



# PROSPECTUS

FOR

## B.VOC DEGREE PROGRAMME

UNDER

### VIDYASAGAR UNIVERSITY

IN

➤ HEALTH CARE

➤ AUTOMOBILE

➤ HOSPITALITY MANAGEMENT

➤ MEDICAL LABORATORY TECHNOLOGY

➤ RETAIL MANAGEMENT & OPERATIONS

COURSES ARE

( SPONSORED BY UNIVERSITY GRANTS COMMISSION)

**DEEN DAYAL UPADHYAY KAUSHAL KENDRA**

**MAHISHADAL RAJ COLLEGE**

(Govt. Sponsored)

NAAC accredited 'A' Grade College

NSDC Training Partner

DST (FIST) Govt. of India Approved College

MAHISHADAL : PURBA MEDINIPUR : PIN - 721628 : WEST BENGAL

Website : [www.mahishadalrajcollege.com](http://www.mahishadalrajcollege.com)

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*Bachelor of Vocation (B.Voc), a Bachelor level degree specified by UGC under section 22(3) of UGC Act, 1956 and notified in official Gazette of India dated 19th January, 2013 be **recognized at par with other Bachelor level degrees for competitive exams conducted by Union/State Public Service Commission, Staff Selection Commission or other such bodies where the eligibility criteria is "Bachelor Degree in any discipline".***

Mahishadal Raj College is among the first 100 **Community Colleges** in India, established by the Govt of India in December 2013 under the supervision of University Grants Commission, to materialise the dream of 'Skilling India' and expand vocational studies at the college level following the guideline of National Skills Qualification Framework (NSQF). However, in order to give further push to vocational education on a even larger scale, MHRD has established 46 'Deen Dayal Upadhyay Centres for Knowledge Acquisition and Upgradation of Skilled Human Abilities and Livelihood (KAUSHAL). during the XII Plan period spreading all over the country. These Centres would take-up the vocational education to new levels and offer courses beyond B.Voc. Degree and formulate courses at postgraduate level keeping in mind the need of i) Industry in specialized areas; ii) Instructional design, curriculum design and contents in the areas of Skills Development; iii) Pedagogy, assessment for skills development education and training; iv) trained faculty in the areas of skill development; etc. These Centres would also embed and follow the guiding principles of NSQF, QPs, and NOSs of National Skill Development Corporation for their programmes and would not focus on skilling alone but also develop entrepreneurship traits. Mahishadal Raj College, is honoured by the University Grants Commission and Ministry of Human Resource and Development, Govt of India, as the only institution to establish **Deen Dayal Upadhyay KAUSHAL Kendra, A Centre of Excellence in skill development, in the state of West Bengal**. The college is also the registered Vocational Training Provider (VTP) of Paschim Banga Society for Skill Development (Govt of West Bengal) for imparting skill based training in as many as 19 Trades ranging from Agriculture to Health Care. **Mahishadal Raj College, has become the first Govt Sponsored College in the state of West Bengal to become the official Training Partner of National Skill Development Corporation (NSDC) in the month of April ,2020.**



## **A Brief Understanding of B.Voc Programme**

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well groomed graduate.

Ministry of HRD, Government of India had issued an Executive Order in September 2011 for National Vocational Education Qualification Framework (NVEQF). Subsequently, Ministry of Finance, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013, has issued a notification for National Skills Qualifications Framework (NSQF) which supersedes NVEQF.

Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs alongwith broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

### **Objectives**

1. To provide judicious mix of skills relating to a profession and appropriate content of General Education.
2. To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
3. To provide flexibility to the students by means of pre-defined entry and multiple exit points.
4. To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
5. To provide vertical mobility to students coming out of 10+2 with vocational subjects.



## **B.Voc Degree Programme in Health Care**

A graduate of B. Voc. in Healthcare is an all-rounder as far as patient care is concerned. The course envisages building an overall expertise in the student, of managing patients with care, whether it's an in-patient or someone in the OPD or anywhere else in the hospital. This student would be capable of offering a range of services from paediatric care to radiology or X-ray technician to physiotherapy assistant or care of patients at operation theatre.

Besides, skills related to personal care of patients, basic nursing procedures, patient ambulation and handling, store keeping, biomedical waste disposal, etc. in short we can say healthcare student manage entire patient life cycle. The need for such professionals has been expressed by not only the healthcare industry employers, but also the consumers of this industry, i.e., patients. The specialized skill training offered to the students makes them an asset not only to the doctors and nurses but the patients as well.

### **Structure and Components:**

- Bachelor Degree in Health Care has been framed following the guidelines of National Skill Qualification Framework (NSQF) and the B. Sc. programme of Vidyasagar University (VU).
- The B. Voc. Programme comprises of both vocational and academic components.
- Vocational or skill component of the curriculum shall be examined at the end of each semester by the Health Care Sector Skill Council (National Skill Development Corporation, Govt of India).
- Mahishadal Raj College is the only Govt sponsored college in West Bengal to become the NSDC Training Partner.
- The assessment for the General education component shall be done as per the schedule and guidelines of Vidyasagar University.



## Year wise Health Care Curriculum

**First Year : NSQF Level - 5 (Diploma Standard)**

SEMESTER - I	Module No	Vocational Content (Module name)	Credits/ Hours Theoretical & Practical		General Content	Hours/Credits
	1	Anatomy & Physiology	1.4	40	Communication Skill	100/6.0
	2	Pharmacy	1.7	40		
	3	Multipurpose Health Care & Community Medicine	1.00	45		
	4	Cell Biology	2.00	40		
	5	Basic Microbiology	2.7	40	Computer Skill	100/6.0
	6	Hereditary disease	2.2	20		

Terminal Competency : 1.The students get knowledge and skill about the basics physiology and anatomy. 2.Get knowledge on basic structure and function of cell which is the structural and functional unit of our body. 3 They will be familiar with the idea that what the microbes are. . 4. There are many hereditary disease in our surroundings. That will be familiar about the hereditary disease. 5.Will be familiar with composition of various basic drug and ethics of use of common drug. 6.Will get required knowledge and practice about the idea about Multipurpose Health Care & Community Medicine .

SEMESTER - II	7	Pathology	1.4	40	Physiology	125/6.0
	8	Pharma Sales	2.7	30		
	9	Physiotherapy	1.7	35		
	10	Parasitology	3.0	25		
	11	Immunology	1.7	25	Nutrition	125/6.0
	12	Paediatric Nursing & Growth & Development	2.8	30		
	13	Med.Surg.Nursing - Orthopaedics ,E.N.T., Skin & Communicable diseases , Eye , Gynae General Med.	2.7	40		
14	Bioinstrumentation and data handling	9	40			

Terminal Competency : 1.Get knowledge about the Differentiate between various types of immunity 2. Prepare immunization schedule chart. 3. Identify the key components of Universal Immunization Programme. 4. Describe the key components of a Universal Immunization Programme. 5. Describe the importance of immunization 6.Describe the side effects of immunization 7.Describe the various aspects of immunization schedule chart6.8. Explain the meaning of Bioinstrumentation and data handling, 9. . They will be very efficient About medical surgical nursing in different trade Immunity.

Total Vocational Content	550/36.0	Total General Content	450/24.0
<b>Grand Total</b>	<b>1000 Hrs./60.0 Credits</b>		

**Job Role after successful completion of Sem-I & II (Level-5) – Assistant pathologist, Operation Theatre Assistant, Pharmacy Assistant**



