

No. EDN-HE(28)B(12)77/2017( B.Voc.)-Vol-III  
Director of Higher Education  
Himachal Pradesh.

Dated Shimla, The 12<sup>th</sup> August, 2024

To

1. The Registrar,  
Himachal Pradesh University,  
Summer Hill Shimla, HP.-171005
2. The Registrar,  
Sardar Patel University,  
Mandi, HP.-175001

Subject: Revision of Curriculum/Syllabus of Skill Component of Bachelor of Vocation (B.Voc) of both the courses i.e. 'Retail Management' and 'Hospitality & Tourism'.

Sir/Madam,

It is brought to your kind notice that Bachelor of Vocation (B. Voc) is successfully running in the 20 Govt. Colleges of the state in two sectors i.e. 'Retail Management' and 'Hospitality & Tourism'. The curriculum of B.Voc. is a suitable mix of two components i.e. General Component 'GC' and Skill Component 'SC'. The General Component consists of the 40% of the total course curriculum and is being looked after by the University like other graduate degree programmes. The remaining 60% curriculum is National Skill Qualification Framework (NSQF) aligned Skill Component and is looked after by respective Sector Skill Council (SSC) i.e. RASCI (Retail Association's Skill Councils of India) and THSC (Tourism and Hospitality Skill Council). The Skill Component curriculum is strictly as per the selected Job Role / Qualification Packs (QPs).


Recently, both the Sector Skill Councils (SSCs) have revised their Job Roles/ QPs as per the latest market/industries requirement or demand. In this context, the revised Job Roles of B. Voc. in accordance with NEP/ UGC guidelines are listed below:

Semester	NSQF Level	Job Role (Qualification Pack)	
		THSC	RASCI
I	4	Guest Service Associate (QP: THC/Q0102 V 3.0)	Team Leader (RAS/Q0105 V 2.0)
II	4.5	Guest Service Executive (QP: THC/Q0109 V 2.0)	Visual Merchandiser RAS/Q0402 V 3.0
III & IV	5	Duty Manager (QP: THC/Q0106 V 2.0)	Departmental Manager (RAS/Q0106 V 2.0) ( From Session 2025-26)

			Business Leader/ Multi-Outlet Retailer (RAS/Q0203 V 2.0) ( For Session 2024-25)
V & IV	5.5	Revenue Manager (QP: THC/Q0112 V 4.0)	Store Manager (RAS/Q0107 V 2.0) 7 For 2024-25 5.5 from 2025-26

Therefore, the revised curriculum of 'Skill Component' of both the B.Voc. courses i.e. 'Retail Management' and 'Hospitality & Tourism' as per the above mentioned Job Roles/QPs are attached herewith. The revised skill component curriculum will be implemented w.e.f. the current academic session 2024-25, if any.


You are therefore requested to revise the B.Voc. Skill Component curriculum at the earliest and upload on the University website.

  
(Dr. Amarjeet K. Sharma)  
Director of Higher Education  
Himachal Pradesh.

Encls. as above

Copy to:-

1. The Controller of Examination, HP University, Summer Hill, Shimla-171005 for information and necessary action please.
2. The Controller of Examination, Sardar Patel University, Mandi for information and necessary action please.
3. Office copy/Guard file.

  
Director Higher Education  
Himachal Pradesh.

## Curriculum of Skill Component of Bachelor of Vocation (B.Voc.) in Hospitality & Tourism

The Skill Component shall include a mix of Theory, Practical and Internship.

The new Job roles in alignment to NSQF are enlisted below:

Semester	NSQF Level	Job Role (Qualification Pack)	Training Hours
I	4	Guest Service Associate (QP: THC/Q0102 V 3.0)	585
II	4.5	Guest Service Executive (QP: THC/Q0109 V 2.0)	585
III & IV	5	Duty Manager (QP: THC/Q0106 V 2.0)	1310
V & IV	5.5	Revenue Manager (QP: THC/Q0112 V 4.0)	1349

### SEMESTER - I - Guest Service Associate (NSQF Level 4)

Semester	Paper	Code No.	Subject	GC/ SC	Credit	Total Hours	
One	General Paper-01	EN111	Learning a Foreign or Local Language Including English.	GC	06	90	
	General Paper-02	TH111	Introduction to Tourism - Aviation, Hospitality Industry.	GC	06	90	
	<b>General Component Total</b>					<b>12</b>	<b>180</b>
	Skill Paper-01	TH121	<b>Introduction to Front Office &amp; Maintaining effective communication</b>		SC	04	Th. 45 Pr. 30
Bridge Module - Module 1: Introduction to Front Office Management and Guest Service Associate (Front Office)							
THC/N9901 -Module 2 : Maintain Effective Communication and Service Standard							
THC/N9903- Module 3 : Maintain Organizational Confidentiality and Guest Privacy							

