



— SGT UNIVERSITY

VALUE ADDED COURSES



Faculty of Hotel & Tourism
Management 2023-24



About the University

SGT University, established in 2013 and recognized by the University Grants Commission (UGC), has set its sights on fostering a culture of research, innovation, and interdisciplinary education. Nestled on a sprawling 70-acre campus on the outskirts of Gurgaon, the university boasts state-of-the-art resources and infrastructure designed to facilitate cutting-edge academic and research achievements.

Driven by a relentless pursuit of excellence, SGT University has earned the prestigious NAAC A+ accreditation, becoming one of the youngest institutions in the country to receive this honour. This recognition highlights the university's commitment to maintaining high standards in education and research.

Among its broad array of academic programs, the university offers premier medical courses through the SGT Medical College, Hospital & Research Institute, which are considered among the best in the nation. These programs are seamlessly integrated with practical training and research opportunities, ensuring that students receive a comprehensive, world-class education in the medical field.

Our Vision

To nurture individual's excellence through value based, cross-cultural, integrated and holistic education adopting the contemporary and advanced means blended with ethical values to contribute in building a peaceful and sustainable global civilization.

Our Mission

- To impart higher education at par with global standards that meets the changing needs of the society
- To provide access to quality education and to improve quality of life, both at individual and community levels with advancing knowledge in all fields through innovations and ethical research.
- To actively engage with and promote growth and welfare of the surrounding community through suitable extension and outreach activities
- To develop socially responsible citizens, fostering ethical values and compassion through participation in community engagement, extension and promotion activities.
- To create competitive and coordinated environment wherein the individual develops skills and a lifelong learning attitude to excel in their endeavours.

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INTRODUCTION

In the dynamic and ever-changing global landscape, the need for lateral thinking, innovation, and entrepreneurial spirit has never been greater. Traditional educational approaches that focus solely on specific skill sets often become outdated due to the rapid pace of technological advancements. As such, no university curriculum can comprehensively address all areas of importance or relevance. To ensure that students are better equipped to meet industry demands, it is crucial for higher education institutions to supplement the core curriculum, helping students develop both their aptitudes and interests.

Objectives:

The primary objectives of the Value-Added Course (VAC) are:

1. To enhance industry understanding: Equip students with knowledge of industry expectations and requirements.
2. To improve employability: Enhance students' employability skills, making them more competitive in the job market.
3. To bridge skill gaps: Address existing gaps in skills and ensure students are industry ready.
4. To foster inter-disciplinary skills: Provide students with opportunities to develop diverse skills across various disciplines.
5. To encourage entrepreneurship: Inspire students to become job creators rather than just job seekers.

Course Design

Departments designing Value-Added Courses should begin by conducting a **Training Need Analysis** and engaging with industry experts, alumni, and employers to identify skill gaps and emerging trends. This will guide the creation of a syllabus tailored to current demands.

Conduction of Value-Added Courses

- **Voluntary Participation:** VAC is not a mandatory requirement for completing any academic program, and the credits earned through these courses are additional to the degree's total credit requirement.
- **Learning Format:** VAC is an instructor-supported learning course, available to all students without any additional fee. Classes are typically scheduled during reserved time slots, beyond regular class hours, and may also be conducted on weekends or during vacations.
- **Course Registration:** Students may register for only one Value-Added Course per semester, preferably offered by their own department. However, with prior permission from the Dean, they can take courses from other departments.



- **Minimum Participants:** A minimum of 5 students must opt for a course for it to be offered.
- **Industry and Expert Involvement:** Eminent industry professionals or academicians may conduct VACs. This broadens students' exposure and enhances the learning experience.

Course Duration and Structure

- **Duration:** Each Value-Added Course should last at least 30 hours, with a balanced structure of 18 hours (60%) theory and 12 hours (40%) practical. The exact division of theory and practical hours will be determined by the course instructor with the approval of the Dean.
- **Location:** The courses will be conducted within the respective schools, with classrooms assigned by the Dean based on student numbers.

REGISTRATION PROCEDURE

1. **Course Listings:** A list of available Value-Added Courses, along with syllabi, will be posted on the university website.
2. **Registration Process:** Students must complete and submit a registration form to enroll in a course. The Department Head will group students based on their choices and send them to the Dean for final approval.
3. **Attendance and Assessment Records:** The course instructor is responsible for maintaining attendance and assessment records, including details on assignments, seminars, and other activities. These records must be signed by both the course instructor and the Department Head and kept for future reference.
4. **Attendance Requirements:** Students must maintain at least 75% attendance in the Value-Added Course to be eligible for a certificate. Up to a 10% relaxation in attendance may be granted for valid reasons, such as illness or extracurricular participation.

