

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: BBCS006

Number of Credits: 1

Title of the Course: Etiquettes

Objective

At the end of the course, the student will be develop the basic skills of appropriate business and social etiquettes, create impactful First Impressions and build a consistent personal/social image.

Content

Business etiquette(4Hrs.)

Effective introductions

Exchange of business cards

Corporate dressing

Dining etiquette(6Hrs.)

Fine dining

Use of cutlery

Social etiquette (5Hrs.)

Greetings and exchanges

Party etiquette (to be a great host and a guest)

Telephone etiquette

Travel etiquette

Dress for success (dressing as per role, goal and occasion)

Cross cultural sensitization

Pedagogy

lectures/ tutorials/laboratory work/ field work/ outreach activities/project work/ vocational training/viva/ seminars/ term papers/assignments/presentations/ self-study/ Case Studies etc, or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading

1. Robin Thompson, Be The Best You Can Be: A Guide To Etiquette And Self-Improvement-Free Spirit Publishing
2. Gopaldaswamy Ramesh, Madhavan Ramesh, Ace of Soft Skills Attitude, Communication and Etiquette for success, Pearson

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: BBC5007

Number of Credits: 1

Title of the Course: Time Management

Objective

To improve productivity at workplace by effectively using time management skills.

Contents

Introduction: Misconceptions about time, Symptoms of poor time management, importance (2 Hrs.)

Time management barriers and strategies to overcome them (2 Hrs.)

Goal setting and prioritization: The 'Five Time Zone' Concept, Setting goals, why set life goals, Categories of goals, Setting "SMART" goals, Prioritizing using Time Management Matrix. (4 Hrs)

Elements of Effective Time Management: Time Analysis- Keeping track of time using timelog, analyzing timelog: time spent/invested patterns (2 Hrs.)

Planning for time management: Essential Steps in Using A Planner, Daily, weekly and long range planning, Using technology to save time. (2 Hrs.)

Time management at workplace: workplace and paper organizers, making meetings effective, Managing information overload. (3 Hrs.)

Pedagogy

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings

1. Roberta Roesch, "Time Management for Busy People", McGraw-Hill Publishing, Latest edition.
2. Micheal Labeof, "Essence of Time Management: Principles and Practice", Jaico Publishing House, latest edition.

3. Robert W. Bly; "Make Everything Count", Jaico Publication House, latest edition.

4. Handbook on time management skills (pdf) prepared by Centre for Good Governance, Andhra Pradesh, latest edition.