



**Key Indicator – 1.3 Curriculum Enrichment**  
**(50)**

1.3.1 Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment & Sustainability and other value framework enshrined in Sustainable Development goals and National Education Policy – 2020 into the Curriculum  
**(15)**

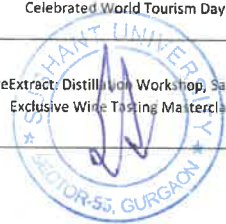
**Criterion 1 – Curricular Aspects**  
**(150)**

## MAPPING EMPLOYABILITY, ENTREPRENEURSHIP, SKILL DEVELOPMENT

S.No	Course Code	Course Title	Employability, Entrepreneurship, & Skill Development	Activities addressing issues related to gender, human values/environment sustainability	Course Objectives
1	20BHM-0FP11C	Initiation to Cooking & Hygiene Practices	Employability, Entrepreneurship, & Skill Development	Events like world bread day, CrispWave: Combi Oven Mastery	Familiarize students with the basics of food production and kitchen management and Develop an understanding on basic operations of a professional kitchen with regards to safety procedures and hygiene.
2	20BHM-0FB11C	Food and Beverage Service Fundamentals & Environment	Employability, Entrepreneurship, & Skill Development	Event - magic of mocktails	Familiarize students with the growth of catering and F & B organizations and Develop an understanding on food service areas & equipment.
3	20BHM-0FO11C	Front Office Professional Culture – I	Employability, Entrepreneurship, & Skill Development	Guest Lecture on latest trends in Front office operations	Develop an understanding of the basic concepts of hospitality and front office department of hotels and introduce the students to the basic functions of front office department, required skills and competencies for a successful front office professional
4	20BHM-0AO11C	Professional Practices in Accommodation Operations -I	Employability, Entrepreneurship, & Skill Development	"Minimalist Makeover"- International Housekeeping Week Celebration	Examine the various aspects of housekeeping in a lodging industry from cleanliness, hygiene and maintenance to aesthetic upkeep of the property and Compare the various cleaning techniques and equipment's used in cleaning in hotel operations and list the various duties and responsibilities of Housekeeping staffs in hotel operations
5	24BHM-0CF11L	Computer Science Fundamentals - I	Employability, Entrepreneurship, & Skill Development	Workshop on art of Presentations	Familiarize the students to the world of computers and information technology and Develop the basic knowledge on fundamentals of word and Excel.
6	24BHM-0PB11L	Industry Connect- Practices of Bakery Business	Employability, Entrepreneurship, Skill Development & Gender	Visits to Various bakery like Theobroma, and 5 star hotel bakeries	Familiarise students with the Baking Business and Create classic & modern products in bakery.
7	20BHM-0FR11L	French – I	Skill Development	Workshop on Gen-Z Learner's Mania	Facilitate the learner with the nuances & peculiarities of French language and Familiarize the students with the formation of simple sentences in the affirmative, negative and in the interrogative forms.
8	21BHM-0SM11T	Sales & Marketing	Skill Development	Guest Lecture on Evaluating competition and industry trends	Introduce the basic concepts of sales and consumer behavior in the hospitality industry and Develop an understanding of marketing Strategies used in Hotel Industry
9	EVS2111	Environmental Studies	Environment and Sustainability	Environment and Sustainability	The course focuses on ecological literacy i.e. demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities and sustainability i.e. demonstrate an integrative approach to environmental issues with a focus on sustainability.
10	20BHM-0FP12C	Culinary Arts & Nutrition – I	Employability, Entrepreneurship, & Skill Development	Events like world bread day, CrispWave: Combi Oven Mastery	Familiarize students with the kitchen Organization and Section layouts and develop an understanding on pastry, flour, Egg & Dairy Products and Storage & Control Procedures.
11	20BHM-0FB12C	Food & Beverage Restaurant Practices & Wine Vintage	Employability, Entrepreneurship, & Skill Development	Event - magic of mocktails, PureExtract: Distillation Workshop, Savor the Sip: An Exclusive Wine Tasting Masterclass	Provide students with the knowledge and skills necessary as food and beverage service personnel and Provide an opportunity for students to apply their knowledge and skill of food and beverage service operations in an Industrial Hospitality set-up
12	20BHM-0FO12C	Front Office Professional Culture-II	Employability, Entrepreneurship, & Skill Development	Visit to praxis for Opera Workshop	Develop knowledge and understanding various front office Functions and Understand forms & formats and standard operation procedures used in Front office departments
13	20BHM-0AO12C	Professional Practices in Accommodation Operations - II	Employability, Entrepreneurship, & Skill Development	"Minimalist Makeover"- International Housekeeping Week Celebration	Familiarize the students with housekeeping sub departments and their operations and Outline the importance of housekeeping sections and its role in Hotel Housekeeping.