Skill Paper-02	TH122	<b>Basic Health Standards and Guest handling</b>	SC	04	Th. 65
		THC/N9906 -Module 4: Basic Health and Safety Standards			
		THC/N0107 - Module 8: Perform the Activities to Handle Guest Service			
Skill Paper-3	TH123	<b>Front Office Activities</b>	SC	04	Th. 45 Pr. 30
		THC/N0130 - Perform Front Office Activities- Module 5: Prepare for Front Office Operations, Module 6: Prepare for Guests' activities Module 7: Perform the Activities of Guest Registration, Check-in, and check-out Procedures			
On Job Training/ Internship (One Month) and Project Report			SC	06	190
<b>Skill Component Total</b>				<b>18</b>	<b>405</b>
<b>SEMESTER - I TOTAL</b>				<b>30</b>	<b>585</b>

**SEMESTER - II -- Guest Service Executive (NSQF Level 4.5)**

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Two	General Paper-1	EN211	Tourism Products.	GC	06	90
	General Paper-2	TH212	Communicative English for Tourism and Hospitality.	GC	06	90
<b>General Component Total</b>					<b>12</b>	<b>180</b>
Skill Paper-1	TH221	<b>Guest Service , Health Hygiene and safety Standards</b>		SC	05	Th. 55 Pr. 35
		Bridge Module-Module 1: Introduction to Front Office Management				
		THC/N9902 -Module 2: Promote Effective communication and Service Standard				
		THC/N9907 - Module 4: Monitor and Maintain Health, Hygiene and Safety at Workplace				
Skill Paper-2	TH122	<b>Handling Complaints and Guest Privacy</b>		SC	04	Th. 55 Pr. 30
		THC/N0120 - Handle Guest Complaints and Guide Front Office Staff- Module -5: Enhance Guest Experiences				

			THC/N9910 - Module 3: Organizational Confidentiality and Guest's privacy			
Skill Paper-3	TH223		Cashiering Activities	SC	04	Th. 55 Pr. 15
			THC/N0110 - Module 6: Perform Cashiering Activities			
On Job Training/ Internship (One Month) and Project Report				SC	05	160
<b>Skill Component Total</b>					<b>18</b>	<b>405</b>
<b>SEMESTER - II TOTAL</b>					<b>30</b>	<b>585</b>

**SEMESTER - III & IV (2<sup>nd</sup> Year)- Duty Manager (NSQF Level 5)**

Semester	Paper	Code No.	Subject	GC/ SC	Credit	Total Hours	
Three	General Paper-1	TH311	Basic of Tourism Research	GC	06	90	
	General Paper-2	TH312	Basic of Tourism Management	GC	06	90	
	General Paper-3	TH313	Travel Agency Management and Operations	GC	06	90	
	General Paper-4	TH314	Environmental Science	GC	06	90	
	<b>General Component Total</b>					<b>24</b>	<b>360</b>
	Skill Paper-1	TH321	<b>Monitoring Front Office Activities and Guest Experiences</b>		SC	05	Th. 45 Pr. 60
			Bridge Module- Module 1: Introduction to Hotel Industry and Duty Manager				
			THC/N0116 - Module 2 :Monitor Front Office Staff, Module 3: Ensure Effective Guest Experience, Module 4: Monitor Front Office Activities				
	Skill Paper-2	TH322	<b>Managing Financial and Administrative Aspects of Business</b>		SC	04	Th. 45 Pr. 30
			THC/N5823 - Module 5: Monitor Budget and Revenue Module 6: Manage Administrative Tasks				
Skill Paper-3	TH323	<b>Service Standards, Communication and maintaining Health &amp; Safety and Guests' privacy</b>		SC	03	Th. 35 Pr. 15	
		THC/N9902 - Module 7: Effective Communication and Service Standard					

		THC/N9910 - Module 8 : Organizational Confidentiality and Guest's Privacy			
		THC/N9907 - Module 9: Monitor and Maintain Health and Safety standards			
	<b>Skill Component Total-Semester III</b>			<b>12</b>	<b>230</b>
Fourth	<b>OJT/INTERNSHIP (04 months) and REPORT</b>		<b>SC</b>	<b>24</b>	<b>720</b>
	<b>SEMESTER - III and IV TOTAL (2<sup>nd</sup> Year)</b>			<b>60</b>	<b>1310</b>

