

Weekly Lesson Plan for BTTM Even Semester (2nd Semester) 2024-25

Dr. Rajeev Sharma, Asst. Prof (Tourism)

Feb. - May 2025	B23-SEC-214 Business Communication
1-week	Meaning, Nature & Scope of Communication
2-week	Process of Communication, Importance of Effective Business Communication
3-week	Objectives of Business Communication, Types of Business Communication
4-week	Media/ Channels of Business Communication
5-week	Barriers to Business Communication Structure
6-week	Component of Business Letter, Types of Business Letter, Business Report writing
7-week	Other official communication: Circular, Notice, Press Communique: Structure/ Format
8-week	Interview: Types, Process of Interviewing, Planning for Interviewing, Qualities of Interviewer and Interviewee
9-week	Group Discussion, Types, Channels and Role of Audio Visual Communication
10-week	Non Verbal Communication
11-week	Body Language in Business Communication,
12-week	Public relation in Business Communication
13-week	Presentations
14-week	Presentations
15-week	Mid-term/Sessional Test (Internal Assessment)

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Feb. - May 2025	B23-VAC-101 Human Values and Ethics
1-week	Meaning, Need, Content, Process, Types of Value Education
2-week	Difference among skills, values and ethics and their respective needs in life
3-week	Understanding the harmony of 'I'(Self) with the body, society, nature
4-week	Meaning, Definition, Nature and significance of Human Values, Relation between Values and ethics
5-week	Integrity and Human Values, Empathy and Human Values, Loksangrah and Human Values
6-week	Brahmvihara and Human Values, Theory of Naya (Jainism), Deontology, Virtue ethics
7-week	Utilitarianism Theory, Understanding the relationship among: Self, Identity and personality
8-week	Understanding integrated personality, Three Guna theory of Sankhya
9-week	Four Anthakarana (Inner instruments) in Yoga
10-week	Panchkoshas in the Upnishad; Approaching comprehensive understanding of well being and its relation to happiness
11-week	Nature, Characteristics, scope and types of professional ethics; Professional values: Inclusiveness, Sustainability, Accountability, Transparency, Impartiality; Values for Global Citizenship: Equality, Justice and Human dignity
12-week	Meaning, Nature, Need of Competency based Education; Types of Competencies
13-week	Core competencies: Communication, Teamwork, planning and achieving goals;
14-week	Functional competencies: Analytical Thinking, Knowledge sharing, Learning, Decision Making, Partnership building
15-week	Mid-term/Sessional Test (Internal Assessment)

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Weekly Lesson Plan for BTTM Even Semester (4th Semester) 2024-25

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Feb. - May 2025	B23-TMG-401 Tourism Marketing
1-week	Tourism Marketing: Nature and Process; Concept of Marketing Mix, Developing Marketing Mix for tourism industry
2-week	Concept of Tourism Product, New Product Development, Tourism Product Life Cycle
3-week	Characteristics of Tourism Product: Tangibility, Perishability, Heterogeneity, Inseparability, Non-ownership.
4-week	Issues and Challenges related to Tourism Marketing, Marketing strategies to overcome the challenges and limitations.
5-week	Production, Product and Selling concept in Tourism Marketing
6-week	Socially Responsible Marketing and Green Marketing concept in Tourism
7-week	Tourism Markets and Types of Tourism Markets
8-week	Consumer buying behaviour in Tourism and factor influencing buying behaviour
9-week	Market Segmentation, Market Positioning, Market Penetration and Market Skimming
10-week	Pricing Strategies and Factors influencing Pricing of Tourism Product
11-week	Promotion Mix and its Components, various promotional tools used in Tourism- (Brochures, Events, Movies and Cinema)
12-week	Distribution system/ channel in tourism industry
13-week	Presentations
14-week	Presentations
15-week	Mid-term/Sessional Test (Internal Assessment)

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Weekly Lesson Plan for BTM Even Semester (6th Semester) 2024-25

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Jan- April 2025	Salesmanship in Tourism (606)
1-week	Sales Management: Concept, Objectives and Functions; Personal Selling: Concept & Importance
2-week	Personal Selling process; Theories of selling
3-week	Sales Management challenges in tourism; Sales Planning: Importance, Approaches and Process of Sales Planning
4-week	Sales Forecasting, Sales Budgeting;
5-week	Sales Organization: Purpose, Principles and Process of setting up a Sales Organization; Sales Organization Structures;
6-week	Organizing for Global Sales; Determining Size of Sales Force
7-week	Managing the Sales Force: Recruitment, Selection
8-week	Training, Compensation, Motivation of Sales Force; Need, Procedure for setting up Sales Territories
9-week	Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota
10-week	Control process: Analysis of Sales Volume, Cost and Profitability
11-week	Management of Sales Expenses; Ethical Issues in Sales Management
12-week	Role of IT in Sales Management ;Evaluating Sale-Force Performance
13-week	Presentations
14-week	Presentations
15-week	Mid-term/Sessional Test (Internal Assessment)

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