14	21BHM-OHE12T	Hotel Economics		Guest Lecture on Revenue Management	Understand the economic planning for tourism & hospitality in general and analyze & explore solutions to challenges faced by hotel management.
15	20BHM-OMG12T	Management-I	Employability, Entrepreneurship	workshop on balance sheet	Develop an understanding of the key functions and role of Human Resources and introduce the students to the knowledge and skill required to perform core management functions such as Planning, Organizing, and Decision-Making Processes in International Human Resource Management.
16	20BHM-OFR12L	French – II	Skill Development	visit to French Audio-visual library and artistic cafe at Alliance Francaise	Facilitate the learner to learn and absorb the peculiarity of French qualifying adjectives and Learn the plural forms of some special nouns.
17	21ENG11	Communication In English	Skill Development	Workshop on Group discussion	Develop the ability to communicate effectively in English through regular practice in four language skills i.e. Reading, Listening, Speaking and Writing and Enhance knowledge of grammatical system of English: language and explication of literary texts.
18	20BHM-OFB21C/ 20BHM- OFB22C	Culinary Arts & Nutrition-II	Employability, Entrepreneurship, & Skill Development	Events like world bread day, CrispWave: Combi Oven Mastery	Develop knowledge and interest in the science and art of Indian cuisine with emphasis on different regional cuisine, Indian spices, masalas, ethnic eating traditions and Indian Cooking, Develop understanding on principles of menu planning and indenting and familiarize with Different Cuts of Meat, Beef, pork & Chicken.
19	20BHM-OFB21C/ 20BHM-OFB22C	Beer, Spirits & Liqueurs	Employability, Entrepreneurship, & Skill Development	Savor the Sip: An Exclusive Wine Tasting Masterclass Infusions of Refinement: Exploring the World of Fine Teas	Develop knowledge and understand about Alcoholic Beverage, manufacturing techniques and the service and familiarize students with the basics of beer, spirits and liqueurs.
20	20BHM-ORD21C/ 20BHM-ORD22C	Room Division Managerial Experience	Employability, Entrepreneurship, & Skill Development	"Minimalist Makeover": International Housekeeping Week Celebration	Explore the Concepts of Front Office organization, operational and managerial procedures in a front office and develop understanding on Interior decoration and its concept.
21	20BHM-ODM21T/ 20BHM-ODM22T	Disaster Management		Environment and Sustainability	The purpose of this course is to Understand the nature and classification of Disasters and Analyze the role of Government and NGO in partnering for Disaster Management.
22	20BHM-OFB21T/ 20BHM-OFB22T	Food & Beverage Control	Employability, Entrepreneurship	Event - magic of mocktails, Brewed Bliss: A Journey into Coffee Artistry	Familiarize the students with fundamentals of Food & Beverage Control, and tools and techniques used in taking decisions in operating and controlling the Food & Beverage outlets and Develop knowledge and understanding on various Food and beverage outlet in hotels and their operations.
23	21BHM-OHR21T/ 21BHM-OHR22T	Human Resource Management-I	Employability	Workshop on CV building	Develop an understanding of the key functions and role of Human Resources and introduce the students to the knowledge and skill required to perform core management functions such as Planning, Organizing, and Decision-Making Processes in International Human Resource Management.
24	20BHM-OCC21T/ 20BHM-OCC22T	Introduction to Cost Control	Entrepreneurship & Employability	Guest Lecture on Inventory and Procurement Process and Procedure	Defend the need for management cost control directives in every department in hospitality; particularly in food & beverage, labor & operations and familiarize the students with the importance of Budgets and benchmarking results in the field of hospitality.
25	20BHM-OFR21L/ 20BHM-OFR22L	French – III	Skill Development	visit to French Audio-visual library and artistic cafe at Alliance Francaise	Facilitate the learner to absorb more of the vocabulary of general daily use – seasons, months etc. vocabulary on invariable words and Be better equipped to use the language for conversation
26	20BHM-OET31T/ 20BHM-OET32T	*Environmental & Tourism Economics	Employability, Entrepreneurship Environment and Sustainability	Celebrated World Tourism Day	Introduce the students to key principles of Tourism Economics and familiarize them with tourism products, their characteristics and types.
27	20BHM-OFB31C/ 20BHM-OFB32C	*Worldwide Wine Fundamentals and Pairings	Employability, Entrepreneurship & Skill Development	Event - PureExtract: Distillation Workshop, Savor the Sip: An Exclusive Wine Tasting Masterclass	Provide students with the knowledge and skills necessary to perform the daily duties required of food and beverage service professional & a wine sommelier and provide an opportunity for students to apply their knowledge and skill in Mixology by preparing cocktails and mocktails