**Second Year : NSQF Level - 6 ( Advance Diploma Standard)**

SEMESTER - III	Module No	Vocational Content (Module name)	Hours/Credits Theoretical & Practical		General Content	Hours/Credits
	15	First Aid, Emergency & Dresser	2.7	40	Communication Skill	75/5.0
	16	Vaccination & Sterilisation	2.0	30		
	17	Medical Record Keeping	2.7	40		
	18	Basic Bio-chemistry	2.6	60	Computer Skill	75/5.0
	19	Basic Endocrinology	1.7	25		
	20	Basic Medical Nursing and Surgical Nursing	2.3	75		
Terminal Competency: 1. Get knowledge on First Aid, Emergency & Dresser. 2. Get knowledge of the Vaccination & Sterilisation. 3. Will know about the various system of record keeping in the hospital management. 4. Biochemical structure and analytical ability of different basic bio molecule as carbohydrate, protein and fat, enzyme, vitamin and hormone. 5. Come to know the uses and functions of hormone therapy, hormone structure and function.6. Main benefit of this semester is the basic theoretical and applied knowledge of surgical nursing which must help a student to do something independently in their life.						
SEMESTER - IV	21	Radiology & X-Ray Technician	2.7	45	Physiology (Elective-1)	125/7.0
	22	Operation Theatre (Technician)	2.0	40		
	23	Reproductive Biology & Family Planning	2.7	35		
	24	Introduction to Hospital Operations Introduction to Cardiac care technology	3.3	50	Nutrition (Elective-2)	125/7.0
	25	Paramedical training in cardiac care	3.3	50		
	26	Staff safety infection control	1.5	10		
	27	ECG	4.7	60		
	28	Biomedical waste	1.8	30		
Terminal Competency: 1. Will be skilled in understanding importance of Radiology & X-Ray(Technician). With this knowledge they can establish themselves as efficient X ray and radiation expertise in the market 2. Will be skilled in managing in BIOMEDICAL WASTE.. 3.Will know the different types of ECG technique and they perform ECG by their own hand. 4. Will be skilled in repairing different problems related to STAFF SAFETY INFECTION CONTROL in their working ambience.5. Will be skilled in customer handling. 6. Will be able to work as an assistant in ECHNOLOGY PARAMEDICAL TRAINING IN CARDIOLOGY MEDICINE.						
Total Vocational Content		640/36		Total General Content	400/24	
Grand Total		1040 Hrs./60.0 Credits				
<b>Job Role after successful completion of Sem-III &amp; IV (Level-6) – ECG Technician, Radiology Technician, Medical Record Keeper, OT Assistant</b>						



## General Rules

### Continuous Assessment

The course is based on Choice Based Credit system as per UGC Guidelines. The 60% skill component (18 credits in each semesters) of the course will be assessed and certified by the respective Sector Skill Councils and 40% general education component will be assessed by the university on choice based credit system (12 credits in each semester). One credit will be awarded in terms of NSQF level certification which will have 60% weightage of total credits in the course in the following manner.

Name of the course	NSQF Level Certificate	Cumulative Credits
Diploma	Level - 5	36 Credits
Advance Diploma	Level - 6	72 Credits
B.Voc Degree	Level - 7	108 Credits

### Eligibility Criteria :

The minimum Educational Qualification for admission to B.Voc Courses in any of the above five stream is Higher Secondary or Equivalent (10 + 2) pass from any recognized board. Those who have successfully cleared NSQF Level – 4 (Vocational) are eligible for Direct Admission to Level 5 of B.Voc Courses.

Maximum age limit for admission to any course is 35

### Reservation Policy:

The reservation procedure is followed as per norms of Vidyasagar University.

### Fees Structure:

Above B.Voc Courses are partially sponsored by the University Grants Commission. However, **Annual Course Fee is Rs. 10,000 (Rupees Ten Thousand)**, ie cumulative **Course Fee of Rs. 30,000 ( Rupees Thirty Thousand )** for the entire Three Years ( in Six Instalments) is payable to “ **Deen Dayal Upadhyay KAUSHAL Kendra, Mahishadal Raj College** ” through any online mode (PayTm/ Google Pay/ NEFT etc) to **SBI A/c No: 39519103556, IFSC Code: SBIN0001298**. The above Course Fee includes University Registration Fees, Assessment and Certification Fees, Consumable Cost for practical's, re-imbursement of cost to industry partner during internship etc.)

### Application Procedure:

1. Application Forms for Admission to B.Voc Courses can be downloaded from College website on & from 08.05.2024 (Students of Vocational Stream and candidates have secured more than 60% in HS or Equivalent can directly fill up respective Admission Registration Form)
2. Fill up the forms with blue / black pen in capital letters. Keep no points blank
3. As per Notification from Higher Education Dept, Govt of West Bengal, “**No Application Processing Fee**” is required to pay along with the Application Form
4. Please scan duly filled up Application Form ( Registration Form in case of Vocational Students and candidates have secured more than 60% in HS or Equivalent) in either pdf or jpg format and send to our Email: [mrcbvocadmission2024@gmail.com](mailto:mrcbvocadmission2024@gmail.com) or whatsapp the same to : 9733038150
5. After submission of Application form applicant will receive a ‘Submission and verification’ SMS to his/her registered Mobile Number.
6. Selected Candidates will be intimated about their selection and procedure of admission by SMS to their registered mobile number and Email.

Please contact Shri Susim Payra ( Mob: 7908558567 / 9733038150) or Prof. Arnab Patra (9733216242) for any further query.

7. Merit List of the Selected Candidates will also be published in the College Website.

## **B.Voc Degree Programme in Automobile**

The liberalization of the Indian industry has seen significant growth in the Indian Automotive Industry. As one of the fastest growing markets worldwide, India's automotive sector contributes majorly to the nation's manufacturing ecosystem. It also accounts for around 7% of the country's overall GDP while employing 32 million people, making it one of the largest creators of employment in the non-agricultural segment. However, technological and structural changes confronting the industry are a major challenge in ensuring its human resources are ready to keep pace with the market changes. Moreover, the advent of Industry 4.0 and the emergence of electric vehicles (EVs) remains one of the fastest rising global phenomena for the sector.

The sector has moderate direct employment and significant indirect employment; it is estimated that the sector provides direct and indirect employment to over 25 million people. Projected additional human resource requirement in Auto and Auto Components sector is estimated to be approximately 35 million till 2022.

The country is the largest manufacturers of motorcycles and the fourth largest producer of commercial vehicle. Grown at a spectacular rate on an average of 17% for last few years. Attained a turnover of USD \$35.8 billion. India overtook china by emerging as the fourth largest exporter of cars in the Asia

### **Structure and Components:**

- Bachelor Degree in Automobile has been framed following the guidelines of National Skill Qualification Framework (NSQF) and the B. Sc. programme of Vidyasagar University (VU).
- The B. Voc. Programme comprises of both vocational and academic components.
- Vocational or skill component of the curriculum shall be examined at the end of each semester by the Automotive Skill Development Council (National Skill Development Corporation, Govt of India).
- Mahishadal Raj College is the only Govt sponsored college in West Bengal to become the NSDC Training Partner.
- The assessment for the General education component shall be done as per the schedule and guidelines of Vidyasagar University.





## Year wise Curriculum of B.Voc in Automobile

**First Year : NSQF Level - 5 (Diploma Standard)**

SEMESTER - I	Module No	Vocational Content (Module name)	Hours /Credits Theoretical & Practical	General Content	Hours/Credits
SEMESTER - I	1	Introduction to Automobiles	10/0.7	Communication Skill	100/6.0
	2	Workshop & Safety Precaution	10/0.7		
	3	Equipments & Tools	15/1.00		
	4	System of Measurement	30/2.00		
	5	Basic ideas on engineering practices	40/2.9	Computer Skill	100/6.0
	6	Mechanical machines used in Automobile servicing and repair	40/2.9		
<b>Terminal Competency :</b> 1.The students get knowledge and skill about the basics of automobiles- development, classification and anatomy. 2.Get knowledge on safety precaution at workshop and road safety while riding. 3.Will be familiar with the workshop equipments, tools and their uses. 4.Will become able to measure different parts required for servicing. 5.Will be familiar with workshop practices generally done in a garage. 6.Will get required knowledge and practice of the machining operation for repairing a vehicle.					
SEMESTER - II	7	Introduction to Automobiles Engines	10/0.7	Geology (General / Pass Paper)	125/6.0
	8	Engine Construction	40/2.9		
	9	Engine Operating System	25/1.7		
	10	Ignition System	45/3.0		
	11	Lubricating system and its Function	25/1.7	Economics (General / Pass Paper)	125/6.0
	12	Cooling System	40/2.9		
	Basic Driving Skill		40/2.9		
	Internship at Industry Partners Workshop		180/10		
<b>Terminal Competency :</b> 1.Get knowledge about the power units- automobile engines. 2. Become able to assemble & disassemble the engine. 3.Get the idea of finding and rectifying the problems of engine i.e. acquire diagnostic skills. 4. Get the knowledge of the necessity of car coolant and various type of coolant procedure and operation. 5. Will get the driving skill which is essential for a mechanic. 6.Through the internship the students will be able to act as Mechanic, Automobile repairs overhauls and services motor vehicle to keep them good running condition.					
Total Vocational Content			550/36.0	Total General Content	450/24.0
<b>Grand Total</b>			<b>1000 Hrs./60.0 Credits</b>		
<b>Job Role after successful completion of Sem-I &amp; II (Level-5) - Assistant Mechanic</b>					



