage
- Body Language
- Etiquettes

UNIT-4

Communication Skill (Verbal) :

- English Sounds (Consonants & Vowels)
- Intonation

Suggested Readings:

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.
7. L. Gartside (ELBS) Modern Business Letters.
8. M.K. Sehgal, Business Communication, Excel Books, New Delhi
9. Phoda A. Doctor & Aspi H. Doctor, Principles and Practice of Business Communication, A. R. Shetha & Co. Bombay.
10. Pradhan, Bhende and Thakur – Business Communication, Himalaya Publishing House
11. R. K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd., Noida.
12. U. S. Rai & M. S. Rai, Business Communication, Himalaya Publishing House, Bombay.

GC-104: COMMUNICATION SKILL-ODIA

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Time- 2 hours)

ଆଧୁନିକ ଭାରତୀୟ ଭାଷା (ଓଡ଼ିଆ)

ପୂର୍ଣ୍ଣ ସଂଖ୍ୟା-୫୦

୧. ଅବବୋଧ ପରୀକ୍ଷଣ
୨. ବ୍ୟାବହାରିକ ଲିଖନ ଶୈଳୀ
୩. ବ୍ୟାବହାରିକ ବ୍ୟାକରଣ
୪. ଓଡ଼ିଶାର ସଂସ୍କୃତିକ ଅଧ୍ୟୟନ
୫. ଇଂରାଜୀରୁ ଓଡ଼ିଆକୁ ଅନୁବାଦ

୧. ଅବବୋଧ ପରୀକ୍ଷଣ

[୪

(ଏଥିରେ ୩୦୦ ଶବ୍ଦ ବିଶିଷ୍ଟ ଏକ ଅନୁଛେଦ ଦିଆଯିବ ଚହଁରୁ ୪ଟି ପ୍ରଶ୍ନ ଦିଆଯିବ ଓ ସମସ୍ତ ପ୍ରଶ୍ନର ଉତ୍ତର ଦେବାକୁ ହେବ ।)

୨. ବ୍ୟାବହାରିକ ଲିଖନ ଶୈଳୀ(ଦୁଇଟି ପ୍ରଶ୍ନର ଉତ୍ତର ଲେଖ) [୪ + ୪]
- (କ) ବକ୍ତୃତା ପ୍ରସ୍ତୁତି
(ଖ) ସମସ୍ୟାଧର୍ମୀ ସଂବାଦ ପ୍ରସ୍ତୁତି
(ଗ) ସମ୍ବାଦ ପତ୍ରର ସଂପାଦକଙ୍କୁ ପତ୍ର
(ଘ) ଦର୍ଶନୀୟ ସ୍ଥାନ ଉପରେ ତଥ୍ୟଭିତ୍ତିକ ବିବରଣ
୩. ବ୍ୟାବହାରିକ ବ୍ୟାକରଣ (ଆଠଗୋଟି ପ୍ରଶ୍ନର ଉତ୍ତର ଲେଖ) [୮]
- (କ) ବାକ୍ୟରୂପ ଓ ରୂପାନ୍ତର
(ଖ) ସମାର୍ଥ ଓ ବିପରୀତ ଅର୍ଥ ବୋଧକ ଶବ୍ଦ
(ଗ) ରୂପ ପ୍ରୟୋଗ
(ଘ) ଭ୍ରମ ସଂଶୋଧନ
(ଙ) ପଦ-ସଂଜ୍ଞା ଓ ପ୍ରକାରଭେଦ
୪. ଓଡ଼ିଶାର ସାଂସ୍କୃତିକ ଅଧ୍ୟୟନ (ଗୋଟିଏ ଦୀର୍ଘ ପ୍ରଶ୍ନ ଓ ଦୁଇଗୋଟି ସଂକ୍ଷିପ୍ତ ପ୍ରଶ୍ନ) [୮+୪]
- (କ) ଓଡ଼ିଶାର ସାଂସ୍କୃତିକ ଇତିହାସ
(ଖ) ବିଭିନ୍ନ ସାଂସ୍କୃତିକ ପୀଠ
(ଅର୍କ୍ଷେତ୍ର କୋଣାର୍କ, ବିରଜା କ୍ଷେତ୍ର, ରାଜାରାଣୀ ମନ୍ଦିର, କପିଳାସ)
(ସାଂସ୍କୃତିକ ଇତିହାସ ସଂପର୍କିତ ଏକ ଦୀର୍ଘ ପ୍ରଶ୍ନ ଓ ବିଭିନ୍ନ ସାଂସ୍କୃତିକ ପୀଠ ଉପରେ ସଂକ୍ଷିପ୍ତ ପ୍ରଶ୍ନ ଆସିବ ।)
୫. ଇଂରାଜୀରୁ ଓଡ଼ିଆକୁ ଅନୁବାଦ (ଆଠଗୋଟି ବାକ୍ୟ) [୮]

ସହାୟକ ପାଠ୍ୟ ପୁସ୍ତକ

୧. ପ୍ରାୟୋଗିକ ଓଡ଼ିଆ ଭାଷା (ରାଜ୍ୟ ପାଠ୍ୟ ପୁସ୍ତକ ପ୍ରଣୟନ ସଂସ୍ଥା, ଭୁବନେଶ୍ୱର, ଓଡ଼ିଶା)
୨. ଓଡ଼ିଶାର ସାଂସ୍କୃତି (ସଂସ୍କୃତି ବିଭାଗ, ଓଡ଼ିଶା ସରକାର)

GC-104: COMMUNICATION SKILL- HINDI

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Time- 2 hours)

आधुनिक भारतीय भाषा (हिन्दी)

UNIT-1

[4 x 2 = 8

अपठित गद्यांश :

तीन सौ शब्दों का एक अनुच्छेद दिया जाएगा । उससे चार प्रश्न दिये जाएंगे । उन प्रश्नों के उत्तर अपनी भाषा में लिखना होगा ।

UNIT-2

[1 x 8 = 8

दीर्घ उत्तर मूलक एक प्रश्न)

व्यवहारिक लिखन शैली :

- i) वक्तव्य प्रस्तुतिकरण
- ii) संवाद प्रस्तुतिकरण
- iii) संपादक को पत्र लेखन
- iv) विवरण लेखन ।

UNIT-3

[4 x 4 = 16

व्यावहारिक व्याकरण :

- i) शब्द शुद्धि
- ii) लिंग निर्णय
- iii) महावरें -कहावतें
- iv) हिन्दी परसर्ग
- v) कर्त्ता-क्रिया की अन्विति

UNIT-4

[1 x 8 = 8

भारत का सांस्कृतिक अध्ययन : (दीर्घ उत्तर मुलक प्रश्न)

सहायक ग्रन्थ:

१. आधुनिक हिन्दी व्याकरण और रचना-डॉ वासुदेव नन्दन प्रसाद (भारती भवन)
२. वृहत हिन्दी व्याकरण -प्रो प्रकाश गुप्त (अरु प्रकाशन, नई दिल्ली)
३. प्रयोजन मूलक हिन्दी -प्रो माधव सोनटक्के

GC-105: ACCOMMODATION OPERATION (HOUSE-KEEPING)

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Theory- 20 Marks, Time- 2 hours, Practical- 20 Marks, Time- 3 hours)

Unit-1

Housekeeping & Organization of the Department: Definition & importance of Housekeeping, Duties & responsibilities of housekeeping staff, Housekeeping organizational structure (small, medium & large). Qualities of housekeeping staff, Aims & attributes of housekeeper, Staff scheduling, Safety of guest & hotel property Prevention of accidents & first aid, Role of security department, Lost & found procedure, Record maintenance and key handling procedure.

