

काशी हिन्दू  
विश्वविद्यालय



BANARAS HINDU  
UNIVERSITY

An Institution of National Importance Established by The BANARAS HINDU UNIVERSITY ACT XVI of 1915

**ORDINANCES GOVERNING  
CAREER ORIENTED COURSES  
OF  
UNIVERSITY GRANTS COMMISSION**

*Offered by*

**FACULTY OF MANAGEMENT STUDIES**





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## **Part : 2 Course Syllabi of**

**Diploma in Microfinance and Entrepreneurship**

**Diploma in Leisure and Hospitality Management**

**Certificate Program in Health Care Management**

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# PART - 1

## **Ordinances Governing**

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## **Career Oriented Courses Of University Grants Commission**

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**ORDINANCES GOVERNING  
CAREER ORIENTED COURSES  
OF UNIVERSITY GRANTS COMMISSION**

**(TWO SEMESTER PART-TIME DIPLOMA PROGRAM)  
and  
(ONE SEMESTER PART-TIME CERTIFICATE PROGRAM)  
(Effective from 2011-12)**

Under the powers conferred by Section 4A of the Banaras Hindu University Act 1915, as amended, and under the provision of Section 18 of this Act, the University hereby institutes the two semester programs for the Career Oriented Diploma and one semester Certificate Program and makes the following ordinances governing admission, course of study, examinations and other matters relating to this Degree under the Faculty of Management Studies of the Banaras Hindu University.

The following are the ordinances governing the Career Oriented Programs mentioned as under:

- 1) Diploma in Microfinance and Entrepreneurship
- 2) Diploma in Leisure and Hospitality Management
- 3) Certificate Program in Health Care Management

**I. General Provisions**

1. The program of study leading to Career Oriented Diploma and Certificate Programs of Faculty of Management Studies of Banaras Hindu University shall be of one year (Two semesters) and six months (One semester) duration respectively, and shall be basically for graduating students. The program shall have the status of Add-on Skill Oriented Program under Career Oriented Courses of University Grants Commission.
2. The Diploma and Certificate programs shall have the status of "Special Courses" of Banaras Hindu University and shall be governed by the general rules of the Special Courses.
3. The intake to the Diploma and Certificate Courses shall be 30, which may be increased to 60 (Two Batches) in due course of time by a resolution of the University. The reservation in admission shall be as per rules.
4. The Program of study leading to Career Oriented Diploma and Certificate Programs of the Banaras Hindu University shall be conducted in the Department of Management Studies under the Faculty of Management Studies in the evening hours or during any such duration which would be appropriate.
5. The admission to Career Oriented Diploma and Certificate Programs shall be dealt with by the Dean, Faculty of Management studies. The last date for the receipt of the application form shall be fixed by the Dean of the Faculty.
6. The candidate seeking admission will have to apply on a prescribed format available from the University/ Faculty on payment of prescribed fee.
7. The candidate may be required to pay the processing fee as directed by the Faculty from time to time. No Application Form shall be considered for admission unless it is complete in all respects including attested copies of the photographs of the candidates containing his/her signature thereon and all necessary documents are attached thereto, such as:
  - a) Attested copies of mark-sheets of all the examinations passed;

- b) Certificate from an appropriate authority certifying that the candidate belongs to Scheduled Caste/Scheduled Tribe/OBC or that the candidate is Physically Challenged.
8. The provisional admission to the Program shall be made in order of merit based on the candidate's performance in TEST/GD/PI, and academic record.
9. The completed Application Forms for registration at FMS, BHU along with documents required under ordinance at above *point 6* shall be sent to the Controller of Examinations.
10. Provisional admission cannot be claimed by any applicant as a matter of right. The provisional admission or readmission of an applicant shall be entirely at the discretion of the Admission Committee, which may refuse to admit any candidate without assigning any reason thereof.
11. Provisional admission will be made strictly on combined merit and availability of seats on the date of admission and the mere fact that call letter has been issued shall not entitle a candidate to claim admission.
12. The candidate granted provisional admission shall deposit fee within the period prescribed by the Admission Committee failing which, the admission shall stand cancelled.
13. Provisional admission of a candidate is liable to be cancelled at any time:
- i) if it is detected that, there is something against the candidate which would have prevented him/her from being admitted to the Program.
  - ii) if the candidate is found at a later stage to have provided any false information, and /or
  - iii) if he/she has been punished for an act of gross misconduct, indiscipline or an act involving moral turpitude.
13. There shall be an Admission Committee for Career Oriented Diploma and Certificate Programs admission, constituted under the provisions of Ordinances and consisting of the Dean or his nominee. Admission shall be made in accordance with these ordinances and the rules made there under.

**A. Eligibility:**

- i) The candidate seeking admission to Career Oriented Diploma And Certificate Programs must be pursuing Graduate Degree from a recognized University.

**B. Intake & Reservations:**

The intake to Career Oriented Diploma and Certificate Programs shall be 30. The reservation in admission shall be as per rules.

**Reservations:**

SC Candidates	15 % of the intake
ST Candidates	7.5% of the intake
PC Candidates	3% of the intake ( <i>on horizontal reservation basis</i> )
OBC Candidates	27% of the intake

- (a) The candidates seeking admission under the above categories must fulfill the minimum eligibility conditions and qualifying requirements.
- (b) The SC/ ST/OBC candidates must enclose attested copy of the caste certificate along with their Application Form stating that the candidate belongs to SC/ST/OBC Category.

The following are empowered to issue SC/ST/OBC Certificates:

- (I) District magistrate/ Additional District Magistrate/ Collector/ Deputy Commissioner/ Addl. Deputy Commissioner/Deputy Collector /1<sup>st</sup> Class Stipendiary Magistrate/City Magistrate/Sub Divisional magistrate/ Taluka Magistrate/ Executive Magistrate /Extra Assistant Commissioner.
  - (ii) Chief Presidency Magistrate/ Addl. Chief Presidency Magistrate/ Presidency Magistrate.
  - (iii) Revenue Officer not below the rank of Tehsildar.
  - (iv) Sub-Divisional Officer of the area where the candidate and/or his family normally resides.
  - (v) Administrator/Secretary to the Administrator/ Development Officer (Lakshadweep Islands).
  - (vi) Candidate must note that certificate from any other person/authority shall not be accepted in any case.
- (c) 3% seats on horizontal reservation basis, shall be reserved for Physically Challenged Candidates (i) 1% for Visually Impaired (ii) 1% for Hearing Impaired (iii) 1% for Orthopaedically Handicapped. In case no candidate is available in any of the above three sub-categories, the unfilled seats shall be filled by the candidates belonging to the remaining sub-categories.

A candidate applying under PC category must attach a certificate by CMO, District Hospital. However, he/she will be considered under PC category only after verification from the University Medical Board. Admit cards for admission shall be issued to such candidates only on production of the above-mentioned verification certificates from the Medical Board constituted by the University for the purpose.

- (d) Separate final merit list will be prepared for the candidates under each of the above categories.
- (e) Vacant seats reserved for SC/ST/OBC candidates, if any, may be filled up as per rules.

### **C. Program Fee**

- a) The Program will run as a Special Courses of Study as prescribed under the Special Courses of Banaras Hindu University.
- b) The special course fee per semester shall be Rs. 7,500/-.
  - As such the course fee for the entire Diploma Program shall be Rs. 15,000/- which may be deposited in two equal installments each of Rs. 7,500/- and
  - As such the course fee for the entire Certificate Program shall be Rs. 7,500/--which shall be deposited in one installment.

In addition, the students shall be required to pay usual fees prescribed by the University.

- c) The candidate will have to deposit Rs. 7,500/- at the time of provisional admission. The fee is to be paid through demand draft in favour of, **“The Registrar, Banaras Hindu University”** payable at Varanasi.
- d) The second installment in case of Diploma Programs of Rs. 7,500/- is to be paid before the commencement of second semester classes, failing which the students will not be registered in second semester.