**Second Year : NSQF Level - 6 ( Advance Diploma Standard)**

	Module No	Vocational Content (Module name)	Hours/Credits Theoretical & Practical	General Content	Hours/Credits
<b>SEMESTER - III</b>	13	Electrical, Electronic System and charging system	40/2.7	Communication Skill	75/5.0
	14	Vehicle Axle & Steering System	30/2.0		
	15	Clutches and Transmission System	40/2.7		
	16	Vehicle Suspension System	30/2.0	Computer Skill	75/5.0
	17	Brakes System	25/1.7		
	18	Vehicle Chassis System	35/2.3		
<b>Terminal Competency:</b> 1. Get knowledge on vehicle electrical & electronics system. 2. Get knowledge of the function of steering system & its components, axle & front wheel steering. 3. Will know about the transmission system, that is how gear sifting is done in to vehicles & its components function. 4. Can know the vehicle shock absorbing system & how it works, chassis spring suspension, fluid suspension and its parts & service. 5. Come to know the uses and functions of brake system. 6. Can know the base structure of vehicle & its repairing, denting & painting.					
<b>SEMESTER - IV</b>	19	Intake and Exhaust System	25/1.7	Geology (General / Pass Paper)	125/7.0
	20	Fuel Feed System	30/2.0		
	21	Fuel and Emission Control	25/1.7		
	22	Vehicle Wheels, Rims, Tyres	20/1.3	Economics (General / Pass Paper)	125/7.0
	23	Customer Handling Management	20/1.3		
	24	Marketing and Insurance	20/1.3		
		Internship at Industry Partners Workshop		300/13.3	
<b>Terminal Competency:</b> 1. Will be skilled in understanding importance of cleaned air required in engine and exhaust system, and how to overcome the pollution from the exhaust of an engine. 2. Will be skilled in fuel feeding system either by MPFI system or by CRDI system. 3. Will know the different types of fuel used in automobiles and their properties, how to control the emission and their norms. 4. Will be skilled in repairing different problems related to wheel and tyre. 5. Will be skilled in customer handling. 6. Will be able to work as an assistant in marketing of automobile.					
Total Vocational Content			640/36.0	Total General Content	400/24.0
<b>Grand Total</b>			<b>1040 Hrs./60.0 Credits</b>		
<b>Job Role after successful completion of Sem-III &amp; IV (Level-6) - Mechanic Automobile</b>					



**Third Year : NSQF Level - 7 ( B.Voc Standard)**

SEMESTER - V	Module No	Vocational Content (Module name)	Hours/Credits Theoretical & Practical	General Content	Hours/Credits
	25	Engine Testing	230/12.8	Economics (General / Pass Paper)	100/12.0
<b>Terminal Competency:</b> Will be skilled in Engine Testing and can perform Testing Jobs.					
SEMESTER - VI	26	Auto Electricals & Electronics	270/15.2	Geology (General / Pass Paper)	100/12.0
	Internship in Industry and Project		250/8.0	Communication /Personality Development	50/4.0
<b>Terminal Competency:</b> Will be skilled to handle any type of servicing and repairing of electrical and electronics problem. Trainees will be skilled about the controllers function in detail and skilled on diagnosis while connecting any software on CAR.					
Total Vocational Content			750/36.0	Total General Content	250/24.0
<b>Grand Total</b>			<b>1000 Hrs./60.0 Credits</b>		
<b>Job Role after successful completion of Sem- V &amp; VI - Automobile Technician</b>					



## General Rules

### Continuous Assessment

The course is based on Choice Based Credit system as per UGC Guidelines. The 60% skill component (18 credits in each semesters) of the course will be assessed and certified by the respective Sector Skill Councils and 40% general education component will be assessed by the university on choice based credit system (12 credits in each semester). One credit will be awarded in terms of NSQF level certification which will have 60% weightage of total credits in the course in the following manner.

Name of the course	NSQF Level Certificate	Cumulative Credits
Diploma	Level - 5	36 Credits
Advance Diploma	Level - 6	72 Credits
B.Voc Degree	Level - 7	108 Credits

### Eligibility Criteria :

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Maximum age limit for admission to any course is 35

### Reservation Policy:

The reservation procedure is followed as per norms of Vidyasagar University.

### Fees Structure:

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### Application Procedure:

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- Fill up the forms with blue / black pen in capital letters. Keep no points blank
- As per Notification from Higher Education Dept, Govt of West Bengal, “**No Application Processing Fee**” is required to pay along with the Application Form
- Please scan duly filled up Application Form ( Registration Form in case of Vocational Students and candidates have secured more than 60% in HS or Equivalent) in either pdf or jpg format and send to our Email: [mrcbvocadmission2024@gmail.com](mailto:mrcbvocadmission2024@gmail.com) or whatsapp the same to : 9733038150
- After submission of Application form applicant will receive a ‘Submission and verification’ SMS to his/her registered Mobile Number.
- Selected Candidates will be intimated about their selection and procedure of admission by SMS to their registered mobile number and Email.

Please contact Shri Susim Payra ( Mob: 7908558567 / 9733038150) or Prof. Arnab Patra (9733216242) for any further query.

- Merit List of the Selected Candidates will also be published in the College Website.

## **B.Voc Degree Programme in Medical Laboratory Technology**

Medical Laboratory Technician (MLT): also referred to as Clinical Laboratory Science professional, Medical Technologist and Medical Laboratory Scientist. The Medical laboratory technicians perform complex tests for diagnosis, treatment, and prevention of disease. These professionals are responsible for supporting and assisting doctors/ scientists in their day to day working in a variety of roles. They function as the main support to biomedical scientists in pathology laboratories. The objective of the course is to develop a pool of trained workforce which can be employed by diagnostic service providers to assist pathologists & microbiologists. This course is geared to prepare 10+2 children with science background and who desire to be employed as a technician in a diagnostic care facility on completion of the course. This program focuses on the acquisition of skills necessary to assume an auxiliary role in the diagnosis of medical conditions under the direct supervision.

Upon completion of the course, trainees will be able to :

- \* Demonstrate knowledge about the healthcare sector and diagnostic services
- \* Demonstrate the ability to perform clinical skills essential in providing basic diagnostic services such as Correctly collect, transport, receive, accept or reject and store blood /urine/stool and tissue samples, etc.;
- \* Conduct analysis of body fluids/ samples; Maintain, operate and clean laboratory equipment; Provide technical information about test results; Prepare and document medical tests and clinical results; etc.
- \* Demonstrate quality assurance in Laboratory works
- \* Practice infection control measures
- \* Demonstrate readily availability of medical and diagnostic supplies
- \* Demonstrate techniques to maintain the personal hygiene needs
- \* Demonstrate actions in the event of medical and facility emergencies
- \* Demonstrate professional behavior, personal qualities and characteristics of a Medical laboratory Technician
- \* Demonstrate good communication, communicate accurately and appropriately in the role of Medical laboratory Technician

### **Structure and Components:**

- Bachelor Degree in Medical Laboratory Technology has been framed following the guidelines of National Skill Qualification Framework (NSQF) and the B. Sc. programme of Vidyasagar University (VU).
- The B. Voc. Programme comprises of both vocational and academic components.
- Vocational or skill component of the curriculum shall be examined at the end of each semester by the Health Care Sector Skill Council (National Skill Development Corporation, Govt of India).
- Mahishadal Raj College is the only Govt sponsored college in West Bengal to become the NSDC Training Partner.
- The assessment for the General education component shall be done as per the schedule and guidelines of Vidyasagar University.

# Year wise Curriculum of B.Voc in Medical Laboratory Technology

## First Year : NSQF Level - 5 (Diploma Standard)

### Semester I

Course Code	Component	Unit	Topic	Credits	L / Week
<b>BMLT101</b> (General & Human Anatomy , Physiology -I)	Skill	I	Basics of Human Anatomy-I	04	01
	Skill	II	Basics of Physiology-I		01
	Skill	III	Basic English		01
	Skill	IV	Human Values and Professional Ethics		01
<b>BMLT102</b> (Routine Laboratory Techniques-I)	Skill	I	Human Healthcare and Safety Regulations	04	01
	Skill	II	Introduction to Haematology and Routine tests		01
	Skill	III	Specimen Collection		01
	Skill	IV	Laboratory Preparation in Hematology		01
<b>BMLT103</b> (Special Laboratory Techniques-I)	Skill	I	Biochemical Test Profile -I	04	01
	Skill	II	Biochemical Test Profile - II		01
	Skill	III	Elementary Knowledge of Chemistry- I		01
	Skill	IV	Elementary Knowledge of Chemistry- II		01
<b>BMLT104</b> (Cell Biology and Biodiversity-I)	General	I	Microscopy and Organization of Cell -I	03	01
	General	II	Microscopy and Organization of Cell -II		01
	General	III	Systematic study of Animals - I		01
	General	IV	Systematic study of Animals - II		01
<b>BMLT105</b> (Biomolecules)	General	I	Structure, Functions and Classification of Amino Acids and Proteins	03	01
	General	II	Structure, Functions and Classification of Carbohydrates		01
	General	III	Structure, Functions and Classification of Lipids		01
	General	IV	Physical and Chemical Properties of Nucleic Acids		01
<b>BMLT106</b> (Fundamentals of Microbiology)	General	I	Introductory Microbiology-I	03	01
	General	II	Morphology and Structure of Microorganisms		01
	General	III	Recombinant DNA Technology		01
	General	IV	Microbial Ecology and Biotic Interactions		01
<b>BMLTP101</b>			Practicals of Course BMLT101	02	06
<b>BMLTP102</b>			Practicals of Course BMLT102	02	06
<b>BMLTP103</b>			Practicals of Course BMLT103	02	06
<b>BMLTP104</b>			Practicals of Course BMLT104	01	06
<b>BMLTP105</b>			Practicals of Course BMLT105	01	06
<b>BMLTP106</b>			Practicals of Course BMLT106	01	06
<b>Total Credits</b>				<b>30</b>	



