SKILL ENHANCEMENT COURSES
2021-22

Sl. No.	Course Code	Course Name	Teaching Hour Per Week	ESE	CIA	Total Marks	Credits
1	C2 21 SB 101	Digital Fluency	1+ 0+2	30	20	50	2
2	C2 21 SB ***	Etiquettes in Hospitality Industry	1+ 0+2	30	20	50	2
3	C2 21 SB ***	Tourism Service Management	1+ 0+2	30	20	50	2
4	C2 21 SB ***	Bartending Skills	1+ 0+2	30	20	50	2
5	C2 21 SB ***	Voice and Accent Training - I	1+ 0+2	30	20	50	2
6	C2 21 SB ***	Voice and Accent Training - II	1+ 0+2	30	20	50	2

C2 21 SB 101: DIGITAL FLUENCY

COURSE OBJECTIVES:

The students will be able to:

1. Explain the type of emerging technologies and potential cyber attacks in the world of digital
2. Evaluate the relevance and applicability of Artificial Intelligence, Big Data Analytics, Internet of Things and Cloud Computing on specific operations citing a example for the same
3. Justify the building of Essential Skills beyond Technology that goes well with adoption the Technology

Module 1: Emerging Technologies   5 Hrs

Artificial Intelligence- Machine Learning- Deep Learning- Database Management for Data Science- Big Data Analytics- Internet of Things (IoT) and Industrial Internet of Things (IIoT)- Cloud computing and its service models- Cyber Security and Types of cyber attack

Module 2: Applications of Emerging Technologies   5 Hrs

Artificial Intelligence- Big Data Analytics- Internet of Things- Cloud Computing- Cyber Security

Module 3: Building Essential Skills beyond Technology   5 Hrs

Importance of Effective Communication Skills, Creative Problem Solving & Critical Thinking, Collaboration and Teamwork Skills, Innovation & Design Thinking, Use of tools in enhancing skills

COURSE OUTCOMES:

After completion of the course, the students will be able to

1. Explain the type of emerging technologies and potential cyber attacks in the world of digital
2. Evaluate the relevance and applicability of Artificial Intelligence, Big Data Analytics, Internet of Things and Cloud Computing on specific operations citing a example for the same
3. Justify the building of Essential Skills beyond Technology that goes well with adoption the Technology

BOOK FOR REFERENCE:

1. Volker Lang, Digital Fluency: Understanding the basics of Artificial Intelligence, Block chain technology, Quantum Computing and their applications for Digital Transformation, 1st Edition, Apress Publications, 2021

2. S. B. Ramoshi and S.P. Sajjan, Digital Fluency, 1st Edition, Karnataka, Ekalavya E-educate, 2021.

3. Eric Downey, Fundamentals, Applications and Emerging Technologies, Createspace Independent Publications, 2017

4. Chris Hackett, The Big Book of Maker Skills (Popular Science): Tools & Techniques for Building Great Tech Projects Flexi bound, Weldon Owen, Illustrated edition, 2014

Etiquettes in Hospitality Industry

COURSE OBJECTIVES:

The students will be able to

1. Practice Personal Etiquette and display formal behaviour
2. Develop Dining Etiquette and exhibit formal behaviour
3. Perform Social Etiquette and demonstrate formal behaviour

Module 1: Personal Etiquette   **5 Hrs.**
Formal Grooming - Formal Talking - Formal Behavior

Module 2: Dinning Etiquette   **5 Hrs.**
Pre-Dinning Etiquette – Table Setting & Seating Etiquette – Table Manners with Cutleries - Simulated Role Play Learning

Module 3: Social Etiquette   **5 Hrs.**
Meet & Greet - Escorting Guests - Handling Premium Customers – Simulated Role Play Learning

COURSE OUTCOMES:

After completion of the course, the students will be able to

1. Practice Personal Etiquette and display formal behaviour
2. Develop Dining Etiquette and exhibit formal behaviour
3. Perform Social Etiquette and demonstrate formal behaviour

Books for Reference:

● **Corporate Grooming and Etiquette; Sarvesh Gulati; Rupa Publications India**

● Dining Etiquette; Black Rebecca; Createspace Independent Publishing Platform; 9781500221942, 9781500221942

● **Travel and Tourism Student Workbook 1998; Claudine Dervaes; Cengage**

Tourism Service Management

COURSE OBJECTIVES:

The students will be able to

1. Practice Personal Formal Grooming and display Professional Skills & Attributes
2. Develop Written Communication and exhibit Communication & Soft Skills
3. Perform Delivery of a Commentary and Emergency Procedures and demonstrate Tour Guide skills

Module 1: Professional Skills & Attributes   5 Hrs.
Personal Formal Grooming – Attention to Detailing - Handling difficult customers and Complaints – Understanding Information Technology, Trends and Issues – Creativity

Module 2: Communication & Soft Skills   5 Hrs.
Modes of Professional Communication – Handling Premium Level Customers - Written Communication - Maintain Customer Loyalty - Simulated Role Play Learning

Module 3: Tour Guide Techniques   5 Hrs.
Abilities of Different Types of Tour Guides – Structure and Delivery of a Commentary – Dealing with Questions – Tour Guide's Itinerary – Emergency Procedures - Simulated Role Play Learning

COURSE OUTCOMES:

After completion of the course, the students will be able to

1. Practice Personal Formal Grooming and display Professional Skills & Attributes
2. Develop Written Communication and exhibit Communication & Soft Skills
3. Perform Delivery of a Commentary and Emergency Procedures and demonstrate Tour Guide skills

Books for Reference:

- Tourism Development: Principles & Practices; <u>A. K. Bhatia</u> Sterling; Publishers Pvt.Ltd; Second Edition (7 February 2020); 8287798380
- Employability and Skills Handbook for Tourism, Hospitality and Events Students; <u>Miriam Firth</u>; Published January 23, 2020 by Routledge 444 Pages 65 B/W Illustrations ISBN 9781138493971
- Handbook of Research on Smart Technology Applications in the Tourism Industry; Evrim Çeltek; ISBN: 9781799819905
- Communication Skills and Soft Skills: An Integrated Approach; <u>Suresh Kumar / Sreehari / Savithri</u>; Pearson India; 8131734536

Bartending Skills

COURSE OBJECTIVES:

The students will be able to

1. Illustrate the role and tasks of a Bartender in accordance the principles of Bartending
2. Apply the Bar operational procedure in the preparation of Bar in the principles of Art of Mixology and Art of Cocktails
3. Perform Bartending operations by his/her Personal Hygiene, Communication, Friendliness, Flexibility and Teamwork

Module 1: Preparing to Bartend 5 Hrs.
Basic Principles of Bartending – Role and Tasks of a Bartender – Bar Appearance – Operations of the Bar

Module 2: Bar Preparation 5 Hrs.
Bar Operational Preparation and Procedure – Art of Mixology – Art of Cocktails – Classic Mock Tail Recipes – Raw Material and Products

Module 3: Skills of a Bartender 5 Hrs.
Personal Hygiene – Communication – Friendliness – Flexibility – Teamwork – Stamina – People Skills

COURSE OUTCOMES:

After completion of the course, the students will be able to

1. Illustrate the role and tasks of a Bartender in accordance the principles of Bartending
2. Apply the Bar operational procedure in the preparation of Bar in the principles of Art of Mixology and Art of Cocktails
3. Perform Bartending operations by his/her Personal Hygiene, Communication, Friendliness, Flexibility and Teamwork

Books for Reference:

● **Bartending Basics A Complete Beginners Guide; Thomas Morrell; Lulu.com**
● **The Cocktail Competition Handbook; Andy Ives; Jared Brown**

- Bartending for the Professional and Home Entertainer; Delove Chandler L; iUniverse

Voice and Accent Training-I

Course Objective

- To develop knowledge and awareness of English Phonetics and language.

- To understand how sounds are produced, transmitted and perceived.

- To familiarize with the technical terms for describing English words and pronunciation.

- To acquaint with the knowledge of English grammar and pronunciation.

Module I: Basic phonetics- This module deals with the articulatory phonetics. It is mainly concerned with the physical production of consonant and vowel phonemes of English. This also aims to introduce the students to the general principles of circulatory phonetics and the study of the sound system in English.

- Introduction
- Physiology and anatomy of speech production
- Basic components of speech production
- Classification and description of speech sounds

Module II: Manner of Ar ticulation- This module concentrates on the manner of articulation of each phoneme. It also focuses on the rules of stress and intonation. It also aims at improving the students' ability in the pronunciation of English and training them to use the International Phonetic Alphabet (IPA) in phonetic transcription.

