

Sr. No.	Programme	Name of Course	Course ID	Type of Course	Credits (Theory)	Credits (Practical)	Total Credits	Theory Ext Marks	Theory Int Marks	Total Theory Marks	Practical Ext Marks	Practical Int Marks	Total Practical Marks
1	B A SANSKRIT Singal Major	संस्कृत भाषा एव. सम्प्रेषण-4	240/SKT/AE401	Ability Enhancement Course	2	0	2	35	15	50	0	0	0
2	Bachelor of Arts in Culinary Arts	English for the Diverse World	240/BACA/AE401	Ability Enhancement Course	0	2	2	NA	NA	NA	35	15	50
3	Bachelor Of Business Administration In Hospitality Management	English for the Diverse World	240/BBAHM/AE401	Ability Enhancement Course	0	2	2	NA	NA	NA	35	15	50
4	Bachelor of Science in Hospitality & Hotel Administration	Language Skills for Hospitality Managers	240/HHA/AE401	Ability Enhancement Course		2	2					15	35
5	Bachelor of Arts in International Culinary Arts (Advanced Bakery & Food Production)	Business Language– Professional Email Writing	240/ICA/AE401	Ability Enhancement Course			2	35	15	50			
6	B.Sc. in Hospitality Management	English Language for the Hospitality Industry-II	250/BSHM/AE201	Ability Enhancement Course	2	0	2	35	15	50	0	0	0

Total marks
50
50
50
50
50
50

Ability Enhancement Course**Semester 4**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
AEC-3	संस्कृत भाषा एव. सम्प्रेषण-4	240/SKT/ AE404	1	1		1	1		2	15	35			50

अधिगम उपलब्धि :-

1. विद्यार्थियों को संस्कृत भाषा का सामान्य जीवन में प्रयोग करने का ज्ञान प्राप्त होगा ।
2. संस्कृत भाषा में प्रयुक्त स्वर संधि का ज्ञान प्राप्त होगा।3. विद्यार्थियों को राष्ट्रीय एवं राज्यीय ध्येय वाक्यों का बोध कराया जाएगा ।
- 4.विद्यार्थियों को पशु पक्षियों एवं पुष्पों के संस्कृत नामों का अवबोध कराया जाएगा।

अधिगम उद्देश्य :-

1. विद्यार्थियों को संस्कृत भाषा का सामान्य जीवन में प्रयोग सीखाने हेतू।
2. संस्कृत भाषा में स्वर संधि का ज्ञान कराने हेतू।
3. राष्ट्रीय एवं राज्यीय ध्येय वाक्यों का बोध कराने हेतू।
4. पशु पक्षियों एवं पुष्पों के संस्कृत नाम का ज्ञान कराने हेतू।

पाठ्यक्रम :

इकाई - 1 सभी भाषाओं की जननी संस्कृत भाषा

सूचना एवं तकनीकी में संस्कृत भाषा का उपयोग

इकाई -2 कारक प्रकरण

- कर्ता, कर्म, करण, सम्प्रदान, अपादान, संबंध, अधिकरण, सम्बोधन,
- उपपद विभक्ति

1. आधी, अनु, उप, उभयतः, परितः, निकषा, प्रति, धिक्, विना (योगे द्वितीय विभक्ति)
2. अलम्, विना, हिनम्, सह. साकम्, सार्धम्, समय, (तृतीया विभक्ति)

3. नमः, रुच, दा, स्पृह, अलम् (चतुर्थी विभक्ति)
4. विना, बहि, पूर्वम् (पंचमी विभक्ति)
5. अग्रतः, पुरतः, पृष्ठतः, वामतः, दक्षिणः, उत्तरतः (षष्ठी विभक्ति)
6. स्नीह, विश्वस्वः (सप्तमी विभक्ति)

इकाई - 3 वाक्यविन्यास

संस्कृत भाषा में स्वयं का परिचय (7 वाक्य)

दिशा -निर्देश :