Unit-2

Hotel Guest Rooms: Types of room, standard layout (single, double, twin & suite), furniture/fixtures/soft furnishing/accessories/guest supplies/amenities in a guest room, layout of corridor and floor pantry, procedures to be followed on rooms/floors, deep cleaning, second service & turndown services.

Unit-3

Linen and Uniform Room: Laundry; dry cleaning & stain removal: layout of linen room and its function, linen inventory system, classification and selection of linen, laundry and stock taking. Flooring & Floor Finishes, Carpets, wall covering and fabrics – types, classification, uses & its care.

Unit-4

Cleaning: Identification of cleaning agents and equipments/cleaning cloths (types and uses): General cleaning and stain removal- identify stain: Guest room lay-out and bed making: Room inspection, linen inventory: Flower arrangement: Different shapes & styles/theme decorations. Interior Decoration: Definition & importance, principles of design, elements of design- form, color & texture, flower arrangements: concept, tools and equipments.

Sample practical schedule for reference (Practical Schedule to be developed by the Teachers)

Identification of cleaning agents and equipments/cleaning cloths (types and uses),

General cleaning and stain removal- identify stain, Guest room lay-out and bed making, Room inspection, linen inventory, Flower arrangement: Different shapes & styles/theme decorations.

Suggested Reading:

1. Chakravarty, Dr. Barun Kumar, Hotel Operation.
2. Jones Peter/Pizam Abraham, International Hospitality Industry.
3. Medic. S, The business of Hotels.
4. Negi J.M.S, Tourism and Hoteliering.
5. R.K Arora, Encyclopedia of Hotel & Hospitality Management.
6. S.Kaushal-S.N Gowthan, Frank & Co., New Delhi Accommodation Operation Management.
7. Sudhir Andrew, Tata Mac Graw Hill, New Delhi H.K Training Manual.
8. Zulfiker Mohammed, Tourism and Hotel Industry.

Q.P. - FRONT OFFICE ASSOCIATE (NSQF LEVEL-4)

Skill Component Papers (assessment will be done by the THSC)

SC – 101: FRONT DESK OPERATION

(Full Mark-100, Credit- 5 & No. of Classes-75)

Unit- 1

Front Office Organization & Hierarchy: Different sections & layouts of front office and their importance; coordination of FO with other departments; front office organization and hierarchy; duties and responsibilities of principal staff and their job description – FO Manager- Duty Manager- Lounge Manager- FO Agent- Cashier- Bell Captain- Bell Boy- GRE- Concierge; introduction to Bell Desk Operations. Attributes- qualities- telephone manners- standard phrases required for office staff.

Unit-2

Record Guest Details for Registration:

- Welcome the Guest
- Check for Room Availability and Reservation Status
- Complete Guest Registration
- Follow Standard Registration Guidelines

Unit-3

Follow Check-in Procedure and Allot Room:

- Check for Guest Room Preference and/or Reservation Details
- Allot the Room as per Guest Preference
- Handle Upgrade, Downgrade and Emergency Situations
- Achieve Productivity Standards.

Unit-4

Maintain Customer-Centric Service Orientation:

- Engage with customers to understand their service quality requirements,
- Achieve customer satisfaction
- Fulfill customer requirement

SC – 102: BASICS OF HOSPITALITY SERVICE

(Full Mark-100, Credit- 5 & No. of Classes-75)

Unit-1

Communicate with Customer and Colleagues:

- Interact with Superior
- Communicate with Colleagues
- Communicate Effectively with Customers.

Unit-2

Maintain Standard of Etiquette and Hospitable Conduct:

- Follow Behavioural, Personal and Telephone Etiquettes
- Treat Customers with High Degree of Respect and Professionalism
- Achieve Customer Satisfaction.

Unit-3

Follow Gender and Age Sensitive Service Practices:

- Educate customer on specific facilities and services available for different categories of customers
- Provide gender and age specific services as per their unique and collective requirements
- Follow standard etiquette with women at workplace.

Unit-4

Maintain IPR of Organization and Customer:

- Secure company's IPR
- Respect customer's copyright.

SC- 103: CUSTOMER QUERY AND COMPLAINT MANAGEMENT

(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit- 1

Attend to Guest Queries:

- Assist the guest on any requirement
- Respond to guest queries
- Deliver message and materials to guest
- Achieve guest satisfaction

Unit-2

Perform Cashiering Activities:

- Receive payment method details from guest
- Prepare the invoice
- Receive the payment
- Document and record the details

Unit-3

Maintain Health and Hygiene:

- Ensure cleanliness around workplace in hospitality and tourist areas
- Follow personal hygiene practices
- Take precautionary health measures

Unit-4

Maintain Safety at Workplace:

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or personal protective equipment
- Achieve safety standards

SC – 104: ON JOB PRACTICAL TRAINING AND REPORT
(Full Mark-100, Report- 50 Marks & Viva Voce- 50 Marks, Credit- 4)

1.1 *Expectations from and benefits of Report Preparation:*

It is important that students should be motivated about the Report and know what is expected from it.

- Getting familiar with the work environment.
- Getting familiar with modern tools and systems.
- Participating in teamwork- preferably as part of a multi-disciplinary team.
- Getting familiar with the project development cycle.
- Improving communication skills.
- Being able to apply the knowledge and skills gained in curriculum to real-life issues and problems.
- Learning new subjects.
- Learning about contemporary issues.
- Understanding of the professional and ethical responsibilities of an employ.
- Making contacts for future employment.

1.2 *Recommendations to students for report writing:*

- Be active- enthusiastic- motivated- energetic and Work hard.
- Be pro-active. Do not wait for somebody to tell you what to do. Try to plan your time week by week.
- Keep a daily/weekly record of the progress of your training.