28	20BHM-0FS31T/ 20BHM-0FS32T	*Food Science & Nutrition	Employability, Entrepreneurship & Gender	Panel discussion with Nutritionist on Women Health	Develop an understanding on changes occurring in food during cooking, identify / select the suitable and specific use of Carbohydrate, Protein, Fats, Minerals and Vitamins and Understand the basic concept of a balance diet, and apply the knowledge of recommendations and guidelines for the preparation or consumption of a balance meal or diet
29	20BHM-0MG31T/ 20BHM-0MG32T	*Management II	Employability, Entrepreneurship	Workshop on learning basic financial skills	Introduce the students to financial activities of a company and their relation with each other and Familiarize them with concepts of management in order to estimate the financial profitability of the company.
30	24BHM-0CF31L/ 24BHM-0CF32L	* Computer Science Fundamentals - II	Skill Development	Workshop on art of Presentations	Develop the knowledge of the basics of MS Excel and Familiarize the students with the functions & additional features of MS Excel.
31	20BHM-0CE31T/ 20BHM-0CE32T	*Current Events & Legal Culture in Hotel	Entrepreneurship & Gender	Guest Lecture on Importance of Posh	Introduce the students to different acts and licenses concerning hotels and make the students understand laws pertaining to hotel operations
32	20BHM-0FR31L/ 20BHM-0FR32L	*French – IV	Skill Development	Visit to french Embassy	Facilitate the learner to enhance the usage of vocabulary – especially of the daily life and Understand the technicalities of the usage of adjectives
33	20BHM-0MK31T/ 20BHM-0MK32T	*Marketing II	Skill Development	Workshop on e-commerce	Introduce the students to basic concepts of marketing business environment, consumers and markets and to develop a feel of the marketplace and familiarize them with marketing strategies, environment and related concepts
34	20BHM-0HR31T/ 20BHM-0HR32T	*Human Resource Management II	Employability	Guest lecture on Interview skills	Introduce the students to the concepts, methods and processes of management and Familiarize them with the training methods and importance of performance appraisal and Employee motivation
35	20BHM-0OC31L/ 20BHM-0OC32L	*Oral Communication	Gender Sensitization , Skill Development	Workshop on Healthy Communication	Facilitate the learner with the basic mechanics of reading and writing skills and at the same time incorporating the concept of creative thinking and self-motivation and enhance the students' over all communicative and behavioral competence.
36	20BHM-0FP41C	Advanced Culinary Operations	Employability, Entrepreneurship, & Skill Development	Events like world bread day, CrispWave: Combi Oven Mastery	Develop knowledge and understanding on various International Cuisine and bakery and confectionary items and Develop understanding on new products and research development
37	20BHM-0FB41C	Advanced Food & Beverage Service	Employability, Entrepreneurship, & Skill Development	Brewed Bliss: A Journey into Coffee Artistry.	Provide students with the knowledge and skills necessary to perform the daily duties required of food and beverage service personnel and provide an opportunity for students to apply their knowledge and skills of food and beverage operations in a practical training situation.
38	20BHM-0AO41C	Accommodation Management	Employability, Entrepreneurship, & Skill Development	"Minimalist Makeover"- International Housekeeping Week Celebration	Develop knowledge and understanding on functions and records of housekeeping department and develop understanding on housekeeping budgetary controls and processes involved
39	21BHM-0RE41T	Research in Hospitality	Employability, Entrepreneurship, & Skill Development	Seminar on New Trends in Research	Equip the students with latest and necessary field techniques and to build a necessary statistical acumen among them and familiarize them with tools and forms of Research
40	20BHM-0RM41T	Revenue and Yield Management	Employability, Entrepreneurship, & Skill Development	Guest lecture on How Yield Management Software Works for Hotels.	Requirements and conditions of revenue management and pricing, approaches to demand estimation and forecasts capacity and price based revenue optimization models and extending revenue management models using state of the art literature
41	20BHM-0FR41L	*French V	Skill Development	Guest Lecture on Culinary French	Facilitate the learner to equip himself with the vocabulary of the parts of the face and be better equipped to freely use this vocabulary in comprehension, expression and in composition
42	20BHM-0FD41T	Facility Management, Planning & Design	Entrepreneurship	Workshop on Health and safety compliance	Develop knowledge and interest in the planning phase of the Hotel Operations including designing, facilities needed, HVAC system etc and Familiarize them with the procedures and planning of a 5-star hotel kitchen



