



GOVERNMENT OF MANIPUR
Office of the Principal
MODERN COLLEGE
(NAAC Accredited Institution)
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Notice

Imphal, the 31st July, 2017

No. 1/20/79-MDC: Counselling cum selection of students for admission to Vocational Course on "Tourism & Hospitality" for the session 2017-18 of Modern College, Imphal will be held on 2nd August, 2017 at Seed Technology Lecture Hall at 10:30 A.M with industry partner JCRE SOLUTIONS.

Interested students are informed to attend the Counselling in time.

(Dr. K. Biren Singh)

Principal
Modern College, Imphal

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Modern College, Imphal

TOURISM AND HOSPITALITY:

COURSE STRUCTURE

FIRST SEMESTER

Paper	Course Code	Course Title/Chapters	Load Allocation			Marks Distribution			Credits
			L	T	P	Internal	External	Total	
I	BVTH M - 101	GC: Basic Communication Skills	6	0	0	40	60	100	6
II	BVTH M - 102	GC: Management Concepts and Organisational Behaviour	6	0	0	40	60	100	6
III	BVTH M - 103	SK: Introduction to Tourism and Hospitality Industry with special reference to Manipur	4	0	2	40	60	100	6
IV	BVTH M - 104	SK: Front Office Operations	2	0	4	40	60	100	6
V	BVTH M - 105	Practical-1	0	0	6	40	60	100	6
Total			18	0	12	200	300	500	30

SECOND SEMESTER

Paper	Course Code	Course Title/Chapters	Load Allocation			Marks Distribution			Credits
			L	T	P	Internal	External	Total	
I	BVTH M - 201	GC: Business Communication and Correspondence	6	0	0	40	60	100	6
II	BVTH M - 202	GC: Introduction to IT based Accounting and Entrepreneurship	6	0	0	40	60	100	6
III	BVTH M - 203	SK: Customer Satisfaction	4	0	2	40	60	100	6
IV	BVTH M - 204	SK: Safety Measures	2	0	4	40	60	100	6
V	BVTH M - 205	Practical 2	0	0	6	40	60	100	6
Total			18	0	12	200	300	500	30

GENERAL COURSE:

FIRST SEMESTER

GC- 101: Basic Communication Skills

Contact Hours:90 hrs.
Credit:6

Maximum Marks: 100
External Assessment: 60
Internal Assessment: 40

Unit 1: Voice and Accent: 1 credit 12+8 marks
Pronunciation: Vowels and Consonants sounds, Intonation and Word stress, Business vocabulary, how to neutralize voice and accent?
(Exercise and activity)

Unit 2: Communication: 1 credit 12+8 marks
Define communication and its importance, Types of communication, Business communication, Communication Barrier, Listening skills for effective communication, Difference between listening and hearing, Academic listening.
(Exercise and Activity)

Unit 3: Speaking: 1 credit 12+8marks
Self introduction, Formal and Informal speaking, Public speaking /Group discussion / Debate, Presentation skills, Giving instructions and Direction.
(Exercise and Activity)

Unit 4: Professional skills: 2 credit 12+8 marks
Telephonic skills, Mock interview and meeting, Dealing with difficult people
Reading skill: Guidelines for effective reading and Reading strategies. Writing skill: Writing as a skill, Principle of communicative writing, Email etiquette, Business and Personal writing, Informal and Formal writing, Business and Personal letters, CV/Resume making.
(Exercise and Activity)

Unit 5: Grammar: 1 credit 12+8 marks
Part of speech, Use of tenses, Phrasal Verbs, Synonyms and Antonyms, Functional grammar, Sentence Construction, (Exercise and Activity)

Recommended books:

1. Fallow field, L., & Jenkins, V. (1999). Effective communication skills are the key to good cancer care. *European Journal of Cancer*, 35(11), 1592-1597.

GC: 102: Management Concept & Organizational Behaviour

Contact Hours: 90hrs
Credit:6

Maximum Marks: 100
External Assessment: 60
Internal Assessment: 40

1 Credit

(12+8) Marks

UNIT I: Nature of Management :

Nature of Management, Social Responsibilities of Business, Manager and Environment Levels in Management, Managerial Skills, Planning, Steps in Planning Process, Scope and Limitations, Short Range and Long Range Planning. Flexibility in Planning, Characteristics of a sound Plan - Management by Objectives (MBO), Policies and Strategies, Scope and Formulation, Decision Making - Techniques and Processes.

1 Credit

(12+8) Marks

UNIT II: Nature of Organization:

Organization Structure and Design, Authority and Responsibility Relationships, Delegation of Authority and Decentralization, Interdepartmental Coordination, Emerging Trends in Corporate Structure, Strategy and Culture. Impact of Technology on Organizational design, Mechanistic vs Adoptive Structures. Formal and Informal Organization.

1 Credit

(12+8) Marks

UNIT III: Group Behaviour & Leadership and Power:

Organization structure, Formation of groups in organizations, Influence, Group dynamics, Emergence of informal leaders and working norms, Group decision making techniques, Team building, Interpersonal relations, Communication & Control. Meaning, Importance, Leadership styles, Theories of Leaders Vs Managers, Sources of power, Power centres, Power and Politics.

2 Credit

(12+8) Marks

UNIT IV: Organization & Individual Behavior:

Definition, need and importance of organizational behavior, Nature and scope, Frame work of Organizational behavior models. Personality, types, Factors influencing personality, Theories of Learning, Types of learners, The learning process, Learning theories, Organizational behaviour modification. Misbehaviour, Types & Management Intervention, Emotions - Emotional Labour - Emotional Intelligence, Theories. Attitudes, Characteristics, Components, Formation, Measurement & Values. Perceptions, Importance & Factors influencing perception, Interpersonal perception & Impression Management. Motivation, importance, Types & Effects on work behaviour.