2.0. *Report Writing Guidelines:*

The guidelines are classified into two groups:

1. Style and formatting guidelines-
2. Content and logical organization guidelines.

2.1. *Style and formatting:*

Please strictly follow the formatting guidelines and be consistent throughout your document. Listed below are some style-related guidelines.

- Number each figure/table- add a meaningful caption to each figure/table- and refer to the figures/tables inside the text using their figure/table numbers.

- List references (to papers- documents- manuals- web pages- etc.) at the end of your report (after the conclusion and before the appendix) in a separate section entitled References.
- Give citations to each of these references inside the text in a standard way.
- Spell-check your report.
- Bind your report.
- Number the pages.
- Strictly follow the formatting guidelines and be consistent throughout the document. (this duplicates what it says in the header- first sentence)
- Read and edit your report several times before you submit it.
- Format for the cover page is given at the end of this report.

2.2 Content and organization:

- Objectives of the Study
- Methodology
- Sequencing of the Study

2.2.1 Dividing the report into sections and logical parts:

Below are some guidelines describing what sections are expected in a report and what each section should include.

Abstract: Start your report with a brief abstract that describes in a few sentences where you have done your report- what you have done- and what you have learned.

Introduction: Have an introductory section that will make a smooth beginning to the document. In the introduction section include the following:

- The name of the company and department where you have done your Report- the main focus area of the company- and your motivation for choosing this company as the place for your Report.
- Brief summary of the work you have done the motivation behind it- and the significance of the work that you have done in the overall project.
- Explanation of the organization of the rest of the report.

Company information: Have a section providing detailed information about the company and department where you did your training and resources- its focus and project area- its organization- etc. The name- address- telephone number-

email address- and information about the education of your supervisor must be given.

Main Body: This is the most important part of your report. The number of sections in this part- their titles- and their contents depend on the work that you have done and the information you would like to provide.

- This part should include at least the following:
 - Information about the main project.
 - The significance of the work you have done.
 - The motivation behind the particular work that you have done and why it is required. Detailed description of the work done.
- Clearly state your own contribution and clearly identify the distinctions from others' work.

Conclusion: Have a conclusion section where you summarize the work you have done. Clearly re-state your contribution- what you have learned- experienced and acquired.

2.2.2 Other content related guidelines:

- Do not copy and paste information from other documents. Always write in your own words.
- If you need to include information from other sources- properly quote or paraphrase- and give citations.
- Be consistent with the use of your abbreviations and state their long form when they are used for the first time.
- Be correct- consistent- and complete.
- Make sure you cite any ideas that you borrow from other sources.

3.0. Evaluation Criteria for Reports:

Each student will be required to submit two copies of the project report to the College for the work undertaken for the purpose of evaluation.

Evaluation committee evaluating the reports will use the following criteria for evaluation:

- Report style and content. (50 %)
- Presentation & Viva Voce. (50 %)

For report style and content, the parts mentioned in the table below will be considered while awarding marks and for presentation & Viva voce each student will be required to make a presentation of 15 minutes before the evaluation committee. On completion of presentation the students will be asked questions by the members of evaluation committee- other faculty members and students present.

Report Parts	Marks	Viva-voce Parts	Marks
General style and format	10 %	Content & Clarity	10 %
Introduction & training details	10 %	Delivery & stage presence	20 %
Observations	20 %	Creativity	10 %
Conclusion	10 %	Visual Aid	10 %
Total	50 %	Total	50 %

SEMESTER-II

Q.P. - FRONT OFFICE EXECUTIVE (NSQF LEVEL-5)

SECOND SEMESTER - GENERAL EDUCATION PAPERS

Paper	Subject	Credit	Hours	Mid-Sem.	Semester End Exam.		Total Mark
					Theory	Pract.	
GC - 201	Tourism Products of India	4	60	20	80	--	100
GC-202	Food & Beverage Production & Service	4	60	20	40	40	100
GC-203	Communication Skill- II (English)	2	30	10	40	--	50
GC-204	Basic Accounting	2	30	10	40	--	50
TOTAL		12	180	60	200	40	300

SECOND SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC - 201 Front Office Operation	THC/N0119	Assist guest in check-in and check-out process	5	75	100
	THC/N0107	Attend to guest queries			
	THC/N0110	Perform cashiering activities			
	THC/N9905	Maintain IPR of organization and customers			
SC - 202 Guest Handling & Team Management	THC/N0120	Handle guest complaints and guide front office staff	5	75	100
	THC/ N9901	Communicate with customer and colleagues			
	THC/N9902	Maintain customer-centric service orientation			
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
SC - 203 Hospitality Supervisory Skill	THC/N9904	Follow gender and age sensitive service practices	4	60	100
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
SC - 204	On Job Training	On Job Practical Training and Report	4	60	100
TOTAL			18	270	400

SEMESTER-II
Q.P. - FRONT OFFICE EXECUTIVE (NSQF LEVEL-5)

GENERAL EDUCATION PAPERS
GC- 201: TOURISM PRODUCTS OF INDIA

(Full Mark-100, Credit- 4 & No. of Classes-60)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit-1

Tourism Products and Heritage: Tourism products: meaning, characteristics, classification. Heritage: meaning, types, history, evolution, continuity. Heritage management organizations: UNESCO, ASI, ICOMOS, INTACH. Historic monuments of tourist significance: forts, palaces, museums, art galleries.

Unit-2

Architecture & Religion: Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Popular religious centers: Hindu, Muslim, Christian, Buddhist, Jain & Sikh.

Unit-3

Nature Based Products: Islands & Beaches, Deserts & Hill Stations. Protected Areas: Wildlife sanctuaries, National Parks & Biosphere Reserves. Adventure & Eco-Tourism.

Unit-4

Special Interest Tourism Products: Performing art of India: Classical dances, folk dances and folk culture. Handicrafts and textiles: important handicraft objects and centers, craft melas, souvenir industry. Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Emerging: Medical, Health, Rejuvenation, Rural, Gastronomy, Golf, Cruise, Wine & Dark tourism. Case studies of World Heritage Sites: Taj Mahal, Khandagiri and Udaygiri Caves, Darjeeling rail, Bhitarkanika, Konark sun temple, Bodh Gaya, Mahabalipuram.

Recommended Reading:

1. A.L. Basham, "A Cultural History of India".
2. A.L. Basham, "The Wonder that was India".
3. Harle, J. C. - "The Art and Architecture of Indian Sub Continent".

4. Hussain, A. A. (1987) - "The national culture of India, National Book Trust, New Delhi".
5. Percy, B.: "Indian Architecture – Hindu and Buddhist Period".
6. Raina, A.K, Raina, C. L, (2005) - "Fundamentals of Tourism and Indian Religion".
7. S. Huntington, - "The Art of Ancient India".
8. S. Punja, - "Museums of India".
9. Sharma, U. (2008)- "Festivals in Indian Society", Mittal Publication, New Delhi -02
10. Singh, A. – "Cultural Tourism in India".

