

AC 24-06-2016

Item No. 4.54

PROPOSED SYLLABUS

BACHELOR OF VOCATION- SEMESTER V

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

**{T. Y. B. Voc. – TOURISM AND HOSPITALITY
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	08
03.b.	Syllabus: Specialized: Tourism and Hospitality	10

List of Subjects

	Retail Management	Tourism and Hospitality Management
CORE SUBJECTS	5.1. Strategic Management	
	5.2. Human resource Management	
	5.3. Leadership and Change Management	
SPECIALIZED SUBJECTS	5.4. Retail Franchising	5.4. Tour Manager
	5.5. Retail Communication Mix	5.5. Tourism Administration in India
COMPULSORY COMPONENT	Experiential Learning (project/workshop/field visit)	
	E-Learning	

5.1. STRATEGIC MANAGEMENT

UNIT-I: Introduction

- Strategy-Meaning and Definition
- Strategic Management- Meaning, Definition, Importance, Strategic Management
- Strategic Intent- Mission, Vision, Goals, Objectives, Plans

UNIT-II: Strategy Formulation

- Environment Analysis and SWOT
- Corporate Level Strategy [Stability, Growth, Retrenchment, Integration And Internationalization]
- Business Level strategy [cost leadership, differentiation, focus]
- Functional Level Strategy (R & D, HR, Finance, Marketing, Production)

UNIT-III: Strategic Implementation

- Models of strategy making
- Strategic Analysis and Choices and Implementation: BCG Matrix, GE 9 Cell, Porter 5 Forces, 7S Frame Work

UNIT-IV:Strategic Evaluation and Control

- Meaning of Strategic Evaluation And Control, Steps of Evaluation and Techniques of Control
- Synergy: Concept, Types, Evaluation of Synergy. Synergy As a Component of Strategy and its Relevance

References:

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill
2. PK Ghosh: Business Policy, Strategy, Planning and Management
3. Christensen, Andrews Dower: Business Policy-Text and Cases
4. William F. Gkycj: Business Policy- Strategy Formation and Management Action
5. Bongee and Colonan: Concepts of Corporate Strategy

5.2.HUMAN RESOURCE MANAGEMENT

UNIT-I

1. Introduction to HRM

- Definition, Features, Scope/Functions of HRM, Definition of Personnel Management
- Difference between HRM and PM
- Challenges before the HR manager
- Role of HR manager
- Traits/ characteristics of the workplace

2. Human Resource Planning

- Definitions of HRP
- Process of HRP along with brief coverage of personnel demand and supply forecasting techniques
- Promotions and transfers

UNIT-II

1. Job analysis, Job Design and Job Evaluation

- Job analysis- definition, methods of collecting data, merits and demerits

2. Recruitment and Selection

- Recruitment- Definitions, sources of recruitment, merits and demerits
- Selection- definition, process of selection, types of selection tests, types of interviews

3. Training and Development

- Definition of Training and Development
- Methods of training managers
- Process/ procedure of conducting training programme

UNIT-III

1. Performance Appraisal

- Definition of Performance Appraisal
- Methods of appraisal for managers- traditional and modern

2. Career Planning and Development

- Definitions of Career Planning and Development
- Process/ procedure of career planning

- Career stages/ Career Life Cycle and handling personnel at each stage

UNIT-IV

1. Participative Management

- Definition of Participative Management
- Factors essential for successive participative management
- Forms of participation
- Participation through Quality Circles
- Empowered Teams

2. Industrial Relations

- Definitions of Industrial Relations
- Features of Industrial Relations
- Importance of Industrial Relations
- Approaches to Industrial Relations
- Parties to Industrial Relations

3. Trade Unions

- Definitions Of Trade Unions
- Features Of Trade Unions
- Trade Union Movement In India
- Trends In Trade Unions

References:

1. Aswathappa, K: Human Resource and Personnel Management: Text and Cases, Tata McGraw Hill
2. Sadri, Jayshree and Sadri, Sorabh: A Strategic Approach to Human Resource Management, Jaico Publishing House
3. Mamoria: Personnel Management, McGraw Hill- International
4. Armstrong, Michael: Handbook of Human resource Management Practice, Kogan Page

5.3.LEADERSHIP AND CHANGE MANAGEMENT

UNIT-I

- Leadership- Meaning, Traits and Motives of an Effective Leader, Styles of Leadership
- Theory- Trait Theory, Behavioural Theory, Path Goal Theory
- Transactional Vs. Transformational Leaders
- Strategic Leaders- Meaning of Charisma, Qualities
- Charismatic Leaders-Meaning of Charisma, Qualities, Characteristics, Types of Charismatic Leaders (Socialized, Personalized, Office-Holder, Personal Divine)

UNIT-II

- Great Leaders, Their Style, Activities And Skills (Rattan Tata, Narayan Murthy, Dhirubahi Ambani, Bill Gates, Mark Zuckerberg, Donald Trump)
- Contemporary Issues In Leadership- Leadership Roles, Team Leadership, Mentoring, Self-Leadership, Online Leadership, Finding and Creating Effective Leader.