Semester II

Course Code	Component	Unit	Topic	Credits	L / Week
BMLT107 (General & Human Anatomy , Physiology - II)	Skill	I	Basics of Human Anatomy-II	04	01
	Skill	II	Basics of Physiology-II		01
	Skill	III	Basics of Computer Skills		01
	Skill	IV	Communication Skills		01
BMLT108 (Routine Laboratory Techniques-II)	Skill	I	Routine Haematological Tests	04	01
	Skill	II	Urine Examination		01
	Skill	III	Stool Examination		01
	Skill	IV	Sputum and Semen Examination		01
BMLT109 (Special Laboratory Techniques-II)	Skill	I	Basic Microbiology	04	01
	Skill	II	Introduction to serology		01
	Skill	III	Serological Tests		01
	Skill	IV	Staining Techniques		01
BMLT110 (Ecology and Biodiversity-II)	General	I	Systematic study of Animals - III	03	01
	General	II	Systematic study of Animals - IV		01
	General	III	Ecosystem-I		01
	General	IV	Ecosystem-II		01
BMLT111 (Enzymology and Bioenergetics)	General	I	Enzymes	03	01
	General	II	Enzyme Purification and Chromatography Techniques		01
	General	III	Enzyme Kinetics		01
	General	IV	Bioenergetics		01
BMLT112 Microbial Physiology - Metabolism	General	I	Microbial Nutrition, Cultivation, Isolation and Preservation	03	01
	General	II	Enzyme Regulation		01
	General	III	Microbial Metabolism -I		01
	General	IV	Microbial Metabolism -II		01
BMLTP107			Practicals of Course BMLT107	02	06
BMLTP108			Practicals of Course BMLT108	02	06
BMLTP109			Practicals of Course BMLT109	02	06
BMLTP110			Practicals of Course BMLT110	01	06
BMLTP111			Practicals of Course BMLT111	01	06
BMLTP112			Practicals of Course BMLT112	01	06
<b>Total Credits</b>				<b>30</b>	
<b>On Job Training</b>					

**Second Year : NSQF Level - 6 ( Advance Diploma Standard)**

Semester III

Course Code	Component	Unit	Topic	Credits	L / Week
BMLT201 (Hematology and Blood Banking-I)	Skill	I	Special Haematological Tests	04	01
	Skill	II	Haemostasis & Bleeding Disorders		01
	Skill	III	Immunohaematology & Blood Transfusion		01
	Skill	IV	Routine Lab Procedures in Blood Bank		01
BMLT202 (Microbiology and Serology)	Skill	I	Laboratory Diagnosis of Mycotic and Emerging Infections	04	01
	Skill	II	Diagnostic Microbiology		01
	Skill	III	Serology		01
	Skill	IV	Bacteriology		01

<b>BMLT203</b> (Clinical Pathology and Biochemistry)	Skill	I	Miscellaneous Body Fluids	04	01
	Skill	II	Biochemical Test Profile		01
	Skill	III	Analytical Techniques		01
	Skill	IV	Biochemical Processes		01
<b>BMLT204</b> (Metabolism)	General	I	Carbohydrate Metabolism	04	01
	General	II	Lipid Metabolism		01
	General	III	Protein Metabolism		01
	General	IV	Nucleic Acids		01
<b>BMLT205</b> (Pathogenic Microbiology)	General	I	Infectious Diseases	04	01
	General	II	Microbes of Medical Importance		01
	General	III	Mode of Microbial Infections		01
	General	IV	Antimicrobial Drugs		01
<b>BMLTP201</b>				<b>02</b>	<b>06</b>
<b>BMLTP202</b>				<b>02</b>	<b>06</b>
<b>BMLTP203</b>				<b>02</b>	<b>06</b>
<b>BMLTP204</b>				<b>02</b>	<b>06</b>
<b>BMLTP205</b>				<b>02</b>	<b>06</b>
<b>Total Credits</b>				<b>30</b>	



#### Semester IV

Course Code	Component	Unit	Topic	Credits	L / Week
<b>BMLT206</b> (Clinical Biochemistry and Microbiology-I)	Skill	I	Metabolic Disorders & Deficiency	04	01
	Skill	II	Clinical Endocrinology		01
	Skill	III	Body Fluid Specimen Processing		01
	Skill	IV	Blood Banking		01
<b>BMLT207</b> (Histology-Cytology -I)	Skill	I	Introduction to Histology	04	01
	Skill	II	Tissue Processing		01
	Skill	III	Staining Procedures		01
	Skill	IV	Instrumentation in Histocytotechnology		01
<b>BMLT208</b> (Parasitology and Blood Cell Disorders-I)	Skill	I	Medical Parasitology	04	01
	Skill	II	Common Intestinal worms		01
	Skill	III	Malarial parasites, Filarial parasites		01
	Skill	IV	Lab. diagnosis of Parasitic infections		01
<b>BMLT209</b>	General	I	Spectroscopic Techniques		01



<b>(Biochemical Techniques)</b>	<b>General</b>	<b>II</b>	<b>Electrophoretic Techniques</b>	<b>04</b>	<b>01</b>
	<b>General</b>	<b>III</b>	<b>Chromatographic Techniques</b>		<b>01</b>
	<b>General</b>	<b>IV</b>	<b>Radio Isotopic Techniques</b>		<b>01</b>
<b>BMLT210 (Immunology)</b>	<b>General</b>	<b>I</b>	<b>Introduction to Immunology</b>	<b>04</b>	<b>01</b>
	<b>General</b>	<b>II</b>	<b>Humoral Immunity</b>		<b>01</b>
	<b>General</b>	<b>III</b>	<b>Cell Mediated Immunity</b>		<b>01</b>
	<b>General</b>	<b>IV</b>	<b>Antigen-Antibody Interactions</b>		<b>01</b>
<b>BMLTP206</b>			<b>Practicals of Course BMLT206</b>	<b>02</b>	<b>06</b>
<b>BMLTP207</b>			<b>Practicals of Course BMLT207</b>	<b>02</b>	<b>06</b>
<b>BMLTP208</b>			<b>Practicals of Course BMLT208</b>	<b>02</b>	<b>06</b>
<b>BMLTP209</b>			<b>Practicals of Course BMLT209</b>	<b>02</b>	<b>06</b>
<b>BMLTP210</b>			<b>Practicals of Course BMLT210</b>	<b>02</b>	<b>06</b>
<b>Total Credits</b>				<b>30</b>	