GC- 202: FOOD & BEVERAGE PRODUCTION & SERVICE

(Full Mark-100, Credit- 4 & No. of Classes-60)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Theory- 40 Marks,
Time- 2 hours, Practical- 40 Marks, Time- 3 hours)

Unit-1

Introduction to Cookery: Culinary History, Aims and Objectives of Cooking, Personal Hygiene and Food Safety Kitchen Uniform, Classical Kitchen Brigade, Organization Structure of the Kitchen. Stock, Soups, Sauce, Salad: Definition, Classification and It's use. Spices and Herbs.

Unit-2

Methods of Cooking Food: Kitchen Equipment, Roasting, Grilling, Frying, Broiling, Baking and Blanching, Poaching, Steaming, Stewing, Braising, Roasting, Sautéing. Fish Cookery. Pulses, Rice & Cereals, Meat Cookery, Egg Cookery, Indian Cuisine, International Cuisine, Garnishing.

Bakery & Pastry: Basic ingredients used in Bakery, Flour, Raising agents, Thickening Agent, Cream, Milk & Dairy Product, Bread, Cake Making.

Unit-3

Introduction to Food Beverage Operations: Catering Establishment, Objective of Food Beverage operation, Organizational, Chart of F & B Department. Types of outlet in F & B department. Professionalism & personal hygiene of F & B Staff, Communication. Up-selling techniques.

Unit-4

Equipment used in F & B Area: Restaurant operations & features, equipments- crockery, cutleries, glass ware, flat ware, hollow ware. F & B operations-Room service operation,

Banquet operation, bar operation. Planning & Designing of Food service: Layout of sitting arrangement, Furniture & Fixtures. Types of Beverage: Introduction of Beverage & it's type. Wine, Brandy, Whiskey, Rum, Vodka, Gin, Tequila. International Cigars.

Practical Schedule (F & B Production):

1. Identification of Kitchen Equipments.
2. Cuts of Vegetables
3. Different Methods of Cooking- Boiling, Frying, Steaming, Poaching, Blanching, Sautéing, Roasting, Baking.
4. Preparation of Stocks- White, Brown, Fish.
5. Preparation of Sauce- Basic Mother Sauce.
6. Poultry- Cuts of Poultry, Preparation of Poultry Dishes.

Practical Schedule (F & B Service):

1. Table set up
2. Salver carrying
3. Napkin folding
4. Basic etiquettes
5. Identification of cutleries & glass ware

Recommended readings:

1. Almanza B.A, Kolshevar, L.H & Terreu, Food service(layout, design & equipment).
2. John cousins, David Foskett & Cailein Gillespie Food and beverage Management.
3. Operations, methods and cost control-Dennis L. Foster.
4. Parvinder Balli, Food Production.
5. The management of Food service Operation- Jones P & Merricks
6. Theory of Cookery – Krishna Arora
7. Thongam E- Philip, Modern Cookery.

GC- 203: COMMUNICATION SKILL- II (ENGLISH) LEARN A FOREIGN LANGUAGE

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Time- 2 hours)

Unit-1

Basic Communication Skills: Presentation Skill & Technique, Business etiquette, Corporate, Social & Telephone etiquette. Motivation and Leadership Skill. Stress Management & Time Management. Effective Communication/ Miscommunication.

Unit-2

Speaking Skill: Debate, Elocution, Conversation, Persuasive Communication, Telephonic Conversation. Welcome Speech & Vote of thanks. Facing an Interview.

Unit-3

Writing Skill: Dialogue/Monologue, Describing objects, events & process, Designing pamphlets & Brochure, Writing E-mails, SMS, Short-notes.

Unit-4

Presentation Skill: Oral Narration, Role play, Presentation with PPT and without Audio-visual Aids, Uses of Internet.

Suggested Readings:

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.
6. L. Garteside (ELBS) Modern Business Letters.
7. M.K. Sehgal, Business Communication, Excel Books, New Delhi
8. Pradhan, Bhende and Thakur – Business Communication, Himalaya Publishing House
9. R. K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd., Noida.
10. U. S. Rai & M. S. Rai, Business Communication, Himalaya Publishing House, Bombay.

GC- 204: BASIC ACCOUNTING

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Time- 2 hours)

Unit-1

Conceptual Framework: Meaning and objectives of accounting - Business transactions, classifications of accounts, Basic accounting terms: assets, liabilities, capital, expenses, debtors, creditors, goods, cost, gain, stock, purchase, sale, loss, profit, voucher, discount, transaction, drawings, depreciation, reserve & provisions. Difference between Revenue & Capital expenditure & receipts.

Unit-2

Accounting Cycle: Introduction of journal, Rules of Debit & Credit, Various ledgers - Examples related only to recording the transaction into journal, posting into ledger, balancing. Subsidiary Books, Cash Book (Double column & Triple column).

Unit-3

Accounting Principles and Depreciation: Accounting concepts- Accounting conventions (Theory Only) - Depreciation, Methods of Charging depreciation, Examples on fixed installment Method, Diminishing Balance Method.

Unit-4

Preparation of Final Accounts: Trial Balance, Errors, Trading account, profit and loss account and balance sheet of sole Proprietor.

Reference Books:

1. Introduction to Accountancy-by Dr. S.N. Maheshwari, Dr. S. K. Maheshwari, Sharad K.
2. Financial Accounting. By Narayan Swamy (Prentice Hall India. New Delhi).
3. Financial Accounting. By Ashish Bhattacharya (Prentice Hail India. New Delhi)
4. Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co, New Delhi).
5. Principles and Practice of Accountancy –B. S. Shah Prakashan.

