

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Hotel & Tourism Management (DHTM)
Course Code	:	2DHT06
Course Title	:	Foundation of Business
Type of Course	:	Basic Management (BM)
Year of Introduction	:	2023-24

Prerequisite	:	Basic understanding of the English language and a zeal to learn
Course Objective	:	The course aims to provide students with a foundational understanding of key business concepts, principles, and practices, enabling them to analyse and make informed decisions in diverse business environments.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Describe different types of businesses, analyse the impact of internal and external factors on business operations and evaluate ethical dilemmas in business scenarios.
	CO2	Explain the functions of management, apply the principles of effective planning and organizing in business settings and compare different leadership styles and their impact on employee motivation
	CO3	Define key marketing concepts and apply the marketing mix to develop a marketing plan analyse consumer behaviour and its implications for marketing strategies) and assess the effectiveness of various marketing communication channels.
	CO4	Interpret financial statements and calculate basic financial ratios, create and analyse budgets to support financial planning, and evaluate different sources of financing for business ventures.
	CO5	Outline the principles of operations management and quality control, analyse supply chain management strategies to enhance efficiency, and assess the importance of diversity and customer service in the hospitality industry.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
2	0	0	2	70	30	0	0	100

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Introduction to Business Chapter 1. Understanding Business Chapter 2. Business Environment Chapter 3. Business Ethics Chapter 4. Social Responsibility Chapter 5. Entrepreneurship	06	20%	CO1
2	Basics of Management Chapter 1. Management Principle Chapter 2. Planning Chapter 3. Organizing Chapter 4. Leading Chapter 5. Controlling	06	20%	CO2
3	Marketing Fundamentals Chapter 1. Marketing Concepts Chapter 2. Market Research Chapter 3. Consumer Behaviour Chapter 4. Marketing Channels Chapter 5. Marketing Communications	06	20%	CO3
4	Financial Management Basics Chapter 1. Introduction to financial Management Chapter 2. Budgeting Chapter 3. Financial Analysis Chapter 4. Cash Flow Management Chapter 5. Sources of Financing	06	20%	CO4
5	Operations and Human Resource Management Chapter 1. Operations Management Chapter 2. Supply Chain Management Chapter 3. Human Resource Management Chapter 4. Workplace Diversity Chapter 5. Customer Service	06	20%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested Learning Websites

Sr. No.	Name of Website
1	https://empirics.asia/
2	https://www.adb.org/news
3	https://www.weforum.org/
4	https://www.ficci.in/api/home

Reference Books

Sr. No.	Name of Reference Books
1	"Introduction to Business" by William M. Pride, Robert J. Hughes, and Jack R. Kapoor (Publisher: Cengage Learning)
2	"Business Essentials" by Ronald J. Ebert and Ricky W. Griffin (Publisher: Pearson)
3	"Business: A Changing World" by O. C. Ferrell, Geoffrey Hirt, and Linda Ferrell (Publisher: McGraw-Hill Education)
4	"Business in Action" by Courtland L. Bovee and John V. Thill (Publisher: Pearson)
5	"Understanding Business" by William G. Nickels, James M. McHugh, and Susan M. McHugh (Publisher: McGraw-Hill Education)
6	"Business Maharajas" by Gita Piramal (Publisher: Penguin Books India)