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देव संस्कृति विश्वविद्यालय DEV SANSKRITI VISHWAVIDYALAYA

Gayatrikunj - Shantikunj, Haridwar -249411 (India) email: info@dsvv.ac.in • web: www.dsvv.ac.in

5.1.3: Following capacity development and skills enhancement activities are organized for improving students' capability

- Soft skills
- Language and communication skills
- Life skills (Yoga, physical fitness, health and hygiene, self-employment and entrepreneurial skills)
- Awareness of trends in technology



Venue: Annapurna Bhawan, II Floor

27 May 2023

03:30 PM- 05:00 PM

Saturday

Day 01:

1. Moderator: Mr. Vivek Pandey

2. Theme Setting: Ms. Ragini Vanshidhar

3. Session 01: "All World Gayatri Pariwar: An Introduction" by Hon. Vice

Chancellor Sir.

4. Session 02:"Jeevan Vidya Ka Alok Kendra: Dev Sanskriti Vishwavidyalaya"

by Hon. Registrar Sir.

The programme commenced with the lighting of the ceremonial lamp by Hon. Vice Chancellor and Registrar. This was followed by the inaugural session of Vice Chancellor, Respected Shri Sharad Paradhi Ji, where he urged the participants to make use of the workshop to the maximum extent possible in order to enhance their communication skills. The mission and vision of AWGP were unveiled amongst the participants by presenting them with a brief life-sketch of Pujya Gurudev and the historical timeline of AWGP. Hon. Sir gravitated the participants towards mutual respect and affinity as they all are members of the AWGP family. This was followed by the Session of Registrar, Respected Baldau Dewangan Ji.

Hon. Sir briefed the participants about the University's vision, mission and

achievements. He highlighted the uniqueness of the university and congratulated

achievements. He highlighted the uniqueness of the university and congratulated

everyone for this seven day journey of enhancing the communication skills.















समय - सांय 3:30 से 5:00

स्थान - अन्नपूर्णा भवन, द्वितीय तल

देव संस्कृति विश्वविद्यालय में सेवारत कार्यकर्ता/स्टाफ/ईएमएस स्टाफ

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सात दिवसीय प्रभावी संचार काँशल प्रशिक्षण कार्यशाला (27 मई से 6 जून, 2023)

समय - सांय 3:30 से 5:00 स्थान - अन्नपूर्णा भवन, द्वितीय तल

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Venue: Annapurna Bhawan, II Floor

28 May 2023

03:30 PM- 05:00 PM

Sunday

Day 01:

1. Moderator: Mr. Vivek Pandey

2. Session 01: "Yoga: Universal Medium for Developing Effective

Communication" by Respected Suresh Barnwal Sir

3. Session 02:"Verbal and Non-Verbal Communication Skills" by Respected

Arunesh Parashar Sir

The programme commenced with the lighting of the ceremonial lamp by both the

Guest Speakers. The Day 02 session commenced with a talk by Professor Suresh

Barnwal Sir. His address left the participants with three key learnings: importance

of regular Gayatri Upasana in life, dutifulness as the first step in Yoga and

discipleship (Shishyattva bhaav) as the key requirement for cultivating or acquiring

any skill. This was succeeded by the session by Resp. Arunesh Sir where he laid

out some practical examples on verbal and nonverbal communication relevant to

the day-to-day life of our assistant staff. He inspired the participants for

humbleness in communication.







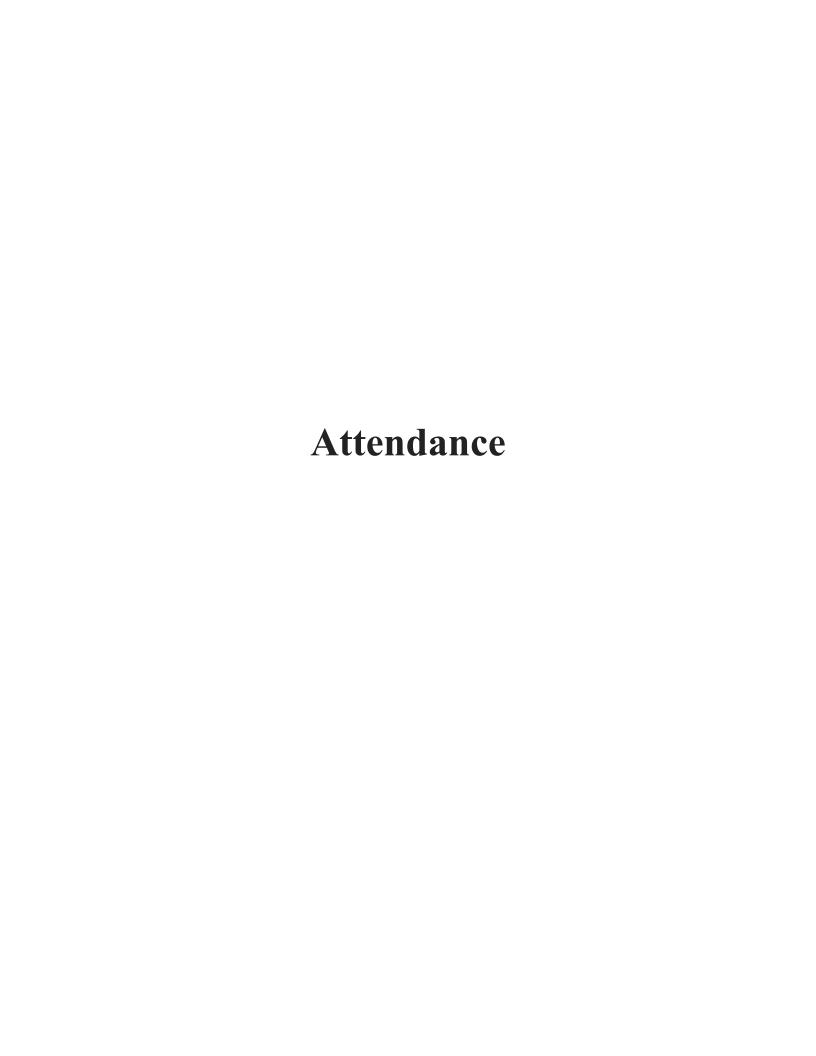












समय - सांय 3:30 से 5:00

स्थान - अन्नपूर्णा अवन, द्वितीय तल

देव संस्कृति विश्वविद्यालय में सेवारत कार्यकर्ता/स्टाफ/ईएमएस स्टाफ

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समय - सांय 3:30 से 5:00 स्थान - अन्नपूर्णा भवन, द्वितीय तल