**SEMESTER - V & VI (3<sup>rd</sup> Year)- Revenue Manager  
(NSQF Level 7 for 2024-25 and 5.5 from 2025)-2.6)**

Semester	Paper	Code No.	Subject	GC/ SC	Credit	Total Hours
Fifth	General Paper-1	TH511	Travel Geography	GC	06	90
	General Paper-2	TH512	Itinerary Preparations	GC	06	90
	General Paper-3	TH513	Entrepreneurship in Tourism and Hospitality Industry	GC	06	90
	General Paper-4	TH514	Introduction to Tourism Marketing	GC	06	90
<b>General Component Total</b>					<b>24</b>	<b>360</b>
	Skill Paper-1	TH521	THC/N0135 Manage Revenue and the Team	SC	02	Th. 35
			Module 4: Manage Hotel Revenue Module 5: Handle Revenue Management Team Module 16. Financial and Legal Literacy			
	Skill Paper-2	TH522	THC/N0134 Conduct Research and Formulate Strategies	SC	03	Th. 50
			Module 1: Introduction to the Hotel Industry and Role of Revenue Manager Module 2: Conduct Data and Competitor Analysis to Formulate Strategies Module 3: Develop and Implement Pricing Strategies			
	Skill Paper-3	TH523	THC/N9902 Ensure Effective Communication and Service Standard at Workplace	SC	03	Th. 64
			Module 6: Promote Effective Communication and Service Standard			

			<p>THC/N9910 Ensure to Maintain Organizational Confidentiality and Guest's Privacy Module 7: Organizational Confidentiality and Guest's privacy</p> <p>THC/N9907 Monitor and Maintain Health, Hygiene and Safety at Workplace Module 8: Monitor Health and Safety Standard</p> <p>DGT/VSQ/N0103 Employability Skills Module 9. Introduction to Employability Skills Module 10. Constitutional values – Citizenship Module 11. Becoming a Professional in the 21st Century Module 12. Basic English Skills Module 13. Career Development &amp; Goal Setting Module 14. Communication Skills Module 15. Diversity &amp; Inclusion Module 17. Essential Digital Skills Module 18. Entrepreneurship Module 19. Customer Service Module 20. Getting Ready for Apprenticeship &amp; Jobs</p>			
			<b>Skill Component Total (Semester V)</b>		<b>12</b>	<b>269</b>
Sixth			<b>OJT/INTERNSHIP (02 Months) and REPORT</b>	<b>SC</b>	<b>24</b>	<b>720</b>
			<b>SEMESTER - V and VI TOTAL ( 3<sup>rd</sup> Year)</b>		<b>60</b>	<b>1349</b>

Note : In Skill Component the aggregate minimum of 60% marks are required to pass NSQF Level 4 to 7.

**For detailed QP wise curriculum please download from the websites : [https://thsc.in/qp\\_curriculum/](https://thsc.in/qp_curriculum/)**

  
 Director  
 Himachal Pradesh  
 Shimla - 171001

## Curriculum of Skill Component of Bachelor of Vocation (B.Voc.) in Retail Management

The Skill Component shall include a mix of Theory, Practical and Internship.

The new Job roles in alignment to NSQF are enlisted below:

Semester	NSQF Level	Job Role (Qualification Pack)	Training Hours
I	4	Team Leader (RAS/Q0105 V 2.0)	585
II	4.5	Visual Merchandiser RAS/Q0402 V 3.0	585
III & IV	5	Departmental Manager (RAS/Q0106 V 2.0) ( From Session 2025-26)	1170
	6	Business Leader/ Multi-Outlet Retailer (RAS/Q0203 V 2.0) ( For Session 2024-25)	1170
V & VI	7 For 2024-25 5.5 for 2025-26	Store Manager (RAS/Q0107 V 2.0)	1245

### SEMESTER I - Team Leader (NSQF Level 4)

Semester	Paper	Code No.	Subject	GC/ SC	Credit	Total Hours
One	General Paper-01	RA111	<u>Business Communication and Personality Development-I.</u> Business Communication. Personality Development.	GC	06	90
	General Paper-02	RA112	<u>Fundamentals in Accounting and Technology (Computer Skills)-I.</u> Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).	GC	06	90
<b>General Component Total</b>					<b>12</b>	<b>180</b>