## II. ADMISSION PROCEDURE

1. Admission to Career Oriented Diploma and Certificate Programs shall be made in order of merit.
2. Candidates fulfilling the minimum eligibility shall be called for TEST/GD /PI to be conducted by a board constituted for the purpose by the Admission Committee of the Dept./Faculty of Management Studies. Normally, four-times the number of seats in each category shall be called for TEST/GD/PI. The basis of determining the candidates to be called for TEST/GD/PI shall be the academic record of the candidates.
3. The TEST/GD/PI shall carry 50 marks and the past academic record together shall carry 50 marks.
4. The calculation of marks for work experience and past academic records shall be as follows:

<b>Past Academic Record</b>			
Course	60% and above	45% and above but less than 60%	Less than 45%
Intermediate	25	15	10
High School	25	15	10

5. The admission process may be reviewed as per need from time to time.

### Notes:

1. Non-appearance of the candidate in any of Test, Group Discussion and Interview on the scheduled date and time shall disqualify him/her for admission.
2. Mere appearance in the Test, Group Discussion and Interview will not entitle a candidate to be considered for admission to the Program unless he/she fulfils the eligibility conditions. Applicants must fully satisfy themselves about their eligibility before filling the application forms for the program.
3. Provisional admission will be offered to the candidates in order of combined merit as mentioned above he/she secured, including reserved category seats as per their position in the Merit List, and the availability of seat in the program on the date of admission.
4. In case there are more than one candidate securing equal ranks as obtained by the last candidate in order of merit in the list of candidates to be called for admission, the following inter-se ranking rules of the University will be applicable.

“In case the candidates have equal ranks then:

- (i) the candidate having secured higher marks in the qualifying examination is eligible;
- (ii) In case the marks in the qualifying examination is also equal then the candidate senior in age shall be given preference”
5. In case any provisionally selected candidate fails to deposit the fee by the last date prescribed, his/her provisional admission shall be cancelled and the seat thus falling vacant shall be offered to the next candidate in order of merit under the specified category.
6. Waitlisted candidate will be offered admissions strictly on the basis of ranking provided there is a vacancy in the Program.



### III. CONDUCT OF THE PROGRAM

1. To qualify for the Career Oriented Diploma and Certificate Programs, the candidate must earn the prescribed number of credits as contained in the Course structure / syllabus detailed herein after.
2. The maximum period allowed to complete the course will be normally three years.
3. The students shall be permitted to simultaneously pursue any one of the proposed program at a time along with their regular degree program.

### IV. ATTENDANCE RULES

- (a) A student is required to have full, i.e., 100%, attendance and condonation up to 30% can be considered for specific cogent reasons. Out of this 30%, only 10% condonation will be permitted without taking any application from the student. Rest 20% condonation may be given by the Dean. Further, a student shall be deemed to have minimum percentage of attendance only if, apart from the above, he/she has attended at least 50% of the classes in each subject also. The cogent reasons for condonation are given below:
- (i) Participation in NCC/NSC/NSS Camps duly supported by certificate.
  - (ii) Participation in University or College Team Games or Interstate or Inter-University tournaments, duly supported by certificate from the Secretary of the University Sports Board or President of the College Athletic Association concerned.
  - (iii) Participation in Educational Excursions, which form a part of teaching in any subject conducted on working days duly certified by the Dean.
  - (iv) University Deputation for Youth Festival duly certified by the Dean.
  - (v) Prolonged illness duly certified by the Medical Officer or the Superintendent, S.S. Hospital, Banaras Hindu University or any other Registered Medical Practitioner, provided such certificate is submitted to the Dean, Faculty of Management Studies in time.
  - (vi) **No relaxation beyond 30% shall be considered in any case.**
- (b) The attendance of a newly admitted candidate shall be counted from the date of his/her admission, or date of beginning of classes which ever is later, while in the case of promoted candidates, attendance shall be counted from the date on which respective class begins. However in case of promotion after declaration of results of supplementary examination (if any), the attendance will be counted from the date of admission in the respective case.
- (c) There shall be an Attendance Monitoring Committee in the Faculty under the Chairmanship of the Dean.

## V. COURSE STRUCTURE AND SCHEME OF EXAMINATION OF CAREER ORIENTED DIPLOMA AND CERTIFICATE PROGRAMS:

Candidates for the one-year Career Oriented Diploma and six months Certificate Programs Examination shall be examined in the following subjects in accordance with the syllabi or course prescribed in the following Ordinances.

### 1. Course Structure

The Career Oriented Diploma and Certificate Programs shall be of one year duration divided into two semesters and six months respectively. A student is required to offer compulsory courses of 40 credits in two semesters for Diploma Programs and 20 credits in one semester for Certificate Program as per the details given below.

### Credit Scheme for the CAREER ORIENTED DIPLOMA AND CERTIFICATE PROGRAMS Program

#### 1) Diploma in Microfinance and Entrepreneurship

Course Code	Semester I	Credits	Marks-100 (External/ Internal)
DME 101	Management Principles and Values	03	70/30
DME 102	Basics of Microfinance	03	70/30
DME 103	Managerial Economics	03	70/30
DME 104	Business Studies and Communication	03	70/30
DME 105	Minor Project/ Entrepreneurial Lab	08	100
	<b>Semester II</b>		
DME 201	Business Environment and Financial Inclusion	03	70/30
DME 202	Entrepreneurship Development and Research	03	70/30
DME 203	Financial Management	03	70/30
DME 204	Microfinance and Development	03	70/30
DME 205	Dissertation/ Viva-Voce	08	100
	<b>Total</b>	<b>40</b>	<b>1000</b>

#### 2) Diploma in Leisure and Hospitality Management

Course Code	Semester I	Credits	Marks-100 (External/ Internal)
DLHM101	Principles of Management	03	70/30
DLHM 102	Marketing and Consumer Behavior	03	70/30
DLHM 103	Business Communication and Soft Skill	03	70/30
DLHM 104	Business Studies	03	70/30
DLHM 105	Minor Project	08	100
	<b>Semester II</b>		
DLHM 201	Event Management	03	70/30
DLHM 202	Entrepreneurship Development in Hospitality Sector	03	70/30
DLHM 203	Hotel Operations	03	70/30
DLHM 204	Disaster Management	03	70/30
DLHM 205	Dissertation/ Viva-Voce	08	100
	<b>Total</b>	<b>40</b>	<b>1000</b>

### 3) Certificate Program in Health Care Management

Course Code	Semester	Credits	Marks-100 (External/ Internal)
CHM 101	Principle of Management & Organizational Behaviour	03	70/30
CHM 102	Business Studies in Healthcare & Hospitals	03	70/30
CHM 103	Hospital Planning & Management	03	70/30
CHM 104	Healthcare Environment in India	03	70/30
CHM 105	Practical (Hospital/Pharma Industry) Training (Two weeks) by <b>Dissertation &amp; Viva Voce</b>	08	100
<b>Total</b>		<b>20</b>	<b>500</b>

**Minimum credit requirements for the Career Oriented Diploma = 40 credits**

**Minimum credit requirements for the Certificate Programs = 20 Credits.**

**Note:** Examination in each paper shall have two components – End semester Theory Paper carrying a maximum of 70 marks and sessionals carrying a maximum of 30 marks. The pattern of end semester Theory examination in each paper is given after the detailed course contents of each paper.

#### 3. Examination System:

Each theory/ practical/ seminar/ field work/project/ dissertation course shall be of 100 marks. For evaluation, the overall structure of the distribution of marks in a course shall be such that 30 marks are allotted to various assessments during the semester, while 70 marks shall be allotted for the end semester examinations.

##### A. Sessionals:

- i) The assessment (sessionals) in theory courses will comprise of class test/test(s) and semester reports/assignments and regularity in each of the courses offered by them.
- ii) Such class tests, semester reports and/or assignments in each paper shall carry 30 marks, of which 20 marks will be for class tests and quizzes and 10 marks for semester report(s) and/or assignment(s) and regularity. (The marks of 2 best class tests/quizzes be considered out of 3 class tests/quizzes)
- iii) The semester report(s) and/or assignment(s) shall be submitted by the students to the teachers concerned, by a date fixed by the Head of the Department of Management Studies. After valuation of the semester report(s) and/or assignment(s), the teacher concerned shall submit the result to the Head of the Department of Management Studies who shall forward the same to the Controller of Examinations.
- iv) The marks obtained in semester report(s) and/or assignment(s) will be displayed on the notice board.
- v) Where candidate fails to take examination in any one or more papers or having taken the examination, has, but failed to secure the minimum pass marks in any one or more papers or in the aggregate, his marks in the class tests, semester reports and/or assignments will be carried forward to the subsequent examination.

##### B. End Semester Examination and evaluation (for 70 marks):

- (i) The question papers shall be set and the answer-scripts shall be evaluated by the teachers of the concerned courses. If there are more than one teacher teaching the course, the question paper shall ordinarily be set and evaluated by a teacher of the group, appointed by the Board of Examiners.

- (ii) The End Semester examination answer-scripts shall be shown to the students after evaluation by the concerned teachers within 7 days of the last examination for the semester. Thereafter, within a week, all the answer books along with the statement of marks shall be sent to the Office of the Controller of Examinations for declaration of the results.
- (iii) In case of any objection by a student in the evaluation, the same shall be looked after by a panel of two senior faculty members, to be nominated by the Dean, whose decision shall be final.
- (iv) Once evaluated answer books are submitted to the Controller of Examination there will be no reevaluation/re-totaling thereafter.