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Venue: Annapurna Bhawan, II Floor

29 May 2023

03:30 PM- 05:00 PM

Monday

Day 01:

1. Moderator: Mr. Vivek Pandey

2. Session 01: "Golden rules of effective communication" by Respected Abhay

Saxena Sir

3. Session 02: "Importance of Rules-Disciplines in Life" by Respected

Ashwani Sharma Sir

Today's sessions of the workshop began with ceremonial lighting of the lamp and

Devavahan. The first talk was by Professor Abhay Saxena Sir where he showed his

gratitude towards all the assistant staff for their hard work and emphasized that

dialogue/conversation shall always be with politeness and smile. He motivated

everyone to be like the mirror: to get the affection and respect we want and

deserve, we have to reflect it ourselves first. He also highlighted the relevance of

reading Pujya Gurudev's literature to develop language skills.

This was followed by the talk of Dr. Ashwani Sharma Sir who unveiled the

importance of discipline in every walk of life. The participants were able to learn

the fundamental role of "The Solemn Pledge: Yug Nirman Sat Sankalp" in

reforming oneself and the society.



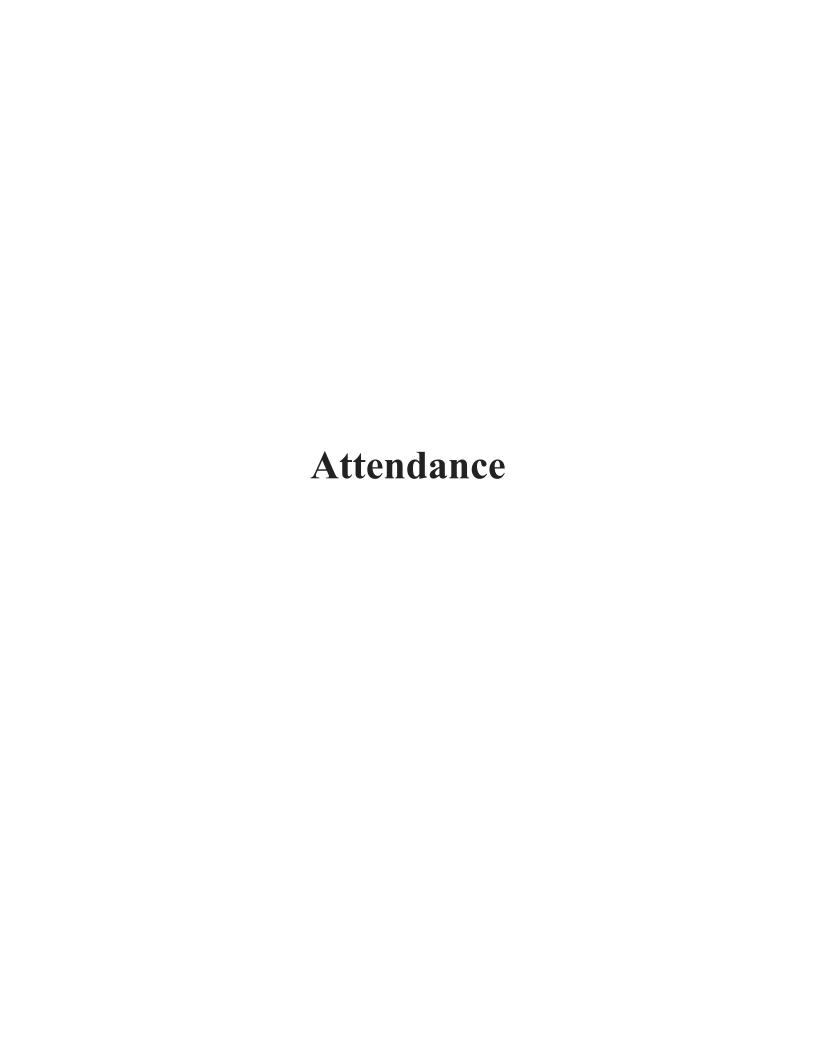












देव संस्कृति विश्वविद्यालय में सेवारत कार्यकर्ता/स्टाफ/ईएमएस स्टाफ

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क्र	नाम	विभाग	29/05	31/05	2-Jun	6-Jun
1	अनिल कुमार चौहान	मार्कण्डेय भवन बालक छात्रावास	Abst			
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9	घनेश पटेल	परिसम्पत्ति वि०	Box			

Venue: Annapurna Bhawan, II Floor 01 June 2023

15:30 PM- 17:00 PM Wednesday

Day 04:

- 1. Moderator: Mr. Vivek Pandey
- Session 01: "Common yoga protocol" by Dr. Rakesh Verma sir and two students of yog department
- Session 02: "Simple living- high thinking and importance of Swadhyay" by Professor Sukhnandan Singh sir

The session began with the sacred enchanting of Gayatri Mantra, followed by pragya geet "Sadguru bina kisi ko sadgyan kab mila hai". Dr. Rakesh Verma and the two students from the Yoga Department led the common yoga protocol. The primary objective of this session was to introduce the participants to the concept of the Common Yoga Protocol and its significance. The presenters emphasized the importance of incorporating yoga into daily life for achieving physical and mental well-being. They highlighted various yoga asanas, pranayama techniques, and meditation practices that form a part of the common yoga protocol. The audience was provided with step-by-step demonstrations and guidance on performing these practices effectively.

Furthermore, Professor Sukhnandan Singh enlightened the participants about the principles of simple living and high thinking. The session began by defining the concept of simple living, emphasizing the need to lead a balanced and harmonious lifestyle by reducing materialistic desires and focusing on inner growth. The importance of self-study or Swadhyay was discussed, highlighting its role in self-awareness, personal development, and spiritual progress. Professor Sukhnandan Singh suggested a few literatures of Pujya Gurudev along with practical tips and examples to inspire the participants to adopt a simple living approach and incorporate Swadhyay into their daily routines.

