

2024

**Department of Tourism and
Hospitality Management**

Faculty of Management Studies
Jamia Millia Islamia
New Delhi

[PROGRAMMES OF STUDY (HM)]

"This document outlines the comprehensive framework of 5-cycle hotel management programmes offered by the Department of Tourism and Hospitality Management, Jamia Millia Islamia, in compliance with the National Education Policy. These programs are slated for implementation starting the academic session of 2024-25."

Programmes of Study (Hotel Management)
Department of Tourism and Hospitality Management
Faculty of Management Studies
Jamia Millia Islamia, New Delhi

The Department of Tourism and Hospitality Management (DTHM) at Jamia Millia Islamia (JMI) is committed to principles enshrined in the National Educational Policy (NEP) 2020. Accordingly, the programmes of the two verticals of the department- tourism and hospitality are restructured for the academic sessions 2024-25 and beyond.

TOURISM AND HOSPITALITY EDUCATION

Hotel Management is pivotal in today's globalised society, shaping economies, cultures, and international interactions. It is a cornerstone of economic growth, generating revenue, fostering job creation, and promoting sustainable development. Moreover, the hospitality sector facilitates cross-cultural exchange and understanding, contributing to social cohesion and peace-building efforts.

Recognising the profound impact of Hotel Management, it is imperative to incorporate it into university and college curricula. Education in Hotel Management equips students with the requisite knowledge, skills, and competencies to excel in this dynamic field. It offers insights into hospitality operations, guest relations, marketing strategies, sustainability practices, and cultural sensitivity, preparing individuals for diverse career trajectories within the industry.

Furthermore, integrating Hotel Management education into academic institutions enhances students' employability and nurtures critical thinking, problem-solving, and innovation. It encourages students to explore the complexities and opportunities inherent in the hospitality sector, empowering them to become conscientious and ethical professionals.

As we navigate an increasingly interconnected and hospitality-driven world, Hotel Management education at Jamia Millia Islamia holds immense significance. It is instrumental in preparing future leaders capable of navigating and contributing to the sustainable development of this vital industry and the broader global landscape.

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

The Department of Tourism and Hospitality Management (DTHM) began in 2012 as the Department of Tourism, Hotel, Hospitality, and Heritage Studies (DTHHS), later renamed DTHM in 2018. Initially part of the Faculty of Humanities and Languages at Jamia Millia Islamia, it offered various certificate and diploma courses. A significant turning point occurred in 2017 with the introduction of MTTM, BTTM, and BHM programs, followed by the launch of a PhD program and a vocational B Voc (Food Production) program in 2018.

Since the introduction of the National Education Policy 2020, the department has been considering aligning its offerings with policy directives. This effort was boosted when a new faculty of management studies was established in 2022, bringing DTHM under its purview. The department aims to align its programs with NEP 2020, offering smooth 5-cycle learning pathways that allow students to exit at any stage. Our programmes, recognising the growing importance of tourism and hospitality in socio-economic development, focus on real-world applications and strive to meet industry and societal expectations through experiential learning.

The department boasts a diverse team of faculty members and research scholars supported by non-teaching staff. Currently located in the Mohibul Hassan Block of the University, we are committed to providing quality education and contributing to advancing our field.

VALUES

To enhance the employability of our students, the department prioritises the following values:

1. **Job readiness:** We aim to prepare learners to meet recruiters' expectations, which often mirror the skills needed for entrepreneurial endeavours. Understanding real-world challenges is crucial, so the department facilitates regular industry interactions to familiarise students with industry dynamics.

2. **Professionalism:** The industry demands a professional demeanour from employees, a trait we instil in our students. This includes grooming standards, adherence to dress codes, and punctuality, which are essential for maintaining work efficiency and orderliness.

3. **Responsibility:** The industry seeks individuals who exhibit responsibility and can navigate unforeseen challenges. Encouraging students to take ownership of their actions and consequences is integral to our approach, fostering a sense of accountability and adaptability.