Skill Paper-01	RA121	<b>Product Display, Visual Merchandising and Health &amp; Safety</b>	SC	02	Th 30
		<ol style="list-style-type: none"> <li>1. RAS/N0146 Organize the display of products at the store</li> <li>2. RAS/N0139 Plan visual merchandising</li> <li>3. RAS/N0122 Help maintain health and safety</li> </ol>	Practical Retail Lab	01	Pr 30
Skill Paper-02	RA122	<b>Work Management and effective Communication</b>	SC	04	Th 60
Skill Paper-3	RA123	<b>Customer Service and Sales</b>	SC	03	Th 45
		<ol style="list-style-type: none"> <li>8. RAS/N0140 Establish and satisfy customer needs</li> <li>9. RAS/N0148 Maintain the availability of goods for sale to customers</li> <li>10. RAS/N0150 Monitor and solve customer service problems</li> <li>11. RAS/N0147 Process the sale of products</li> </ol>	Practical Retail Lab	01	Pr 30
Internship Project			SC	07	210
Skill Component Total				18	405
SEMESTER - I TOTAL				30	585

### SEMESTER II - Visual Merchandiser (NSQF Level 4.5)

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Two	General Paper-1	RA211	<b><u>Business Communication and Personality Development-II.</u></b>  Business Communication. Personality Development.	GC	06	90
	General Paper-2	RA212	<b><u>Fundamentals in Accounting and Technology (Computer Skills)-II.</u></b>  Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).	GC	06	90

			General Component Total	12	180	
Skill Paper-1	RA221	<u>Retail Store Operations</u>	SC	03	Th 45	
		1. RAS/N0401: Enhance store visibility by implementing attractive visual displays to support store profitability 2. RAS/N0402: Comply to store policies, merchandising norms and statutory regulations while executing themes and plots	SC Practical Retail Lab	01	Pr 30	
Skill Paper-2	RA222	<u>Visual merchandising Elements, Impact, Learning and Plans.</u>	SC	04	Th 60	
		3. RAS/N0403: Collect and analyze data to track the visual impact of promotions and events 4. RAS/N0404: Maintain visual merchandising elements in the store as per brand and store guidelines 5. RAS/N0405: Update self on industry trends and best practices through continuous learning and innovation 6. RAS/N0406: Liaise effectively with internal and external stakeholders to effectively implement visual merchandising plans	SC Practical Retail Lab	01	Pr 30	
Skill Paper-3	RA223	7. <u>Employability skills</u> DGT/VSQ/N0102: Employability skills	SC	02	Th 30	
			Internship Project	SC	07	210
Skill Component Total				18	405	
SEMESTER - II TOTAL				30	585	

**SEMESTER - III Departmental Manager (NSQF Level 5)**

**(From Session 2025-26 )**

Semester	Paper	Code No.	Subject	GC /SC	Credit	Total Hours	
Three Departmental Manager	General Paper-1	RA311	<u>Communicative English</u>	GC	06	90	
	General Paper-2	RA312	Stores Operation & Supply Chain Management	GC	06	90	
	<b>General Component Total</b>					<b>12</b>	<b>180</b>
	Skill Paper-1	RA323	<u>Retail Store Operations and Profitability Management.</u> - Plan visual merchandise. -Monitor and manage store performance. -Manage a Budget.	SC	05	Th 75	
						02	60
	Skill Paper-2	RA322	<u>Customer Experience Management.</u> -Establish and Satisfy customer needs -Communicate effectively with stakeholders. -Develop Individual retail service opportunities.	SC	05	Pr 75	
			Internship Project	SC	04	120	
	<b>Skill Component Total</b>					<b>16</b>	<b>330</b>
	<b>SEMESTER - III TOTAL</b>					<b>28</b>	<b>510</b>

**SEMESTER - IV Departmental Manager (NSQF Level 5)**

**(From Session 2025-26 )**

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Four Departmental Manager	General Paper-1	RA411	Environmental Science	GC	06	90
	General Paper-2	RA412	Human Resource Management	GC	06	90
	<b>General Component Total</b>					<b>12</b>

	Skill Paper-1	RA324	<u>Understanding Leadership.</u> -Provide leadership for your team -Build and manage store team	SC	04 02	Th 60 Pr 60
	Skill Paper-2	RA325	<u>Team and Organizational Dynamics.</u> -Allocate and check work in your team. -To work effectively in your team. -To work effectively in your organization. -Help maintain health and safety	SC	04	Th 60
			Internship Project	SC	10	300
	<b>Skill Component Total</b>				<b>20</b>	<b>480</b>
	<b>2ND YEAR TOTAL</b>				<b>60</b>	<b>1170</b>

**SEMESTER III - Business Leader/ Multi-Outlet Retailer (NSQF Level 6)**  
(For Session 2024-25 ONLY)

Semester	Paper	Code No.	Subject	GC /SC	Credit	Total Hours	
Three	General Paper-1	RA311	<u>Communicative English</u>	GC	06	90	
	General Paper-2	RA312	Stores Operation & Supply Chain Management	GC	06	90	
	<b>General Component Total</b>					<b>12</b>	<b>180</b>
	Skill Paper-1	RA321	<u>Customer Needs and Financial Operations.</u> 1. RAS/N0207: Manage customer needs effectively through need identification and strong customer relationship 2. RAS/N0216: Manage business operations 3. RAS/N0215: Manage financial operations	SC  Practical Retail Lab	05  02	Th 75  Pr 60	