The session was concluded with Shantipaath.

Glimpses of the day 04















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Venue: Annapurna Bhawan, II Floor

01 June 2023

03:30 PM- 05:00 PM Thursday

Day 01:

1. Moderator: Mr. Vivek Pandey

2. Session 01: "Comportment and Psychology" by Dr. Santosh Vishvakarma Sir

3. Session 02: "सेवा परमो धर्मः" by Dr. Piyush Trivedi Sir

Today's session began with the sacred enchanting of the sacred Gayatri Mantra. Dr. Santosh Vishwakarma delivered a session on "Comportment and Psychology" during the workshop. He highlighted the significance of comportment, emphasizing that it reflects one's behavior and attitude, influencing relationships and overall well-being. Through captivating stories and examples, Dr. Vishwakarma showcased the positive outcomes of polite and respectful comportment. He delved into the psychological aspects behind comportment, explaining how thoughts, emotions, and beliefs shape behavior and perception. Dr. Vishwakarma emphasized the importance of empathy, active listening, and effective communication in developing a positive comportment.

This was followed by Dr. Piyush Trivedi's session on "सेवा परमो धर्म:" (Service is the Ultimate Religion) was a spiritually charged and transformative experience for all participants. Through captivating storytelling and a PowerPoint presentation, Dr. Trivedi emphasized the profound meaning of selfless service as an expression of love and compassion that transcends boundaries. He shared inspiring anecdotes, highlighting the transformative power of service and its psychological and spiritual benefits. Dr. Trivedi's session left a lasting impact, inspiring participants to embrace a service-oriented mindset and contribute positively to society. The session concluded with Shanti Paath.



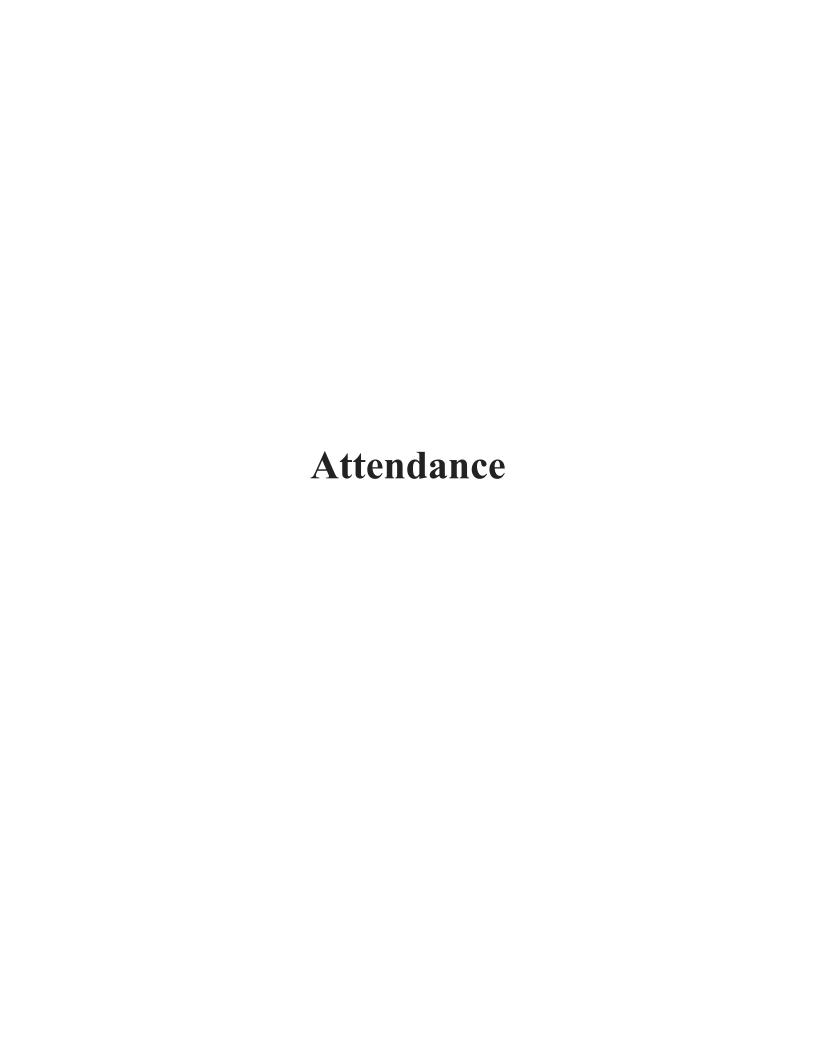












देव संस्कृति विश्वविद्यालय में सेवारत कार्यकर्ता/स्टाफ/ईएमएस स्टाफ

	उपस्थि	ते	हस्ताक्षर					
क्र	नाम	विभाग	29/05	31/05	1-Jun	6-Jun		
82	श्री भगवान	विद्युत विभाग	(Abst)	Abst	Abst			
83	लोकेन्द्र अवस्थी	विद्युत विभाग	(Alost)	Abst	Abst			
84	रमेश खण्डूरी	विद्युत विभाग	(Abst)	Abst	Abst			
85	इन्द्रेश कुमार	परीक्षा विभाग	(Abst)	Abst	Abst			
86	सुमित कुमार	जलकल एवं जनरेटर विभाग	(Abst)	Abst	Abst			
a7	इन्दर महेश	निर्माण विभाग	(Abst)	Abst	Abst			
88	पाल्	निर्माण विमाग	(Alost)	Abst	Ahst			
69	रूप नारायण पटेल	निर्माण विभाग	(Abst)	abit	Abrt			
90	सुनील देवदास	निर्माण विमाग	(Abit)	Abst	Bbst			

Venue: Annapurna Bhawan, II Floor

02 June 2023

03:30 PM- 05:00 PM

Friday

Day 06:

1. Moderator: Mr. Vivek Pandey

2. Session 01: "Effective time management: infallible resource for success" by Dr. Smita

Vashishth Ma'am

3. Session 02: "Barriers in effective communication" by Dr. Umakant Indolia Sir

Sixth day of the workshop began with the Gayatri Mantra, creating a serene environment for the

attendees. Dr. Smita Vashishth conducted the first session on "Effective time management: the

infallible resource for success." She emphasized the importance of time management and

provided practical strategies for efficient utilization of time. Key points included setting clear

goals, prioritizing tasks, and practicing self-discipline to avoid distractions.