43	21BHM-OEE41T	Entrepreneurship Essentials	Entrepreneurship, gender	Guest lecture on Business Model Generation Women Entrepreneurship Fare	Develop knowledge and attitude among young entrepreneurs and introduce them to the process of Starting & running their own entrepreneurial startups and familiarize them with the market strategies and ways to raise capital through extensive market surveys and case studies.
44	20BHM-0FP42L	Food Presentation and Styling	Employability, Entrepreneurship, & Skill Development	Presentations on Garnishing & Plating Course	Introduce students to the importance of food presentation and Familiarize students with latest food styling trends and presentation styles
45	20BHM-0FB42C	Food & Beverage Management	Employability, Entrepreneurship, & Skill Development	Event - magic of mocktails	Provide students with the knowledge and skills necessary as food and beverage service personnel and provide an opportunity for students to apply their knowledge and skill of food and beverage service operations in an Industrial Hospitality set-up.
46	20BHM-0TX42T	*Taxation	Employability	Guest Lecture on GST	Develop knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and familiarize them with recent changes in taxation rules in respect of hospitality industry.
47	21BHM-0FO42C	Hotel Front Office Management	Employability, Entrepreneurship, & Skill Development	Gust Lecture on Property Management System	Explore the Concepts of Front Office organization, operational and managerial procedures in a front office and Develop an understanding on Forecasting and Budgeting Concept.
48	20BHM-0FR42L	*French VI	Skill Development	Visit to french Embassy	Facilitate the learner to judge and compare the vocabulary of general daily use with the Indian context and be better equipped to freely use this vocabulary in comprehension, expression and in composition
49	20BHM-0MM42T	*Multicultural Management & Geopolitics	Environment and Sustainability Human Values Professional Ethics	Guest Lecture on Ethical Consideration in Hospitality Industry Event- World Tourism day (Green Wall)	The purpose of this course is to Develop understanding on cultural notions and their consequences on managerial situations and Familiarize them with tools and cultural determinants in order to approach differences and manager an international team
50	21BHM-0NM42T	Negotiation Mastery	Employability, Entrepreneurship, & Skill Development	Guest Lecture on different negotiation tools	Develop knowledge and interest in sales Negotiations and familiarize them with purchasing objections and how to deal with Negotiations

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## **BACHELOR OF HOTEL MANAGEMENT**

<b>20BHM-0MM42T</b>	<b>Multicultural Management &amp; Geopolitics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>		<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

**Course Objectives-** The purpose of this course is to:

1. Develop understanding on cultural notions and their consequences on managerial situations
2. Familiarize them with tools and cultural determinants in order to approach differences and manager an international team

**Course Outcomes-** On completion of this course, the students will be able to:

**CO1** Define Internationalization and understand the global outreach of the hotel functions.

**CO2** Construct management models for Cultural diversity

**CO3** Understand the cultures and management throughout the world.

**CO4** Define and explain geopolitics and Current economic and political equilibrium

**CO5** Analyze the current risk involved in the geopolitics.

### **Pedagogy-**

The course will be taught in an interactive manner. The concepts shall be mostly shared through slides, video clips as required and further reinforced through individual or group activities such as role plays, exercises, games, case discussions, presentations etc. & aimed to equip students with skills to apply the theoretical knowledge in Real practical situations. They will also be required to work on field projects. Students are especially encouraged to read hotel management news and articles and research papers to not only acquire a better understanding but also to be well informed of the current business scenario and its challenges and possible solutions.