- Phoneme in English
- Syllable and word accent
- Prosody
- Accent neutralisation

Module III: Phonology: Introduction. This module deals with the system of sound and sound combinations in English, how sounds are produced, how they are transmitted,
and how they are perceived. It will also deal with the difference between consonants and vowels in all word-positions, as well as distinguish phonemes and allophones.

- Relation of Phonetics and Phonology
- Notion of a Phoneme: distinctiveness, phoneme-phone-allophone, archiphoneme
- Psychological reality of a phoneme

Module IV: English in the Indian context: The module will engage with the rudiments of English Language and the incongruity between standardized English Language and Indian English. Students will get a glimpse of evolution of Indian English with its variants.

- Introduction to Indian English
- Concepts of General Indian English
- Identifying MTI (mother tongue influence)
- Indian English idioms

Learning Outcome

- To be able to name, label, describe and discuss the anatomy of articulation.

- To be able to apply technical terms for describing and analysing English pronunciation.

- To be able to read phonemic transcriptions and transcription of intonation patterns.

- To be able to produce phonemic transcriptions and transcription of intonation patterns.

- To be able to use strategies to achieve comprehensible pronunciation in academic and professional contacts.

Reading List:

- George Yule"The Study of Languages" Cambridge University Press
- T Balasubramanian "A Textbook of English Phonetics for Indian Students"
- Catford J.C., 1988, A Practical Introduction to Phonetics, Oxford: Clarendon Press.
- Deshpande Madhav, 2001, 'Ancient Indian Phonetics', in Charles W. Kreidler (ed), Phonology: Critical Concepts vol. I, London and New York:Routledge.
- Deshpande Madhav, 2001, 'Panini and The Distinctive Features', in Charles W. Kreidler (ed), Phonology: Critical Concepts vol. II, London and New York:Routledge.
- Odden David, 2005, Introducing Phonology, Cambridge: Cambridge University Press.

Voice and Accent Training-II

Course Objectives:

- To acquaint with the knowledge of English grammar and pronunciation.

- To train students to use English language in their respective work environments.

- To enhance the 'language knowledge' of the students.

- To equip them with tools for observation, description and explanation of language data.

Module I: Phonetics and Spoken English - This module will deal with the basics of Phonetics such as the Speech Mechanism, the description of speech sounds, the syllable, stress at both word and sentence level, and the prosodic features of the English language.

Module II: Pronunciation Practice-The module will give an insight to Standards of Pronunciation of English and its varieties, learning English as a second language as well as spoken English in India.

- Vowel and Consonant Sounds.
- Identifying errors in pronunciation
- Stress marking

Module III: Language in Action This module will deal with accent and stress, word- accentual patterns in English, Rhythm strong vs. weak forms, contracted forms Intonation, Tonality Tonicity Tones, Pronunciation and Intelligibility, and the teaching of English Pronunciation. A large section of this module will be lab based practical teaching.

- Language Lab Activities
- Practice of Sounds
    - ◆ Retell lecture
    - ◆ Repeat sentences
    - ◆ Read Aloud

Learning Outcomes:

- To be able to apply technical terms for describing and analysing English pronunciation.

- To be able to use strategies to achieve comprehensible pronunciation in

academic and professional contacts.

- To be able to use English language in respective work environment.

Reading List:

- Gimson, A.C. (2001). Gimson's Pronunciation of English, (6th ed.),revised by Alan Cruttenden. London: Arnold.

- Jones, D. (1918). An Outline of English Phonetics.

- T Balasubramanian "A Textbook of English Phonetics for Indian Students"

- Ladefoged, P. (2001). A Course in Phonetics, (4th ed.), Fort Worth: Harcourt College.

- Roach, P. (2001). English Phonetics and Phonology, (3rd ed.), Cambridge: CUP.

- Quirk, R. et al. (1983).A Comprehensive Grammar of the English Language. London: Longman.

- Trudgill, P. and Hannah, J. (1982).International English: A Guide to the varieties of Standard English. London: EdwardArnold.

- Sinclair, J. et al. (1989) (Ed).Collins Cobuild Dictionary of Phrasal Verbs. London: Collins.

- Swan, M. and Walter, C. (2001).The Good Grammar Book. Oxford: OUP.