1 Credit

(12+8) Marks

UNIT V: Dynamics of Organizational Behaviour

Organizational culture and climate, Factors affecting organizational climate, Importance. Job satisfaction. Organizational change, Importance, Stability Vs Change, Proactive Vs Reaction change, the change process, Resistance to change, Managing change.

Recommended books:

1. Management and Organisational Behaviour, Author: R B Rudani, Publisher: McGraw Hill Education (27-Jul-2011), ISBN 10 : 0071077936.
2. Management and organisational behaviour, Author: Laurie j. Mullins, Publisher Prentice Hall, Seventh Edition.
3. Management of organizational behavior: Utilizing human resources, 6th edition, Hersey, Paul; Blanchard, Kenneth H. Englewood Cliffs, NJ, US: Prentice-Hall, Inc

FIRST SEMESTER

BVTHM - 103: SK: Introduction to Tourism & Hospitality Industry

Contact Hours: Minimum 90 Hours
Credit: 6

Maximum Marks: 100
Minimum Assessment: 60
Internal Assessment: 40

- Unit 1: Concept of Tourism & Hospitality Industry** 1 credit 12+8 marks
Tourism and its importance, Hospitality and its origin, Hotels - evolution and growth, Classification of Hotels, Departments of Hotel and Brief introduction about Front Office.
- Unit 2: Meet and Greet Service** 2 credit 12+8 marks
Basic terminology used in meet and greet service, Importance of Meet and Greet Service, Responsibilities of a Meet and Greet Officer, Planning for meeting guests, Preparing for meeting guests, Importance of creating good impression, Maintain professionalism, Establishing rapport with guests and Report Escalations.
- Unit 3: Front Office Organization** 1 credit 12+8 marks
Basic definition, Function areas, Front office hierarchy, Responsibilities, Personality traits, Duties and responsibilities of the Lobby Manager.
- Unit 4: Rooms and Tariff Structure** 1 credit 12+8 marks
Numbering of Rooms, Types of Rooms, Role and Responsibilities of different level of staff, Introduction to guest cycle and Room selling techniques.
- Unit 5: Caring for Guests** 1 credit 12+8 marks
Understanding the needs of guests, Arranging tickets, Planning and organising sightseeing, Arranging transport and Handling of emergencies.

BVTHM - 104: SK: Front Office Operations

Contact Hours: Minimum 90 Hours
Credit: 6

Maximum Marks: 100
Minimum Assessment: 60
Internal Assessment: 40

- Unit 1: Reservation Process** 2 credit 12+8 marks
Basic terminology, Importance of Reservation, Different modes of room reservation, Sources of hotel bookings such as GITs, FITs and Travel Agents, Reservation types like Tentative, Confirmed and Guaranteed, Systems of room reservation, Records maintaining, Systems for reservation, Brief introduction to computerized reservation system, Cancellation, Amendments and Overbooking.
- Unit 2: Reception Process** 1 credit 12+8 marks
Basic Definition, Receiving and assisting guests to Check-in, Rooming of the guests on arrival, Rooming of different types of guests such as VIP and VVIP, Dealing with walk-in guests, Assisting guests in luggage handling, Handling enquiries and complaints, Key handling and control, Maintenance of records and Calculating room occupancy reports.
- Unit 3: Guest Transfer** 1 credit 12+8 marks

Responsibilities of a Meet and Greet officer at the time of guest transfer, Managing transportation of customers, Safety and security of guests and Assisting guests at the time of Check-out.

Unit 4: During the Stay Activities 1 credit 12+8 marks
Information services, Guest history, Hospitality desk, Room selling technique, Message and mail handling.

Unit 5: Cash Billings 1 credit 12+8 marks
Basic terminology and definition, Systems of maintaining guest accounts and reports, Credit and discounts in hotels, Various modes of payment, Handling credit cards and Handling of guest valuables.

BVTHM - 105: Practical 1

Contact Hours: Minimum 90
Credit: 6

Maximum Marks: 100
Minimum Assessment: 60
Internal Assessment: 40

Appraisal of Front Office equipments and furniture, Filling up of various proforma, Welcoming of guests, Telephone handling and Role Play.

SECOND SEMESTER

BVTHM - 203: SK: Customer Satisfaction

Contact Hours: Minimum 90
Credit: 6

Maximum Marks: 100
Minimum Assessment: 60
Internal Assessment: 40

Unit 1: Handling Queries and Complaints 2 credit 12+8 marks
Basic definition, Importance of complaints handling, Dealing with guests' queries, Type of queries and problems, Identifying the problems, Key functions for handling queries and complaints, Using comprehensible language, Following organization's rules, Resolving guests' problems, Providing remedies and Maintaining confidentiality.

Unit 2: Customer Care Service 1 credit 12+8 marks
Terms used for customer care service, Importance of customers and employees, Importance of trust, Interaction with superior, Interaction and communication with colleagues, Importance of effective communication, Importance of good customer care service and Industry relevant communication.

Unit 3: Customer-centric Service Orientation 1 credit 12+8 marks
Basic definition, Engaging with guests to understand their service quality requirements, Achieving guest satisfaction and Fulfilling guest requirements.

Unit 4: Communications 1 credit 12+8 marks
Knowledge of PBX and EPABX, Method of operation of internet, e-mail, mobile phones, fax and miscellaneous.

Unit 5: Information about the hotel and city 1 credit 12+8 marks
Modes of travel and allied information, Travel agents and airlines offices, Flight schedules, Currencies, Preparation of itineraries, Passports and Types of Visas.