Dr. Umakant Indolia led the second session on "Barriers in effective communication." He

highlighted the challenges that hinder clear communication, such as language barriers, cultural

differences, and disciplinary factors. Dr. Indolia shared strategies like active listening, empathy,

and clear articulation to overcome these barriers and foster healthy communication.

Attendees left the workshop motivated and equipped with tools to enhance their time

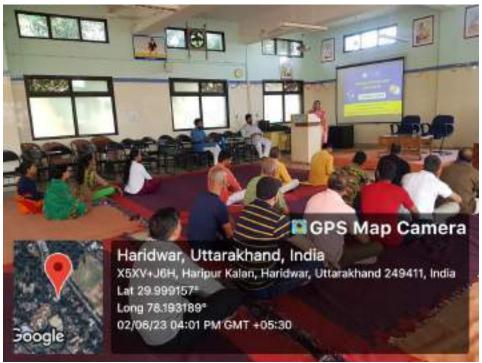
management and communication skills. Overall, the workshop provided valuable insights,

enabling attendees to navigate their personal and professional lives more successfully. The

session concluded with Shanti Paath.



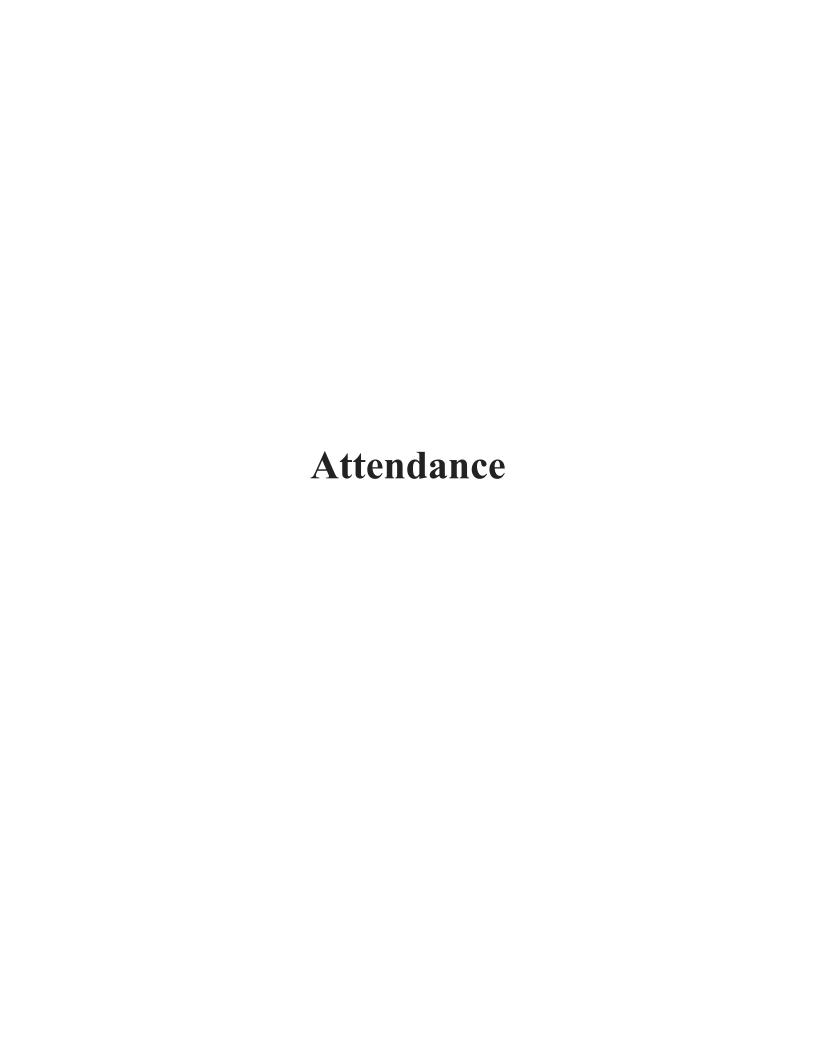












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Center for Artificial Intelligence Research (CAIR), Dev Sanskriti Vishwavidyalaya successfully organized an Expert Talk on "Artificial Intelligence Based Cyber Security" for BIT, BCA and MCA students. Students had a great fortune to interact & learn from Eminent Speaker Mr. Pallaw Mishra, Head (Economy & Data Science - Climate Connect), Chief Technology Officer (Ascent Business Technology Inc.), Former Program Director, Defence Research & Development Organization (DRDO)













Center for Artificial Intelligence Research (CAIR), Dev Sanskriti Vishwavidyalaya successfully organized a General Awareness Session on "Cyber Security for All: Prevention, Detection & Response" for students and faculty members. Participants had a great learning experience through insightful deliberations from Eminent Speaker Mr. Pallaw Mishra, Head (Economy & Data Science - Climate Connect), Chief Technology Officer (Ascent Business Technology Inc.), Former Program Director, Defence Research & Development Organization (DRDO)









<u>Lithuanian Language Advanced Interview Result</u> <u>September 2021</u>

S.No	Name	Course & semester	Email ID	Attendence
1	Anjali Chakravarty	BAJMC& 4th semester	anjalichakraborty87@gmail.com	95%
2	Shreya Tomar	Ba(Hons)Psychology, 5 semester	shreyatomar.sk@gmail.com	92%
3	Alokmani Sharma	B. A. History honours 3rd Sem.	atulmanis1111@gmail.com	95%
4	Ajit Kumar Mishra	MSc yogic science 1st semester	ajitm67@gmail.com	96%
5	Anmol Bhola	BSc(Hons) yogic Science	anmolbhola07@gmail.com	100%
6	Pooja Devi	BBA TTM 1st semester	pd467091@gmail.com	95%