Q.P. - FRONT OFFICE EXECUTIVE (NSQF LEVEL-5)
SKILL COMPONENT PAPERS (ASSESSMENT WILL BE DONE BY THE THSC)

SC- 201: FRONT OFFICE OPERATION
(Full Mark-100, Credit- 5 & No. of Classes-75)

Unit- 1

Assist Guest in Check-in and Check-out Process:

- Welcome and Greet Guests
- Understand Reservation Status and Arrange for Booking
- Arrange for Guest Requirement
- Follow Guest Check-in Process Standard
- Assist Guest during Check-out

Unit-2

Attend to Guest Queries:

- Attend to Guest Queries
- Assist the Guest on any Requirement
- Respond to Guest Queries
- Deliver Message & Materials to Guests
- Achieve Guest Satisfaction

Unit-3

Perform Cashiering Activities:

- Receive Payment Method Details from Guests
- Prepare the Invoice
- Receive the payment
- Documentation and recording details

Unit-4

Maintain IPR of Organization and Customers:

- Secure Company's Intellectual Property Rights (IPR)
- Respect Customer's Copyright

SC- 202: GUEST HANDLING AND TEAM MANAGEMENT

(Full Mark-100, Credit- 5 & No. of Classes-75)

Unit- 1

Handle Guest Complaints and Guide Front Office Staff:

- Handle guest complaints
- Take decision within their control in the interest of the organization
- Guide and mentor the front office staff

Unit-2

Communicate with Customer and Colleagues:

- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

Unit-3

Maintain Customer-Centric Service Orientation:

- Engage with customers for assessing service quality requirements
- Achieve customer satisfaction
- Fulfill customer requirement

Unit-4

Maintain Standard of Etiquette and Hospitable Conduct:

- Follow behavioural, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction

SC- 103: HOSPITALITY SUPERVISORY SKILLS

(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit-1

Follow Gender and Age Sensitive Service Practices:

- Educate customer on specific facilities and services available
- Provide different age and gender specific customer service
- Follow standard etiquette with women at workplace

Unit-2

Maintain Health and Hygiene:

- Ensure cleanliness around workplace
- Follow personal hygiene practices
- Take precautionary health measures

Unit-3

Maintain Safety at Workplace:

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or Personal Protective Equipment
- Achieve safety standards

SC – 204: ON JOB PRACTICAL TRAINING AND REPORT
(Full Mark-100, Report- 50 Marks & Viva Voce- 50 Marks, Credit- 4)

1.1 Expectations from and benefits of Report Preparation:

It is important that students should be motivated about the Report and know what is expected from it.

- Getting familiar with the work environment.
- Getting familiar with modern tools and systems.
- Participating in teamwork- preferably as part of a multi-disciplinary team.
- Getting familiar with the project development cycle.
- Improving communication skills.
- Being able to apply the knowledge and skills gained in curriculum to real-life issues and problems.
- Learning new subjects.
- Learning about contemporary issues.
- Understanding of the professional and ethical responsibilities of an employ.
- Making contacts for future employment.

1.2 Recommendations to students for report writing:

- Be active- enthusiastic- motivated- energetic and Work hard.

- Be pro-active. Do not wait for somebody to tell you what to do. Try to plan your time week by week.
- Keep a daily/weekly record of the progress of your training.

2.0. Report Writing Guidelines:

The guidelines are classified into two groups:

1. Style and formatting guidelines-
2. Content and logical organization guidelines.

2.1. Style and formatting:

Please strictly follow the formatting guidelines and be consistent throughout your document. Listed below are some style-related guidelines.

- Number each figure/table- add a meaningful caption to each figure/table- and refer to the figures/tables inside the text using their figure/table numbers.
- List references (to papers- documents- manuals- web pages- etc.) at the end of your report (after the conclusion and before the appendix) in a separate section entitled References.
- Give citations to each of these references inside the text in a standard way.
- Spell-check your report.
- Bind your report.
- Number the pages.
- Strictly follow the formatting guidelines and be consistent throughout the document. (this duplicates what it says in the header- first sentence)
- Read and edit your report several times before you submit it.
- Format for the cover page is given at the end of this report.

2.2 Content and organization:

- Objectives of the Study
- Methodology
- Sequencing of the Study

2.2.1 Dividing the report into sections and logical parts:

Below are some guidelines describing what sections are expected in a report and what each section should include.

Abstract: Start your report with a brief abstract that describes in a few sentences where you have done your report- what you have done- and what you have learned.

Introduction: Have an introductory section that will make a smooth beginning to the document. In the introduction section include the following:

- The name of the company and department where you have done your Report- the main focus area of the company- and your motivation for choosing this company as the place for your Report.
- Brief summary of the work you have done the motivation behind it- and the significance of the work that you have done in the overall project.
- Explanation of the organization of the rest of the report.

Company information: Have a section providing detailed information about the company and department where you did your training and resources- its focus and project area- its organization- etc. The name- address- telephone number- email address- and information about the education of your supervisor must be given.

Main Body: This is the most important part of your report. The number of sections in this part- their titles- and their contents depend on the work that you have done and the information you would like to provide.

- This part should include at least the following:
 - ◆ Information about the main project.
 - ◆ The significance of the work you have done.
 - ◆ The motivation behind the particular work that you have done and why it is required. Detailed description of the work done.
- Clearly state your own contribution and clearly identify the distinctions from others' work.

Conclusion: Have a conclusion section where you summarize the work you have done. Clearly re-state your contribution- what you have learned- experienced and acquired.

2.2.2 Other content related guidelines:

- Do not copy and paste information from other documents. Always write in your own words.

- If you need to include information from other sources- properly quote or paraphrase- and give citations.
- Be consistent with the use of your abbreviations and state their long form when they are used for the first time.
- Be correct- consistent- and complete.
- Make sure you cite any ideas that you borrow from other sources.

3.0. Evaluation Criteria for Reports:

Each student will be required to submit two copies of the project report to the College for the work undertaken for the purpose of evaluation.

Evaluation committee evaluating the reports will use the following criteria for evaluation:

- Report style and content. (50 %)
- Presentation & Viva Voce. (50 %)

For report style and content, the parts mentioned in the table below will be considered while awarding marks and for presentation & Viva voce each student will be required to make a presentation of 15 minutes before the evaluation committee. On completion of presentation the students will be asked questions by the members of evaluation committee- other faculty members and students present.

Report Parts	Marks	Viva-voce Parts	Marks
General style and format	10 %	Content & Clarity	10 %
Introduction & training details	10 %	Delivery & stage presence	20 %
Observations	20 %	Creativity	10 %
Conclusion	10 %	Visual Aid	10 %
Total	50 %	Total	50 %

SEMESTER-III

Q.P. - GUEST RELATIONS MANAGER (NSQF LEVEL-6)

THIRD SEMESTER - GENERAL EDUCATION PAPERS							
Paper	Subject	Credit	Hours	Mid-Sem.	Semester End		Total Mark
					Theory	Pract.	
GC-301	Statistical Methods and Technique	5	75	20	80	--	100
GC-302	Customer Relation Management System (IT Based)	5	75	20	50	30	100
GC-303	Human Resource Management	4	60	20	80	--	100
GC-304	Event Facilitation Services	2	30	10	40	--	50
GC-305	Environmental Studies	2	30	10	40	--	50
TOTAL		18	270	80	290	30	400