Certification

Upon successfully completing a Value-Added Course, students will be awarded a **certificate** signed by the authorized university signatories, recognizing their accomplishment in the course.

Course Code: VAC/FHTM/001

COURSE OBJECTIVES:

- Introduce participants to the fundamentals of digital marketing and its importance in the hospitality sector.
- Equip learners with skills to create and manage digital campaigns tailored to hospitality businesses.
- Enable participants to analyze digital marketing metrics to optimize performance.
- Provide practical knowledge on leveraging social media, email marketing, and SEO for hospitality.
- Empower learners to develop a comprehensive digital marketing strategy for hotels, restaurants, and travel services.

COURSE OUTCOMES:

- Understand the basic concepts and importance of digital marketing in hospitality.
- Learn the fundamentals of SEO and its application in hospitality.
- Master social media platforms to engage hospitality audiences.
- Understand the importance of analytics in digital marketing.

COURSE CONTENT:

Module I: Introduction to Digital Marketing for Hospitality

- Overview of Digital Marketing in the Hospitality Industry
- Understanding Target Audiences and Customer Personas
- Key Digital Marketing Channels: Search Engines, Social Media, Email, and Content
- The Role of Branding and Storytelling in Hospitality
- Case Studies: Successful Digital Marketing Campaigns in Hospitality

Module II: Search Engine Optimization (SEO) and Content Marketing

- Basics of SEO: On-page and Off-page Techniques
- Keyword Research and Optimization for Hospitality Websites
- Creating Engaging and SEO-Friendly Content
- Blogging, Video Marketing, and Visual Storytelling
- Tools for SEO and Content Performance Analysis

Module III: Social Media and Paid Advertising

- Social Media Platforms for Hospitality: Instagram, Facebook, LinkedIn, and TikTok
- Creating Effective Social Media Campaigns
- Basics of Paid Advertising: Google Ads, Facebook Ads, and Instagram Ads
- Targeting, Retargeting, and Ad Performance Analysis
- Leveraging User-Generated Content (UGC) and Influencer Marketing



Module IV: Analytics and Digital Marketing Strategy

- Introduction to Digital Marketing Analytics
- Key Performance Indicators (KPIs) for Hospitality Businesses
- Tools for Tracking and Measuring Digital Campaign Performance
- Building a Comprehensive Digital Marketing Strategy
- Future Trends in Digital Marketing for Hospitality

REFERENCES:

Digital Marketing in the Tourism and Hospitality Industry

- Author: Roberta Minazzi, Publisher: Springer, Year: 2015
- ISBN: 978-3319051830

Hospitality Marketing Management

- Authors: Robert D. Reid and David C. Bojanic, Publisher: Wiley
- Year: 2016 (6th Edition), ISBN: 978-1119195184

Marketing for Hospitality and Tourism

- Authors: Philip Kotler, John T. Bowen, and James C. Makens
- Publisher: Pearson, Year: 2020 (8th Edition)
- ISBN: 978-1292361605

Social Media Marketing for Tourism and Hospitality

- Author: Simon Hudson and Louise Hudson, Publisher: Goodfellow Publishers
- Year: 2017, ISBN: 978-1911396513

Floral Artistry: Mastering the Art of Flower Arrangement



SGT UNIVERSITY

Course Code: VAC/FHTM/002

COURSE OBJECTIVES:

- Introduce the fundamentals of floral arrangement.
- Teach practical techniques for designing floral arrangements for various occasions.
- Enhance creativity and aesthetic skills.
- Provide an overview of floral care, tools, and industry trends.
- Equip learners to monetize their skills by starting a floral business or side hustle.

COURSE OUTCOMES:

- Understand the principles and techniques of floral design and their cultural significance.
- Develop a creative and professional approach to floral arrangements for diverse occasions.
- Apply knowledge of flower types, their care, and maintenance in real-world projects.
- Conceptualize and execute thematic floral designs using sustainable practices.

COURSE CONTENT:

Module I: Fundamentals of Floral Artistry

- History and significance of flower arrangement.
- Understanding flower types, seasons, and availability.
- Basics of color theory and harmony in floral design.