### On Job Training



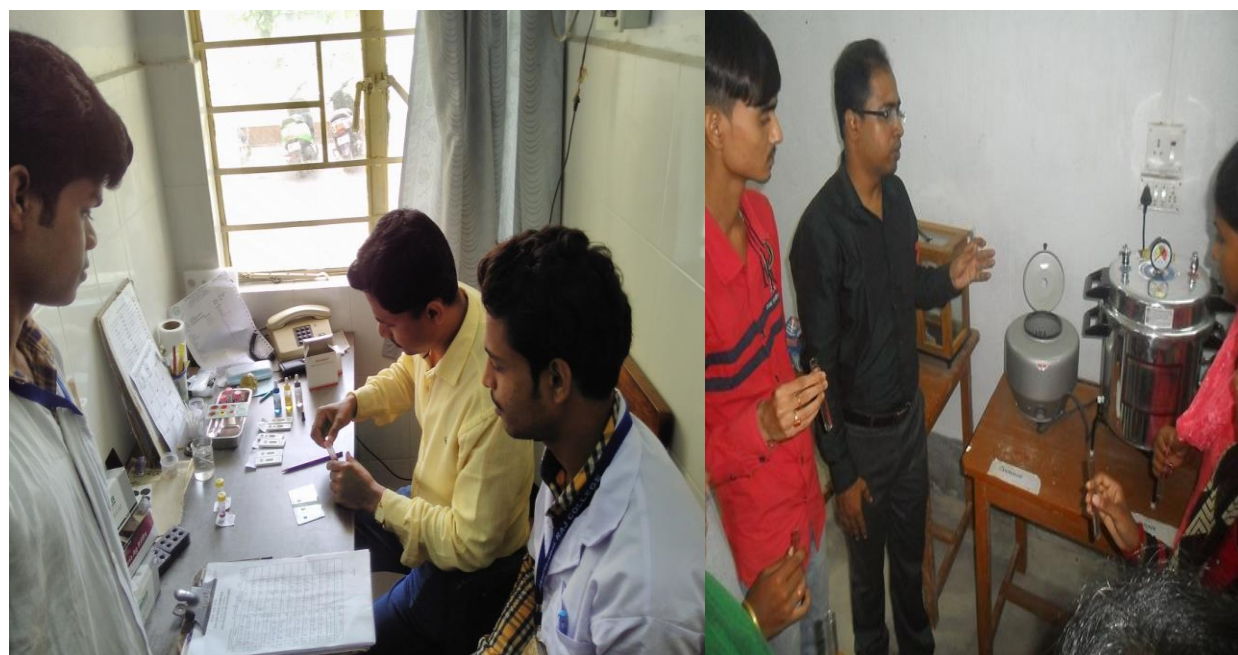
**Third Year : NSQF Level - 7 ( B.Voc Standard)**  
**Semester V**

Course Code	Component	Unit	Topic	Credits	L / Week
<b>BMLT301 (Medical Genetics and Microbiology-II)</b>	Skill	I	Genetics	<b>04</b>	<b>01</b>
	Skill	II	CLIA techniques		<b>01</b>
	Skill	III	Immunology and Virology		<b>01</b>
	Skill	IV	Toxicology		<b>01</b>
<b>BMLT302 (Histology- Cytology -II)</b>	Skill	I	Exfoliative Cytology-Specimen Preparation	<b>04</b>	<b>01</b>
	Skill	II	Exfoliative Cytology- Staining Techniques		<b>01</b>
	Skill	III	Exfoliative Cytology- Benign and Malignant Cells		<b>01</b>
	Skill	IV	Advanced Instrumentation		<b>01</b>
<b>BMLT303 (Parasitology and Blood Cell Disorders-II)</b>	Skill	I	Descriptive study of RBC abnormalities	<b>04</b>	<b>01</b>
	Skill	II	Disorders related to RBC		<b>01</b>
	Skill	III	Normal White Cell Count & Physiological variation		<b>01</b>
	Skill	IV	Disorders related to WBC		<b>01</b>
<b>BMLT304 (Pathogenic Microbiology)</b>	General	I	Pathogenic Microbes, Diagnosis, Prevention and Control	<b>10</b>	<b>01</b>
	General	II	Prevention and Control of Viral Diseases		<b>01</b>
	General	III	Human Mycotic Infections		<b>01</b>
	General	IV	Mechanisms and Control of Parasitic Infections		<b>01</b>
<b>BMLTP301</b>			<b>Practicals of Course BMLT301</b>	<b>02</b>	<b>06</b>
<b>BMLTP302</b>			<b>Practicals of Course BMLT302</b>	<b>02</b>	<b>06</b>
<b>BMLTP303</b>			<b>Practicals of Course BMLT303</b>	<b>02</b>	<b>06</b>
<b>BMLTP304</b>			<b>Practicals of Course BMLT304</b>	<b>02</b>	<b>06</b>
<b>Total Credits</b>				<b>30</b>	



Semester VI

Course Code	Component	Unit	Topic	Credits	L / Week
<b>BMLT305 (Clinical Laboratory Operations and Management)</b>	<b>Skill</b>	<b>I</b>	<b>Clinical Laboratory Operations and Management</b>	<b>04</b>	<b>04</b>
<b>BMLT306 (Professional Training)</b>	<b>Skill</b>	<b>I</b>	<b>Professional Training for three (3) months at reputed hospital, diagnostic centre, pathology laboratory, research institute, pharmaceutical industry, etc.</b>	<b>04</b>	<b>---</b>
<b>BMLT307 (Project Work)</b>	<b>Skill</b>	<b>I</b>	<b>Student shall carry out the project work in consultation with faculty and industrial partner organizations.</b>	<b>04</b>	<b>---</b>
<b>BMLT308 (Food and Industrial Microbiology)</b>	<b>General</b>	<b>I</b>	<b>Food Microbiology</b>	<b>10</b>	<b>01</b>
	<b>General</b>	<b>II</b>	<b>Contamination, Preservation and Spoilage of Food</b>		<b>01</b>
	<b>General</b>	<b>III</b>	<b>Production Strains Isolation and Screening Techniques</b>		<b>01</b>
	<b>General</b>	<b>IV</b>	<b>Fermentation Products</b>		<b>01</b>
<b>BMLTP305</b>			<b>Practicals of Course BMLT305</b>	<b>02</b>	<b>06</b>
<b>BMLTP306</b>			<b>Practicals of Course BMLT306</b>	<b>02</b>	<b>06</b>
<b>BMLTP307</b>			<b>Practicals of Course BMLT307</b>	<b>02</b>	<b>06</b>
<b>BMLTP308</b>			<b>Practicals of Course BMLT308</b>	<b>02</b>	<b>06</b>
<b>Total Credits</b>				<b>30</b>	



## General Rules

### Continuous Assessment

The course is based on Choice Based Credit system as per UGC Guidelines. The 60% skill component (18 credits in each semesters) of the course will be assessed and certified by the respective Sector Skill Councils and 40% general education component will be assessed by the university on choice based credit system (12 credits in each semester). One credit will be awarded in terms of NSQF level certification which will have 60% weightage of total credits in the course in the following manner.

Name of the course	NSQF Level Certificate	Cumulative Credits
Diploma	Level - 5	36 Credits
Advance Diploma	Level - 6	72 Credits
B.Voc Degree	Level - 7	108 Credits

### Eligibility Criteria :

The minimum Educational Qualification for admission to B.Voc Courses in any of the above five stream is Higher Secondary or Equivalent (10 + 2) pass from any recognized board. Those who have successfully cleared NSQF Level – 4 (Vocational) are eligible for Direct Admission to Level 5 of B.Voc Courses.

Maximum age limit for admission to any course is 35

### Reservation Policy:

The reservation procedure is followed as per norms of Vidyasagar University.

### Fees Structure:

Above B.Voc Courses are partially sponsored by the University Grants Commission. However, **Annual Course Fee is Rs. 10,000 (Rupees Ten Thousand)**, ie cumulative **Course Fee of Rs. 30,000 ( Rupees Thirty Thousand )** for the entire Three Years ( in Six Instalments) is payable to “ **Deen Dayal Upadhyay KAUSHAL Kendra, Mahishadal Raj College** ” through any online mode (PayTm/ Google Pay/ NEFT etc) to **SBI A/c No: 39519103556, IFSC Code: SBIN0001298**. The above Course Fee includes University Registration Fees, Assessment and Certification Fees, Consumable Cost for practical's, re-imburement of cost to industry partner during internship etc.)

### Application Procedure:

15. Application Forms for Admission to B.Voc Courses can be downloaded from College website on & from 08.05.2024 (Students of Vocational Stream and candidates have secured more than 60% in HS or Equivalent can directly fill up respective Admission Registration Form)
16. Fill up the forms with blue / black pen in capital letters. Keep no points blank
17. As per Notification from Higher Education Dept, Govt of West Bengal, “**No Application Processing Fee**” is required to pay along with the Application Form
18. Please scan duly filled up Application Form ( Registration Form in case of Vocational Students and candidates have secured more than 60% in HS or Equivalent) in either pdf or jpg format and send to our Email: [mrcbvocadmission2024@gmail.com](mailto:mrcbvocadmission2024@gmail.com) or whatsapp the same to : 9733038150
19. After submission of Application form applicant will receive a ‘Submission and verification’ SMS to his/her registered Mobile Number.
20. Selected Candidates will be intimated about their selection and procedure of admission by SMS to their registered mobile number and Email.

Please contact Shri Susim Payra ( Mob: 7908558567 / 9733038150) or Prof. Arnab Patra (9733216242) for any further query.