- सभी इकाइयों में से दस वस्तुनिष्ठ प्रश्न अनिवार्य हैं-10
- इकाई 1 से 2 प्रश्नों में से 1 प्रश्न-5
- इकाई 2 से 6 में से 3 कारक की परिभाषा एवं उदाहरण 6
- इकाई 2 से 8 में से 4 उपपद विभक्ति को बताएं -8
- इकाई 3 से स्वयं का परिचय संस्कृत में 6 वाक्य - 6

संदर्भ ग्रंथ-सूची :

- 1-संस्कृत भाषा एवं संप्रेषण-डॉ० सलिन्द्र आचार्य
- 2-लघुसिद्धान्त कौमुदी-पद्मश्री डॉ० कपिलदेव द्विवेदी एवं डॉ० भारतेन्दु द्विवेदी
- 3-मंत्रमहोदधि-शुकदेव चतुर्वेदी
- 4-अनुवाद प्रक्रिया-काशीनाथ पाण्डेय एवं रामप्यारे मिश्र।
- 5 -संस्कृता-प्रयोगकोषः-वीरभद्र
- 6- बृहत् अनुवाद - चंद्रिका चक्रधर नौटियाल 'हंस'शास्त्री

240/BACA/AE401

Semester IV

English for the Diverse World (Course Code: 240/BACA/AE406)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
-	-	2	2	-	-	15	35	50

Course Description:

This communication module equips hospitality management students with essential cross-cultural communication skills, building on their internship experiences. Through interactive sessions, students will explore cultural frameworks, customer service adaptation, difficult workplace communication, and the development of cultural intelligence. The course integrates reflective exercises, case studies, and role-plays to prepare students for dynamic, multicultural professional environments.

Course Objectives:

The objective of this course is to:

- C01 Understand the impact of cultural differences on communication within hospitality operations
- C02 Demonstrate effective customer service communication that adapts to diverse cultural expectations
- C03 Navigate difficult conversations in multicultural workplaces with emotional intelligence
- C04 Develop cultural intelligence (CQ) and a global mindset essential for future hospitality careers

Units (Practical):

Unit I: Foundations of Cross-Cultural Communication

- Understanding Culture and Communication - Definitions, elements, and cultural influences on communication
- Cultural Frameworks and Theories - Hofstede's dimensions, Hall's high/low context cultures, and time orientation
- Verbal and Non-Verbal Communication Across Cultures - Body language, tone, gestures, silence, and eye contact in different regions
- **Cultural Perceptions and Miscommunication** - Ethnocentrism vs. cultural relativism, stereotypes, and misinterpretations

Unit II: Cross-Cultural Customer Service in Hospitality

- **Guest Expectations Across Cultures** - Perceptions of luxury, personal space, formality, and service speed
- **Adapting Service Styles to Cultural Norms** - Flexibility in communication and interaction styles based on guest background
- **Cultural Scripts and Service Rituals** - Greeting customs, tipping behaviour, complaint handling, and conflict management
- **Language Sensitivity and Inclusive Language** - Using clear, respectful, and inclusive language with non-native speakers.

Unit III: Navigating Communication Challenges in Multicultural Workplaces

- **Understanding Difficult Conversations** - Causes: conflict, feedback, performance issues, and emotional triggers.

- Structuring the Conversation Professionally - Using clarity, assertiveness, and frameworks like SBI (Situation-Behaviour-Impact).
- Emotional Intelligence in Workplace Communication - Empathy, self-regulation, cultural empathy, and listening skills.
- Tone, Language, and Non-verbal Sensitivity - How delivery affects message interpretation across cultures.

Unit IV: Cultural Intelligence and Global Hospitality Careers

- The Four Components of Cultural Intelligence (CQ) - CQ Drive, CQ Knowledge, CQ Strategy, CQ Action.
- Intercultural Teamwork and Leadership Styles - Leading and working in diverse hospitality teams.
- Adaptability and Continuous Learning - Flexibility, open-mindedness, and feedback-seeking behaviour.
- Career Readiness for Global Hospitality Roles - Building a global mindset, interview communication, and intercultural professionalism.