The department will structure its activities to imbue these values in our students.

APPROACH

The department operates under these guiding principles:

1. **Flexibility:** Students can choose their courses, enabling flexible learning paths. They can also control the pace of their learning through a multiple entry-multiple exit (MEME) system. Additionally, credits earned can be transferred to the Academic Bank of Credits (ABC), promoting portability. Students can also earn credits through Massive Open Online Courses (MOOCs) as part of their academic requirements.

2. **Skilling:** We aim to provide learners with practical skills necessary for employment. Each learning cycle is tailored to prepare students for particular job roles, with teaching methods emphasising activity-based learning (ABL) to improve dexterity. Our course offerings encompass Skill Enhancement Courses (SECs), Ability Enhancement Courses (AECs), and Experiential Learning (EL) credits to achieve this skilling objective,

3. **Holistic Learning:** Besides acquiring skills, the department aims to cultivate well-rounded individuals who are socially responsible citizens. This entails comprehensive personal development and awareness of contemporary social, environmental, and economic issues. The portfolio of our courses includes value-added courses (VACs) and multidisciplinary courses (MDs) to accomplish this goal.

OPERATING PRINCIPLES

1. Each semester is 20 credits, and each cycle is 40 credits.
2. Every student must complete Discipline-Specific Core (DSCs), Discipline-Specific Minor (DSMs), Multidisciplinary (MDs) courses, Skill Enhancement Courses (SECs), Ability Enhancement Courses (AECs), Value-Added Courses (VACs), and Experiential Learning (EL) Credits.
3. The curriculum is structured into 5 cycles, each lasting a year with two semesters. Students have the option to exit the course after each cycle:
 - After Cycle I: Certificate
 - After Cycle II: Diploma
 - After Cycle III: Degree (BTM/ BHM/ B Voc)
 - After Cycle IV: Honours Degree (BTM/ BHM)
 - Eligible lateral entrants can also seek admission to BHM (Hons)
4. Students must earn four additional exit credits to receive a certificate or diploma upon lateral exit after cycles 1 and 2.
5. Specific prerequisites must be met for lateral entry at any level.

6. A minimum of 70% of credits from the department is required for a degree in tourism or hospitality management, applicable separately for undergraduate and postgraduate levels.
7. University-awarded degrees, diplomas, or certificates are contingent upon acquiring specified minimum credits from JMI.
8. Courses range from 1 to 6 credits, with syllabi divided into corresponding units. For example, a four-credit course comprises four units.
9. Each credit equals 12-15 hours of teaching per semester; it could be 24-30 hours of lab work or 36-45 hours of field work.
10. Online Credits are restricted to 20%. A Nodal Officer will coordinate and mentor students for online courses for each semester.
11. If an ordinance or regulation is passed, university regulations precede the above rules.

OPERATIONAL CONCEPT (PATHWAYS)

Our hospitality programmes offer two pathways to accommodate different student needs and backgrounds.

The first pathway caters to students who wish to pursue hotel management immediately after completing their schooling at the XII grade level. These students can enrol in the Bachelor of Hotel Management (BHM) programme, which spans three cycles. At the end of each cycle, they can exit with different qualifications. After the first cycle, they can obtain a Certificate in Hotel Management (CHM). After completing two cycles, they can earn a Diploma in Hotel Management (DHM). Continuing to the fourth cycle allows them to earn a BHM (Hons) degree. Furthermore, for those interested in further learning, there's an option to proceed to a fifth cycle, culminating in a Master's in Hotel Management (MHM).

On the other hand, the second pathway accommodates students from other universities and institutes who have pursued a three-year undergraduate degree or a B VoC in Hotel Management-related programme of learning. These students can enter the fourth cycle of our programme, which focuses on a research component and On-the-job training. The fourth cycle Leads to a BHM (Hons) degree.

