

UNIVERSITY OF MUMBAI

No. UG/106 of 2015-16

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Vocation program in various faculties vide this Circular No UG/33 of 2014, dated 11th November, 2014 and the Principals of the affiliated Colleges in Arts, Science & Commerce and the Heads of recognized Institutions concerned are hereby informed that the recommendation made by the Faculty of Commerce at its meeting held on 23rd February, 2015 has been accepted by the Academic Council at its meeting held 31st August, 2015 vide item No.4.22 and that in accordance therewith, the revised syllabus for the Bachelor of Vocation program in faculties of Arts/Commerce/Science in the course of S.Y.B.Voc. Retail Management and Hospitality & Tourism Management (Sem.III), which are available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
15th October, 2015

REGISTRAR

To,

The Principals of the affiliated Colleges Arts, Science & Commerce and the Heads of Recognized Institutions concerned.

A.C/4.22/31/08/2015

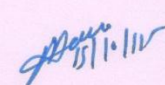
No. UG/ 106-A of 2015

MUMBAI-400 032

15th October, 2015

Copy forwarded with Compliments for information to:-

- 1) The Deans, faculties of Arts, Science & Commerce,
- 2) The Professor-cum-Director, Institute of Distance & Open Learning (IDOL)
- 3) The Director, Board of College and University Development,
- 4) The Co-Ordinator, University Computerization Centre,
- 5) The Controller of Examinations.


REGISTRAR

...PTO

AC 31/08/2015

Item No. 4.22

PROPOSED SYLLABUS

BACHELOR OF VOCATION- SEMESTER III

{ S. Y. B. Voc. - RETAIL MANAGEMENT }

{S. Y. B. Voc. – HOSPITALITY & TOURISM MANAGEMENT}

BY

NAGINDAS KHANDWALA COLLEGE

AND

H.R. COLLEGE

Table of Contents

Sr. No.	Particulars	Page No.
01	List of subjects	03
02	Syllabus: Core	04
03.a.	Syllabus: Specialized: Retail	09
03.b.	Syllabus: Specialized: Hospitality & Tourism Management	12

List of Subjects

	Retail Management	Hospitality and Tourism Management
CORE SUBJECTS	3.1. Services Marketing	
	3.2. Business Statistics	
	3.3. Corporate Grooming and Communication Skills	
SPECIALIZED SUBJECTS	3.4. Team Leader-I	3.4. Travel Agency & Tour Business Operations
	3.5. Visual Merchandising-I	3.5. M.I.C.E.
COMPULSORY COMPONENT	Experiential Learning (project/workshop/field visit)	
	E-Learning	

3.1. SERVICES MARKETING

Unit I : Introduction to service marketing

- Role of service in modern economy
- Marketing challenges of service
- Service marketing environment
- Goods v/s service marketing
- Goods – service continue
- Service marketing triangle

Unit II: Key elements of service marketing

- Product, pricing, communication mix
- Distribution, people, physical evidence
- Positioning
- Market segmentation
- Branding of services

Unit III: Service quality

- Improving service quality and productivity
- Service quality gap model
- Measuring and improving service quality
- Defining productivity, improving productivity, service recovery, employment handling

Unit IV: Service management

- Meaning
- Vision and mission strategy
- Service leadership

- Service mapping
- Benchmarking
- Internal marketing
- Productivity
- Recent Trends in Services Marketing

Recommended Books :

1. Valarie A. Zeuhaml & Mary Jo Sitter, 'Service Marketing' Tata McGraw Hill editions.
2. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, 'Service Marketing People, Technology, Strategy - A South Asian Perspective'. Pearson education.
3. Harsh V. Verma, 'Services Marketing Text & Cases', Pearson Education.

3.2. BUSINESS STATISTICS

Unit I: Introduction to Statistics

- Functions, Importance, Limitations
- Data: Relevance of Data, Type of Data
- Merits and Demerits of Primary and Secondary Data
- Presentation of data: Diagrams & Graphs

Unit II: Measures of Central Tendency

- Arithmetic Mean, Median & Mode (Ungrouped, Grouped Data and Continuous Data)
- Merits and Demerits of Averages

Unit III: Measures of Dispersion

- Range
- Quartiles and Quartiles Deviation
- Mean Deviation from Mean, Median and Mode
- Standard Deviation

Unit IV: Correlation Analysis and Regression

- Correlation : Scatter Diagram, Karl Pearsons Product Moment and Spearman's Rank Correlation Method
- Regression: Concept, Least Square Method

References:

1. Kapoor, V.K.: Business Statistics
2. Levin, Richard & Rubin, David: Statistics of Management, Prentice Hall of India, New Delhi.
3. Anderson, David & Sweney, Dennis: Statistics for Business & Economics, Thompson Publication

4. Bharadwaj: Fundamental of Statistics, Excel Books, Delhi.
5. Gupta, S.C.: Fundamental of Statistics, Himalaya Publication House.

