

**SCHOOL OF VOCATIONAL
STUDIES
MASTERS OF VOCATION (M.VOC) IN
TOURISM AND HOSPITALITY
MANAGEMENT (2021-23)**



**M.VOC. (Tourism & Hospitality Management)
(2021-2023)**

School of Vocational Studies

DR. B.R. AMBEDKAR UNIVERSITY DELHI (AUD)

(Established by the Government of the NCT of Delhi)

Lothian Road, Kashmere Gate, Delhi-110006

ABOUT THE UNIVERSITY

Dr. B. R. Ambedkar University Delhi (Ambedkar University Delhi or AUD) is a public University with a multi campus, unitary structure and focused with research, postgraduate and undergraduate programmes in the social sciences and the humanities. Ambedkar University Delhi was established by the Government of the National Capital Territory of Delhi through an Act of Legislature in 2007 and was notified in July 2008. Mandated to focus on research and teaching in the social sciences and humanities and guided by Dr Ambedkar's vision of bridging equality and social justice with excellence, AUD considers it to be its mission to create sustainable and effective linkages between access to and success in higher education. AUD is committed to creating an institutional culture characterized by humanism, non-hierarchical and collegial environment, teamwork and nurturance of creativity.

ABOUT THE SCHOOL (SVS)

The School of Vocational Studies (SVS) was set up in 2016 as part of the university's vision to reach out to the larger community of Delhi. Delhi's changing demography and the resultant emergence of a large number of first-generation high school graduates who are keen to pursue full-time or part-time tertiary education for getting prepared to participate effectively in the fast- growing economy through acquisition of quality livelihood skills is the broad rationale for establishing the School of Vocational Studies (SVS) at AUD. The first academic programmes were launched in 2017 by offering initially three Bachelors of Vocation programmes in (1) BVoc Early Childhood Centre Management and Entrepreneurship, (2) BVoc Retail Management and (3) BVoc Tourism and Hospitality. Subsequently the School launched BVoc programme in Accounting and Finance in the year 2020. All the BVoc programmes offered in SVS have been approved by the University Grants Commission (UGC). SVS follows the University Grants Commission's (UGC) guidelines in all its BVoc programmes with multiple entry and exit options that lead to Certificate, Diploma, Advanced Diploma and Bachelor of Vocation (BVoc) degree. Each of the exit level has an identified matching job role by the industries as per the National Skill Qualification Framework (NSQF) levels which are recognized all over the country.

M.VOC PROGRAMME STRUCTURE

To give a vertical mobility to students of BVoc programme and assume the managerial roles in the industries, the University has launched a Master Degree programme titled as Master of Vocation (B.Voc) in Tourism & Hospitality Management programme from the academic session 2021-22. The two year M.Voc (full time) programme comprises of four semesters. Students are required to successfully complete courses worth 120 credits for the award of the M.Voc degree. During the first year of the programme, students undertake compulsory foundation courses with majority of credits in the functional areas of Tourism and Hospitality along with courses orienting students to the wider context of tourism and hospitality management.

The programme is proposed in an integrated mode with multiple entry and exit options with NSQF levels 8 & 9 as per the UGC guidelines for vocational degree programmes. If a student intends to opt for an exit at Level 8 after successful completion of 1st year of the programme, s/he will be awarded a Post Graduate Diploma in Tourism & Hospitality Management. The student successfully completing Level 9 will be awarded the master degree. Following is the programme structure comprising of four semesters:

Semester-1

Foundation Core	Credits	Electives (Select any Two)	Credits
Tourism, Hospitality & Society:SVS211101	4	Advance Management in Food and Beverage Operations: SVS213301	4
Introduction to Research Methods for the Service Sector: SVS211102	4	Food Safety Management: SVS213301	4
Conceptualizing Tourism & Hospitality: SVS211103	4	Destination Planning and its Management: SVS212201	4
Computer Application for Tourism & Hospitality: SVS211104	4	Accommodation Management: SVS212202	4
Field Visit & reporting: SVS216601	6		
Total	22		8