These students can continue the fifth cycle to pursue the Master in Hotel Management (MHM) degree. This pathway is designed to complement their prior education and enhance their expertise in hotel/ hospitality management.

COURSE DEFINITIONS (TOURISM AND TRAVEL)

The different types of courses offered in tourism programmes are:

Discipline Specific Core/ Major (DSC)

These are core courses directly linked to tourism, totalling 16 courses of 4 credits each. Additionally, 30 credits are dedicated to hands-on practice and experience, categorised as Experiential Learning (EL), reflecting the vocational nature of the program.

Discipline Specific Minor/ Minor (DSM)

A Business Management minor comprising ten 4-credit courses constitutes 20% of credits at the undergraduate level (24/120 credits) or 32/160 at the integrated postgraduate level (PG). These courses complement the tourism curriculum and enhance students' understanding of essential business principles.

Multidisciplinary Courses (MD)

All undergraduate students must undertake three introductory-level courses from diverse disciplines, focusing on broadening their knowledge base. These courses, each carrying two credits, offer interdisciplinary perspectives relevant to the tourism sector.

Skill Enhancement Courses (SEC)

Practical courses aimed at imparting hands-on training and soft skills to boost employability. Spread across the first three years of study, these courses, carrying two credits each, enhance students' readiness for various roles within the tourism industry.

Ability Enhancement Courses (AEC)

These courses, totalling eight credits, enhance students' personal abilities and linguistic skills, including critical reading and writing. Such skills are transferable and contribute to students' overall competency in communication and problem-solving.

Value-added Courses (VACs)

Designed to broaden students' horizons and provide additional value, four courses of 2 credits each are offered. These courses offer specialised knowledge and complement the core curriculum.

Experiential Learning (EL)

EL credits, highlighting activity-based learning, offer students real-world exposure and hands-on experience. Integral to the core curriculum, they play a crucial role in providing a comprehensive education in tourism and travel. These credits form part of the Discipline Specific Core (DSC) credits, enriching students' understanding of the industry through practical application.

Online Courses (OL)

A student may accrue up to 20% of credits from online courses offered under the ambit of the SWAYAM portal. The SWAYAM Nodal Officer of the department will identify and recommend courses available each semester. OL courses can be DSM/ VAC/ MD/ AEC courses.

Course Pool (BHM/MHM)

Discipline-specific Major (4 credits Each)		Discipline-specific Minors (4 credits each)	
DSC 01	Food Production Foundation I	DSM 01	Management Concepts and OB (OL)
DSC 02	Front Office Foundation I	DSM 02	Hospitality Marketing
DSC 03	F&B Service Foundation I	DSM 03	Business Analytics for Management Decision (OL)
DSC 04	Housekeeping Foundation I	DSM 04	Hotel Accounting
DSC 05	Food Production Skills II	DSM 05	Research Methodology (OL)
DSC 06	Front Office Skills II	DSM 06	Digital Marketing (OL)
DSC 07	F&B Service Skills II	DSM 07	Human resource Management (OL)
DSC 08	Housekeeping Skills II	DSM 08	Inventory control and Purchase management
DSC 09	Food Production Operations (Regional Cuisine)	DSM 09	Hospitality Business Strategy
DSC 10	Front Office Operations	DSM 10	Entrepreneurship (OL)
DSC 11	Food & Beverage Service Operations	DSM 11	Quality Management
DSC 12	Accommodation Operations		
DSC 13	International Cuisines		
DSC 14	Front Office Management		
DSC 15	Accommodation Management		
DSC 16	F&B Service Management		
DSC 17	Revenue Management		
DSC 18	Sales and Negotiation	Multidisciplinary courses (2 Credits each)	
DSC 19	Guest Psychology and Behaviour	MD 01	Food Science and Nutrition Science (OL)
DSC 20	Facility Management	MD 02	Travel Agency Tour Operations
DSC 21	Events Management	MD 03	Gastronomy Tourism
		MD 04	Diet Management in Health and Disease (OL)
Exit Courses (4 Credits each)		Ability Enhancement Courses (2 credits each)	
	Events Attachment (EL)	AEC 01	Business Communication
	Homestay Attachment (EL)	AEC 02	Personality Development and Grooming
	Basics of Photography (OL)	AEC 03	French for hospitality Level I
	Food Vlogging (OL)	AEC 04	French for hospitality Level II
	Office Tools (OL)	AEC 05	Group Dynamics/Speaking Effectively (OL)
		AEC 06	Emotional Intelligence (OL)
Skill Enhancement Courses (2 credits each)		Value Added Courses (2 credits each)	
SEC 01	Bakery and Patisserie- I		Health and Wellness (Including Yoga) (OL)
SEC 02	Bakery and Patisserie- II		Environment and Sustainable Living
SEC 03	E-Business (OL)		Climate Change and SDGs
			Diversity, Equity and Peace
			Environmental Studies (OL)
			Happiness and Wellbeing (OL)
EL 01	Industrial Exposure -I (16 Credits)		Wildlife & its conservation (OL)
EL 02	Dissertation		Understanding Gender & Law (OL)
EL 03	Industrial Exposure –II (OJT Training)		Food laws & Standards (OL)
			Hospitality industry in Tourism (OL)
			Yoga & Positive Psychology for managing career & Life. (OL)