3.3. CORPORATE GROOMING & COMMUNICATION SKILLS

UNIT-I:

- Personal etiquettes
- Workplace etiquettes
- Behavioral etiquettes
- Standard etiquettes with women

UNIT-II:

- Dining Etiquette
- Telephone Etiquette
- Business Networking Skills
- Telephone Etiquette
- Group Discussions and Interview Skills

UNIT-III:

- Reading and Writing Skills
- Communication Skills
- Reflective Thinking
- Team Work
- Decision Making

UNIT-IV:

1. Effective business writing (appropriate method of communication, tone, and level of formality)
2. Oral communication (presentations, spontaneous conversations, persuasive/dissuasive arguments)

3. English Fluency and E-communication
4. Communication management(theory, conflict resolution and crisis communication)
5. Report Writing (methods and types of reports)

References:

- Lesikar (2005): 'Basic Business Communication: Skills For Empowering The Internet Generation', Tata McGraw Hill, New Delhi
- Lucas, Robert (2012): 'Customer Service: Building Successful Skills for the 21st Century', McGraw Hill Companies, New York
- Barker, Alan (2010): 'Improve Your Communication Skills', Replika Press Pvt. Ltd., New Delhi

3.4. TEAM LEADER- I

Unit I: Organizing Display of Products at the Store:

- Understanding the health requirements of working through the process.
- Understanding the technical requirements involved in the process. (Materials, Display area, Equipment)
- Understanding the nature of the product (shelf life, demand, appeal and promotional requirements.)
- Labelling and other display parameters.
- Principles of good product display.

Unit II: Processing the Sale of Products:

- Principles of pricing and different pricing models.
- Various types of modes of payments and procedures.
- Process of maintaining records, payments and other relevant documents.
- Retail billing process
- Technical tasks involved in the billing process. (scanning, recording etc)

Unit III: Plan Visual Merchandise:

- Understanding the role of displays in marketing, promotional and sales campaigns and activities.
- Design brief (its content and relevance)
- Types and models for visual merchandising.
- Types and merchandise and nature of display required.
- Principles of effective visual merchandising.

Unit IV: Interpersonal Skills in Retail Environment:

- Verbal communication
- Written communication

- Models for problem solving
- Decision making theories

References:

1. Bhatia, SC (2008): 'Retail Management', Atlantic Publishers & Distributors Pvt. Ltd., New Delhi.
2. Wrice, Mark (2004) 'First Steps in Retail Management', Macmillan Publishers Australia Pvt. Ltd, South Yarra
3. Mathur, U.C. (2010): 'Retail Management: Text and Cases', I.K. International Publishing House Pvt. Ltd., New Delhi.

3.5.VISUAL MERCHANDISING-I

UNIT-I: Introduction

- Introduction to visual merchandising
- Purpose and principles of visual merchandising
- Visual merchandising and display
- Elements of visual merchandise

UNIT-II: Preparation for Display

- Prepare to display products
- Label display of products
- Arrange and maintain products for display
- Interpret design briefs for retail displays

UNIT-III: Execution of Display

- Get hold of merchandise and props to be featured in retail displays
- Organize staff to display the products
- Assess how effective displays are in retail environment
- Monitor the work and people involved

UNIT-IV: Outcomes of Visual Merchandise

- Success in visual merchandising
- Mistakes to be avoided in a display
- Recent trends in visual merchandising
- Case studies

References:

1. Ebster, Claus (2011): 'Store Design and Visual Merchandising: Creating Store Space That Encourages Buying', Business Expert Press, New York
2. Bhalla, Swati (2010): 'Visual Merchandising', Tata McGraw Hill, New Delhi
3. Bailey, Sarah (2014): 'Visual Merchandising for Fashion', Bloomsbury Publishing Pie, UK

3.4. TRAVEL AGENCY & TOUR BUSINESS OPERATIONS

UNIT-I: Booking Tickets

- Coordinating with transport operators
- Gathering documents
- Processing ticket booking
- Following up with the customer to handover the ticket
- Assisting the customer with cancellation and postponing requests

UNIT-II: Plan the travel itinerary as per customer requirement:

- Estimating the cost of the tour
- Gathering resources and preparing the itinerary
- Handing over the finalized package to the customer
- Coordinating with different department wings
- Monitor the Tour
- Informing of any mishaps to customers in the planned tour itinerary
- Assisting the customers as required
- Seeking feedback from the customers
- Recording and documenting the process

UNIT-III: Travel Insurance

- Receiving the necessary documents from the customers
- Checking the documents received
- Collecting the payment from customer
- Coordinating with insurance agent for the process

UNIT-IV: Making Visa

- Understanding the customer requirements
- Maintaining relationship with the consulate
- Collecting the required documents from the customers
- Arranging for an interview
- Liaising and coordinating with the local embassy and the visa consulate

References:

1. Bhatia, A.K (2012): 'The Business of Travel Agency and Tour Operations Management', Sterling Publishers Pvt. Ltd., New Delhi.
2. Singh, L.K. (2008): 'Management of Travel Agency', Usha Books, Delhi.
3. Robinson, Peter (2009): 'Operations Management in the Travel Industry', Cab International, UK

3.5. M. I. C. E.

UNIT-I: Introduction to MICE

- Introduction and history of MICE
- Meetings, Incentives, Conventions and Events
- Role of Travel Agency in MICE
- Issues with MICE and recent trends

UNIT-II: Map the customer requirement

- Understanding the needs of the customers:
- Attending to customer queries:
- Organizational Context
- Technical Knowledge:

UNIT-III: Organize the meeting and conference plans

- Collecting and assembling the required resources
- Estimating the Cost
- Coordinating with the various departments
- Processing and Organizing the meeting and conference

UNIT-IV:

- Confirming the planned arrangements with customer
- Collecting the payment
- Monitoring the event or conference and assisting the customer as required
- Recording and documenting the activities
- Achieving customer satisfaction

References:

1. WTO (2012): 'MICE Tourism: An Asia-Pacific Overview', World Tourism Organization.

2. Quinn, Bernadette (2013): 'Key Concepts in Event Management', SAGE Publications, London
3. Wood, Roy C (2008): 'The SAGE Handbook of Hospitality Management', SAGE Publications Pvt. Ltd.