



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Hotel Management and Catering Technology

Level: UG

Branch: Hotel Management & Catering Technology and
Hospitality and Tourism Administration

Course / Subject Code: BH02000061

Course / Subject Name : Indian Knowledge System

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Indian Knowledge System (IKS)

Prerequisite:	Awareness of cultural diversity, interest in cultural and historical studies, a basic understanding of ethics and ethical decision-making
Rationale:	To introduce students to the profound wisdom embedded in Indian traditions, enabling them to integrate these practices into contemporary hospitality management.

Course Outcome:

After Completion of the Course, Student will be able to:

No	Course Outcomes	RBT Level
01	Gain an in-depth understanding of ancient Indian knowledge systems, encompassing philosophy, science, arts, and culture.	U
02	Appreciate the relevance of ancient Indian texts such as Vedas, Upanishads, and epics like Ramayana and Mahabharata in contemporary management and ethical frameworks.	U
03	Explore the cultural significance of major Indian festivals and their impact on traditional hospitality practices and the tourism industry.	A
04	Understand the diversity of Indian cuisine through regional specialties, historical influences, and the role of spices and ingredients in culinary traditions.	U
05	Apply principles from Ayurveda, yoga, and traditional Indian wellness practices to enhance wellness tourism and integrate sustainable practices in hospitality management.	A

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	MODULE 1: <u>Introduction to Indian Knowledge System</u> 1.1 Overview of Indian Knowledge Systems A. Definition and scope B. Historical evolution and significance C. Key areas: philosophy, science, arts, and culture 1.2 Ancient Indian Texts and Their Relevance A. Vedas, Upanishads, and Puranas B. Epics: Ramayana and Mahabharata C. Relevance to modern management and ethics	4	13
2.	MODULE 2: <u>Indian Culture and Traditions</u> 2.1 Indian Festivals and Hospitality A. Major Indian festivals and their significance B. Traditional hospitality practices during festivals C. Impact on tourism and hospitality industry 2.2 Traditional Indian Arts and Crafts A. Overview of Indian arts: painting, sculpture, music, and dance B. Traditional crafts and their role in tourism C. Promoting cultural heritage through hospitality	6	20
3.	MODULE 3: <u>Indian Cuisine and Culinary Practices</u> 3.1 Diversity of Indian Cuisine A. Regional variations and specialties B. Influence of history and geography on Indian cuisine C. Role of Indian spices and ingredients 3.2 Traditional Cooking Methods and Sustainability A. Ancient cooking techniques and utensils B. Sustainable practices in Indian culinary traditions C. Integrating traditional methods in modern kitchens	6	20
4.	MODULE 4: <u>Indian Wellness and Ayurveda</u>	6	20



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	<p>4.1 Principles of Ayurveda</p> <p>A. Basic concepts of Ayurveda: Doshas, Dhatus, and Malas B. Ayurvedic diet and lifestyle C. Application in wellness tourism</p> <p>4.2 Yoga and Meditation</p> <p>A. History and philosophy of yoga B. Different forms of yoga and their benefits C. Incorporating yoga and meditation in hospitality services</p>		
5.	<p>MODULE 5: <u>Sustainable Living, Environmental Practices & Integration</u></p> <p>5.1 Traditional Indian Environmental Practices</p> <p>A. Ancient Indian wisdom on sustainability B. Traditional water conservation and agricultural practices C. Lessons for modern sustainability initiatives</p> <p>5.2 Pilgrimage Tourism : historical places and places of worship</p> <p>A. Chardham yatra B. 12 Jyotirling yatra C. Ajanta-Elora, Dholaveera, Tirupati temple, Minaxi mandir(Madurai), Kumbh mela,</p> <p>5.3 Integrating Indian Knowledge in Hospitality</p> <p>A. Practical applications of traditional knowledge in modern hospitality B. Creating unique guest experiences using Indian traditions A. Marketing Indian heritage in global hospitality</p>	8	27
Total		30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	80	20	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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References/Suggested Learning Resources:

(a) Books:

1. Introduction to Indian Knowledge System: Concepts and Applications, B. Mahadevan, Vinayak Bhat, Nagendra Pavana R.N.
2. Ayurveda: The Science of Healing, Dr. Vasant Lad
3. Feast And Fasts: A History of Food In India, Colleen Taylor Sen

Suggested Activities for Students for PA:

Read and Present about Industry initiatives for achieving Sustainable Development Goals

- Read about Industry initiatives in the areas of EHS and CSR and how they address ESG goals
- Tree Plantation Program, Clean Campus Drive, Energy Saving Activities, etc. may be carried out at Institute
- Joint activity with NGO for different initiatives related to promotion of Sustainability may be carried out.

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