### **Course content -**

**Total Lecture hours (14X2= 28)**

#### **Unit I: Definitions**

**6 Lecture hours**

- The interest of multicultural aspects in hospitality industry jobs
- Internationalization and global outreach of hotel functions

#### **Unit II: Management models for cultural diversity**

**6 Lecture hours**

- Cultural pluralism as an undesirable situation
- Cultural pluralism as a managed situation
- The Edward T. Hall Theory
- Explicit and implied messages
- Flexible time / monochronic time

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- The need for personal space

### **Unit III: Managing a multi-cultural team**

**6 Lecture hours**

- Taking contextual elements of others into account
- Limitations of elements and complexity of models
- The decision-making process
- Persuasion, Resume, Compromise, Deduction, Implementation
- Cultures and management throughout the world
- Anglo-Saxon countries
- Southern and Northern Europe including Germany
- Latin America (Brazil and a Spanish speaking country)
- African countries (A country from Northwest Africa and a country from Sub-Saharan Africa)
- Asian countries: Japan, China and a country from South-Eastern Asia

### **Unit IV: Geopolitics**

**6 Lecture hours**

- Definitions
- What is geopolitics?
- Role played by States
- Role played by NGOs
- Role played by interstate organizations
- The world today
- Current economic and political equilibrium and disequilibrium
- China: Its dream of the future
- Decline of the United States and Europe
- Role played by oil rich monarchies
- Return of Iran on the international scene

### **Unit V: NGO Visit Case study/ Social Work**

**4 Lecture hours**

#### **Text books**

- Clarke D, (2010), Empires of oil in Barbarian Worlds, Profile books.
- Das T, Mathur C, Richter F-J, (2014), India Rising: Emergence of a New World Power, Marshall Cavendish Editions
- Ribeiro L, (2015), Social, Political and Cultural Challenges of the BRICS, Langaa RPCIG

#### **References:**

- Moran R, Harris P, Moran S, (2007), Managing Cultural Differences, Global Leadership Strategies for the 21st Century, Taylor & Francis.
- Thomas D, (2016), The Multicultural Mind, Berrett-Koehler Publishers.

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- Hogan C, (2007), Facilitating Multicultural Groups, Kogan Page

**Modes of Evaluation: Assignment/ Class Presentation/ Written Exam**

<b>MID SEMESTER EVALUATION (40)</b>			
Mid Semester Examination	Quiz(s)/ Presentation (s)	Assignment(s)	Total
15	15	10	40
<b>END SEMESTER EXAMINATION (60)</b>			
Theory (60)			

<b>PSO1</b>	Demonstrate Core Technical, Conceptual and Analytical Hospitality Skills.
<b>PSO2</b>	Apply the knowledge and skills gained through experiential learning, Industry Immersion Courses and International Linkages in the live hospitality Environment.
<b>PSO3</b>	Demonstrate Strategic Implementation of concepts and theories to Sustain & Grow in the challenging field of Hospitality & Tourism.
<b>PSO4</b>	Implement and Undergo critical analysis of management styles and strategic thinking required to succeed in the hotel management field.

**Relationship between the Course Outcomes (COs) and Program Specific Outcomes (PSOs)**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO 1</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO 2</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>
<b>CO 3</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>H</b>
<b>CO 4</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>L</b>
<b>CO 5</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>

**H- High**  
**M- Medium**  
**L-Low**

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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

### Mapping between COs and POs

	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Define Internationalization and understand the global outreach of the hotel functions.	PO6, PO7, PO8, PO10
<b>CO2</b>	Construct management models for Cultural diversity	PO6, PO7, PO8, PO10, PO11
<b>CO3</b>	Understand the cultures and management throughout the world.	PO4, PO6, PO7, PO8, PO10, PO11
<b>CO4</b>	Define and explain geopolitics and Current economic and political equilibrium	PO4, PO6, PO7, PO8, PO10, PO11
<b>CO5</b>	Analyze the current risk involved in the geopolitics.	PO6, PO7, PO8, PO10

PO Keywords	Knowledge & Expertise of Hotel Business	Research	Information & Digital Literacy	Problem Solving	Communication & presentation skills	Behavioral Skills, Teamwork and Leadership	Globalization	Ethical, Social and professional understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>						L	H	M		H		
<b>CO2</b>						L	H	M		H	H	
<b>CO3</b>				H		L	H	M		H	H	
<b>CO4</b>						L	H	M		H	H	
<b>CO5</b>				H		L	H	M		H		