#### **4. Project Report/ Dissertation and Viva-voce:**

- i) Every Career Oriented Diploma and Certificate Programs student will also be required to prepare a Project report on preferably in his/her area of study under the supervision of a teacher of the Faculty. The topic of the Project and the name of the supervisor earmarked will be approved by a 'Project Committee" formed for this purpose by the Head/Dean of the Faculty. This Project and viva-voce will be equivalent to 8 credits and constitute a part of the Career Oriented Diploma and Certificate Programs and will carry 100 marks.
- ii) Each student may be asked to present Research Methodology of the Project before the members of the Faculty for consideration and finalization.
- iii) The Project Report shall be submitted to the Controller of Examination in duplicate on or before a specific date fixed for the purpose by the Head/Dean of the Faculty of Management Studies.
- iv) The Project Report shall be examined by two external examiners, who shall evaluate it independently out of 50 marks each. The average of these marks shall be credited to the marks obtained by the student. If the difference in percentage of marks between the two examiners is 30% or more, the Project report shall be sent to a third examiner. The marks given by the third examiner shall be final.
- v) The *Viva-voce* examination of the Career Oriented Diploma and Certificate Programs shall carry 50 marks. This comprehensive *Viva voce* examination shall cover the entire program and project/ dissertation. It shall be conducted by a board consisting of the Head of the Department, two senior most teachers of the Faculty and one external member of the rank of a Professor.

#### **5. Script and Duration of Examinations**

- (i) Except when otherwise directed by the Ordinances or by the examiner in the examination paper, every candidate shall answer question in English language in the examination in all the subjects.
- (ii) Each individual paper shall be of three hour duration and practicals, if any, shall also be of three hour duration.

**6. Evaluation Pattern:**

**(A) Point Scale for Grading**

**Award of Grades Based on Absolute Marks**

<b>Marks Range (Out of 100)</b>	<b>Grade</b>	<b>Grade Point</b>
90 - 100	S	10
80 - 89	A	9
70 - 79	B	8
60 - 69	C	7
50 - 59	D	6
40 - 49	E	5
Passed with Grace	P	4
00 - 39	F	0
Non-appearance in examination (Incomplete)	I	-
Audit Course	X	-

**Explanation:**

Latter grades **S, A, B, C, D, E and P** in a course mean that the candidate has passed that course.

**The F grade** denotes poor performance, i.e., failing in the course. A student has to appear at subsequent examination(s), if provided under the ordinances in all courses in which he/she obtains "F" grade, until a passing grade is obtained.

**The I Grade:** The "I" Grade is awarded, when a student does not appear in the examination of course/courses. This shall be treated as "F" Grade.

**The X Grade:** The "X" Grade is awarded, when a student successfully attends the audit course with minimum attendance requirement of 80%.

**Grace Rule:** Tabulators shall award grace marks as per the following guidelines:

- (1)** A student who fails in not more than 3 theory courses by total marks of not more than  $\frac{1}{2}$  the number of total theory courses of the semester (any fraction is rounded off to the next higher number), shall be awarded grade "P" (in place of grade "F") of Grade Point 4 in the concerned courses.
- (2)** Grace mark will not be awarded for making up shortfall in minimum SGPA/CGPA or improving the grade.

**(B) Measurement of the student's performance in the program:**

The performance of a student in a semester or up to a semester will be measured by SGPA (Semester Grade Point Average) and CGPA (Cumulative Grade Point Average), respectively, which will be calculated as given below:

$$(i) \quad SGPA = \frac{\sum_{i=1}^n C_i \cdot P_i}{\sum_{i=1}^n C_i}$$

where,  $C_i$  = Number of credits assigned for the  $i^{th}$  course of a semester for which SGPA is to be calculated .

$P_i$  = Grade point earned in the  $i^{th}$  course.

$i = 1, \dots, n$ , represent the number of courses in which a student is registered in the concerned semester.

$$(ii) \quad CGPA = \frac{\sum_{j=1}^m C_j \cdot P_j}{\sum_{j=1}^m C_j}$$

where,  $C_j$  = Number of credits assigned for the  $j^{\text{th}}$  course of a semester for which SGPA is to be calculated.

$P_j$  = Grade point earned in the  $j^{\text{th}}$  course.

$j = 1, \dots, m$ , represent the number of courses in which a student is registered from the first semester to the semester for which CGPA is to be calculated.

**Notes:** Audit courses shall not be evaluated and also not accounted for SGPA/CGPA calculation. However, the prescribed minimum attendance in these courses shall be necessary.

## 7. Promotion to II Semester

The candidates who have taken admission in Career Oriented Diploma Programs, I-Semester in a session can be put in the following two categories on the basis of their attendance in the Semester:

- I.
  - (i) Those who have put in the required minimum percentage of attendance for appearing in the I-Semester Examination and filled up the examination form in time for appearing at the I-Semester Examination.
  - (ii) Those who did not put in the required minimum percentage of attendance for appearing at the I-Semester Examination or did not fill up examination form in time for appearing at the I-Semester Examination.

**Candidates under Category I(i)** are eligible for appearing at the examination of I-Semester, while **candidates under Category. I(ii)** are not allowed to appear at the examination of the I-Semester. This implies that **no readmission is permissible to those who do not put in the required percentage of attendance for taking the examination or did not submit the examination form in time.** However they will have to seek fresh admission in the Program as per prescribed procedure.

- II. After appearing at the Examination of the I-Semester the candidates can be put in the following categories in the context of declaration of the results of the I-Semester Examination:
  - (i) **Passed**, i.e., those who have passed in all courses of the examination of the Semester.
  - (ii) **Promoted**, i.e., those who have not passed in all the courses of the Semester.
  - (iii) **Minimum passing grade** shall be Grade 'E' for each course. However, candidates with grade 'P' in a course shall also be considered as passed in that course.
  - (iv) **Promotion to Second Semester:** All students who have put in the minimum percentage of attendance in I-Semester and filled up the examination form in time shall be promoted to the II-Semester.

### **Declaration of Division:**

A candidate who has passed in all the papers/ courses of I & II Semesters of the 1-year CAREER ORIENTED DIPLOMA AND CERTIFICATE PROGRAMS program taken together shall be declared as '**Passed**'. Such passed candidates may be awarded with the division according to the following criteria:

- (i) First Division with distinction : CGPA 8.5 and above
- (ii) First Division : CGPA 6.5 and above, but below 8.5
- (iii) Second Division : CGPA 5.0 and above, but below 6.5

**Note:** The SGPA and CGPA shall be computed up to 2 places of decimals (truncated at the second place).

The conversion formula for converting CGPA to the corresponding Percentage of Marks will be as follow:

$$X = 10 Y - 4.5$$

where, X = Percentage of Marks

$$Y = \text{CGPA}$$

### **Further Clarifications:**

- (a) A student has to clear the whole CAREER ORIENTED DIPLOMA AND CERTIFICATE PROGRAMS program in NOT MORE THAN FOUR YEARS from the latest admission to the I-Semester of the program. Even after that if a student fails, he/she shall have to leave the program.
- (b) A student who is promoted to a higher semester or readmitted to a semester due to shortage of attendance shall be required to study the same syllabus as being taught in that year.

### **Ranking to the candidates**

Ranking shall be given to only those candidates who pass all the courses of the program in one attempt.

Notwithstanding any provision in the ordinances to the contrary, the following category of examinee is also eligible for ranking:

The student who, having been duly admitted to a regular examination of the course, was unable to take that examination in full or in part due to some disruption of examination, and took the next following examination of that course and passed the course.

The marks obtained by him/her at the examination shall be considered as the basis for the University Ranking, Scholarships and other distinctions.

In order to get the benefit of this provision, the student should claim that he/she is eligible for this benefit and get a decision in writing after proving his/her eligibility there for.

### **8. Admit Card (for End Semester Examination):**

A candidate may not be admitted into examination room unless he/she produces his/her admit card to the officer conducting the examination or satisfies such officer that it shall be subsequently produced.

The Controller of Examinations may, if satisfied that an examinee's admit card has been lost or destroyed, grant duplicate admit card on payment of a further fee of Rs. 10/-

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# PART - 2

## Course Structure

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### Career Oriented Courses of University Grants Commission

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## **Course Structure**

### **One year Diploma in Micro Finance & Entrepreneurship**

**DME 101 : MANAGEMENT PRINCIPLES AND VALUES**

**COURSE OBJECTIVE :** This course intends to develop the basic awareness of management functions and various dimensions of organizational life. It also attempts to provide exposure of the ethical dilemma in management practices.