<u>Lithuanian language Advance Group</u> <u>February, 2022</u>

S.No.	Name	Course & Semester	Email id	Attendance
3	Deepali	MBA TTM (II Sem)	deepalimaurya164@gmail.com	100%
4	Bharti	M.Sc. Human Consciousness and Yogic Science (II Sem)	bharti.thakur04402@gmail.com	95%
5	Prachi	M.Sc. Yogic Science (I ISem)	prachi.khandare25@gmail.com	100%
7	Shweta Garg	M. A Clinical Psychology (IV Sem)	shweta 30998@gmail.com	100%
9	Sadhana Kumari	MSc Yogic Science (IV Sem)	ch24sadhana@gmail.com	95%

<u>Lithuanian Language Beginner Course</u>

February 2022

S. No.	Name of Student	Course	Semester	Email Id	Attendance
	Pedasingu				98%
1	Sharmila Devi	MSc Yogic Science	II Semester	sharmilapedasingu92@gmail.com	
2	Nupur Soni	MCA	II Semester	nupursoni0409@gmail.com	98%
3	Meghna Jaiswal	MSc HCYS	II Semester	meghnajaiswa99@gmail.com	100%
4	Ananya Singh	BSc (Hons) EVS	IV Semester	ananya042002@gmail.com	100%
5	Vedika Patidar	BA JMC	II Semester	vedikap785@gmail.com	92%
6	Rudri Gupta	MSc Yogic Science	II Semester	rudrigupta25@gmail.com	98%
7	Shweta Jain	MA HCYS	II Semester	shweta.jain3@yahoo.com	95%

<u>Lithuanian language Beginner's Interview Result</u> <u>September, 2021</u>

S.No.	Name	Course & Semester	Email id	Attendance
1	Shivalika Ravindra Verma	B. A. JMC (V Sem)	shivalikaverma2002.252@gmail.com	95%
2	Chandra Prakash	M.A History And IndianCulture (III Sem)	rcias2022@gmail.com	98%
3	Deepali	MBA TTM (I Sem)	deepalimaurya164@gmail.com	100%
4	Bharti	M.Sc. Human Consciousness and Yogic Science (I Sem)	bharti.thakur04402@gmail.com	98%
5	Prachi	M.Sc. Yogic Science (I Sem)	prachi.khandare25@gmail.com	100%
6	Rajat Pal	BA Hons. Music (V Sem)	pal138886@gmail.com	96%
7	Shweta Garg	M. A Clinical Psychology (III Sem)	shweta 30998@gmail.com	100%
8	Gautam Angira	BAJMC (V Sem)	gautamangira97@gmail.com	96%
9	Sadhana Kumari	MSc Yogic Science (III Sem)	ch24sadhana@gmail.com	100%
10	Ram Parth	BA Hons. Psychology (V Sem)	ram.parth.rp@gmail.com	98%



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5	Prachi	M.Sc. Yogic Science (I ISem)	prachi.khandare25@gmail.com	100%
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4	Ananya Singh	BSc (Hons) EVS	IV Semester	ananya042002@gmail.com	100%
5	Vedika Patidar	BA JMC	II Semester	vedikap785@gmail.com	92%
6	Rudri Gupta	MSc Yogic Science	II Semester	rudrigupta25@gmail.com	98%
7	Shweta Jain	MA HCYS	II Semester	shweta.jain3@yahoo.com	95%

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10	Ram Parth	BA Hons. Psychology (V Sem)	ram.parth.rp@gmail.com	98%

Webinar on Artificial Intelligence by Prof. Neel Mani

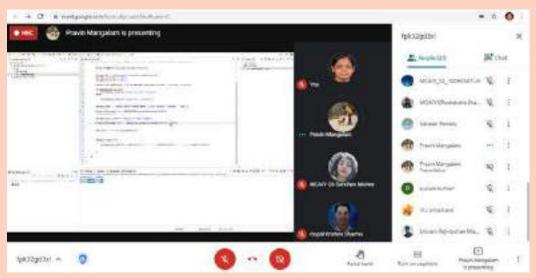
The Department of Computer Science hosted a webinar on Artificial Intelligence on 10 April 2021.Dr. Neel Mani, Associate Professor at Amity University's Amity Institute of Technology, held a talk on Artificial Intelligence and AI Systems. Allstudents of the department participated in the webinar and obtained knowledge about the burgeoning topic of Artificial Intelligence. The program was coordinated by Dr. Gopal Krishna Sharma. Dr.Rajeshwari Trivedi extended his heartfelt appreciation to Dr. Neel Mani for sharing his skills and knowledge.





A Two Weekend Spring Boot Camp by Pravin Mangalam

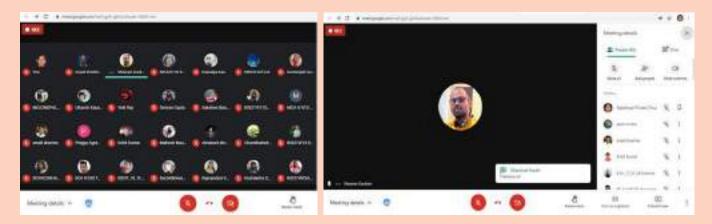
The Department of Computer Science hosted two-weekend workshops particularly for MCA students on Spring Boot Camp. Mr. Praveen Mangalam, a department alumnus from Broadcom, Hyderabad, instructed pupils in a creative manner as a Java expert. Students received extensive knowledge of Java through the use of the spring boot framework throughout this class. Additionally, they developed other projects during the program.





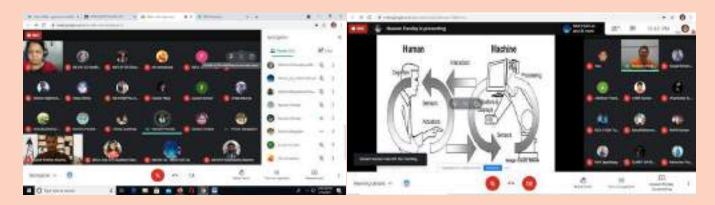
A Weekend workshop on WordPress by Mr. Shravan Gautam

The Department of Computer Science held a workshop on handy tips with WordPress as part of a series of weekend workshops. Mr. Shravan Gautam from Shantikunj's IT Cell educated students about the platform by showcasing numerous functions. The session attracted over 90 students from the BCA, B.Sc. IT, and MCA programs. Dr. Naveen Pandey served as the session's coordinator.