UNIT-III

- Introduction and Levels of Change. Importance, Imperatives of Change, Forces of Change. Causes- Social, Economic, Technological and Organizational.
- Organizational Cultures and Change.
- Change and Implementation- Individual Change: Concept, Need and Importance

UNIT-IV

- Change and its Impact- Resistance to Change and Sources- Sources of Individual Resistance, Sources of Organisational Resistance
- Overcoming Resistance to Change
- Effective Implementation of Change- Change Agents and Effective Change Programs.

References:

1. Kumar, Niraj: Organizational Behaviour: A New Looks (Concept, Theory and Cases), Himalaya Publishing House
2. Sahu and Bharti: Strategic Leadership, Excel Books
3. Kavita Singh: Organizational Change
4. Radha Sharma: Training and Development

5.4.RETAIL FRANCHISING

Unit I: Basics of Franchising

- Meaning of franchising
- Franchising in India
- Internationalization of Franchising
- Retailing and vertical marketing system
- Modes of Franchising

Unit II: Pros and Cons and Legal Matters of Franchising

- Advantages and disadvantages of the franchisor
- Advantages and disadvantages of the franchisee
- The franchise agreement
- Description of the franchise and rights granted
- The term of the agreement

Unit III: Developing and Evaluating a Franchise System

- Preparing for franchise
- Assessing a potential franchise
- Investigating and evaluating a franchise

Unit IV: Managing a Franchise

- Managing franchise relationships- dynamics of relationship, trust as relationship builder, cultural aspects of relationship, stages of relationship building process, building a long term relationship
- Forms of marketing in a franchise- local, regional, national, supplier cooperative
- Ten keys to Franchise Success

References:

- Retail Franchising: Sidhpuria, Manish, Tat McGraw Hill, 2009
- Franchising: Pathway to Wealth Creation: Spinelli, Stephen, Prentice Hall, 2004
- Franchising for Dummies: Seid, Michael, Wiley Publication Inc., 2006
- An Introduction to Franchising: Webber, Robert, Palgrave Macmillan, 2013

5.5.RETAIL COMMUNICATION MIX

Unit I: Retail Communication Mix

- Retail Communication Mix: Communication tools, Objectives of communication and tools
- Planning communication mix: setting objectives, determining budget, allocating budget, implementing and evaluating the budget

Unit II: Advertising

- Features of advertising
- Steps in designing advertising campaign
- Advantages of advertising
- Classification of advertising
- Types of advertising
- Case studies

Unit III: Sales Promotion

- Introduction and nature
- Opportunities and limitations of sales promotion
- Types of sales promotion
- Advantages of sales promotion
- Personal selling and publicity/ public relation: Introduction, Objectives, Advantages and disadvantages
- Case studies

Unit IV: In Store Communications

- Managing in store communication events
- Types of in store communication
- Advantages and disadvantages of in store communication

References:

- Branding a Store: How to build successful retail brands in a changing marketplace:Floor, Ko, BIS Publishers, 2006
- Principles of Retailing: Rafiq, Mohammed, RV&MR, 2014

5.4. TOUR MANAGER

Unit I: Administer the Company Operations

- Designing the tour packaging
- Planning and controlling the work requirement and assigning duties
- Managing the financial operations
- Attending to customer concerns
- Achieving customer satisfaction

Unit II: Handle the Administration and Staff

- Managing the staffing process and setting standards
- Checking the work and activities performed by the staff
- Attending to the concerns of the staff

Unit III: Manage Client and Develop Business

- Developing relationship with the clients
- Managing the business
- Expanding and developing the business

Unit IV: Tourist Guiding

- Basic requirements of a tour operator or a guide
- Importance of personality: personal grooming, etiquettes, knowledge, communication
- Pre-tour preparation

References:

Tour Manager: Qualification Pack by Tourism and Hospitality Skill Council of India

5.5. TOURISM ADMINISTRATION IN INDIA

Unit I: Role of National Government in Tourism Management

- Role of Government in tourism Regulation and Management
- Role of Ministry of Tourism, Government of India in terms of its Organization, Role and Functions

Unit II: Role of State Government in Tourism Management

State Tourism Development Corporations and their organization and role in tourism development and promotion with special reference to: Gujarat Tourism Corporation, Maharashtra Tourism Development Corporation, Haryana Tourism Corporation, Rajasthan Tourism Development Corporation, Kerala Tourism Development Corporation, Goa Tourism Development Corporation

Unit III: Organizations in Management of Tourism

- India Tourism Development Corporation (ITDC) organization, role and functions: Divisions of ITDC
- Hospitality Development and Promotion Board (HDPB): Role and Functions
- Role of Tourism Finance Corporation of India in tourism growth

Unit IV: Present Scenario of Tourism in India

- Tourism Planning in India: Growth and Performance
- National Tourism Policy – 2002: Objectives and main features
- Problems and challenges of Tourism Administration in India

References:

- Tourism in India: Planning and Development: Asif Iqbal Fazili, Sarup and Sons, 2006
- Official websites of Tourism Corporations