**COURSE STRUCTURE:**

- **Concept of Management:** Its nature, scope and purpose. Managing Science or Art. Management Vs Administration, Skills of a Manager. Organization and its pervasiveness. Reasons for organizations. Significance of Goals in Organizations.
- **Evolution of Management Thought:** Scientific Management. Frederick W.Taylor. Contributions and Limitations of Scientific Management Theory. Classical Organisation Theory. Contributions and Limitations of Classical Organisation Theory. Henry Fayol's Principles of Management, Human Relations Movement: The Hawthorne Experiments. Concept of System and Systems Approach. Organizations as Socio-technical systems. The contingency approach to Management.
- **Organisation Structure:** Formal and Informal organisations. Forms of formal organisation structures. Line and staff organisation. Functional Organisation. Product/Market Organisation. Project organisation and Matrix organisation. Benefits and Cost of Informal Organisations.
- **Decision-Making:** Phases of Decision-Making. Problem Discovery. Problem Definition. Goal Setting. Developing Alternatives, Evaluating alternative and Making choices, Nature of Managerial Decision-making. Certainty, Risk and Uncertainty. Rationality, Behavioural and Emotional Barriers to Decision-Making. Dealing with barriers to Decision-Making. Group as Decision- maker. Individual Vs. Group Decision-making.
- **Management Process:** Plans and Decision Making. Basic Steps in Planning. Operational Plans. Single use Plans. (Policies, Strategies) and standing plans (Projects, Programs, Budgets). Forecasting.
- **Organizing:** Division of work. Job Specialization. Span of Management Organisation Chart. Coordination. Approaches to achieving effective coordination. Selecting the appropriate coordination mechanism. Delegating and Decentralisation. Concept and significance of delegation. Delegation, Authority, Accountability and Responsibility. Classical guidelines for delegation and its limitations. Effective Delegation. Factors influencing Decentralisation. Centralisation Vs. Decentralisation.
- **Communication:** Importance of Communication. The Communication Process - Channels of Communications. Formal and Informal barriers to Effective Communication. Overcoming Barriers to interpersonal communication. Communication in Organization. Factors influencing organisation communications. Communication network within the organizations: Vertical, horizontal, diagonal and informal. Overcoming organizational barriers to communication.
- **Controlling :** The meaning of control. Steps in Control Process. Importance of Control. Types of Control Methods. Sources of Control. Design of the Control Process. Characteristics of effective Control System.
- **Values in Management:** Transnational environment and perspectives of business. Quality of work life ("QWL). Japanese Management Techniques. Search for Excellence. Human Values In Management: Indian perspectives. Values for Managers. Ethical dilemma In Management. Indian versus Western concepts of ethics and values, contextual ethics. Self-development and lessons from Ancient Indian Traditions.

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| 2. V.S.P.Rao & P.S.Narayana: Organisations Theory   | 6. Hugh J Arnold & Daniel E.Feldm : Organizational Behaviour |
| 3. Katz & Kunn : Social Psychology of Organizations |  |
| 4. Rajiva Malhotra: Being Different                 |  |

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
<b>Total Marks</b>	<b>100</b>

**COURSE OBJECTIVE:** This course intends to develop the basic awareness of Microfinance and its various dimensions. It also attempts to provide exposure of the SHGs and Governmental support.

**COURSE STRUCTURE:**

- ✓ **History of Microfinance:** Introduction, history of Microfinance, Worldwide developments, Microfinance in Asia and Pacific.
- ✓ **Status of Microfinance in India:** Introduction, History of Microfinance in India, Recommendations of various committees, Status of Microfinance in India, Outreach of Microfinance, Potential of Microfinance in India, Banking potential for Microfinance in India.
- ✓ **Government and Microfinance:** Introduction, SHGs and different schemes, SHG and Poverty Alleviation Programs, SHG and Special Programs/ Schemes.
- ✓ **Importance of SHGs:** Introduction, Benefit of SHGs to members, Benefits to women, Benefits to Banks, Benefits to Government, Benefits to Voluntary Agencies and Benefits to Society.

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**REFERENCES:**

1. Branch, Brian & Janette Klaehn. Striking the Balance in Microfinance: A Practical Guide to Mobilizing Savings. PACT Publications, Washington, 2002.
2. Dowla, Asif & Dipal Barua. The Poor Always Pay Back: The Grameen II Story. Kumarian Press Inc., Bloomfield, Connecticut, 2006.
3. Hirschland, Madeline (ed.) Savings Services for the Poor: An Operational Guide. Kumarian Press Inc., Bloomfield CT, 2005.
4. Ledgerwood, Joanna and Victoria White. Transforming Microfinance Institutions: Providing Full Financial Services to the Poor. World Bank, 2006.
5. Rutherford, Stuart. The Poor and Their Money. Oxford University Press, Delhi, 2000.

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

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## DME 103: MANAGERIAL ECONOMICS

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**COURSE OBJECTIVE :** The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the firm level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

### COURSE STRUCTURE:

- ➔ **Nature and Scope of Economics:** Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle.
- ➔ **Demand Analysis and Demand Forecasting:** Theory of Demand. Types of Demand and their characteristics. Utility Analysis. Cardinal Utility and Ordinal Utility. Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Estimation of Revenue. Average Revenue. Marginal Revenue and Elasticity of Demand. Techniques of Demand Forecasting.
- ➔ **Indifference Curve Analysis:** Concept and Properties of Indifference Curves. Income Effect. Substitution Effect and Price Effect. Income Consumption Curve and Price Consumption Curve. Derivation of Demand Curve. Superiority of Indifference Curve Analysis over Utility Analysis.
- ➔ **Cost Analysis:** Concept of Cost and Cost Classification. Accounting Cost and Economic Cost. Law of Variable proportions - Increasing, Decreasing and Constant Returns. Cost output relationship in the short-run. Cost output relationship in the Long-run, Production Functions. ISO-Cost Curves and their significance in cost analysis. Economies of Scale. Least Cost Combination Concept.
- ➔ **Market Structure and Product Pricing:** Perfect and Imperfect Market Structures. Conditions of Perfect Competition. Price of a Product under demand and supply forces. Equilibrium Price. Price behaviour and time element. Market Price and Normal Price. Pricing under Perfect Competition. Prices under short-run and Long-run. Pricing under Monopoly and Monopolistic Competition. Pricing under Oligopoly. Kinked Demand Curve. Discriminating Prices.
- ➔ **Factor Pricing:** Pricing of labour as a factor of production. Marginal productivity theory of factor pricing.
- ➔ **National Income:** Definition of national income. Product and money flows. Measurement of National Income – Net output or value method. Factor Income method. Expenditure method. Choice of Methods. Growth and composition of India's National Income.

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### REFERENCES:

1. Peterson & Lewis : Managerial Economics
2. Haynes, Mote & Paul : Managerial Economics
3. Laidler : Introduction to Micro Economics
4. Warren Haynes : Managerial Economics
5. Joel Dean : Managerial Economics
6. Varshney R.L. & Maheshwari : Managerial Economics
7. Dewett : Modern Economic Theory
8. Diwedi D.N. : Managerial Economics
9. Gupta G.S. : Managerial Economics
10. Gupta G.S. : Macro Economics – Theory and Applications

### PATTERN OF EXAMINATION :

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) Write up, Presentation and Participation	30
Total Marks	100

**COURSE OBJECTIVE:** The basic objective of this course is to make the students aware of the various functional aspects of management. The course would also provide an outline to the basics of communication and its utility in management.

**COURSE STRUCTURE:**

- ✓ **Business Accounting and Finance:** Financial Accounting-concept. Importance and scope, accounting principles, journal ledger, trial balance, depreciation. Preparation of final accounts with adjustments. Analysis and interpretation of financial statements – meaning, importance and techniques. Ratio analysis. Financial management-scope finance functions and its organization, objectives of financial management; time value of money.
- ✓ **Concepts of Marketing Management:** Nature and scope of marketing; corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; 4 P's of marketing. Marketing environment; marketing research and information system.
- ✓ **Organizational Behavior:** Foundation and background of OB, contemporary challenges-workforce diversity, cross – cultural dynamics, changing nature of managerial work, Emotional intelligence in contemporary business. Perception, Personality, Learning, Motivation – Concepts and applications. Difference anxiety- anxiety from above and below.
- ✓ **Human Resource Management:** Strategic importance HRM; objectives of HRM; challenges to HR professionals; Human Resource Planning - objectives and process; Basics of recruitment, training and selection.
- ✓ **Operations Management:** Introduction operations management and supply chain management; cross-functional and inter-organizational linkages in operations and SCM; operations and supply chain strategies; business process; defining quality; Importance of operations management in microfinance.
- ✓ **Basics of Business Communication:** Purpose and process of communication; myths and realities of communication; oral communication; noise, barriers to communication; listening process, essentials of good listening; telephonic communication.
- ✓ **Presentation Skills:** Presentation skills; prerequisites of effective presentation, format of presentation; Communication skills for group discussion and interviews.
- ✓ **Written Communication:** Written communication; mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence-business letter format, style of letter arrangement, types of letters, electronic mail.