THIRD SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC - 301 Front Office Management	THC/N0113	Facilitate a smooth stay for the guests at the hotel	4	60	100
	THC/N0107	Attend to guest queries			
	THC/N0114	Handle guest complaints			
	THC/N9905	Maintain IPR of organization and customers			
SC - 302 Front Office Supervision	THC/N0115	Train and supervise front office staff	4	60	100
	THC/ N9901	Communicate with customer and colleagues			
	THC/N9902	Maintain customer-centric service orientation			
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
SC - 303 Hospitality Management Skill	THC/N9904	Follow gender and age sensitive service practices	4	60	100
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
	THC/N9909	Learn a foreign or local language (s) including English			
TOTAL			12	180	300

SEMESTER-III
Q.P. - GUEST RELATIONS MANAGER (NSQF LEVEL-6)

GENERAL EDUCATION PAPERS
GC- 301: STATISTICAL METHODS AND TECHNIQUE

(Full Mark-100, Credit- 5 & No. of Classes-75)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit-1

Statistics: Meaning, scope and limitations. Statistical Data- primary and secondary data, methods of collection of primary data; Presentation of Data: frequency distribution; cumulative frequency; graphic and diagrammatic representation of data.

Unit-2

Measures of Central Tendency: Arithmetic mean, median and mode- their measures and relative merits and demerits.

Unit-3

Measures of Dispersion: Absolute and relative - range, mean deviation, standard deviation, coefficient of variation, quartile deviation, their merits and demerits.

Unit-4

Correlation Analysis: Meaning, simple, multiple and partial; linear and nonlinear. Scatter diagram, simple correlation coefficient - Karl Pearson's correlation coefficient and its properties, Spearman's rank correlation coefficient partial and multiple correlation.

Regression Analysis: Meaning, principle of least squares and regression lines, Regression equations and estimation.

Suggested Readings

1. Gupta, S.P., and Archana Gupta- Statistical Methods, Sultan Chand and Sons, New Delhi.
2. Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House.
3. Anderson Sweeney and William, Statistics for Students of Economics and Business, Cengage Learning.
4. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui, Statistics for Management. 7th Edition. Pearson Education.
5. Berenson and Levine- Basic Business Statistics: Concepts and Applications. Pearson Education.
6. Siegel Andrew F. Practical Business Statistics. McGraw Hill.
7. Vohra N. D., Business Statistics, McGraw Hill.
8. Spiegel M.D. Theory and Problems of Statistics. Schaum's Outlines Series. McGraw Hill Publishing Co.

GC- 302: CUSTOMER RELATION MANAGEMENT SYSTEM (IT BASED)

(Full Mark-100, Credit- 5 & No. of Classes-75)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit-1

CRM Concepts: Acquiring customers, Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit - 2

CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

Unit- 3

Sales Force Automation: Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Unit - 4

Analytical CRM: Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit - 5

CRM Implementation: Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Re-setting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

Suggested Readings :

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, Customer Relationship Management
5. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008

GC- 303: HUMAN RESOURCE MANAGEMENT

(Full Mark-100, Credit- 5 & No. of Classes-75)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit-1

Introduction to Human Resource Management: Meaning, definition & concept and importance of HRM. Evolution of HRM, emerging challenge of HRM. Hospitality industry: characteristics, manpower planning, process and managing workers with specific reference to hospitality Industry.

Unit-2

Recruitment, Training and Development: Recruitment- Concept and sources, Recruitment policy and techniques. Training and development- Concept and importance, training cycle, designing training programmes, evaluating training effectiveness, training process.

Unit- 3

Performance Appraisal: Introduction, nature and objectives, modern techniques of performance appraisal, balance score card, the 360 degree feedback system, managing Employee Performance. Problems with performance appraisal.

Unit - 4

Job Evaluation & Job Satisfaction: Job Evaluation- Introduction, process of job evaluation, job evaluation methods. Job Satisfaction- Introduction, Importance of job satisfaction measuring job satisfaction

Unit - 5

Maintenance and Grievance Redressal: Maintenance of employees health & safety, effective safety management, employee welfare, social security grievance handling and redressal of grievances, guidelines for handling grievances.

Suggested Readings:

1. Human Resource Development & Management in the Hotel Industry- S.K. Bhatia & Nirmal Singh.
2. Principles & Techniques of Human Resources Management- Dr Jagmohan Negi
3. Human Resources Development Practise in Travel and Tourism – S.C.Bagri
4. Human Resources Management in Hospitality – Malay Biswas.

GC- 304: EVENT FACILITATION SERVICES

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Time- 3 hours)

Unit-1

Introduction to MICE & EVENT Industry:

- History and structure of Industry, Growth of Industry, Types of MICE & EVENT, Impact of Industry on stakeholders, Latest trend in Industry,
- Case study of major events

Unit – 2

Pre and post Planning & Organizing Events:

- Event Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention Centers(Case study)
- Types of Venues for Conducting Events, Selection, Location, Theme, Layout of Events, (Case study)
- Application of Management Principles in Event Management, Steps Required to Conduct a Successful Event, Event Budget, (Case study)
- Legal Issues Related With Events (Case study)

Unit - 3

Business Tourism & Event as a Tourism Product:

- Classification & Significance, Nature of Business Tourism & Types, Structure Of Business Tourism, Incentive Travel, Demand & Supply of Business Tourism (Case study)
- Relationship between Events & Tourism Industry, (Case study)
- Relevance & Applications of Event Technology – Video Conferencing, Tele Conferencing, LCD Projectors, Internet, Fax, E-Mail. (Case study)

Unit – 4

Players in Event Business, Risk & Security Management:

- ICBP, ICCA. Historical & Heritage Sites, Classification of Events, Tourism Events & Events Characteristics, Impacts & Limitations of Events.
- Security Issues, Crowd Management, Major Risk, Emergency Planning, Incident Reporting & Emergency Procedures.

Recommended Reading:

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
3. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions: VNR, New York
4. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA
5. Lynn Van Der Wagen, Carlos (2011), Event Management, Pearson, New Delhi.
6. Tony Roggers (2008) - Conferences and Conventions – A global industry, Butter Worth Heinman.
7. Avrieh Barry (1994) - Event and Entertainment Marketing, Vikas Publications
8. Deobrah Ross- Exposition and trade shows, John Wiley & Sons International
9. Diwakar Sharma, Event Planning & Management, Deep & Deep publications
10. Fenich (2010) - Meetings, Exposition, Events and Convention, Pearson.

GC- 305: ENVIRONMENTAL EDUCATION

(Full Mark-50, Credit- 2 & No. of Classes-30)

(Mid Semester: 10 Marks, Time- 1 Hour, End Semester: 40 Marks, Time- 3 hours)

Unit-1

Objectives, Scope and Nature of Environmental Education: a) Meaning, definition and characteristics of environmental education – content. b) Importance, objectives, scope and guiding principles of environmental education. c) Factors of degradation of environment – adverse socio – economic impacts of degradation of environment.