H- High  
M- Medium  
L-Low

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## ***BACHELOR OF HOTEL MANAGEMENT***

21BHM-0NM42T	Negotiation Mastery	L	T	P	C
Version 1.0		3	0	0	3

**Course Objectives-** The purpose of this course is to:

1. Develop knowledge and interest in sales Negotiations.
2. Familiarize them with purchasing objections and how to deal with Negotiations

**Course Outcomes-** On completion of this course, the students will be able to:

- CO1** Explain the needs, motivation, stakes & interest.  
**CO2** Generate value through advance negotiation skills.  
**CO3** Develop Commercial Negotiation model.  
**CO4** Negotiate effectively within groups and organizations  
**CO5** Understand & Apply the knowledge and skills of negotiation through case studies

**Pedagogy-**

The course will be taught in an interactive manner. The concepts shall be mostly shared through slides, video clips as required and further reinforced through individual or group activities such as role plays, exercises, games, case discussions, presentations etc. & aimed to equip students with skills to apply the theoretical knowledge in Real practical situations. They will also be required to work on field projects. Students are especially encouraged to read hotel management news and articles and research papers to not only acquire a better understanding but also to be well informed of the current business scenario and its challenges and possible solutions.

**Course content -**

**Total Lecture hours (14X3= 42)**

**Unit I: Introduction to Negotiation Analysis**

**8 Lecture hours**

- Finding the Zone of Possible Agreement
- Identify your walkaway  
Manage the exchange of offers
- Close the deal
- Negotiation simulation (Negotiating a Single- Issue Agreement: Buying/Selling a Unique Property)

**Unit II: Advanced Negotiation Analysis: Creating Value**

**8 Lecture hours**

- Generate value when there is uncommon ground
- Manage situations under different and complex scenarios
- Dig into the fundamental tension of creating and claiming value

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### **Unit III: Managing the Negotiation Process: Bargaining Tactics, Style, and Emotion** 12 Lecture hours

- Commercial Negotiations
- Examine the relational dimension of negotiation
- Dealing with Objections
- Explore interpersonal dynamics, bargaining styles, tactics, and emotion

### **Unit IV: Negotiation Mastery:** 10 Lecture hours

- Forging Agreement within Groups and Organizations
- Apply themes and issues from the course to real life scenarios
- Negotiate effectively within groups and organizations Negotiating for a job, for a raise, for a promotion Negotiating a budget

### **Unit V: Negotiation as a Tool** 4 Lecture hours

- Decision Making
- Negotiating for a Win-Win deal
- Positive Negotiation for a job, for a raise, for a promotion Negotiating a budget

#### **Text books**

- Tracy B, (2013), *Negotiation*, Amacom.
- Kennedy G, (2004), *Essential Negotiation*, Profile Books.

#### **Reference Books**

- Moore C, Woodrow P, *Handbook of Global and Multicultural Negotiation*, John Wiley & Sons.

#### **Modes of Evaluation: Assignment/ Class Presentation/ Written Exam**

<b>MID SEMESTER EVALUATION (40)</b>			
Mid Semester Examination	Quiz(s)/ Presentation (s)	Assignment(s)	Total
15	15	10	40
<b>END SEMESTER EXAMINATION (60)</b>			
Theory (60)			

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<b>PSO1</b>	Demonstrate Core Technical, Conceptual and Analytical Hospitality Skills.
<b>PSO2</b>	Apply the knowledge and skills gained through experiential learning, Industry Immersion Courses and International Linkages in the live hospitality Environment.
<b>PSO3</b>	Demonstrate Strategic Implementation of concepts and theories to Sustain & Grow in the challenging field of Hospitality & Tourism.
<b>PSO4</b>	Implement and Undergo critical analysis of management styles and strategic thinking required to succeed in the hotel management field.