**REFERENCES:**

1. Pandey, I.M. Management Accounting, Vikas Publishing House, New Delhi.
2. Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; New Delhi.
3. Krajewski Lee J. & Ritzman, Larry, P.; Operations Management- Processes and Value Chains; Pearson Education, N.D.
4. Kaul, Asha, Business Communication, PHI, New Delhi.
5. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
6. Malhotra, Rajiv; Being Different, Harper Collins Publishers India, New Delhi.

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
<b>Total Marks</b>	<b>100</b>

**SEMESTER II**

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**DME 201: BUSINESS ENVIRONMENT AND FINANCIAL INCLUSION**

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**COURSE OBJECTIVE:** The basic objective of this course is to make the students aware of the various functional aspects of management. The course would also provide an outline to the basics of communication and its utility in management.

**COURSE STRUCTURE:**

- ✓ **Business Environment:** Introduction, Societies Registration Act, 1860, Indian Trusts Act, 1882, Not-for-Profit Companies registered under Section 25 of Companies Act, Non-Banking Financial Companies, Nidhi Companies, Producer Companies.
- ✓ **Management of Group Dynamics:** Introduction, Fund Management in the Group, Group Meeting, Audit Management of SHG, Calculation of Rate of Interest.
- ✓ **Federation of SHGs:** Introduction, Objectives of Federation, Benefits of Federation, Establishment, Structure and Functions of Federation, Types of Federation, Training needs of Federation, Social Development and Sustainability.
- ✓ **Group Formation and its Operation:** Introduction, Role of a Facilitator, Stages in Group Development, Rules and Regulation governing SHGs.
- ✓ **Opening of Bank Account:** Introduction, Savings in the Group, Opening of Bank Account, Operations of Savings Account, Internal Lending.
- ✓ **Book Keeping and Maintenance of Records:** Introduction, Books of Accounts of an SHG, Proceedings Register, Accounts Register, Pass Book for Loan Account, Pass Book of the Members.
- ✓ **Credit Linkage of SHGs:** Introduction, Grading of SHGs, Formats of undertaking grading, Credit Linkage of SHGs, Purpose of Loan, Security for Loans, Documents for Bank Loan, Disbursement of Loan, Interest on Loan, Repayment of Loan.
- ✓ **Micro Insurance:** Introduction, Crop Insurance Schemes, Insurance Schemes for Animal Husbandary Assets, Agricultural Implements, Rural Artisans and Entrepreneurs, Life Insurance Schemes for Rural Areas, Health Insurance Schemes for Rural Population, Micro Pension Schemes in India.

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**REFERENCES:**

1. Acharya, Shankar, India's Macroeconomic Management in the Nineties, ICRIER, New Delhi.
2. Ahluwalia, I.J. and IMD Little, India's Economic Reform and Development, Oxford University Press, Delhi.
3. Datt, R., Second Generation Economic Reforms in India, Deep and Deep, New Delhi.

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
	Total Marks 100

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## DME 202: ENTREPRENEURSHIP DEVELOPMENT AND RESEARCH

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**COURSE OBJECTIVE:** The basic objective of this course is to make the students aware of the various aspects of entrepreneurship and research. The course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business.

**COURSE STRUCTURE:**

- ✓ **Entrepreneurship-Basic Concepts:** Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; managerial vs. entrepreneurial approach and emergence of entrepreneurship.
- ✓ **Starting the venture:** generating business idea – sources of new ideas, methods of generating ideas, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.
- ✓ **Planning and Sources of Finance:** marketing plan – marketing research for the new venture, steps in preparing marketing plan, organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan – cash budget, working capital, break even analysis. Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs.
- ✓ **Indian versus Western Functioning of business:** Indian chaos and western order, pros and cons of chaos and order. Anxiety over chaos versus comfort with complexity and ambiguity.
- ✓ **Business research:** its concept, nature, scope, need and managerial value of business research; concepts, constructs, variables, hypothesis, process of research; types and significance of research.
- ✓ **Research design:** concept and types – exploratory, descriptive and experimental; sampling design – techniques, factors influencing sample size; attitude measurement; measurement; measurement scales-types and construction of scales and reliability and validity aspects in measurement.
- ✓ **Data collection and Report Writing:** questionnaire/schedule; questionnaire designing, interview and observational methods; data analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis testing – an overview of parametric and non-parametric tests. Research report; ingredients and constructions of research report – procedure of preparation of reference and bibliography.

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**REFERENCES:**

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi.
2. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
3. Malhotra, Rajiv; Being Different, Harper Collins Publishers India, New Delhi.
4. Geode, Millian J. & Paul K. Hatl, Methods in Research Methods, Tata McGraw Hills, New Delhi.
5. Kothari, C.R., Research Methodology.

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
<b>Total Marks</b>	<b>100</b>

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## DME 203: FINANCIAL MANAGEMENT

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**COURSE OBJECTIVE:** The course is designed to provide an understanding of the basic elements, concepts and system of cost accounting and the use of costing information in managerial decision-making. Major topics covered are: An orientation to Cost Accounting; Purpose of Cost Accounting, Elements of cost. Kinds of costing, Classification of Costs: Material, Labour and Overhead Costs; Costing Systems; Marginal Costing; Standard Costing; Variance Analysis; Costing for Managerial Decisions.

### COURSE STRUCTURE:

- ✓ **Break-Even Analysis:** Meaning, Graphic presentation. Managerial uses of Break-even analysis. budgeting.
- ✓ **Capital Structure:** Concept, Principles, Criteria of its determination, Trading Equity, Leverages
- ✓ **Acquisition of funds:** External and internal forms of corporate financing. External forms - Shares and Debentures. Internal forms - Ploughing Back of Profits. Forms of dividends
- ✓ Working Capital Management: Meaning, Significance and Factors influencing the level of Working capital.
- ✓ **Budgeting:** Definition of a budget. Kinds of budgets
- ✓ **Capital Expenditure decisions:** Process of Capital Budgeting, Basic principles in estimating cost and benefits of investments, Appraisal Criteria – pay back period, Average rate of return; net present value, benefit cost ratio, internal rate of return.

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### REFERENCES:

1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.
3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.
4. Chandra, Prasanna; Financial Management TMH, New Delhi.
5. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.

### PATTERN OF EXAMINATION :

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100



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## DME 204: MICROFINANCE AND DEVELOPMENT

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**COURSE OBJECTIVE:** The course is designed to provide an understanding of the basic elements, concepts and system of cost accounting and the use of costing information in managerial decision-making. Major topics covered are: An orientation to Cost Accounting; Purpose of Cost Accounting, Elements of cost. Kinds of costing, Classification of Costs: Material, Labour and Overhead Costs; Costing Systems; Marginal Costing; Standard Costing; Variance Analysis; Costing for Managerial Decisions.

### COURSE STRUCTURE:

- ✓ **Models in Microfinance:** Introduction, Models of Credit disbursement under microfinance, Models of SHGs in India, Models in International microfinance.
- ✓ **Livelihood Promotion:** Introduction, Poverty in India, Livelihood Intervention, Livelihood Promotion efforts in India, Integrated Sectoral Strategies, Strategies for vulnerable segments of the population, Delivery of Livelihood, Models of Livelihood Problem, Income Generating Activities.
- ✓ **Participatory Rural Appraisal:** Introduction, Participatory Assessment- Concepts and Pre-requisites, Conducting Participatory Assessment, Tools and Techniques of Participatory Assessment.

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### REFERENCES:

1. Sapovadia, Vrajlal K., Micro Finance: The Pillars of a Tool to Socio-Economic Development. Development Gateway, 2006.
2. Wright, Graham A.N. Microfinance Systems: Designing Quality Financial Services for the Poor. The University Press, Dhaka, 2000.
3. United Nations Department of Economic Affairs and United Nations Capital Development Fund. Building Inclusive Financial Sectors for Development. United Nations, New York, 2006.
4. Yunus, Muhammad. Creating a World Without Poverty: Social Business and the Future of Capitalism. Public Affairs, New York, 2008.