Semester-2

Foundation Core	Credits	Electives (Select any Two)	Credits
Data Analysis & Interpretation (Qualitative & Quantitative Techniques): SVS221101	4	Restaurant, Banqueting and Convention Management: SVS223301	4
Business Communication and Personality Development: SVS221102	4	Hotels & Resorts Management: SVS223302	4
Tourism & Hospitality Law: SVS221103	4	Front Office Management: SVS222201	4
Policy Planning for Tourism and Hospitality in India: SVS221104	4	Managing Exhibitions & Conferences: SVS222202	4
Industry Internship: SVS224401	6		
Total	22		8

Semester-3

Foundation Core	Credits	Electives (Select any Two)	Credits
Current Themes in Tourism and Hospitality: SVS231101	4	Tourist & Travel Agency Management: SVS232201	4
Customer Relationship Management: SVS231102	4	Tourism Informatics and Advertising: SVS232202	4

Entrepreneurship Development in Hospitality and Tourism Business: SVS231103	4	Kitchen Operation & its Management: SVS233301	4
Investing & Financing Tourism & Hospitality: SVS231104	4	Catering operations and Management: SVS233302	4
Workshop & Field Visits: SVS236601	6		
Total	22		8

Semester-4

Foundation Core	Credits	Industry Internship	Credits
Human Resource Management for Hotels and Tourism Organizations: SVS241101	4	Tourism/ Hotel Industry: SVS244401	12
Hotel and Tourism Marketing: SVS241102	4		
Dissertation: SVS245501	10		
Total	18		12

OBJECTIVES THE PROGRAMME

- To develop as for a hub for promoting research in the field of Tourism and Hospitality Management and Studies.
- To facilitate in assuming managerial responsibility in the tourism and hospitality industries.
- To develop professional skills to effectively perform specific job roles in the domains of tourism, travel and hospitality sectors.
- To provide students with a rewarding learning experience in tourism, hospitality and other allied sectors that enable them to build their academic capability, improve knowledge and skills to make significant, professional and community contributions in the field of tourism and hospitality administration.
- To develop skilled human-resource for tourism and hospitality and allied sectors globally.
- To promote sustainable development of tourism and hospitality in India by imparting quality tourism and hospitality education amongst students
- To provide a useful contribution to the tourism stakeholders in effective policy development in the field of tourism thus making India a leading tourism destination.
- To generate job openings as entrepreneurs and manage professional challenges

FACULTY AT THE SVS

The core faculty in the School come with specialization in multidisciplinary areas. SVS also draws visiting, temporary, adjunct and guest faculty from the national as well as international academia and industry practitioners.

ADMISSION ELIGIBILITY

- Graduates with 3 years B.Voc. Degree or equivalent degree in Tourism and Hospitality, Tourism and Travel Management and other allied areas with minimum 50% marks, or
- Any graduate degree holder (10+2+3) with minimum 50% marks, from any recognised university and with a minimum of 2 years of working experience in recognised tourism and hospitality industries in the areas of F&B Services, MICE, Tour Operator and Catering Services, or
- Graduates with NSQF Level 7 certification in Tourism and Hospitality in the areas of F&B Services, MICE, Tour Operator and Catering Services.

PROGRAMME DURATION

The M.Voc programme will have four semesters of two years full time study. There will be multiple entries and multiple exit provision. The maximum duration for completing the M.Voc programme will be of 4 years.

ADMISSION PROCEDURE

The admission procedure to the programme will constitute the following:

- University Aptitude test (75%).
- Based on the scores obtained in the University Aptitude Test, candidates will be shortlisted for personal interview (PI) (25%).

The final merit list shall be prepared using the weighted average of marks obtained in the written test and personal interview.

MEDIUM OF INSTRUCTION

The medium of instructions shall be in English.

PROGRAMME FEE

The Fee for the Programme is as below:

Fee break-up	1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Tuition Fee	26,880/-	26,880/-	26,880/-	26,880/-
Industry Interface	8,000/-	8,000/-	8,000/-	8,000/-
Student Welfare	500/-	500/-	500/-	500/-
Programme Enrichment Fee	5,000/-	5,000/-	5,000/-	5,000/-
Caution Deposit (Refundable)	5,000/-	-	-	-
Total	40,300/-	35,300/-	35,300/-	35,300/-

Note: Fee waivers and merit scholarships are available to students as per the rules of the University

For Further Details:

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