**Relationship between the Course Outcomes (COs) and Program Specific Outcomes (PSOs)**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO 1</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO 2</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>M</b>
<b>CO 3</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>
<b>CO 4</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>
<b>CO 5</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>H</b>

**H- High**  
**M- Medium**  
**L-Low**

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### **Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

#### **Mapping between COs and POs**

	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Explain the needs, motivation, stakes & interest.	PO6, PO7, PO8, PO10
<b>CO2</b>	Generate value through advance negotiation skills.	PO6, PO7, PO8, PO10, PO11
<b>CO3</b>	Develop Commercial Negotiation model.	PO4, PO6, PO7, PO8, PO10, PO11
<b>CO4</b>	Negotiate effectively within groups and	PO4, PO6, PO7, PO8, PO10, PO11
<b>CO5</b>	Understand & Apply the knowledge and skills of negotiation through case studies	PO6, PO7, PO8, PO10

<b>PO Keywords</b>	Knowledge & Expertise of Hotel Business	Research	Information & Digital Literacy	Problem Solving	Communication & presentation skills	Behavioral Skills, Teamwork and Leadership	Globalization	Ethical, Social and professional understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
<b>COURSE OUTCOMES</b>	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>						L	H	M		H		
<b>CO2</b>						L	H	M		H	H	
<b>CO3</b>				H		L	H	M		H	H	
<b>CO4</b>						L	H	M		H	H	
<b>CO5</b>				H		L	H	M		H		

H- High  
M- Medium  
L-Low

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# **BACHELOR OF HOTEL MANAGEMENT**

Semester V/VI

20BHM-0ET31T/ 20BHM-0ET32T	Environmental & Tourism Economics	L	T	P	C
Version 1.0		3	0	0	3

**Course Objectives-** The purpose of this course is to:

1. Introduce the students to key principles of Tourism Economics
2. Familiarize them with tourism products, their characteristics and types.

**Course Learning Outcomes**

**Course Outcomes-** On completion of this course, the students will be able to:

- CO1 Define and understand the concept of Liberalism & Interventionism.
- CO2 Understand the relation between inflation, globalization and fluctuations in Tourist flow.
- CO3 Implement the understanding of various levels at which tourism related activities are managed in relation to various tourist products.
- CO4 Appraise different types of lodgings for tourists as per the flow of tourists and their preferences throughout the world.
- CO5 List and differentiate between various accessibility sources used in tourism industry.

**Pedagogy-** The course will be taught in an interactive manner. The concepts shall be mostly shared through slides, video clips as required and further reinforced through individual or group activities such as role plays, exercises, games, case discussions, presentations etc. & aimed to equip students with skills to apply the theoretical knowledge in Real practical situations. They will also be required to work on field projects. Students are especially encouraged to read hotel management news and articles and research papers to not only acquire a better understanding but also to be well informed of the current business scenario and its challenges and possible solutions.

**Course content -**

**Total Lecture hours (14X3= 42)**

## **Unit I Introduction of Tourism Economics**

**8 lecture hours**

- Liberalism and the role of the market
- Interventionism and the role of the State
- Difference between traveler and a tourist
- Types of Tourism
- Prices and inflation
- Globalization

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## ***BACHELOR OF HOTEL MANAGEMENT***

### **Unit II The flow of tourists**

**8 lecture hours**

- Definition
- Key touristic basins. The financial cash flow: Evolution and breakdown, the touristic balance.
- The organization of tourism: At the State level: Managing Tourism
- At the autonomous regions level departmental tourism committees and regional tourism committees and groups.
- At the International level: Tourism committees.
- World Tourism Organization (WTO), and International Bureau of Social Tourism (BITS)

### **Unit III Touristic product**

**8 lecture hours**

- Components making up a touristic product
- Characteristics of a tourist product
- 5 A's of Tourism
- Destination Life Cycle

### **Unit IV Lodging for tourists**

**8 lecture hours**

- Introduction to lodging in tourism
- Evolution & growth of lodging industry
- Various Lodging Units
- New Trends in Lodging for a tourist.

### **Unit V Transportation for tourists**

**10 lecture hours**

- Evolution & growth of Transportation
- Different types of transportation
- Role of Travel agencies in Tourism
- Role of Tour operators in Tourism

### **Text books**

- Tourism Economics by Mathieson Alistor & Wall Gerllliej, Physical & Social Impacts.
- The Economics, Travel & Tourism by Anil Andirous, Lengman Cheshues, Melbourne.

### **Reference books**

- International Travel & Tourism- Principles & Concepts by Dr. JM Negi, S. Chand & Co, New Delhi
- Tourism Economics and Policy. Bristol: Channel View Publications by Dwyer, L., Forsyth, P. & Dwyer, W. (2010).
- The Economics of Recreation, Leisure and Tourism. Amsterdam: Butterworth-Heinemann by Tribe, J. (2011).