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### PATTERN OF EXAMINATION :

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

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## DME 205: Dissertation and Viva-voce

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# Course Structure

## One year Diploma in Leisure and Hospitality Management

### I SEMESTER

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#### **DLHM 101: Principles of Management**

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**COURSE OBJECTIVE :** This course intends to develop the basic awareness of management functions and various dimensions of organizational life. It also attempts to provide exposure of the ethical dilemma in management practices.

**COURSE STRUCTURE:**

- **Concept of Management:** Nature and Scope, Management Vs Administration, Skills of a Manager, Management as a Profession, Scientific Management, Theory, Henry Fayol Principles of Management, Theory of Bureaucracy, Hawthorne Experiments, System Approach, Contingency Approach
- **Planning & Organizing:** Forecasting Vs Planning, Types of Plans, Steps in Planning, Advantages and limitations of Planning, Division of Work, Span of Management, Coordination and its approaches, Delegating, Authority, Accountability, Responsibility, Centralization and Decentralization, Organization Structures, Line, Staff, Function, Product, Project and Matrix
- **Staffing:** Manpower Planning, Job Design, Job Description and Job Specification, Recruitment, Selection, Placement, Induction, Training and its methods
- **Directing:** Principles of Direction, Individual and Group Morale, Motivation theories, Leadership and Styles.
- **Controlling:** The Meaning of Control, Steps in Controlling, Types of Control Methods, Process of Communication, The communication Barrier, Types of Communication.

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**REFERENCES:**

1. James F Stoner : Management
2. Harold Koontz : Management
3. V S P Rao : Organization Theory
4. Katz and Kunn : Social Psychology of Organization
5. Herbert G Hicks : The Management of Organization
6. L M Prasad : Principles of Management

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

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## DLHM 102: Marketing and Consumer Behavior

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**COURSE OBJECTIVE :** The purpose of this course is to explain the students the relevant concepts upon which the discipline of consumer behaviour is based and also to illustrate how consumer behaviour concepts are used by marketing practitioners to develop and implement effective marketing strategies.

**COURSE STRUCTURE:**

- ➔ **Introduction:** Concept, Nature and Scope of Service Marketing, Marketing Process, Marketing Function, Marketing Environment, Marketing Information System, Marketing Research, Marketing Mix, Market Segmentation.
- ➔ **Product Decisions,** Product Mix, New Product Development, Branding Decisions, Packaging Decisions.
- ➔ **Promotion Decisions;** Promotion Mix, Advertising, Publicity, Sales Promotion, Channels of Distribution, Channel Selection.
- ➔ **Consumer Behavior:** Introduction of Consumer Behavior, Models of Consumer: Economic view; Passive view; Cognitive view; Emotional view, Consumer Buying Process: Kotler's model; Types of Buying Behavior.
- ➔ **Consumer Motivation and Attitude:** Motivation: Needs; Goals; Positive and Negative motivation; Rational Vs Emotional Motives, Dynamics of Motivation: Motivational Conflict, Theories of Motivation: Consumer Perception: Elements of Perception, Dynamics of Perception. Consumer Attitude, change in attitude.

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**REFERENCES:**

1. Philip Kotler: Marketing Management, Tata McGraw Hill,
2. Philip Kotler, Jon Bowen: Marketing for Hospitality and Tourism
3. Lumsdon: Tourism Marketing
4. Schiffman Leon. G, Kanuk Leslie G, 2008, Consumer Behavior, Prentice hall of India, New Delhi
5. Soloman Michel R, 2009, Consumer Behavior: Buying, Having, and Being, Prentice Hall of India, New Delhi.
6. Gupta C D, Singh S, Consumer Behavior: An Indian Perspective, Himalayan Publishing House, New Delhi
7. Hawkins, Best, Coney, Mookerjee, 2007 Consumer Behavior: Building Marketing Strategy, Tata McGraw Hill, New Delhi

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
	Total Marks 100

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## DLHM 103: Business Communication and Soft Skill

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### **COURSE OBJECTIVE :**

The course structure is intended to equip the candidates with the required communication and personality development skill set to fit in to the corporate.

### **COURSE STRUCTURE:**

- Concept of Communication, Classification, Process of communication, Channels of Communication, Barriers of Communication,
- Presentation Skills and Techniques, elements, designing presentation, Personal grooming and etiquettes, Corporate Etiquette, Social Etiquette and telephone etiquette,
- Personality Development: Group discussions, Structure of a GD, Moderator-led and other GDs, Strategies in GD, Mock GD, Personal Interviews- Types of Interviews. Required key skills, Mock Interviews,
- Role play, body language Time Management techniques, Stress Management Techniques, Developing resume
- Written Communication: Circular, Notices, Press Release, Report writing, Business letter, structure and layout, enquiries, replies complaint, adjustment letter and sales letter

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### **REFERENCES:**

- Chaturvedi. P. D., Chaturvedi. M, 2009, Business Communication: Concepts, Cases, Applications, Pearson Education, New Delhi
- Dona. J. Young, 2006, Foundations of Business Communication: An integrative Approach, Tata McGraw Hill, New Delhi
- Pal. Rajendra, Korlahalli. J. S., 2005, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
- Rao. Nageshwar, Das. R. P, 2005, Communication Skills, 2005, Himalaya Publishing House, New Delhi.
- Rodriques. M. V., 1992, Effective Business Communication, Concept Publishing

### **PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	<u>100</u>

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## DLHM 104: BUSINESS STUDIES

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### **COURSE OBJECTIVE:**

The basic objective of this course is to make the students aware of the various functional aspects of management.

### **COURSE STRUCTURE:**

- Business Accounting and Finance: Financial Accounting-concept. Importance and scope, accounting principles, journal ledger, trial balance, depreciation. Preparation of final accounts with adjustments. Analysis and interpretation of financial statements – meaning, importance and techniques. Ratio analysis. Financial management-scope finance functions and its organization, objectives of financial management; time value of money.
- Concepts of Marketing Management: Nature and scope of marketing; corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; 4 P's of marketing. Marketing environment; marketing research and information system.
- Organizational Behavior: Foundation and background of OB, contemporary challenges-workforce diversity, cross – cultural dynamics, changing nature of managerial work, Emotional intelligence in contemporary business. Perception, Personality, Learning, Motivation – Concepts and applications. Difference anxiety –anxiety from above and below.
- Human Resource Management: Strategic importance HRM; objectives of HRM; challenges to HR professionals; Human Resource Planning - objectives and process; Basics of recruitment, training and selection.
- Operations Management: Introduction operations management and supply chain management; cross-functional and inter-organizational linkages in operations and SCM; operations and supply chain strategies; business process; defining quality; Importance of operations management in microfinance.

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### **REFERENCES:**

- ↳ Pandey, I.M. Management Accounting, Vikas Publishing House, New Delhi.
- ↳ Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; New Delhi.
- ↳ Krajewski Lee J. & Ritzman, Larry, P.; Operations Management- Processes and Value Chains; Pearson Education, N.D.
- ↳ Kaul, Asha, Business Communication, PHI, New Delhi.
- ↳ McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
- ↳ Malhotra, Rajiv; Being Different, Harper Collins Publishers India, New Delhi.

### **PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
<b>Total Marks</b>	<b>100</b>

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## DLHM 105: Minor Project

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## II SEMESTER

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### **DLHM 201: Event Management**

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#### **COURSE OBJECTIVE:**

The course structure intends to provide the students an insight in to the various aspects of event management and would ultimately help in organizing events, trade fairs and exhibitions with the required management skills.