PROGRAMME AT A GLANCE

Type of Course	Total Credits	%	Courses details	Notes
UG				
Discipline Specific Course (DSC) Major	84	42%	21 courses of 4 credits each	48 additional credits are drawn from EL
Discipline Specific Minor (DSM)	44	22%	11 courses of 4 credits each	
Multidisciplinary (MD)	04	2%	2 courses of 2 credits each	
Ability Enhancement Courses (AEC)	08	4%	4 courses of 2 credits each	
Skill Enhancement Courses (SEC)	06	3%	3 courses of 2 credits each	
Value Added Courses (VAC)	06	3%	3 courses of 2 credits each	
Experiential Learning (EL)	48	24%	Variable credits	Experiential learning, including internships and projects
Total	200			

Year	Semester (Jul- Nov)								Semester (Dec-Apr)								
	DSC (4)	DSM (4)	MD (2)	AEC (2)	SEC (2)	VAC (2)	EL	Tot	DSC (4)	DSM (4)	MD (3)	AEC (2)	SEC (3)	VAC (2)	EL	Tot	Exit
1	DSC 01, DSC 02, DSC 03 DSC 04		-	-AEC 01		VAC 01		20	DSC 05, DSC 06, DSC 07 DSC 08			AEC 02		VAC 02		20	EC01
2		DSM 01					EL 01 (16)	20	DSC 09, DSC 10, DSC 11, DSC 12		MD 01		-	VAC 03		20	EC 02
3	DSC 13, DSC 14,	DSM 02 DSM 03		-AEC 03	SEC 01	-		20	DSC 15, DSC 16	DSM 04 DSM 05	-	AEC 04	SEC 02	-		20	
4		DSM 06				-	EL 02 (16)	20		DSM 07		-		-	EL 03 (16) OJT	20	
Total	24	16		04	02	02	32	80	40	12	02	04	02	04	16	80	
5	DSC 17 DSC 18	DSM 08 DSM 09	MD 02		SEC 03			20	DSC 19 DSC 20 DSC 21	DSM 10 DSM 11						20	
Total	32	24	02	04	04	02	32	100	52	20	02	04	02	04	16	100	

Notes:

1. After completing Cycle 1 (Semesters I and II), students can opt to exit and receive a **Certificate in Hotel Management** by earning extra 4 **Exit Credits** (ECs).
2. Upon completing Cycle 2 (Semester IV), a student may choose to exit and obtain a **Diploma in Hotel Management**, requiring 4 additional **Exit Credits** (ECs) for the Exit course.
3. For those in Cycle 3, graduation with a BHM degree is possible after Semester VI.
4. Alternatively, students may opt to pursue a BHM (Hons) degree. The final two semesters focus on research (EL 02 Dissertation in Semester VII) and training (EL 03 On the Job Training during Semester VIII).
5. Students who have studied three-year Hotel Management programmes of other universities, and IHMs (under NCHMCT) may laterally enrol in BHM (Hons) during Semesters VII and VIII, equivalent to Cycle 4.
6. Students can then choose to pursue MHM for the fifth cycle.
7. Those who wish to exit after cycle 1 or two may pursue an Exit Course worth 4 credits from a pool of courses mentioned as Exit courses.
8. Value Added Course (VACs) will be offered only in Open Learning mode and may be chosen from a pool of courses offered during that semester through open learning. Some Multidisciplinary Courses and Discipline Specific Minors would also be offered online.

CYCLE 1 (SEMESTERS I AND II)

<i>Cycle</i>	1
<i>Semesters</i>	I and II
<i>Nomenclature</i>	CERTIFICATE IN HOTEL MANAGEMENT
<i>NHEQF Level</i>	4.5
<i>Job Role</i>	Learners can exit with skills in assisting in event management or managing a homestay or food blogging
<i>Total Credits</i>	40 + 4 Exit credits
<i>Academic goal</i>	The courses aim to provide students with an introductory understanding of Hotel Management with inputs on communication and grooming and awareness of environmental and other contemporary concerns.
<i>Professional goal</i>	The courses prepare students for entry-level jobs in various hospitality organisations by equipping them with an orientation of the industry. During this cycle, we focus on honing their communication skills and personal grooming. They may venture independently or pick up part-time assignments to feel the industry, interact with consumers and financially support themselves.
<i>Entry requirements</i>	45 % marks in Class XII in any stream of learning
<i>Admission</i>	Based on the admission test with 80% weightage to test score and 20% to interview
<i>Intake</i>	40 seats + as per university policies for other categories
<i>Exit Requirement</i>	A 4-credit exit course
<i>Fees</i>	Rs. 35535/- (Annual)
<i>Fees for activities</i>	None
<i>Others</i>	Hotel Management and Hospitality students must wear prescribed uniforms in labs and adhere to professional grooming standards during classes. These requirements instill discipline and align students with industry expectations. Compliance enhances personal presentation and elevates the institution's reputation. Regular updates to grooming criteria ensure relevance in an evolving industry, equipping students with competitive skills. Enforcing these standards empowers students to embody professionalism, crucial for their success in the dynamic hospitality sector.

FIRST CYCLE: CERTIFICATE IN HOTEL MANAGEMENT (CHM)

BHM: Semester I				
Code	Type	Nomenclature	Credits	Comments
BHM 101	DSC 01	Food Production Foundation I	4	
BHM 102	DSC 02	Front Office Foundation I	4	
BHM 103	DSC 03	F&B Service Foundation I	4	
BHM 104	DSC 04	Housekeeping Foundation I	4	
BHM 105	AEC 01	Business Communication	2	
BHM 106	VAC 01	(Open learning)	2	Health and wellness, Environment
			20	

FIRST CYCLE: CERTIFICATE IN HOTEL MANAGEMENT (CHM)

BHM: Semester II				
Code	Type	Nomenclature	Credits	Comments
BHM 201	DSC 01	Food Production Skills – II	4	
BHM 202	DSC 02	Front Office Skills –II	4	
BHM 203	DSC 03	Food & Beverage Service Skills – II	4	
BHM 204	DSC 04	Housekeeping Skills – II	4	
BHM 205	AEC 01	Personality Development and Grooming	2	
BHM 206	VAC 02	(Open learning)	2	Wellness and sustainable living
			20	