A Weekend workshop on health awareness tips amidst Covid 19 scenario by Dr. Naveen Pandey

On 24th April 2021, the Department of Computer Science hosted a weekend workshop. During Covid 19, Dr. Naveen Pandey, Assistant Professor in the Department of Computer Science, held a spoke on health awareness. He provided numerous simple and pertinent strategies that students can use to manage their routines and stay stress-free during this vital time. Students were also motivated by Dr. Gopal Krishna Sharma and Dr. Rajeshwari Trivedi.



Number of capability enhancement and development schemes such as Soft skill development, Remedial coaching, Language lab, Bridge courses, Yoga, Meditation, Personal Counselling and Mentoring etc. 2019-20

Name of the capability enhancement scheme	Date of implementation	Number of students enrolled	Agencies involved
Life Skills, Soft Skills and			Dev Sanskriti
Life Management Classes	1/7/2019	1266	Vishwavidhyalaya Dev Sanskriti
Meditation and Yoga Classes	1/7/2019	1266	Vishwavidhyalaya

MBA – TTM SYLLABUS

Second Year: Third Semester

CORE TTM 302 - Air Ticketing and Fare Construction

Objective -	This course is about basic aviation geography. The learner will be able to					
	understand the nuances of airline routing, airfare construction and handling					
	ticketing.					
Outcome - After	1. This course is about basic aviation geography. The learner will be able to					
completing this	understand the nuances of airline routing, airfare construction and					
course the	handling ticketing.					
student should	2. This module would enlighten the students about different travel					
be able to:	formalities and the documents needed for their respective travel. Student					
	would get a vast knowledge and know-how of the present travel industry					
	documentation					

Unit I – Aviation – History in India, Chicago Convention, five freedoms of air, DGCA, AAI, IATA, ICAO, IATA Geography.

Unit II - Familiarization with Travel Information Management – TIM - Passport, VISA, currency regulations, custom regulation and health. OAG – three letter city codes, airport codes, airlines code (IATA). Types of journey, special fares, baggage rules, IATA-UFTA Fare formula.

Unit III - Ticketing Basics - Passengers Ticket, general information about tickets, e-ticket, Time zones, Global indicators, Introduction to fare construction, Mileage principle, EMA, EMS, TPM, MPM, IROE,

Unit IV - Fare Construction & Round Trip - Fare Construction One Way Journey. Higher Intermediates Point (HIP). Backhaul Minimum Check (BHC). Fare construction of Round Trip & Circle Trip journey. Circle Trip Minimum Check. Add-ons, Mixed Class Journeys, around the world fares (RTW), Airlines Alphabets

Unit V – Ticketing software and Services - Miscellaneous charges order (MCO), Pre-paid Ticket Advice (PTA), and Universal Air Travel Plan, General information about Ticketing software – Amadeus, Galileo, Sabre, types of credit cards

- OAG
- Ticketing and Travel agency Tarun Chetuani
- Tourism Services and Operation Romila chawala
- Travel agency and Ticketing Bimal Ku. Kapoor
- Air Travel ticketing and fare construction Jagmohan Negi

Annexure-B2

UG Courses at a glance for Yogic Science Honours Program

(Program Code - INDYS6.0BSCHYS)

Session: 2023-27(Based on NEP 2020, UGC Guidelines Dec 2022)

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		-	1	_					3
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YS112YPM	Yoga Practical	0	0	1	1	40	60	100	
	English-1 **	0		1	2				1
YS111PYP	Pragya Yoga	0	0	1	i	40	60	100	1
	Control of the Contro	0	1	0				277	1
		-	1		-	1000000			1
	***			0	1	40	60	100	1
	Life Management****	0	1	1	2	40	60	100	2
	YS101FOY YS110YPA YS101FOY YS110YPA YS102FMY YS112YPM	YS101FOY Foundation of Yoga YS110YPA Yoga Practicum-1 YS101FOY Foundation of Yoga YS110YPA Yoga Practicum-1 YS102FMY Fundamental of Yoga YS112YPM Yoga Practical English-1 ** YS111PYP Pragya Yoga Protocol Digital Solution *** Understanding India *** Life	YS101FOY	YS101FOY Foundation of Yoga 2 1	Title of Course LTP Cre	YS101FOY	Course Code	Course Code	Course Code

Minor Choice - Students of YS can choose one minor from any one of following Departments -

1. Ayurveda and Holistic Health, 2. JMC, 3. Complementary and Alternative Medicines, 4. Computer Science, 5. Tourism, 6. Psychology, 7.Education #2 credits English-1&2 - To be done either in 1st & 2nd semester (1st year) or in 3rd & 4th semester (2nd year)

*** Digital Solution & Understanding India - To be done either in 1st or 2nd semester as per University's decision

LM**** - University Value added course

SEMESTER- II										
Cours	Course Code	Title of Course	LTP Credits				Marks			T
e Type			L	т	P	Total	Format ive	summat	Total	Credits
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Major 3	YS151PPH	Principles and Practices of Hath yoga	2	1	0	3	40	60	100	3
Major 4	YS152HPA	Human Anatomy- Physiology -1	1	1	0	2	40	60	100	2
Major 5	Y5161YPB	Yoga Practicum-2	0	0	1	1	40	60	100	-
Minor 3	YS151PPH	Principles and Practices of Hath yoga	2	1	0	3	40	60	100	3
Minor 4	YS152HPA	Human Anatomy- Physiology -1	1	1	0	2	40	60	100	2
Minor 5	YS161YPB	Yoga Practicum-2	0	0	1	1	40	60	***	
Multi 3	Y5102FMY	Fundamental of Yoga	2	0	0	2	40	60	100	1
Multi 4	YS112YPM	Yoga Practical	0	0	1	1	40	60	100	2
AEC 2	Laurence Company	English-Z **	0	1	1	2	40		100	1
SEC 2	YS162CYP	Common yoga protocol (IDY)	0	0	1	1	40	60	100	1
VAC 4		Life Management****	0	1	1	2	40	60	100	2
VAC5		Environment***	3	0	1	4	40	60	100	
	34		Since 3		Total			00	100	4
	C. W. S. P. S. W. S.		2500	W-12-17	-					24