	Skill Paper-2	RA322	<b>Legal Aspects and Team Dynamics.</b> 4. RAS/N0209: Implement legal compliances, policies and procedures 5. RAS/N0221: Manage team through demonstration of leadership skills 6. RAS/N0217: Update self and team on products/services being offered by the business	SC	05	Th 75
			Internship Project	SC	06	180
	<b>Skill Component Total</b>				<b>18</b>	<b>390</b>
	<b>SEMESTER - III TOTAL</b>				<b>30</b>	<b>570</b>

**SEMESTER IV - Business Leader/ Multi-Outlet Retailer (NSQF Level 6)**  
(For Session 2024-25 ONLY)

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Four	General Paper-1	RA411	Environmental Science	GC	06	90
	General Paper-2	RA412	Human Resource Management	GC	06	90
	<b>General Component Total</b>				<b>12</b>	<b>180</b>
	Skill Paper-1	RA421	<b>Managing Inventory and Marketing.</b> 1. RAS/N0211: Manage inventory and sales 2. RAS/N0218: Drive operational excellence 3. RAS/N0219: Drive marketing activities and plan promotion strategies	SC  Practical Retail Lab	04  02	Th 60  Pr 60
Skill Paper-2	RA422	<b>Relationship with Vendors &amp; Manpower planning.</b> 4. RAS/N0205: Build relationship with vendors / dealers to ensure smooth business operations and increase sales 5. RAS/N0220: Perform manpower planning activity and impart training to staff	SC	04	Th 60	

			Internship Project	SC	8	240
			Skill Component Total		18	420
			SEMESTER - IV TOTAL		30	600
			2 <sup>ND</sup> YEAR TOTAL		60	1170

**SEMESTER V - Store Manager**  
(NSQF Level 7 For 2024-25 and Level 5.5 from 2025-26)

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours	
Five	General Paper-1	RA511	Marketing Management	GC	06	90	
	General Paper-2	RA512	<u>Business Statistics</u>	GC	06	90	
	General Component Total					12	180
	Skill Paper-1	RA521	<u>Retail Store Operations and Sales.</u> 1. RAS/N0152- Optimize inventory to ensure maximum availability of stocks and minimized losses 2. RAS/N0153- Implement standard operating procedures, processes and policies of the store while ensuring timely and accurate reporting 3. RAS/N0154- Manage sales and service delivery to increase store profitability	SC Th	04	Th 60	
				Pr	02	Pr 60	
	Skill Paper-2	RA522	<u>Process compliance, safety and security.</u> 4. RAS/N0155- Check and confirm adherence to visual merchandising plans 5. RAS/N0156- Manage overall safety, security and hygiene of the store	SC	04	Th 60	
			Internship Project	SC	08	240	
	Skill Component Total					18	420
	SEMESTER - V TOTAL					30	600

**SEMESTER VI - Store Manager**  
(NSQF Level 7 For 2024-25 and Level 5.5 from 2025-26)

Semester	Paper	Code No.	Subject	GC/S C	Credit	Total Hours	
Six	General Paper-1	RA611	<u>Ethics and Corporate Social Responsibility.</u>	GC	06	90	
	General Paper-2	RA612	<u>Retail Environment</u>	GC	06	90	
	<b>General Component Total</b>					<b>12</b>	<b>180</b>
	Skill Paper-1		RA524	<u>Store Management &amp; market study.</u> 1. RAS/N0157- Implement promotions and special events at the store 2. RAS/N0158- Lead and manage the team for developing store capability 3. RAS/N0159- Conduct price benchmarking and market study of competition	SC	05	Th 75
					Th. Pr.	02	Pr 60
			<b>Internship Project</b>	SC	11	330	
<b>Skill Component Total</b>					<b>18</b>	<b>465</b>	
<b>SEMESTER - VI TOTAL</b>					<b>30</b>	<b>645</b>	
<b>3<sup>RD</sup>YEAR TOTAL</b>					<b>60</b>	<b>1245</b>	

Note : In Skill Component the aggregate minimum of 45% marks are required to pass NSQF Level 4 and 5 and 50% marks for Level 6 and 7 respectively.

For detailed QP wise curriculum please download from the websites :  
<https://rasci.in/National-Occupational-Standards.php>

  
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