**LESSON PLAN 2023-24**

**BTTM/ BTM (ODD SEMESTER)**

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

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| **Subject/Month** | **Tourism Business Environment BTTM (Major)** |
| **August** | Business: Meaning, concept and nature; Business Environment- Nature, components and determinants. Business Environmental Analysis- Process, Technique and Limitation; |
| **September** | Economic Reforms in India: Liberalization, Privatization and globalization. Meaning, merits, demerits and impact on tourism business in India  MSME: Definition, problems and incentive available for growth.  Tourism Development during 5 year plans.  Tourism under NITI Ayog. |
| **October** | National Tourism Policy of India 2002  Competition Act and its impact on Indian tourism business.  Foreign Direct Investment in tourism – meaning, merits, demerits and impact on tourism business in India  Govt. of India schemes for development of tourism business in India: Incredible India Campaign, |
| **November** | PRASHAD Scheme  SWADESH Darshan scheme. |

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| **Subject/Month** | **Basic IT Tools SEC** |
| **August** | Introduction to Computer: Computer and Latest IT gadgets, Evolution of Computers & its applications, Basics of Hardware and Software, Application Software, Systems Software, Utility Software. Central Processing Unit, Input devices, Output devices, Computer Memory & storage, Mobile Apps |
| **September** | Introduction to Operating System, Functions of the Operating system, Operating Systems for Desktop and Laptop, Operating Systems for Mobile Phone and Tablets, User Interface for Desktop and Laptop, Task Bar, Icons & shortcuts, Running an Application, Operating System Simple Setting, Changing System Date and Time, Changing Display Properties, To Add or Remove Program and Features, Adding, Removing & Sharing Printers, File and Folder Management. |
| **October** | Introduction to Internet and World Wide Web, Basic of Computer Networks, Local Area Network (LAN), Wide Area Network (WAN), Network Topology, Internet, Applications of Internet, Website Address and URL, Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox, Opera etc.), Popular Search Engines, Searching on the Internet. |
| **November** | E-mail: Using E-mails, Opening Email account, Mailbox: Inbox and Outbox, Creating and Sending a new E-mail, replying to an E-mail message, forwarding an E-mail message, searching emails, Attaching files with email, Email Signature. Social Networking: Facebook, Twitter, LinkedIn, Instagram, Instant Messaging (WhatsApp, Facebook Messenger, Telegram), Introduction to Blogs, Digital Locker. |

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| **Subject/Month** | **COMPUTER APPLICATIONS IN TOURISM BTM – 305** |
| **August** | Components and Units of a computer system, Characteristics, Features and Uses of computers, data entry devices. Data output devices and storage devices. Introduction to Windows. Basics of MS Office and Uses in Travel Agency. |
| **September** | Introduction to Information and communication Technologies (ICT). Definition, Meaning, Role and Importance of ICT in Tourism sector, Future of ICT in Tourism Industry. Web Portal and Websites. |
| **October** | E-Commerce Meaning, Definition, Features, Functions of E-Commerce, Limitations of E Commerce, Introduction to E-Tourism, Meaning and Definition, Case study of online Travel Agencies Selling E-Tourism: Yatra.com and Makemytrip.com. |
| **November** | Introduction to Internet; Its uses and applications of Internet in Tourism and Searching on internet using various search engines. Introduction to CRS; Need and history of CRS systems, Benefits and importance of the CRS system to the Travel trade. |

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| **Subject/Month** | **COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT**  **BTM 306** |
| **August** | Understanding Communication- Concept, Process and Barriers to Communication. Qualities of Effective Communication. Ways of making communication effective and overcoming barriers. Types of Communication-Verbal & Non-verbal communication – its importance, types & use in business communication; Upward, Downward, Internal and External. Written – various principles of effective writing. |
| **September** | Letter - Types, Format and features of a good letter; Email writing, Curriculum Vitae & covering letter; General guidelines for Preparing Personal Profile. Oral communication - Group Discussions -Effective Conduct in Group Discussions, Group Discussion in Induction, Group Discussion Process, Topics in Group Discussion, Tips for Group Discussion, Clarity of Thoughts and Expression; Interviews-Purpose, Types & Preparation; Public Speaking- Need,, Planning Presentation, Delivering Presentation, Basic Qualities in a Public Speaker |
| **October** | Personality Development- Concept of Personality, Elements of Personality, Determinants of Personality, Personality Analysis-Myers-Briggs Type Indicator (MBTI) Assessment. Grooming and Personal Hygiene. |
| **November** | Basic Concepts of Grooming, Personal Grooming and Corporate Grooming, Dining Etiquettes, Corporate Etiquettes for Dining, Cross-Cultural Dining Etiquettes, Interpersonal Skills: Developing Interpersonal Skills, Role Playing for Interpersonal Relations, Importance of Role Playing, Process of Role Playing. |

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| **Subject/Month** | **Entrepreneurship in Tourism BTM-505** |
| **August** | Concept of Entrepreneur and entrepreneurship- its evolution, characteristics. Role of entrepreneurship on economic development. Entrepreneurship in lndia- Factors and lnstitutional framework. Theories of entrepreneurship. Relationship between small and large business. |
| **September** | Problems of small scale industries in lndian context, growth of SSI's and Entrepreneurial motivation, policy support to small scale industries and entrepreneurship. |
| **October** | Forms of ownership- structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment. |
| **November** | lssues relating to small business, financial, marketing channels, technological challenges in small business. Problems and remedies of entrepreneurship in lndia. |

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| **Subject/Month** | **ON THE JOB TRAINING REPORT** |
| **August** | Report Writing – Briefing. Preface Writing, About Tourism and its Impcats, International and Domestic Data of Tourism |
| **September** | Travel Agency and Tour Operation Business. Types of Travel Agency and Tour/ Operator, Integration and Linkages of Travel Agency and Tour Operation Business, Functions of Travel Agency and Tour/ Operator |
| **October** | Introduction to On the Job Training and Objectives of On the Job Training, Importance/ Significance and Limitation of On the Job Training, How to write Company Profile and its parts, How to write Product Profile and its parts, Passport and Visa, Hotel Booking, Car Rental, Ticketing |
| **November** | Report Checking, Submission. |
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