Suggested Readings:

- Beamer, L., & Varner, I. (2007). *Intercultural communication in the global workplace*. McGraw-Hill
- Meyer, E. (2014). *The culture map: Breaking through the invisible boundaries of global business*. Public Affairs

English for the Diverse World												
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
C01	2	–	2	–	2	–	3	2	3	2	2	1
C02	2	2	3	–	3	–	3	–	3	2	2	2
C03	2	–	2	1	3	–	3	1	2	2	1	2
C04	3	–	2	1	3	1	3	2	3	3	3	3

240/BBAHM/AE401

Semester IV

English for the Diverse World (Course Code - 240/ BBAHM /AE406)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
-	-	2	2	-	-	15	35	50

Course Description:

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Unit I: Foundations of Cross-Cultural Communication

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- Verbal and Non-Verbal Communication Across Cultures - Body language, tone, gestures, silence, and eye contact in different regions
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Unit II: Cross-Cultural Customer Service in Hospitality

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- Beamer, L., & Varner, I. (2007). *Intercultural communication in the global workplace*. McGraw-Hill
- Meyer, E. (2014). *The culture map: Breaking through the invisible boundaries of global business*. Public Affairs

English for the Diverse World												
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
C01	2	–	2	–	2	–	3	2	3	2	2	1
C02	2	2	3	–	3	–	3	–	3	2	2	2
C03	2	–	2	1	3	–	3	1	2	2	1	2
C04	3	–	2	1	3	1	3	2	3	3	3	3

240/HHA/AE401

Semester 4
Language Skills for Hospitality Managers
Course ID – HAEC403

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	2	2	-	-	15	35	__ Hours

Type of Course:

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
			√			

Course Outcome: After completing the course learners will be able to:

CO1: Understand the competencies required for effective professional practice in different departments and evaluate their development against a competence framework.

CO2: Gain valuable work experience, evaluate organizational practices building on theory from the previous semesters of the program, and develop work-related skills.

CO3: Exhibit an understanding of the commercial/business environment and provide opportunities to evaluate experiences with international organizational practices.

CO4: Enhance their employability and employment prospects upon graduation.

Detailed Syllabus:

UNIT I:

Personal Goals and Pre-Internship Self-Assessment -Introduction and personal learning objectives, SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats), pre-internship self-assessment on professional and technical competencies, goal setting for the internship period (technical, behavioural, soft skills), expectations from the organization and self.

UNIT II:

Workplace Behaviour and Professional Growth - Adapting to workplace culture and hierarchy, Communication with supervisors and colleagues, discipline, punctuality, and grooming standards, time and stress management, ethical behaviour and responsibility at the workplace.

UNIT III:

Skill Enhancement and Knowledge Application - Development of technical and operational skills, Practical application of academic theories or models, Learning new techniques, tools, or systems, Problem-solving and decision-making instances, Initiative-taking and accountability.

UNIT IV:

Reflective Analysis and Post-Internship Evaluation -Reflection on personal and professional transformation, re-evaluation using the same self-assessment tools, key takeaways from the internship, feedback from mentors and supervisors (if available), career direction and future development plans.

Assessment

Practical Internal	15 Marks (Report or Presentation or Viva or Final Practical)
Practical External	35 Marks (Practical external will be assessed based on the feedback given by industry mentors to the student via a personal interview from a panel of members from interdepartmental schools.)
Final Assessment	50 Marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

240/HHA/VA401

**Semester 4
Appraisals and Reflective Entries
Course ID – HVAC404**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	2	2	-	-	50	-	__ Hours

Type of Course:

Business Language- Professional Email Writing
Subject Code-CAEC405

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	0	0	2	15	35	0	0	Hours

Type of Course: Ability Enhancement Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
			√			

Introduction to the Course:

This course is designed to develop the written communication competencies required in professional hospitality environments, with a primary focus on crafting effective business emails. Students will gain a comprehensive understanding of the role of email as a formal communication tool in hospitality, explore various email types and etiquettes, and learn to manage workplace communication scenarios with clarity and professionalism. The curriculum introduces students to the structure and formatting of professional emails, including best practices for subject lines, tone, document attachments, and response styles. Emphasis is placed on the SART model (Situation, Action, Response, The next step) for scenario-based writing and the 7 Cs of communication - completeness, conciseness, clarity, concreteness, correctness, courtesy, and consideration - to ensure impactful and reader-focused correspondence. Through hands-on practice, hospitality-specific case scenarios, and exposure to professional standards, learners will be equipped to write coherent, polite, and purposeful emails that meet the expectations of global business and service-oriented workplaces.

Course Outcome: After completing the course, learners would be able to:

CO1: Explain the significance of email communication in the hospitality industry and identify various types of emails along with the ethical and professional considerations involved.

CO2: Demonstrate appropriate use of email etiquette, tone, and formatting conventions to enhance clarity, readability, and professional tone in hospitality correspondence.

CO3: Construct well-organized professional emails by applying the standard structural components and using frameworks like SART to communicate effectively in hospitality-specific situations.

CO4: Apply the 7 Cs of communication -completeness, conciseness, clarity, concreteness, correctness, courtesy, and consideration - to write impactful, audience-oriented business emails in real-world hospitality contexts.

Detailed Syllabus:

UNIT I:

Introduction to Business Email Communication: Role of Email in Business & Hospitality; Common Types of Emails (Inquiry, Complaint, Confirmation, Apology, Request, Update); Flaming in Emails – What it is and how to avoid it; Forwarding Emails – Ethics and best practices.

Email Etiquette and Professional Tone: Email Etiquette - Do's and Don'ts (Tone, Formality, Response Time); Crafting Effective Subject Lines; Salutations and Closings - Tone and Context; Paragraphing, Spacing, and Readability.

UNIT III:

Structure and Format of Professional Emails: Basic Structure of an Email (Recipient, Subject, Salutation, Lead-In, Body/Answer, Lead-Out, Signature); Attaching Documents & Writing with Clarity; The SART Framework in Hospitality Email Writing (Situation, Action, Response, The next step); Writing Emails Based on SART Scenarios.

UNIT IV:

7 Cs of Effective Email Communication: Completeness; Conciseness; Clarity; Concreteness; Correctness; Courtesy; Consideration.

Textbook:

- Guffey, M. E., & Loewy, D. (2022). Essentials of Business Communication (11th Edition). Cengage Learning.
- Bovee, C. L., & Thill, J. V. (2021). Business Communication Today (15th Edition). Pearson.

UNIT II:

Other Recommended Texts:

- Treasure, Julian. How to be Heard: Secrets for Powerful Speaking and Listening. Mango Media, 2017.
- Van Slyke, Eric. Listening to Conflict: Finding Constructive Solutions to Workplace Disputes. AMACOM, 1999.
- Hickey, Diana. Email Etiquette Made Easy: A Step-by-Step Guide to Writing Effective Emails. Independently published.
- Harvard Business Review Staff. HBR Guide to Better Business Writing. Harvard Business Review Press.
- Strunk, William, & White, E. B. The Elements of Style. Pearson.

Final Assessment (FA)

Theory Internal (TI)	15 marks
Theory External (TE)	35 marks
Final Assessment (FA) = (TI+TE)	50 marks

Theory Internal (TI): The (TI) will be done through in-class tests/coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

The question paper pattern for the end-term examination will be 35 Marks and will follow the following pattern

Section A	Seven Short answer type questions covering all units. All compulsory.	7*1=7 marks
Section B	<u>Answer any one question from each Unit</u> _Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	7*4=28 marks
Total Marks		35 marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
Average	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
Average	3	3	3	3