**LESSON PLAN 2023-24**

**BTTM/ BTM (EVEN SEMESTER)**

**Name of Teacher : Dr. Rajeev Sharma**

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| **Subject/Month** | **BTTM 2ND SEMESTER: MINOR- FIELD TRIP REPORT** |
| **February** | Report Writing – Briefing, Preface Writing, Various parts of Field Trip Report. Objectives of Field Trip report |
| **March** | Introduction about the destinations visited by students, Route Map, Itinerary Preparation; History & Geography of the destinations visited, How to reach there, Climate, Attractions, Where to stay etc. |
| **April** | Report Checking, Submission. |

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| **Subject/Month** | **BTTM 2ND SEMESTER: SEC- BUSINESS COMMUNICATION** |
| **February** | Meaning, Nature & Scope of Communication, Process of Communication, Importance of Effective Business Communication, Objectives of Business Communication, Types of Business Communication |
| **March** | Media/ Channels of Business Communication, Barriers to Business Communication Structure, Component of Business Letter,Types of Business Letter, Business Report writing, Sample Letters,  |
| **April** | Other official communication: Circular, Notice, Press Communique: Structure/ Format, Interview: Types, Process of Interviewing, Planning for Interviewing, Qualities of Interviewer and Interviewee, Group Discussion, Types, Channels and Role of Audio Visual Communication, Non Verbal Communication |
| **May** | Body Language in Business Communication, Public relation in Business Communication |

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| **Subject/Month** | **BTTM 2ND SEMESTER: VAC- HUMAN VALUES AND ETHICS** |
| **February** | Meaning, Need, Content, Process, Types of Value Education, Difference among skills, values and ethics and their respective needs in life, Understanding the harmony of ‘I’(Self) with the body, society, nature. Meaning, Definition, Nature and significance of Human Values, Relation between Values and ethics |
| **March** | Integrity and Human Values, Empathy and Human Values, Loksangrah and Human Values, Brahmvihara and Human Values, Theory of Naya (Jainism), Deontology, Virtue ethics, Utilitarianism Theory, Understanding the relationship among: Self, Identity and personality  |
| **April** | Understanding integrated personality, Three Guna theory of Sankhya, Four Anthakarana (Inner instruments) in Yoga, Panchkoshas in the Upnishad; Approaching comprehensive understanding of well being and its relation to happiness; Nature, Characteristics, scope and types of professional ethics; Professional values: Inclusiveness, Sustainability, Accountability, Transparency, Impartiality; Values for Global Citizenship: Equality, Justice and Human dignity,  |
| **May** | Meaning, Nature, Need of Competency based Education; Types of Competencies, Core competencies: Communication, Teamwork, planning and achieving goals; Functional competencies: Analytical Thinking, Knowledge sharing, Learning, Decision Making, Partnership building |

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| **Subject/Month** | **TOURISM MARKETING BTM-404** |
| **January** | Tourism Marketing: Nature, Process and Growth. Services and their Marketing, Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles. Government Bodies- National Tourism Offices, State Tourism Offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism |
| **February** | Nature and Characteristics of Tourism Offers: Tangibility and Intangibility, Non-perishability and Perishability, Homogeneity and Heterogeneity, Separability andInseparability, Ownership and Non-ownership. Issues and Challenges in Tourism Marketing, Marketing trategies to overcome limitations of Tourism. |
| **March** | Concept of Marketing Mix, Developing Marketing Mix, Tourism Markets, Types of Tourism Markets, Tourist Behavior, Tourist Buying Process, Factors InfluencingTourists’ Buying Process, Tourism Product and Distribution- Concept of Tourism Product, Tourism as a packaged Product, Destination as a Product, Managing Products, New Product Development, Product Life Cycle |
| **April** | Tourism Pricing and Promotion- Concept, Importance and Process of Pricing,Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation. Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix, Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema |

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| **Subject/Month** | **COMMUNICATIVE ENGLISH BTM 406** |
| **January** | Growth and Development of English in IndiaMain features of British, American and Indian EnglishIntroduction to Formal and Informal English |
| **February** | Word meanings and their usage, Usage of Dictionary and ThesaurusOne word substitutes, Synonyms& AntonymsCommon errors in spellings and sentencesSubject-Verb agreement, Idioms& phrasesActive Voice and Passive Voice, Tag Questions |
| **March** | Need of English language in promoting TourismList of terms and vocabulary commonly used in field of tourismRole and Importance of English language for tourist guides |
| **April** | Resume WritingLetter writing (Formal and Informal Letters)Paragraph WritingDialogue WritingEssentials of different types of conversation (telephonic, e-mail, public speech, group discussion) |

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| **Subject/Month** | **SALESMANSHIP IN TOURISM BTM-606** |
| **January** | Sales Management: Concept, Objectives and Functions; Personal Selling: Concept & Importance, Personal Selling process; Theories of selling. Sales Management challenges in tourism. |
| **February** | Sales Planning: Importance, Approaches and Process of Sales Planning; Sales forecasting; Sales Budgeting, Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force. |
| **March** | Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivation,Territory and Quota Management: Need, Procedure for setting up Sales Territories; Time Management; Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota. |
| **April** | Control process: Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses, Evaluating Sale-Force Performance; Ethical Issues in Sales Management. Role of IT in Sales Management. |