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## **BACHELOR OF HOTEL MANAGEMENT**

**Modes of Evaluation: Assignment/ Class Presentation/ Written Exam**

<b>MID SEMESTER EVALUATION (40)</b>			
Mid Semester Examination	Quiz(s)/ Presentation (s)	Assignment(s)	Total
15	15	10	40
<b>END SEMESTER EXAMINATION (60)</b>			
Theory (60)			

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Define and understand the concept of Liberalism & Interventionism.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12
<b>CO2</b>	Understand the relation between inflation, globalization and fluctuations in Tourist flow.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12
<b>CO3</b>	Implement the understanding of various levels at which tourism related activities are managed in relation to various tourist products.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12
<b>CO4</b>	Appraise different types of lodgings for tourists as per the flow of tourists and their preferences throughout the world.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12
<b>CO5</b>	List and differentiate between various accessibility sources used in tourism industry.	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12

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HOTEL & TOURISM  
BUSINESS SCHOOL

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## **BACHELOR OF HOTEL MANAGEMENT**

<b>PO Keywords</b>	Knowledge & Expertise of Hotel Business	Research	Information & Digital Literacy	Problem Solving	Communication & presentation skills	Behavioral Skills, Teamwork and Leadership	Globalization	Ethical, Social and professional understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
<b>COURSE OUTCOMES</b>	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	L	M	H	L	H	M	H	M	M	H	M	L
<b>CO2</b>	L	M	H	L	H	M	H	M	M	H	M	L
<b>CO3</b>	L	M	H	L	H	M	H	M	M	H	L	L
<b>CO4</b>	L	M	H	L	H	M	H	M	M	H	L	L
<b>CO5</b>	L	M	H	L	H	M	H	M	M	H	L	L

H- High  
M- Medium  
L-Low

<b>PSO1</b>	Demonstrate Core Technical, Conceptual and Analytical Hospitality Skills.
<b>PSO2</b>	Apply the knowledge and skills gained through experiential learning, Industry Immersion Courses and International Linkages in the live hospitality Environment.
<b>PSO3</b>	Demonstrate Strategic Implementation of concepts and theories to Sustain & Grow in the challenging field of Hospitality & Tourism.
<b>PSO4</b>	Implement and Undergo critical analysis of management styles and strategic thinking required to succeed in the hotel management field.

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## ***BACHELOR OF HOTEL MANAGEMENT***

Relationship between the Course Outcomes (COs) and Program Specific Outcomes (PSOs)

CO \ PSO	PSO	PSO1	PSO2	PSO3	PSO4
CO 1		M	H	M	L
CO 2		H	M	L	H
CO 3		L	L	M	H
CO 4		M	L	H	L
CO 5		H	H	L	H

H- High  
M- Medium  
L- Low

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## 1.3.1 (b)

## NAME OF THE SCHOOL - School of Engineering &amp; Technology

YEAR - 2019-20 to 2023-24

Category	Name of the Course	Relevance/Description of Courses
Environment and sustainability	Environmental Engineering-1	<p>It is a multidisciplinary course focused on applying scientific and engineering principles to improve and protect environmental quality. It emphasizes the design and implementation of sustainable solutions for managing water, air, and land resources.</p> <p>Key topics include pollution control, waste management, environmental impact assessment, and sustainable development practices. The course plays a vital role in promoting environmental stewardship and supports global efforts toward achieving sustainability goals by ensuring a balance between human development and ecological preservation.</p>
Environment and sustainability	Environmental Engineering-2	<p>It is a multidisciplinary course focused on applying scientific and engineering principles to improve and protect environmental quality. It emphasizes the design and implementation of sustainable solutions for managing water, air, and land resources.</p> <p>Key topics include pollution control, waste management, environmental impact assessment, and sustainable development practices. The course plays a vital role in promoting environmental stewardship and supports global efforts toward achieving sustainability goals by ensuring a balance between human development and ecological preservation.</p>
Environment and sustainability	Environmental Studies	<p>It is an interdisciplinary course that explores the relationship between humans and the natural environment. It covers topics such as ecosystems, biodiversity, natural resource management, pollution, and climate change.</p> <p>The course aims to raise awareness about environmental issues and encourages sustainable practices at individual, community, and global levels. By integrating science, policy, and ethics, Environmental Studies fosters a deeper understanding of how to protect the environment and promote sustainability for present and future generations.</p>



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