#### **COURSE STRUCTURE:**

- **Conceptual foundations of events**, Major characteristics, Five Cs of Event Management- Conceptualization, Costing, Canvassing, Customization, Carrying out, Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society, Broad Classification of Events.
- **Introduction to MICE**, Evolution of MICE industry, Components of MICE, Economic and social significance of MICE, Introduction to professional meeting planning- definition, types and roles, associate corporate & independent meeting planners
- **Events venues**: concepts and types, conference venues-facilities, check-in and check-out procedures, requirements, conference room layouts, convention manager, inter-related venues, project planning and development, Introduction to conference facilities in India
- **Trade shows and exhibitions/expositions**: types of shows, benefits of exhibitions, participant decision making process, contract negotiations- principles; negotiations with hotels, airlines and ground handlers.
- **Incentives tour-characteristics**, its organizing and special requirements, Latest meetings techniques- Video conferencing and information Communication Technology (ICT) factors including ICT affecting future of events business, Human resource requirements

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#### **REFERENCES:**

1. David Watt : Event Management in leisure & tourism
2. Tomy Rogers: Conferences
3. Coleman, Lee & Frankle (1991), Powerhouse Conferences, Educational Institute of AH & MA
4. Hoyle, Dorf & Jones (1995), Meaning conventions & Group Business, Educational Institute of AH & MA
5. Montgomery, R J, 1994, Meeting Conventions and Expositions : VNR, New York
6. Hoyle, L. H., TJA Jones (1995) Managing Conventions and Group Business”, Educational Institute of AM & MA

#### **PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper</u> : The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals</u> : Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	<u>100</u>

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## DLHM 202:Entrepreneurship Development in Hospitality Sector

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### COURSE OBJECTIVE:

**The basic qualities required for an entrepreneur and his/her responsibility with adequate reasoning and analytical skills for starting/managing an enterprise is being adopted as part of this course structure.**

### COURSE STRUCTURE:

- **Entrepreneurship Development:** Definition of entrepreneurship-emergence of entrepreneurial classes- theories of entrepreneurship-role of socio-economic environment-characteristics of entrepreneur-leadership, risk taking, decision-making & business planning, Scope in tourism. Introduction to entrepreneur and entrepreneurship
- **Role of Entrepreneur:** Role of an Entrepreneur in Economic growth of the country, generation of employment opportunities, Complimenting Economic growth, Bringing about social stability & Balanced regional development of industries with emphasis on tourism, foreign earnings etc.
- **Opportunity analysis** - external environmental analysis (economic, social & technological)-competitive factors-legal requirements for establishment of a new unit related to tourism & raising of funds-venture capital sources & documentation required.
- **Entrepreneurial Development Program (EDP):** EDPs & their role, relevance and achievements-role of Government in organizing EDPs-evolution of EDPs, Social responsibility in business
- **Writing a business plan,** marketing, financial operations, setting up a tourism enterprise, steps, procedures, licenses and registration

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### REFERENCES:

1. P.F.Drucker , Innovation of Entrepreneurship –
2. Holt , Elements of Entrepreneurship –
3. A.N.Desai, Entrepreneur & Environment –
4. Vasant Desai , Entrepreneurship and small scale industries, Himalaya Publication,
5. Vasant Desai , Entrepreneurship Development, Himalaya Publication,
6. SS Khanka , Entrepreneurship Development, S Chand,
7. Feroze Banker , Progressive Entrepreneur, Kanishka Publications,

### PATTERN OF EXAMINATION :

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

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## DLHM 203: Hotel Operations

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### **COURSE OBJECTIVE:**

**The course structure intends to provide basic requirements for managing the overall operations of a hotel with specific insight in to the various activities being carried out as part of hotel operations.**

### **COURSE STRUCTURE:**

- Introduction to hotels, Accommodation Industry, Types ,Evolution of lodging industry, Need, Importance, role of hotels , FHRAI, Star Hotels and classification. International Scenarios and trends
- Evolution, Different groups of hotels in India, Hotel Groups, ITDC – role, importance, ASHOKA group, WELCOME group, Taj Group- role in Indian Tourism, Hotel Market and new trends
- Front Office Management -- Introduction to Front Office Department, Advantages, Formalities and formats, Types of rooms and plans. Organization Chart and duties and responsibilities, Qualities of a front-office staff,
- House Keeping – Introduction to Housekeeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities, Cleaning- different equipments & agents, Daily routine systems, Laundry, Linen & Uniform, Interior Decoration & facilities,.
- Food & Beverage Service – Introducing to food & beverage Service, types of services, organizational charts and duties, Menus , Idea about Beverages -- Alcoholic & Non Alcoholic, Food Production – Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

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### **REFERENCES:**

1. Theory of Cookery -- Krishna Arora
2. Modern Cookery Vol-I & II – T.E.Philip
3. Food & Beverage Service – Denis Lilicrap
4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks
5. Operations Management – Stainley Phornco
6. Hotel, Hostel & hospital housekeeping – M.Lauren & J.C. Branson
7. Introduction to Hospitality - I & II – Dennis Foster
8. Marketing of Hospitality ---- Kotler , Bowen , Makens.

### **PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	<u>100</u>



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## DLHM 204: DISASTER MANAGEMENT

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**COURSE OBJECTIVE:** The present scenario of hospitality and leisure industry is greatly affected by various natural and man-made disasters. The curriculum will familiarize the learners with the core principles that need to be understood to understand the different forms of disaster and means to mitigate them.

**COURSE COMPOSITION:**

↳ **Introduction:**

Introduction & Dimensions of Natural & Anthropogenic Disasters, Principles/Components of Disaster Management, Organizational Structure for Disaster Management, Disaster Management Schemes

↳ **Natural Disasters:**

Natural Disasters and Mitigation Efforts, Flood Control, Drought Management, Cyclones, Avalanches, Mangroves, Land Use Planning, Inter-Linking of Rivers, Role of Union/States, Role of Armed Forces/Other Agencies in Disasters, Important Statutes/ Legal Provisions

↳ **Other forms of Disaster:**

Bomb Threat Planning, NBC Threat and Safety Measures, Forest Fires, Oil Fires, Crisis in Power Sector, Accidents in Coal Mines, Terrorism and Emergency Management

↳ **Disaster Management:**

Risk Assessment and Disaster Response, Quantification Techniques, NGO Management, SWOT Analysis based on Design & Formulation Strategies, Insurance & Risk Management, Role of Financial Institutions in Mitigation Effort, Group Dynamics, Concept of Team Building, Motivation Theories and Applications

↳ **Disaster Mitigation:**

School Awareness and Safety Programs, Psychological and Social Dimensions in Disasters, Trauma and Stress, Emotional Intelligence, Electronic Warning Systems, Recent Trends in Disaster Information Provider, Geo Informatics in Disaster Studies, Cyber Terrorism, Remote Sensing & GIS Technology, Mitigation through capacity building, legislative responsibilities of disaster management; disaster mapping, assessment, pre-disaster risk & vulnerability reduction, post disaster recovery & rehabilitation, disaster related infrastructure development, prevention and rehabilitation.

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**References:**

1. B.K.Khanna (2005): Disasters: All You Wanted to Know About, New India Publishing Agency, New Delhi.
2. Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K.
3. Chakraborty, S.C.(2007): Natural Hazards and Disaster Management, Pragatishil Prokashak, Kolkata.
4. Sahni, Pardeep et.al. (eds.) 2002, Disaster Mitigation Experiences and Reflections, Prentice Hall of India, New Delhi.

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
	Total Marks 100

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## DLHM 205: Dissertation/ Viva-Voce

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## **Course Structure**

### **Six month Certificate Program in Health Care Management**

**COURSE OBJECTIVE:** This course intends to develop the basic awareness of management functions and various dimensions of organizational life. It also attempts to provide exposure of the ethical dilemma in management practices.

**COURSE STRUCTURE:**

- ➔ **Introduction to Management:** Concept, nature, scope & functions of Management. Management Vs Administration, Skills of a Manager. Evolution of Management Thought; Scientific Management (Frederick W. Taylor). Classical Organisation Theory (Henry Fayol's Principles). Human Relations Movement: The Hawthorne Experiments. Concept of System and Systems Approach. Organizations as Socio-technical systems. The Contingency Approach to Management.
- ➔ **Planning and Decision Making.** Basic Steps in Planning. Types of Planning. Management by Objective. Forecasting. Phases of Decision-Making. Nature of Managerial Decision-making. Certainty, Risk and Uncertainty. Rationality, Behavioural and Emotional Barriers to Decision-Making. Dealing with barriers to Decision-Making. Individual Vs. Group Decision-making.
- ➔ **Organizing:** Division of work. Job Specialization. Span of Management Organisation Chart. Coordination. Approaches to achieving effective coordination. Selecting the appropriate coordination mechanism. Delegating and Decentralization. Concept and significance of delegation. Delegation, Authority, Accountability and Responsibility. Effective Delegation. Centralization vs. Decentralization. Formal and Informal organizations structure.
- ➔ **Controlling:** The meaning of control. Steps in Control Process. Types of Control Methods. Characteristics of effective Control System.
- ➔ **Introduction to Organizational Behaviour:** Concept of Organizational Behaviour. Individuals, Groups and Systems in Organizations. Manager's job.
- ➔ **Perception, Learning & Attitudes:** Perceptual Processes. Significance of Perception for Managers. Concept of Learning. Theories of Classical and Operant Conditioning. Significance of Learning for Managers. Concept of Attitudes. Components of Attitudes. Attitude Formation. Significance of Attitude for Managers.
- ➔ **Motivation, Leadership & Communication:** Concept of Motivation. Abraham Maslow's Hierarchy of Needs. Frederick Herzberg: Hygiene Factors and Motivation. Concept of Leadership. Leadership Styles. Leadership Vs. Managership. Importance of Communication. The Communication Process - Channels of Communications. Formal and Informal barriers to Effective Communication.
- ➔ **Group in Organizations:** Concept of Group. Group Membership. Group Cohesiveness. Concept of Conflict. Dynamics of Organizational Conflict. Methods of Managing Conflict.
- ➔ **Values in Management:** Human Values In Management: Indian perspectives. Values for Managers. Ethical dilemma In Management.