* Minor Choice - Students of YS can choose one minor from any one of following Departments -

1. Ayurveda and Holistic Health, 2. JMC, 3. Complementary and Alternative Medicines, 4. Computer Science, 5. Tourism, 6. Psychology, 7.Education

** 2 credits English-1&2 - To be done either in 1st & 2nd semester (1st year) or in 3rd & 4th semester (2nd year) Environment Education*** Tentative, to be adopted when applied by UGC

LM****- University Value added course

		THE RESERVE OF THE PARTY OF THE	SEMI	ESTER	C III		1000		_	
Cours e Type	Course Code	Title of Course		LTP	Cred	lts	Marks			
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Cont clous Honours with Research, DSVV, Session: 2023-27] 18

MBA – TTM SYLLABUS

First Year: First Semester CORE TTM 107 - Practical - Case Study and Presentation - 1

Objective -	Cases plays a significant role in understanding a basic and true sense of management working style.
	Interpersonal skills are a key to tourism industry especially for those who will operate in the Front. This is a laboratory designed to hone interpersonal skills of learners through a series of classroom exercises, simulations, etc.
be able to:	

Unit I - Basic Communication Skills & Focus on English skills - Listening Skill and Barriers JAM Session, Debate, elocution etc. Persuasive communication, **convincing Skill**s conversation. Vocabulary –Word Power, grammar- Common errors and sentence building.

Unit II - Case Studies - Tourism and Management studies, based on destination-based knowledge, marketing, Consumer Behavior and Human Resource Management. Presentation Skills and Techniques, Personal grooming and business etiquettes corporate etiquettes, Social etiquettes and telephone etiquettes, role play and Body language, impression management.

Unit III - Personality Development, Group discussions - Structure of GD modulated and others work GD, personal interviews types of interview, rewired key skills work interviews developing resumes and CV's. Leadership and communication activities, Motivation activities, leadership, Creativity and ideation.

- Murphy, H.A. and Peck, C.E. (2006) Effective Business Communications, New Delhi: Tata McGraw Hill.
- Sharma R.C. and Mohan K. (2005) Business Report Writing and correspondence, New Delhi: Tata McGraw Hill.
- Peanre, C.G. (2007) Principles of Business Communications, Communication in Tourism and Hospitality Lynn Vander Wagen, Hospitality Press
- Pty Ltd Organizational Communication Patricia Hayes Andrews and Richard T. Herschel,
- A.I.T.B.S. Publishers and Distributors (Rgd) Interpersonal Skills for Travel and Tourism Jon & Lisa Burton Longman Group Ltd.

MBA – TTM SYLLABUS

First Year: Second Semester

CORE TTM 207 – Practical - Case Study and Presentation - 2

Objective -	Good communication is an essential part of tourism industry, this paper along with basic communication provides and insight about the business problem solving skills by use of case study.			
Outcome - After	1. To understand the basic and professional need of communication tourism			
completing this	industry.			
course the student should be able to:	2. To communicate and write better.			
	3. Understand the strategic needs and understanding of case studies in tourism industry.			

Unit I - Communication Fundamentals - Business Communication in today's world, The Communication Process & Communication Channels, Barriers to Communication, Verbal & non-verbal communication. Oral Communication, Elements of Good Oral Communication, Speaking and Letening Skills, Professional use of the telephone, Effective presentation skills.

Unit II - Case Studies - Tourism and Management studies, based on destination-based knowledge, marketing, consumer behavior and human resource management. written communication, Report writing and presentation, Business Letters — layout and types, Preparing resume Application letters, Memo, Proposals, Legal aspects.

Unit III - Effective communication & Customer care - Managing customer complaints & negotiating with the customer, Handling Interpersonal Conflict, Counseling skills. Personality Development: Basic traits of personality - dress, address, gestures and manners, Self-evaluation and development- identification of strengths and weaknesses, overcoming hesitation and fear of facing the public, Corrective and developmental exercises - confidence building, role plays.

- Murphy, H.A. and Peck, C.E. (2006) Effective Business Communications, New Delhi: Tata McGraw Hill.
- Sharma R.C. and Mohan K. (2005) Business Report Writing and correspondence, New Delhi: Tata McGraw Hill.
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- Pty Ltd. Organizational Communication Patricia Hayes Andrews and Richard T. Herschel,
- A.I.T.B.S. Publishers and Distributors Interpersonal Skills for Travel and Tourism Jon & Lisa Burton - Longman Group Ltd.

First Year: Second Semester CORE TTM 205 - Health & Spiritual Tourism

Objective -	New dimensions in tourism and new trends are expecting students to learns more about tourism. This paper helps students to understand about health side of tourism world.				
Outcome - After completing this course the student should be able to:	 To educate students about the contemporary trends in tourism i.e. health tourism and rural tourism. To benefit students from understanding health perspective and make them aware about spirituality. To educate them practically about workings of health studio and spiritual places. 				

Unit I - Health Tourism - Concept of health and health tourism. Emergence of health tourism. Components, Area and Importance of Health Tourism. Health Tourism and Spa / Resort Management. New dimensions of - Health Tourism, Eco health tourism, Rural health tourism, Spiritual health tourism, Alternative Medicine System, Prominent Destinations

Unit II - Yoga and Health Tourism - Historical background of Yoga. Importance of Yoga in health tourism. Hath Yoga and health tourism (General Information about Asana, Pranayama, Mudra & Bandh). Raj yoga & Health Tourism. Gita & health tourism (Importance & Role of Bhaktiyog, Karmayog and Gyan Yog for a Health Tourist). Yoga techniques in Spa and Resort.