21. Merit List of the Selected Candidates will also be published in the College Website.

## **B.Voc Degree Programme in Hospitality Management**

The hospitality industry in India is one of the most dynamic industries and continues to grow year after year, The hospitality industry in India experienced a remarkable revival in 2023, and translated into a promising year for tourism and hospitality in India. As we delve into 2024, sustained growth is strongly indicated, particularly in domestic hospitality market. Premium hotels nationwide reported impressive occupancy rates ranging from 70% to 72%, accompanied by average room rates exceeding ₹6,000 per night, as the rating agency Ica indicated. Notably, hotel revenues demonstrated a robust 20% surge compared to 2022, with operating margins surpassing the 30% mark. The Hospitality Market in India is Experiencing Growth Due To the Country's Rich Culture and Diversity, attracting Global Guests. This growth will provide many employment opportunities for people with the right qualifications. In the Indian context, the hospitality industry contributed only 2% of the GDP in 2003-04, however, has marked a growth of 9.8% by 2020, which has placed India as the second-fastest growing tourism market in the world. The total market size of the tourism and hospitality industry in India stood at US\$ 117.7 billion in 2011 and has touched to US\$ 418.9 billion by 2022. The manpower requirement in hospitality industry is 150,000 trained persons per annum while the availability is only 50,000 per annum.

Leading hotel brands have pepped up their investments and are in various stages of commencement of new proprieties in India, both in metro and non- metro cities. With the continued growth in India's GDP, improvement in the per capita income, and increased aspirational spending, the Indian hospitality sector is expected to grow faster than most countries around the world.



West Bengal is one of the most culturally and ethnically diverse states of India. West Bengal aims to become a preferred tourism and tourism-related investment destination by leveraging its unique geographical setting along with its various tourism-related assets. It will develop necessary infrastructure and promote hospitality industry in an integrated manner which will bring in more investment and further the socio-economic goals of the Government. Hospitality sector has been steadily gaining in prominence in West Bengal. The rich diversity and historical heritage that encompasses this state is drawing more tourists every year. The states policies on tourism are also providing a boost to the existing hotel and hospitality industry and offers great scope.



### Structure and Components:

- Bachelor Degree in Hospitality Management has been framed following the guidelines of National Skill Qualification Framework (NSQF) and the B. Sc. programme of Vidyasagar University (VU).
- The B. Voc. Programme comprises of both vocational and academic components.
- Vocational or skill component of the curriculum shall be examined at the end of each semester by the Tourism and Hospitality Skill Council (National Skill Development Corporation, Govt of India).
- Mahishadal Raj College is the only Govt sponsored college in West Bengal to become the NSDC Training Partner.
- The assessment for the General education component shall be done as per the schedule and guidelines of Vidyasagar University.



## Year wise Curriculum of B.Voc in Hospitality Management

First Year : NSQF Level - 5 (Diploma Standard)

### Subject : Front Office Operation

<b>Total Number of Credits:</b>	<b>30</b>
<b>Course Duration:</b>	<b>550 hrs</b>
<b>Role Description</b>	Managing and controlling the front office operations
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li>1. THC/N0121: Manage the front office operations</li> <li>2. THC/N0122: Manage the front office personnel</li> <li>3. THC/N0123: Prepare front office periodical reports and budget</li> <li>4. THC/N9901: Communicate with customer and colleagues</li> <li>5. THC/N9902: Maintain customer-centric service orientation</li> <li>6. THC/N9903: Maintain standard of etiquette and hospitable conduct</li> <li>7. THC/N9904: Follow gender and age sensitive service practices</li> <li>8. THC/N9906: Maintain health and hygiene</li> <li>9. THC/N9907: Maintain safety at workplace</li> </ol> <p><b>Optional:</b></p> <ol style="list-style-type: none"> <li>1. THC/N9905: Maintain IPR of company and customers</li> <li>2. THC/N9909: Learn a foreign or local language(s) including English</li> </ol>
<b>Job Role</b>	<b>Front Office Manager</b>
<b>Role Description</b>	Taking orders, getting it prepared and serving to customers, as per organization's policy
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li>1. THC/N2907 Receive customers and take orders</li> <li>2. THC/N2908 Process customer's order</li> <li>3. THC/N2909 Manage administrative work</li> <li>4. THC/N9901 Communicate with customer and colleagues</li> <li>5. THC/N9902 Maintain customer-centric service orientation</li> <li>6. THC/N9903 Maintain standard of etiquette and hospitable conduct</li> <li>7. THC/N9904 Follow gender and age sensitive service practices</li> <li>8. THC/N9906 Maintain health and hygiene</li> </ol>
<b>Job Role</b>	<b>Counter Sales Executive / Counter Service Executive</b>



<b>Total Number of Credits:</b>	<b>30</b>
<b>Course Duration:</b>	<b>550 hrs</b>
<b>Role Description</b>	Managing the front office operation during the shift; planning and scheduling work, manages the resource, supervising the process and ensuring guest satisfaction
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li>1. THC/N0116: Plan and control day to day front office activities</li> <li>2. THC/N0117: Assist in managing the front office operation</li> <li>3. THC/N0118: Manage the front office staffing process</li> <li>4. THC/N9901: Communicate with customer and colleagues</li> <li>5. THC/N9902: Maintain customer-centric service orientation</li> <li>6. THC/N9903: Maintain standard of etiquette and hospitable conduct</li> <li>7. THC/N9904: Follow gender and age sensitive service practices</li> <li>8. THC/N9905: Maintain IPR of organisation and customers</li> <li>9. THC/N9906: Maintain health and hygiene</li> <li>10. THC/N9907: Maintain safety at workplace</li> <li>11. THC/N9909: Learn a foreign or local language(s) including English</li> </ol>
<b>Job Role</b>	<b>Duty Manager</b>
<b>Role Description</b>	Establishing and monitoring soft facility services and its quality, as well as managing client and vendors at the facility as per organization's standards besides performing administrative work
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li>1. THC/N5712: Establish soft services and their quality</li> <li>2. THC/N5713: Monitor soft services and their quality at client's premises</li> <li>3. THC/N5714: Manage client and vendors</li> <li>4. THC/N5715: Perform administrative work at facility</li> <li>5. THC/N9901: Communicate with customer and colleagues</li> <li>6. THC/N9902: Maintain customer-centric service orientation</li> <li>7. THC/N9903: Maintain standard of etiquette and hospitable conduct</li> <li>8. THC/N9904: Follow gender and age sensitive service practices</li> <li>9. THC/N9905: Maintain IPR of organisation and customers</li> <li>10. THC/N9906: Maintain health and hygiene</li> <li>11. THC/N9907: Maintain safety at workplace</li> <li>12. THC/N9909: Learn a foreign or local language(s) including English</li> </ol>
<b>Job Role</b>	<b>Facility Management Executive</b>





**Second Year : NSQF Level - 6 ( Advance Diploma Standard)**

**Subject: Food & Beverage Production**

Course module	Job role	Workplace/ INDUSTRY
<b>1. PROFESSIONAL STANDARDS AND ETHICS FOR FOOD HANDLERS.</b>  <b>2. FOOD COMMODITIES</b> <b>3. COOKING FUELS AND KITCHEN EQUIPMENT</b> <b>4. PROCESSING OF COMMODITIES</b>  <b>5. AIMS AND OBJECTIVES OF COOKING FOOD</b>  <b>6. METHODS OF COOKING</b>  <b>7. INDIAN CUISINE</b>  <b>8. ART OF COOKERY</b>  <b>9. STOCKS, SAUCES AND SOUPS</b>  <b>10. FOOD PRESERVATION, CHEESE, BAKERY</b>  <b>11. MENU PLANNING, PASTRY, FOOD STANDARDS</b>  <b>12. FRENCH CUISINE, ITALIAN CUISINE, SPANISH /MEXICAN CUISINE, ORIENTAL CUISINE, KITCHEN ORGANIZATION AND HUMAN RESOURCE</b>  <b>13. GARDE MANGER (LARDER WORK), ACCOMPANIMENTS AND GARNISHES, KITCHEN PLANNING</b> <b>14. FOOD PRODUCTION SYSTEMS.</b>	<b>1. Kitchen executive trainee.</b>  <b>2. Commie1</b> <b>3. Commie 2</b>  <b>4. Continental chef</b>  <b>5. Indian chef</b>  <b>6. Butcher</b>  <b>7. Cold kitchen chef</b>  <b>8. Vegetable carver</b>  <b>9. Pantry man</b>  <b>10. breakfast chef</b>  <b>Etc.....</b>	<b>1. HOTEL</b>  <b>2. RESTAURENT</b>  <b>3. COMMERTIAL CATERING</b>  <b>4. FOOD CHAIN</b>  <b>5. RAILWAY CATERING</b>  <b>6. AIRLINE CATERING</b>  <b>7. HOSPITAL CATRING</b>  <b>8. CRUISE LINE</b>  <b>9. Industrial canteen</b>  <b>10. fast food outlet</b>  <b>Etc.....</b>