Module II: Techniques and Styles in Floral Design

- Essential Techniques: Wiring, Taping, and Pinning
- Popular Arrangement Styles: Bouquets, Centerpieces, Wreaths, and Ikebana
- Seasonal and Occasion-Based Arrangements (Wedding, Corporate, Festive, etc.)
- Color Theory and Floral Combinations

Module III: Flower Care, Sustainability, and Business Practices

- Flower Harvesting, Conditioning, and Preservation
- Sustainable Practices in Floral Artistry
- Floral Waste Management and Eco-Friendly Design
- Introduction to Floral Business: Pricing, Branding, and Marketing

Module IV: Advanced Floral Art and Creative Applications

- Conceptualizing Large-Scale Designs (Installations and Event Décor)
- Fusion of Floral Art with Other Design Elements (e.g., Lighting, Fabric, and Props)
- Floral Photography and Presentation Techniques
- Portfolio Development: Showcasing Personal Style



REFERENCES:

"The Flower Recipe Book"

- Author: Alethea Harampolis & Jill Rizzo

Floret Farm's A Year in Flowers: Designing Gorgeous Arrangements for Every Season"

- Author: Erin Benzakein

Ikebana: The Art of Arranging Flowers"

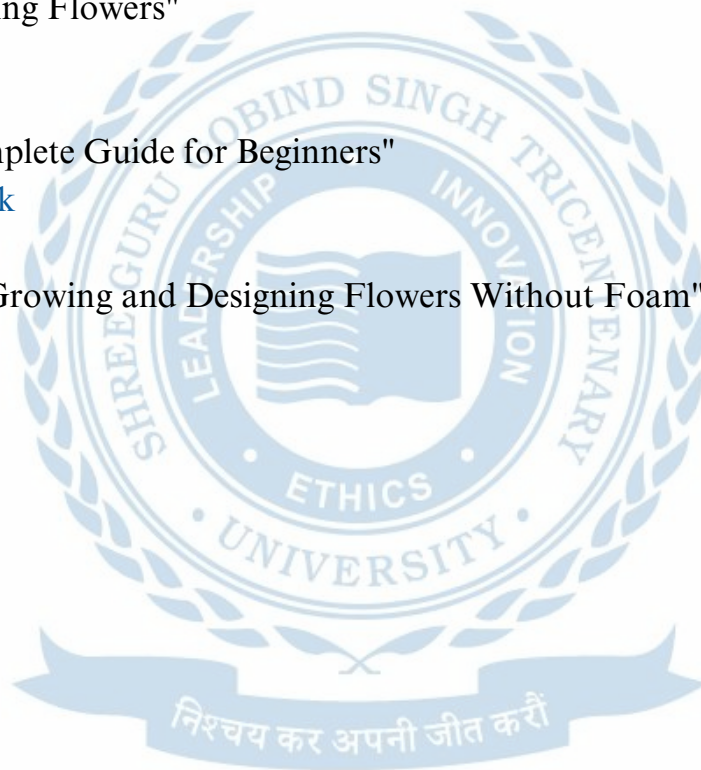
- Author: Shozo Sato

Flower Arranging: The Complete Guide for Beginners"

- Author: Judith Blacklock

Sustainable Floral Design: Growing and Designing Flowers Without Foam"

- Author: Tobey Nelson



Restaurant Dining Etiquette



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Course Code: VAC/FHTM/003

COURSE OBJECTIVES:

- To introduce the Principles of Dining Etiquette
- To develop Professional and Social Dining Skills
- To teach Appropriate Use of Tableware
- To enhance Cross-Cultural Dining Awareness
- To foster Effective Communication at the Table
- To build Confidence for Business and Social Events

COURSE OUTCOMES:

- Acquire the fundamental knowledge of proper Dining Etiquette
- Demonstrate effective communication at the table
- Showcase various dining scenarios
- Apply social and business confidence

COURSE CONTENT:

Module I: Introduction to Dining Etiquette

- Overview of Dining Etiquette.
- The Role of Etiquette in Service Excellence
- Basic Table Manners
- Cultural Considerations

Module II: The Art of Table Settings

- Understanding Different Types of Table Settings
- Correct Placement of Utensils, Glassware, and Linens
- Understanding Course Progression
- Role of Servers and Guests in Table Etiquette

Module III: Proper Dining Behavior

- Posture and Seating
- Handling Food and Beverages
- Navigating Conversation at the Table
- Table Manners: The Do's and Don'ts
- Business Dining Etiquette



Module IV: Special Occasions and Advanced Dining Etiquette

- Understanding Formal Dining Etiquette
- Wine and Beverage Etiquette
- Understanding Buffets and Family-Style Dining
- Handling Special Requests
- Etiquette for Different Meal Types

REFERENCES:

- "Emily Post's Etiquette" by Emily Post Institute
- "Modern Manners: Tools to Take You to the Top" by Dorothea Johnson and Liv Tyler
- "The Art of the Table: A Complete Guide to Table Setting, Table Manners, and Tableware" by Suzanne Von Drachenfels
- "The Etiquette Advantage in Business: Personal Skills for Professional Success" by Peter Post and Anna Post
- "Dining Etiquette: Essential Tips for Success at Formal Dinners" by Rebecca Black