Unit III - Ayurveda and Health Tourism - Basic Concept of Ayurveda. Ayurvedic life style and health tourism. Ayurvedic tourism Attraction- Panchkarma therapy, Kayakalpa chikitsa, Rasayan chikitsa. New dimensions of Ayurveda Tourism & Kuti Praveshika.

Unit IV - Spiritual Tourism - Concept, components, emergence of spiritual tourism, culture and spirituality, importance of spiritual life, pilgrimage and spirituality, spiritual tourist- definition and life style. Spiritual Destination in India - Shantikunj, Aurovido Ashram, Belur Matha, Arunachalam, Khvaja Mohinuden Chisti Dargaha, Amritsar, saint peters church (Goa)

Unit V - Spiritual Hospitality and Tourism Management Tour - Tourist & Spirituality, Characteristic of spiritual guide, Applied Spirituality in travel agency, use of spirituality in tourist places, spiritual tour package, spiritual significance in hotel industry, emerging trends of spirituality in hotels, event management and spirituality. Human resource and spiritual management

- Ayurveda and Health Tourism: Rabinet Jakab
- Yug Geeta: Dr. Pranav Pandya
- Health tourism and Ayurveda Robinet Jacab
- Health care Organization and structure S L Goel
- Medical Tourism Percy K Singh
- Spirituality in Management S. K. Chakraborty

MBA – TTM SYLLABUS

Second Year: Fourth Semester CORE TTM 401 - Tour Package Management

Objective -	Objective is to make students industry ready by the end of the semester and this paper helps them to achieve the better heights to learn about it.			
Outcome - After completing this course the student should be able to:	 Students will be ready to perform the best operational and functional needs a company wants. They will be ready to take a job in the industry. This paper clears the package basics and its management that is required for sales and promotion. Students understand and practice sales communication, emails, drafting and other practical forms in this paper. 			

Unit I – Introduction – Definition of tour package, Types and forms of tour package, Costing, FIT and GIT, study of tour packages itineraries offered by major tour operators - Cox n Kings, Keoni, Thomas Cook, KMVN & GMVN (Uttarakhand)

Unit II – Regulations – Detail study of passport, visa, health regulations, customs, and currency regulations, baggage rule and travel insurance (OMP) airport information and facilitation.

Unit III – **Itinerary** – Itinerary preparation, Does and Don'ts Itinerary preparation, Limitations and constraints, Preparation of itinerary for international tourists.

Unit IV — **Operations and Linkages** — Credit cards — significance, Voucher - hotel and airline exchange order Designing and writing vouchers, Reservation and Cancellation, Designing a brochure and presentation skill, Linkages of tour operation business with principal, suppliers and other agencies. Incentives and concessions, applicable to tour operators in India.

Unit V – Itinerary Preparation, States – Goa, Kerala, Maharashtra, West Bengal, Madhya Pradesh and Jammu Kashmir. (famous destinations of these states)

- Tourism services and operation Romila Chawala
- Travel agency management Mohinder Chandra
- Tourism education Shashi Prabha Sharma
- Travel agency and tourism development B. S. Badan
- Travel agency and tourism Manohar puri

BBA 406 – Tourism Management Practical Aspects– IV

(Short Survey Tours if Required)

Course Objectives:

- 1. To give students practical exposure through field visit which includes various destinations related to main components of tourism. (Accommodation, transportation and attraction)
- 2. To enable students to understand different skills for better life style and work effectively and efficiently.

UNIT 1 -Leadership skills, Ice breaking games, Soft skills, Extempore, Positive behavior, Collaboration skills, Creating Confidence – Developing your personal power and presence

UNIT 2 -Interview skills, Spiritual excellence, Stress Management, Business games, Creativity and problem solving skills, Relationship building

UNIT 3 - Listening Skill and Barriers JAM Session, Debate, elocution etc. Persuasive communication, convincing Skills conversation.

UNIT 4 - Personal grooming and business etiquettes corporate etiquettes, Social etiquettes and Social etiquettes and telephone etiquettes, role play and Body language, impression management.

Special -Tour exposure

Course Outcome:

CO1: After visiting various fields of tourism students enable to provide possible solution or design strategies to solve problems related to tourism.

Suggested Readings:

- Barker. A (2006). Improve your communication skills. New Delhi: Kogan Page India Pvt Ltd.
- Seely, John (2004) The Oxford guide to writing and speaking. New Delhi, Oxford University Press

Second Semester – First Year

BBA 205– Health Tourism

Course Objectives:

- 1. To understand the characteristics of Health Tourism.
- 2. To understand the basic Travel Motivators for Health Tourism.
- 3. To Identify the factors influencing the growth of Health Tourism.
- **UNIT 1 Health Tourism -** Concept of health and health tourism. Emergence of health tourism.Importance of Health Tourism.Health Tourism and Spa / Resort Management.Nature and Health Management.
- **UNIT 2 Yoga and Health Tourism Im**portance of Yoga in health tourism. Hath Yoga and health tourism (General Information about Asan, Pranayama, Mudra& Bandh). Rajyoga & Health Tourism.Gita & health tourism (Importance & Role of Bhaktiyog, Karmayog and Gyan Yog for a HealthTourist).
- **UNIT 3 Ayurveda and Health Tourism -** Basic Concept of Ayurveda &Naturopathy.Ayurvedic life style and health tourism.Ayurvedic tourism Attraction-Panchkarma therapy, Kayakalpa chikitsa, Rasayan chikitsa.
- **UNIT 4 Alternative Medicine System -** Acupressure, Pranic Healing, Reiki, Music therapy, Crystal and Aroma therapy, (General introduction and principles)

Course Outcomes:

- CO1: Acquire a sound understanding of the Health Tourism.
- CO2: Apply basic knowledge to business start-up in this sector.
- CO3: Analyse commercial enterprise context using basic understanding of the fundamentals and develop a suitable structure for Health Tourism.

Suggested Readings:

- Ayurveda and Health Tourism: Rabinet Jakab
- Yug Geeta: Dr. Pranav Pandya
- Health tourism and Ayurveda Robinet Jacab
- Health care Organization and structure S L Goel
- Medical Tourism Percy K Singh