Unit-2

Environmental Education and Pollution: Meaning and definition of Environmental hazards and pollution – Types of environmental hazards and disaster – Types of pollution: Land, Air, Water, Noise, and Radiation- Green house effect- Ozone layer depletion.

Unit- 3

Environmental Management and Protection: Need for environmental management –function and characteristics of environmental management- dimensions of environmental management. Factors responsible for flora and fauna extinction- Measures to conserve flora and fauna. Causes of forest fire- measures of prevention.

Unit- 4

India and Environmental Issues and Policies: Major environmental problems in India, Environmental protection and polices in India, Need and objectives of conservation, Environmental conservation measures taken in India- Constitutional amendments made and Environmental laws.

Suggested Readings:

1. Sharma, R. A. (2008), Environmental Education. Meerut: R.Lall Books Depot.
2. Sharma, B. L., & Maheswari, B. K. (2008), Education for Environmental and Human value, Meerut: R. Lall Books Depot.
3. Kumar, A. (2009), A text book of environmental science. New Delhi: APH Publishing Corporation.
4. Singh, Y. K. (2009), Teaching of environmental science. New Delhi: APH Publishing Corporation.
5. Sharma, V. S. (2005). Environmental Education. New Delhi: Anmol publication.
6. Reddy, P. K. & Reddy, N. D. (2001). Environmental Education. Hyerabad: Neelkamal publications.

Q.P. - GUEST RELATIONS MANAGER (NSQF LEVEL-6)
SKILL COMPONENT PAPERS (ASSESSMENT WILL BE DONE BY THE THSC)

SC- 301: FRONT OFFICE MANAGEMENT

(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit- 1

Facilitate a Smooth Stay for the Guests at the Hotel:

- Engage with the guests on arrival
- Assist in selecting a hotel room
- Assist departing guest in check out process

Unit- 2

Attend to Guest Queries:

- Assist the guest on any requirement
- Respond to guest queries
- Deliver message / materials to guest
- Achieve guest satisfaction

Unit- 3

Handle Guest Complaints:

- Listen to the problems faced by the customer
- Resolve guest issues
- Provide appropriate feedback to appropriate department / individual concerned
- Achieve guest satisfaction

Unit- 4

Maintain IPR of Organization and Customers:

- Secure company's IPR
- Respect customer's copyright

SC- 302: FRONT OFFICE SUPERVISION

(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit- 1

Train and Supervise Front Office Staff:

- Train the front office employees
- Identify latest trends in front office department
- Monitor and supervise front office employees

Unit- 2

Communicate with Customer and Colleagues:

- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

Unit-3

Maintain Customer-Centric Service Orientation:

- Engage with customers for assessing service quality requirements
- Achieve customer satisfaction
- Fulfill customer requirement

Unit-4

Maintain Standard of Etiquette and Hospitable Conduct:

- Follow behavioural, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction

SC- 303: HOSPITALITY MANAGEMENT SKILLS
(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit- 1

Follow Gender and Age Sensitive Service Practices:

- Educate customer on specific facilities and services available
- Provide different age and gender specific customer service
- Follow standard etiquette with women at workplace

Unit-2

Maintain Health and Hygiene:

- Ensure cleanliness around workplace • Follow personal hygiene practices
- Take precautionary health measures

Unit-3

Maintain Safety at Workplace:

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or Personal Protective Equipment • Achieve safety standards

Unit-4

Learn a foreign language (English):

- Active Listening and Effective Reading: Listening skills – reiteration and application of concepts- Reading skills – reiteration and application of concepts- Listening Comprehension - speeches (general and business) professional texts (based on business reports/work related issues/ current affairs/ environment etc). - Listening and giving Feedback – case studies on interpersonal problems- Reading and analyzing texts of Advertisements Reading comprehension texts (business and work related texts/speech texts/ current affairs etc)
- English for Specific Purposes- Vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General Corporate.

SEMESTER-IV

Q.P. - GUEST RELATIONS MANAGER (NSQF LEVEL-6)

Internship Training And Project Report

Four Months (740 Hours And 24 Credits)

Evaluation of Project Report – 200 Marks

VIVA VOCE -100 MARK

SEMESTER-V

Q.P. - DUTY MANAGER (NSQF LEVEL-7)

FIFTH SEMESTER - GENERAL EDUCATION PAPERS							
Paper	Subject	Credit	Hours	Mid-Sem.	Semester End		Total Mark
					Theory	Pract.	
GC-501	Management Accounting	4	60	20	80	--	100
GC-502	Advertising & Personal Selling	4	60	20	80	--	100
GC-503	Ethical, Legal and Regulatory Framework of Tourism	5	75	20	80	--	100
GC-504	Organizational Behaviour	5	75	20	80	--	100
TOTAL		18	270	60	200	40	400

FIFTH SEMESTER - SKILL COMPONENT PAPERS

Paper	Module No.	Subject	Credit	Hours	Total
SC - 501 Hotel Reservation System		Hotel Reservation System	4	60	100
SC - 502 Management of Front Office Activities, Operation and Staffing Process	THC/N0116	Plan and control day to day front office activities	4	60	100
	THC/N0117	Assist in managing the front office operation			
	THC/N0118	Manage the front office staffing process			
SC - 503 Hospitality Management Skill	THC/N9901	Communicate with customer and colleagues	4	60	100
	THC/N9902	Maintain customer-centric service orientation			
	THC/N9903	Maintain standard of etiquette and hospitable conduct			
	THC/N9904	Follow gender and age sensitive service practices			
	THC/N9905	Maintain IPR of organization and customers			
	THC/N9906	Maintain health and hygiene			
	THC/N9907	Maintain safety at workplace			
TOTAL			12	180	300

SEMESTER-V
Q.P. - DUTY MANAGER (NSQF LEVEL-7)

GENERAL EDUCATION PAPERS
GC- 501: MANAGEMENT ACCOUNTING
(Full Mark-100, Credit- 4 & No. of Classes-60)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit- 1

Introduction to Management Accounting: Meaning, Objectives, Nature and scope of Management Accounting, Management Accounting vs other Branches of Accounting. Function, importance and limitations of Management Accounting. Role of Management Accounting.

Unit- 2

Analysis of Financial Statement: Financial Statement- Meaning, Nature, Objectives and types of financial Statement, Importance and limitations of financial statements.
Financial statement Analysis: Meaning, Objectives and importance, Techniques of financial Analysis-Comparative statement, Common size Statement, Trend Analysis.

Unit- 3

Ratio Analysis: Meaning & Utility of Ratio, Significance of Ratios. Calculation of Different Ratios-Liquidity Ratios, Turnover Ratios, Long-Term solvency ratios, Profitability Ratios, Gearing Ratios.