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**REFERENCES:**

1. James F.Stoner, et al. : Management
2. V.S.P.Rao & P.S.Narayana : Organisations Theory
3. Katz & Kunn : Social Psychology of Organizations
4. Herbert G.Hicks : The Management of Organisations
5. Hugh J Arnold & Daniel E.Feldm : Organizational Behaviour

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	100

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**CHM 102: BUSINESS STUDIES IN HEALTHCARE AND HOSPITALS**

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**COURSE OBJECTIVE:** The basic objective of this course is to make the students aware of the various functional aspects of management. The course would also provide an outline to the basics of utility in management.

**COURSE STRUCTURE:**

- **Business Accounting and Finance:** Financial Accounting-concept. Importance and scope, accounting principles, journal ledger, trial balance, depreciation. Preparation of final accounts with adjustments. Analysis and interpretation of financial statements – meaning, importance and techniques. Ratio analysis.
- **Financial Management in Healthcare & Hospitals** – The Perception, Financial Planning, Financial Organisation, Budgeting, Formulation Budget, Exploring Avenues for Revenues in Hospitals – Internal & external, Managing the Financial Information's, Break even analysis, Management of Books Accounts, Accounting System and IT and Project Planning.
- **Marketing Management in Hospital and Healthcare:** Hospital Marketing – The Perception, Rationale for Marketing of Health Services, Market Segmentation, Behavioural Profile of Users of Healthcare Services, Marketing Information System, Service Marketing Mix, STP Strategies, building and delivering customer value and satisfaction, Promotion Mix, Pricing Strategies in Healthcare Services.
- **Hospital and Healthcare Human Resource Management :** The Perception, Being Humane, Leader and Quality Hospital Personnel's, Requirement of Personnel in Hospitals, Managing Recruitment and Selection Process, Training & Development of Human Resource in Hospitals, Compensation, Performance Audit, Documentation
- **Supply Chain Management:** Introduction supply chain management; cross-functional and inter-organizational linkages in SCM; supply chain strategies; business process; defining quality; Importance of SCM in Healthcare.

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**REFERENCES:**

1. Pandey, I.M. Management Accounting, Vikas Publishing House, New Delhi.
2. Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; New Delhi.
3. Krajewski Lee J. & Ritzman, Larry, P.; Operations Management- Processes and Value Chains; Pearson Education, N.D.
4. Human Resource & Personnel Management – By Aswathappa – Tata McGraw Hill.
5. Marketing : Kotler

**PATTERN OF EXAMINATION:**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	<u>100</u>

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**CHM 103: HOSPITALS PLANNING & MANAGEMENT**

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**Course Objective:**

The course is designed to make the candidates aware about the functioning and management of hospital in general. The course will also deal with each and every critical issues related to managing a hospital.

**Course Structure:**

- Hospital Planning & Design,
- Hospital Organization and Departmentation,
- Material & Inventory Management in Hospitals,
- Management of Hospital Stores,
- Hospital Management Information System & knowledge Management,
- Planning and Designing Hospital Clinical,
- Supportive & Engineering Services,
- Quality in Hospital Management,
- Patient Care & Pharmaceutical Management,
- Management of Hospital Records,
- Strategic Issues in Management of Hospitals- Value Chain Analysis)

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**REFERENCES:**

- 1 Siddiqui A Textbook Of Hospital And Clinical Pharmacy-For Degree Course
- 2 Hales,J.A. Accounting And Financial Analysis In The Hospitality Industry
- 3 Tranter,K.A. An Introduction To Revenue Management For The Hospitality Industry
- 4 Goel,S.L. Auxiliary Hospital Services
- 5 Halloran,Rmo Cases In Hospitality And Tourism Management
- 6 Saxena,S Cookery For The Hospitality Industry 5/Ed
- 7 Goel,S.L. Emerging And Thrust Areas Of Health Care System & Hospital Administration
- 8 Goel,S.L. Emerging Areas In Hospital Services
- 9 Walker,J.R. Exploring The Hospitality Industry 2/E
- 10 Mirajkar,M Global Sourcebook On Hospitality Management
- 11 Goel,S.L. Governance Of Hospitals
- 12 Goel,S.L. Hospital Extension Services
- 13 Morrison,A.M. Hospitality And Travel Marketing 3/E
- 14 Brown,N Hospitality Fairs And Event
- 15 Dubey,N Hospitality, Tourism And Hotel Management
- 16 Goel,S.L. Hospitals In Community Health Care
- 17 Sharma,Jk Hotel Management And Hospitality Enterprises
- 18 Brown,N Management Of Hospitality Organization
- 19 Srinivasan,A.V. Managing A Modern Hospital
- 20 Kotler,P. Marketing For Hospitality And Tourism 5/E
- 21 Franco,Ce Marketing Of Hospital Services
- 22 Jain,N.K. Modern Dispensing And Hospital Pharmacy
- 23 Jain,N.K. Modern Dispensing And Hospital Pharmacy
- 24 Berger,F. Organizational Behaviour For The Hospitality Industry
- 25 Goel,S.L. Patient Friendly Hospitals
- 26 Goel,S.L. Patient Safety In Hospitals
- 27 Goel,S.L. Primary/Rural Health Care System And Hospital Administration
- 28 Goel,S.L. Professionals And Managerial Reforms In Hospitals
- 29 Hayes,D.K. Purchasing: A Guide For Hospitality Professionals
- 30 Soni,G Ready Beckoner For Hospitality, Tourism And Hotel Management

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u>	
The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u>	
Class Test/Quizzes (average of 2 best out of 3) , Write up, Presentation and Participation	30
Total Marks	<u>100</u>

**Course Objective:**

The Course structure is designed to equip the candidates with the general awareness of the health environment in India in particular and the regulatory mechanism involved in promoting the health programs.

**Course Structure:**

- Health Regulatory Environment,
- National Health Policy, Health Economics,
- Health Insurance,
- Community Health & Epidemiology,
- Career in Health Care and Hospitals,
- Health Education & Counseling in Health Care,
- Rural Health Care Management,
- Medical & Health Tourism
- Awareness about the different fields of medical science – Modern Medicine, Ayurvedic, Homeopathic and others
- Introduction to India Pharma Industry
- Emerging Trends in Healthcare

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**REFERENCES:**

- |    |                 |   |
|----|-----------------|---|
| 1  | Goel,R.         | Community Health Care   |
| 2  | Demam,D.        | Counselling Ideology For Mental Health Care And Personality Development<br>Emerging And Thrust Areas Of Health Care System And Hospital<br>Administration |
| 3  | Goel,S.L.       | Administration  |
| 4  | Hbr             | Fixing Health Care From Inside & Out  |
| 5  | Gupta,P.        | Fluorosis Dietary Prevention Treatment And Health Care  |
| 6  | Singh,S.K.      | Health Care For Women And Children  |
| 7  | Rout,S.K.       | Health Care In Orissa   |
| 8  | Rout,Hs         | Health Care Systems   |
| 9  | Porkodi,S.      | Health Laws And Health Care System  |
| 10 | Porkodi,S       | Health Laws And Health Care Systems   |
| 11 | Goel,S.L.       | Hospitals In Community Health Care  |
| 12 | Sodani,Pr       | Managing Quality In Health Care   |
| 13 | Rao,Mvs         | Natural Resources Conservation Management And Health Care   |
| 14 | Lakshmana,.C.M. | Population Change & Health Care   |
| 15 | Goel,S.L.       | Primary/Rural Health Care System And Hospital Administration  |
| 16 | Folland,        | The Economics Of Health And Health Care   |

**PATTERN OF EXAMINATION :**

	<u>Marks</u>
1. <u>Theory Paper:</u> The examination paper will consist of one objective type question containing ten True or False statements (carrying 20 marks), which are to be ticked with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type.	70
2. <u>Sessionals:</u> Class Test/Quizzes (average of 2 best out of 3), Write up, Presentation and Participation	30
Total Marks	100

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**CHM 105: Dissertation & Viva Voce**

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