

Semester	Course Code	Course Category	Total Hours	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	24UHMVAC1	Value Added Course - I	30	-	-	100	100
Course Title		Tour Guiding and Escorting Services					
SYLLABUS							
Unit	Contents						Hours
I	Introduction to Tour Guiding Introduction to tour guide - Meaning and classification - Qualities of an ideal tour guide - Various role of tour guide - The business of tour guiding - Organizing a guiding business.						6
II	Techniques Applied in Tour Guiding The guiding techniques - Leadership and social skill - Presentation and speaking skills - Tour escorting ethics - The guide's personality, Moments of Truth - The Seven Sins of guide - The service cycle - Working with different age groups - Working under different circumstances.						6
III	Responsibilities of a Guide The role of guide and interpreter: Creating memorable interpretations, Interpreting different themes: Nature, Art, Architecture and Incidental interpretations – Social responsibilities of tour guide - Code of conduct.						6
IV	Execution of Tour Conducting tours - Pre tour plans - Mode of transportation - Types of tours - Traveler with special needs - Preparation of Tour itinerary for local tourism destinations - Guidelines for working with disabled persons - Relationship with fellow guides, motor/car operators and companies - Famous car rental companies.						6
V	Handling the Emergencies Dealing with emergencies, accidents - Law and order general procedures - Evaluation and solutions - Complaint handling. Types of safety equipment used in tourism activities						6

Books for Reference:

1. Sampad Kumar Swain & Jitendra Mohan Mishra, Tourism Principles and Practices, Oxford University press, Second Edition, New Delhi, 2013.
2. Sunetra Roday. Tourism: Operations and Management, Oxford University press, Third Edition, New Delhi, 2009.
3. Pond, Kathleen Lingle. The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold, 1993.

Web Resource(s):

1. <https://egyankosh.ac.in/bitstream/123456789/56442/1/Unit-16.pdf>
2. <https://www.cvs.edu.in/upload/Tour%20Guide%20Ethics%20-%20E-content%2001-05.pdf>

Course Outcomes:		
Upon successful completion of this course, the student will be able to:		
CO. No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the nature and importance of tour guide	K1
CO2	Explore the procedures and techniques of tour guiding	K2
CO3	Examine the responsibilities of tour guide	K3
CO4	Evaluate an effectively planned and organized tour	K4
CO5	Handle the emergencies situation during the tour period	K5

Course Coordinator: Dr. A. Alan Vijay

Semester	Course Code	Course Category	Total Hours	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	24UHMVAC2	Value Added Course - II	30	-	-	100	100
Course Title		Small Business Management					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Small Scale Industry Definition and Legal frame work – Classification – Selection of a small scale industry – Forms of organization – Sole proprietorship, partnership and joint – Stock companies, The co–operatives – Line organization & Functional organization – Old business – New Business – Franchise.	6
II	Business Correspondence Banking – Insurance Agency – Drafting the structure of business letters – Sales & Trade letters – Electronic Communication methods.	6
III	Procedural aspects of Small Scale Industry Rules and regulations governing a small scale industry – Taxation benefits and incentives for the promotion of small scale industries - Project classification & identification, Project objectives – Constraints – Format for a report.	6
IV	Institutional assistance to small scale industry Need for institutional support – Institutions supporting and assisting small scale industries - SIDCO, DIC, NSIC, SFC, SIDBI, IFCI, IIBI, EXIM – Role of TFCI - Women entrepreneurs - Type of Industries suitable for women entrepreneurs.	6
V	Production and Marketing of Small Scale Business Production Planning – Production Channel and Control – Methods of Marketing – Incentives and subsidies schemes available for export.	6

Books for Reference:

1. Vasant Desai, Management of a Small Scale Industry, Himalaya Publishing House, Delhi, 2003.
2. G.K. Patia & Prakash, Institutional Financing for Small Scale Industries, Discovery Publishing House, Delhi, 2003.
3. V.S Datey, Taxman's Practice Manual to Small Scale Industries, Taxman Allied Services (P) Ltd., New Delhi, 1999.
4. M.V. Sonalker & Kaveri, Financial Management for Small Enterprises, Authors Press, New Delhi, 2003.
5. Nirmal, K. Gupta, Small Industry –Challenges & Perspectives, Anmol Publications, Delhi, 1992.
Ruddar Datt & K. M. Sundaram, Indian Economy, S. Chand & Co., Ltd., Delhi, 2006

Web Resource(s):

1. https://ebooks.lpude.in/commerce/bcom/term_5/DCOM305_DMGT310_ENTREPRENEURSHIP_AND_SMALL_BUSINESS_MANAGEMENT.pdf
2. <https://dde-ac.in/Books/M229.pdf>
3. https://us.sagepub.com/sites/default/files/upm-assets/113988_book_item_113988.pdf

Course Outcomes:**Upon successful completion of this course, the student will be able to:**

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Develop the organization skills in the setting up and managing of the various aspects of a small business unit.	K1
CO2	Define the legal procedures of operating a small-scale business.	K2
CO3	Know about various institutional assistance available to start and run small-scale businesses.	K3
CO4	Acquire entrepreneurial skill and business communicative skills.	K4
CO5	Develop the organization skills in the setting up and managing of the various aspects of a small business unit.	K5

Course Coordinator: Mr. S. Samuel Anand Kumar