Unit- 4

Marginal Costing and Break-Even Analysis: Absorption vs variable costing; Distinctive features of income determination, Cost-Volume-Profit Analysis, Break-Even Analysis- Algebraic and graphic methods, Angle of Incidence, Margin of Safety. Techniques of Marginal Costing for Decision making – Fixation of selling price, Make or Buy Decision, Key Factor, Suitable Product Mix, Operate or Shut-down.

Suggested Readings:

1. Management Accounting – Charles D. Horngreen (Penhce Hall)
2. Management Accounting – Sharma & Gupta (Kalyani)
3. Management Accounting – Jain & Narang (Kalyani)
4. Management Accounting – M. N. Arora (Himalaya)
5. Management Accounting – S. P Gupta & Ajay Sharma (V. K. Publishing)

GC- 502: ADVERTISING & PERSONAL SELLING

(Full Mark-100, Credit- 4 & No. of Classes-60)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit- 1

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.

Unit- 2

Advertising Design: Appeals, Message strategies & executional framework; Advertising Design, Advertising theory, structure of Advertisement, message strategies, cognitive strategies, executional strategies; Advertising effectiveness.

Unit- 3

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. Publicity- Concept, Advantages and Disadvantages of Publicity.

Unit- 4

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, AIDAS Principles, Personal selling Process; Customer Delight.

GC- 503: ETHICAL, LEGAL AND REGULATORY FRAMEWORK OF TOURISM

(Full Mark-100, Credit- 5 & No. of Classes-75)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit- 1

Tourism Ethics: Ethics- meaning and importance in business environment. Business Ethics in Travel and Tourism Sector, fair trade practices; CSR Policy for travel and tourism businesses. UN WTO Global Code of Ethics.

Unit- 2

Legal and Regulatory Framework in Travel and Tourism: Introduction to Legislation- Concept; principles and role of legislation in Tourism. Regulations relating to consumer protection; health; safety and security of travel and tourism customers. Laws and Regulations related to Airlines and Airways- Safety and security of tourists. Need for Tourism legislation- constitutional provisions- Manila Declaration. Travel insurance- Passport, Visa & Health regulations- customers and Currency regulations- Foreign Exchange Regulations Act, 1973 (FEMA, 2000).

Unit- 3

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.

Unit- 4

Tourist Policies: National Tourism Policy, Tourist Policies of Odisha, Tourism Planning Process including development Schemes-circuit development, destination development, rural tourism. World Tourism Day themes.

Suggested Readings:

1. Govt. of India, Dept. of Tourism: Tourism Guidelines.
2. Govt. of India, Ministry of Tourism: Tourism Guidelines.
3. J. Corke: Tourism Laws
4. Manohar Sajani: Indian Tourism Business- A Legal Perspective.
5. R.K. Malhotra: Environmental & Legal Issues in Tourism.
6. S.K. Gupta: Foreign Exchange Laws & Practice.
7. Robert C. Mill & Alastair Morrison: The Tourism System, 6th Edition, Kendall Hunt Publishing Co.
8. John P. Downes & Tricia: Travel & Tourism Law, 5th Edition, Huntington: ELM Publications.

GC- 504: ORGANIZATIONAL BEHAVIOUR

(Full Mark-100, Credit- 5 & No. of Classes-75)

(Mid Semester: 20 Marks, Time- 1 Hour, End Semester: 80 Marks, Time- 3 hours)

Unit- 1

Introduction to Organization Behaviour: Meaning, Definition, Features, Nature and Scope, Significance of Organisational behaviour. Need for studying organisational behaviour, Organisational behaviour process and models of organisational behaviour.

Unit- 2

Personality and Perception: Personality- Concept, Determinants and Types of Personality, Theory of Personality. Perception- Meaning & Definition, Factors influencing Perception, Perceptual Process . How to improve Perception.

Unit- 3

Motivation: Meaning , Nature and Importance of Motivation , Theories of Motivation – Early Theories, Content Theories- Maslow’s Theory, Herzberg’s two factor Theory, McGregor’s theory X and Y Theory. Process Theories – Vroom’s expectancy Theory , Adam’s Equity Theory.

Unit- 4

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, Group Role, Inter-Group conflicts.

Unit- 5

Leadership: Meaning and Nature of Leadership, Functions of leadership, Leadership Styles, Theories of leadership. Contemporary issues on Leadership.

Q.P. - DUTY MANAGER (NSQF LEVEL-7)

SKILL COMPONENT PAPERS (ASSESSMENT WILL BE DONE BY THE THSC)

SC- 501: HOTEL RESERVATION SYSTEM AND ORGANIZATIONAL ENVIRONMENT

(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit- 1

Hotel Reservation System:

- General Concepts- Hotels, Hotel classification systems, online hotel reservations, central reservation system.
- Reservation: Types of Reservations, Reservation Inquiry.
- Registration.

Unit-2

Maintain IPR of Organization and Customers:

- Secure company’s IPR
- Respect customer’s copyright

Unit-3

Maintain Health and Hygiene:

- Ensure cleanliness around workplace
- Follow personal hygiene practices
- Take precautionary health measures

Unit-4

Maintain Safety at Workplace:

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or Personal Protective Equipment
- Achieve safety standards

SC- 502: MANAGEMENT OF FRONT OFFICE ACTIVITIES, OPERATION & STAFFING PROCESS

(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit- 1

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

Unit- 2

Assist in Managing the Front Office Operation:

- Assist the management in taking strategic decisions
- Prepare budget and control costs
- Implement processes and standards in front desk operation

Unit- 3

Manage the Front Office Staffing Process:

- Recruit and select appropriate staff for front desk operations
- Supervise front office employees
- Recognize the staff performance

SC- 503: HOSPITALITY MANAGEMENT SKILL
(Full Mark-100, Credit- 4 & No. of Classes-60)

Unit- 1

Communicate with Customer and Colleagues:

- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

Unit- 2

Maintain Customer-Centric Service Orientation:

- Engage with customers for assessing service quality requirements
- Achieve customer satisfaction
- Fulfill customer requirement

Unit- 3

Maintain Standard of Etiquette and Hospitable Conduct:

- Follow behavioural, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction

Unit- 4

Follow Gender and Age Sensitive Service Practices:

- Educate customer on specific facilities and services available
- Provide different age and gender specific customer service
- Follow standard etiquette with women at workplace

SEMESTER-VI

Q.P. - DUTY MANAGER (NSQF LEVEL-7)

Internship Training and Project Report

Four Months (740 Hours And 24 Credits)

Evaluation Of Project Report – 200 Marks

VIVA VOCE -100 MARK