Third Year : NSQF Level - 7 ( B.Voc Standard)

**SUBJECT: FOOD AND BEVERAGE SERVICE**

Course module	Job Role	Industry
1.FOOD & BEVERAGE SERVICE INDUSTRY 2. ATTRIBUTES OF FOOD & BEVERAGE SERVICE PERSONNEL FOOD & BEVERAGE SERVICE ORGANIZATION 3.FOOD & BEVERAGE SERVICE AREAS WITH HIERARCHIES 4.KNOWING F & B SERVICE EQUIPMENT 5. TYPES OF SERVICE AND MENUS 6. MENU PLANNING 7. BREAK FAST 8. IN-ROOM DINING 9. FUNCTION CATERING 10. BUFFET 11. NON ALCOHOLIC BEVERAGES 12. NON ALCOHOLIC BEVERAGES 13. WINE & FOOD HARMONY	1.MANAGEMENT TRAINEE 2.TRAINEE STEWARD 3.STEWARD 4.F & B EXECUTIVES	1. HOTEL 2. RESTAURENT 3.COMMERTIAL CATERING 4.FOOD CHAIN 5. RAILWAY CATERING 6.AIRLINE CATERING 7. HOSPITAL CATRING 8. CRUISE LINE





## General Rules

### Continuous Assessment

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23. Fill up the forms with blue / black pen in capital letters. Keep no points blank
24. As per Notification from Higher Education Dept, Govt of West Bengal, “No Application Processing Fee” is required to pay along with the Application Form
25. Please scan duly filled up Application Form ( Registration Form in case of Vocational Students and candidates have secured more than 60% in HS or Equivalent) in either pdf or jpg format and send to our Email: [mrcbvocadmission2024@gmail.com](mailto:mrcbvocadmission2024@gmail.com) or whatsapp the same to : 9733038150
26. After submission of Application form applicant will receive a ‘Submission and verification’ SMS to his/her registered Mobile Number.
27. Selected Candidates will be intimated about their selection and procedure of admission by SMS to their registered mobile number and Email.

Please contact Shri Susim Payra ( Mob: 7908558567 / 9733038150) or Prof. Arnab Patra (9733216242) for any further query.

28. Merit List of the Selected Candidates will also be published in the College Website.

## **B.Voc Degree Programme in Retail Management & Operations**

B.Voc. (Retail Management) course is being run by the college under Deen Dayal Upadhyay KAUSHAL Kendra scheme of University Grants Commission, New Delhi. Retailing is a vital part of the business industry that involves selling products and services to consumers. With the tremendous growth of the economy, retail management has emerged as one of the fastest growing careers in India. The enormous expansion of the sector has thrown up a big demand for skilled professionals in the field. Job prospects in the retail sector include but are not limited to Customer Sales Associate, Team Leader, Departmental Manager, Floor Manager, Store Manager, Retail Operations Manager, Retail Buyers and Merchandisers, Visual Merchandisers, Logistic Managers, Warehouse Managers and many more.

In simple terms, retailing deals with the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailing has been around the block for quite some time now. Retail markets, shops and door to door selling have been around the block for quite some time. Retailers play an important role in bridging demand and supply gap of products and services. It is the final stage of distribution of a product or service (from manufacturing to reaching the customer in the end). Earlier, brick and mortar firms (shops and stores) and door to door sales used to be the only forms of retailing. With the rise of modern technology, E-Commerce has caught retailing by storm!



With time, retailing has evolved. Shopping malls, E-Commerce websites and other multichannel distribution systems have made retailing sector bigger and better! What is retail management, you may ask. Retail management deals with the techniques, processes and methods that helps drive greater sales and customer satisfaction by gaining a better understanding of the consumers of goods and services produced by a company

The programme curriculum has been designed as per the Qualification Packs/Model Curriculum released by Retailers' Association Skill Council of India (RASCI), Mumbai and in close consultation with Vidyasagar University having experts from the industry and university. The curriculum includes general education and skill development components having extensive practical and on-the job training along with periodic industrial visits and industry interactions.

The college has industry partnerships with leading retail companies which are renewed from time to time.

## Year wise Curriculum of B.Voc in Retail Management & Operations

<p>The topics which are marked in (*) will be under Internal Assessment purview (Formative Assessment)</p> <p>The topics with National Occupation Standards (NOS) codes will be under External Assessment purview (Summative Assessment). Refer to RASCI Qualification Packs (QP) for details on topics.</p> <p>The General Components (GC) are suggestive and subject to change as per UGC Guidelines. The University will be responsible for development of developing the syllabus, imparting training and conducting assessments for the students.</p>					
SEMESTER I					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	<p><u>Section A</u> Business Communication (Verbal / Nonverbal)</p> <ul style="list-style-type: none"> <li>- Writing Skills including Resume Writing, Project Report writing</li> <li>- Reading Skills</li> </ul> <p>Oral Communication (Internal &amp; External)</p> <p><u>Section B Professional Skills</u></p> <ul style="list-style-type: none"> <li>-Personal Hygiene &amp; Grooming, Job Interview readiness</li> <li>-Planning &amp; Organizing (in capacity of the Role)</li> <li>- Problem Solving</li> </ul>	GC	Theory	6	90
GENERAL PAPER II	<p><u>Section A</u> Fundamentals in Accounting (Calculation of Discounts/Others/margins/Financial Schemes/Basic Accounting etc.)</p> <p><u>Section B</u> Fundamentals in Technology (Computer Skills)</p> <ul style="list-style-type: none"> <li>-Basics of MS Office</li> </ul>			6	90
General Component Total				12	180



SKILL PAPER I	<b>Introduction to Retail and Retail Store Operations</b> *Define Retailing *Evolution of Retail in India *Indian Retail Industry *Organized and Unorganized Retail Sector *Types of Retail Formats *Pre-Store Opening *Store Opening and Closing *Loss Prevention & Shrinkage *Store Merchandise Handling *Basics of Visual Merchandising Processing of credit applications for purchases (RAS/N0114)	SC	Theory	1	15
	<b>Health, Safety &amp; Security</b> Store Safety & Security (RAS/N0120) Health and Safety (RAS/N0122)			1	15
	<b>Team and Organizational Dynamics</b> *Job responsibilities of a Sales Associate * Skills of a competent Sales Associate Working effectively in a Team (RAS/N0137) Working effectively in an Organization (RAS/N0138)			1	15
SKILL PAPER II	<b>Consumer Buying Behaviour and Retail Sales</b> *Basics of Consumer Shopping Behaviour *Knowledge of Products & Services *Retail Selling techniques Importance of Product Demonstration (RAS/N0125) Help customers choose right products and provide (RAS/N0126) Specialist Support in facilitating Purchases (RAS/N0127) Techniques to maximize sale of goods and services (RAS/N0128)	SC	Theory	3	45
	<b>Understanding Consumer Buying Behaviour and Retail Sales</b>			SC	Practical - Retail Lab



SKILL PAPER III	Customer Service and Customer Relationship Management Positive Image Building (RAS/N0130) Monitoring and Solving Customer Service Issues (RAS/N0135) Continuous Service Improvement (RAS/N0136) Customer Relationship Management (RAS/N0134) Personalized and Post-Sales Service Support (RAS/N0129) To resolve customer concerns (RAS/N0132) Organizing Service Delivery (RAS/N0133)	SC	Theory	3	45
	Customer Service and Customer Relationship Management	SC	Practical - Retail Lab	1	30
	Internship Project	SC	Internship	7	210
	Skill Component Total			18	405
	SEMESTER I TOTAL			30	585
<b>SEMESTER II</b>					
PAPER	SUBJECT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	<u>Section A</u> Business Communication (Verbal / Nonverbal) -Writing Skills including Resume Writing, Project Report writing -Reading Skills including Report Reading - Oral Communication (Internal & External) <u>Section B</u> Professional Skills -Decision Making -Interpersonal Skills -Personality Development including Job Readiness	GC	Theory	6	90





<b>GENERAL PAPER II</b>	<u>Section A</u> <b>Fundamentals in Accounting</b> (Basic Accounting, Cost Accounting) <u>Section B</u> <b>Fundamentals in Technology (Computer Skills)</b> (MS Office, Orientation to POS software(s))			6	90
<b>General Component Total</b>				<b>12</b>	<b>180</b>
<b>SKILL PAPER I</b>	<b>Store Display and Visual Merchandising</b> *Store Hygiene and Cleanliness Organize the display of products at the store (RAS/N0146) Plan visual merchandising (RAS/N0139)	SC	Theory	3	45
	Store Display and Visual Merchandising			Practical - Retail Lab	1
<b>SKILL PAPER II</b>	<b>Sales Management</b> *Product and Service Knowledge *Retail markets - Competition and Best Practices Availability of goods for sale to customers (RAS/N0148) Process Sale of Products (RAS/N0147) Goal Setting / Target Allocation & Monitoring (RAS/N0131) <b>Customer Experience Management</b> Establish and satisfy customer needs (RAS/N0140) Monitor and solve customer service problems (RAS/N0150) Effective Stakeholder communication (RAS/N0145) *Effective After Sales Service *Customer feedback Management	SC	Theory	4	60
	Customer Experience Management			Practical - Retail Lab	1

<b>SKILL PAPER III</b>	<b>Organization &amp; Team Dynamics</b> *Company Vision, Mission, Values *Job Role of Team Leader and skill sets of a competent Team Leader *Understanding Company Policies and Procedures Work effectively in your Team (RAS/N0137) Work effectively in your organization (RAS/N0138) Health and safety (RAS/N0122)	SC		2	30
	<b>Internship Project</b>	SC	<b>Internship</b>	7	210
	<b>Skill Component Total</b>			<b>18</b>	<b>405</b>
	<b>SEMESTER 2 TOTAL</b>			<b>30</b>	<b>585</b>
	<b>1st YEAR TOTAL</b>			<b>60</b>	<b>1170</b>
<b>SEMESTER III</b>					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
<b>GENERAL PAPER I</b>	<b>Section A</b> Planning and Organizing (in capacity of the Role) <b>Section B</b> Problem Solving & Decision Making	GC	Theory	6	90
<b>GENERAL PAPER II</b>	Financial Management and Retail Accounting	GC		6	90
<b>General Component Total</b>				<b>12</b>	<b>180</b>
<b>SKILL PAPER I</b>	<b>Retail Store Operations and Profitability Management</b> *Inventory Management * Merchandise Management * Develop Sales Strategy and Campaigns Plan visual merchandise (RAS/N0139) Monitor and manage store performance (RAS/N0141) Manage a budget (RAS/N0151)	SC	Theory	5	75
	<b>Retail Store Operations and Profitability Management</b>		Practical - Retail Lab	2	60



<b>SKILL PAPER II</b>	<b>Customer Experience Management</b> Establish and satisfy customer needs (RAS/N0140) Communicate effectively with stakeholders (RAS/N0145) Develop individual retail service opportunities (RAS/N0144) *Customer Experience Innovation	SC		5	75
	<b>Internship Project</b>	SC	<b>Internship</b>	4	120
	<b>Skill Component Total</b>			16	330
<b>SEMESTER IV</b>					
<b>PAPER</b>	<b>UNIT</b>	<b>GC/SC</b>	<b>CATEGORY</b>	<b>NO. OF CREDITS</b>	<b>NO. OF HOURS</b>
<b>GENERAL PAPER I</b>	<u>Section A</u> Personal Effectiveness / Personality Development <u>Section B</u> Analytical Skills & Negotiation Skills	GC	Theory	6	90
<b>GENERAL PAPER II</b>	Project Management	GC		6	90
<b>General Component Total</b>				<b>12</b>	<b>180</b>
<b>SKILL PAPER I</b>	<b>Understanding Leadership</b> Provide leadership for your team (RAS/N0142) Build and manage store team (RAS/N0143)	SC	Theory	4	60
	Application of Leadership Principles (Situational Leadership Styles)		Practical - Retail Lab	2	60
<b>SKILL PAPER II</b>	<b>Team and Organizational Dynamics</b> Allocate and check work in your team (RAS/N0131) To work effectively in your team (RAS/N0137) To work effectively in your organisation (RAS/N0138)	SC	Theory	4	60
	<b>Internship Project</b>	SC	<b>Internship</b>	10	300
	<b>Skill Component Total</b>			20	480
	<b>2nd YEAR TOTAL</b>			60	1170

SEMESTER V					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	<u>Section A</u> Leadership and Effective Communication	GC	Theory	6	90
	<u>Section B</u> Human Resource Management			6	90
GENERAL PAPER II	Business Strategy and Financial Management			6	90
General Component Total				12	180
SKILL PAPER I	Retail Store Operations and Sales *Retail Store Management and its Value Chain Optimize inventory to ensure maximum availability of stocks and minimized losses (RAS/N0152) Execute visual merchandising standards displays as per standards and guidelines (RAS/N0155) Implement promotions and special events at the store (RAS/N0157) Conduct price benchmarking and market study of competition (RAS/N0159)	SC	Theory	4	60
	Retail Store Operations and Sales		Practical - Retail Lab	2	60
SKILL PAPER II	Process Compliance, Safety and Security Adhere to standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting (RAS/N0153) Ensure overall safety, security and hygiene of the store (RAS/N0156)	SC		4	60
	Internship Project	SC	Internship	4	120
Skill Component Total				14	300



SEMESTER VI					
PAPER	UNIT	GC/SC	CATEGORY	NO. OF CREDITS	NO. OF HOURS
GENERAL PAPER I	Marketing Management	GC	Theory	6	90
GENERAL PAPER II	<u>Section A</u> Business Ethics and Corporate Responsibility <u>Section B</u> Project Management	GC		6	90
General Component Total				12	180
SKILL PAPER I	People, Process and Profitability Management *Develop Retail Store Strategy to increase Market share and Profitability *Technology in Retail *Customer Relationship Management Lead and manage the team for developing store capability (RAS/N0158) Manage sales and service delivery to increase store profitability (RAS/N0154)	SC	Theory	5	75
	Profitability Management		Practical -	2	60
	Internship Project	SC	Internship	15	450
	Skill Component Total			22	585
3rd YEAR TOTAL				60	1245



## General Rules

### Continuous Assessment

The course is based on Choice Based Credit system as per UGC Guidelines. The 60% skill component (18 credits in each semesters) of the course will be assessed and certified by the respective Sector Skill Councils and 40% general education component will be assessed by the university on choice based credit system (12 credits in each semester). One credit will be awarded in terms of NSQF level certification which will have 60% weightage of total credits in the course in the following manner.

Name of the course	NSQF Level Certificate	Cumulative Credits
Diploma	Level - 5	36 Credits
Advance Diploma	Level - 6	72 Credits
B.Voc Degree	Level - 7	108 Credits



### Eligibility Criteria :

The minimum Educational Qualification for admission to B.Voc Courses in any of the above five stream is Higher Secondary or Equivalent (10 + 2) pass from any recognized board. Those who have successfully cleared NSQF Level – 4 (Vocational) are eligible for Direct Admission to Level 5 of B.Voc Courses.

Maximum age limit for admission to any course is 35

### Reservation Policy:

The reservation procedure is followed as per norms of Vidyasagar University.

### Fees Structure:

Above B.Voc Courses are partially sponsored by the University Grants Commission. However, **Annual Course Fee is Rs. 10,000 (Rupees Ten Thousand)**, ie cumulative **Course Fee of Rs. 30,000 ( Rupees Thirty Thousand )** for the entire Three Years ( in Six Instalments) is payable to “ **Deen Dayal Upadhyay KAUSHAL Kendra, Mahishadal Raj College** ” through any online mode (PayTm/ Google Pay/ NEFT etc) to **SBI A/c No: 39519103556, IFSC Code: SBIN0001298**. The above Course Fee includes University Registration Fees, Assessment and Certification Fees, Consumable Cost for practical's, re-imbursement of cost to industry partner during internship etc.)

### **Application Procedure:**

1. Application Forms for Admission to B.Voc Courses can be downloaded from College website on & from 08.05.2024 (Students of Vocational Stream and candidates have secured more than 60% in HS or Equivalent can directly fill up respective Admission Registration Form)
2. Fill up the forms with blue / black pen in capital letters. Keep no points blank
3. As per Notification from Higher Education Dept, Govt of West Bengal, “No Application Processing Fee” is required to pay along with the Application Form
4. Please scan duly filled up Application Form ( Registration Form in case of Vocational Students and candidates have secured more than 60% in HS or Equivalent) in either pdf or jpg format and send to our Email: [mrcbvocadmission2024@gmail.com](mailto:mrcbvocadmission2024@gmail.com) or whatsapp the same to : 9733038150
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