

COURSE CURRICULUM FRAMEWORK UNDER AUTONOMY

Program: B. Voc

Department: TRAVEL AND TOURISM MANAGEMENT

Semester 1		
Course code	Course Title	Credits
CBTT101	Communication Skills and Social Aptitude (GE) Basics of Communication Personality Development Soft Skill Socio-Cultural Sensitization	04
CBTT102	Basics of French Language (GE) Basics Greetings and Basic Grammar Translations Communication and Culture Tourist Places and Essential Travel Information	04
CBTT103	Office Automation (GE) Introduction to MS Office PowerPoint Excel Outlook	04
CBTT104	History and Culture of the Indian Subcontinent (SC) Overview o Early History History of Major Empire in North and Deccan Historical Review and Architecture in the Medieval and Mughal Period History of Colonial India	04
CBTT105	Heritage and Tourism Resources (SC) Heritage and Tourism Heritage Management-World and India Indian Cultural Heritage Heritage Tourism Circuits in India	05
CBTT106	Tourism Concepts and Principles (SC) Introduction to Tourism Tourism Product and Attraction Types and forms of Tourism Tourism Transportation	04
CBTT107	World Geography (SC) Geography of India Geography of Asia Geography of Europe and America and Oceania Travel Geography	05

Semester 2		
Course code	Course Title	Credits
CBTT201	Organizational Behaviour (GE) Introduction Individual Behaviour and Personality Motivation, Leadership and Stress Management Conflict Management and Diversity Management	04
CBTT202	Principles of Marketing and Sales (GE) Marketing – An Overview Marketing Environment and Marketing Mix Marketing Communication Basics of Selling Skills	04
CBTT203	Introduction to Computer Networks (GE) Knowing Computer Networking Hardware Addresses Emerging Trends and Application in Industry	04
CBTT204	Indian Geography and Tourism Products (SC) Geography of India Destinations and Circuits Contemporary Destinations in India Facts about India	04
CBTT205	Global Tourism Industry and Issues (SC) Understanding Global Tourism Sociology of Travel Planning and Approaches to Tourism Tourism Organizations, Geopolitical and Policy Issues	04
CBTT206	Travel Agency Management and MICE (SC) Introduction and Functions of a Travel Agency Tour Operations Outbound Tour Management Agency Supplier relationship and MICE Operations	05
CBTT207	Reservations, E-Ticketing and Technology in Tourism Sector Air Transportation Train transportation Cruise Transportation Accommodations	05
	Internship will be must for 150 HOURS/30 DAYS in the Semester break (non-credit based)	

Semester 3		
Course code	Course Title	Credits
CBTT301	Business Communication and Travel Documentation (GE-TT) Business Letter Writing Strategic Communication Reports and Documentation PR, IPR and Crisis Communication	04
CBTT302	Green Computing (GE) Safety and Health Management System Minimizing Power Usage Going Paperless Recycling and Virtualization	04
CBTT303	Digital Marketing (GE) Digital Marketing Social Media Platforms to serve Ads Affiliate marketing Mobile commerce and E commerce Business Marketing	04
CBTT304	Tour Packaging (SC) Tour Designing Process Pricing in Tour Packaging Tour packages for different Travelers (Designing Practical) Projects	05
CBTT305	Sustainable Tourism (SC) Idea of Sustainable Development Sustainable Tourism Development Planning for Sustainable Tourism Eco- Tourism	05
CBTT306	Tourism Economics (SC) Economic Aspects of Tourism Role of Public and Private Players in Tourism Tourism demand and Supply and Analysis Techniques Pricing and Marketing strategy in Tourism sector	04

Semester 4		
Course code	Course Title	Credits
CBTT401	Financial Literacy (GE) Introduction to Book keeping Basics of Direct Tax-Individual and Company Basics of Indirect Tax Basics of Financial Services and Insurance	04
CBTT402	Research Methodology (GE-TT) Introduction to Research Methodology Sampling and Data Collection and Analysis Research Approaches in Tourism Understanding Qualitative and Quantitative Research	04
CBTT403	Human Resource Management (GE) Introduction to HR Training, Performance and Compensation Management Managing Conflict and Industrial Relations Current Issues and Challenges in HR	04
CBTT404	Guest Relations Manager (SC) Understanding Guests Relations and Responsibilities Training Duties, Communications and Customer Relations Professional Service Standards Customer Retention and Loyalty	04
CBTT405	Destination Planning (SC) Understanding Tourism Development Building Unique Proposition for Destinations Destination Marketing and Management Role of PPP and Infrastructure	04
CBTT406	Internship of 720 hrs minimum (@72HRS PER CREDIT) will be must for promotion to the next Year. Submission of Internship attendance proof, Letter of offer and letter of Experience must. A project needs to be submitted on the Internship Project.	10

Semester 5		
Course code	Course Title	Credits
CBTT501	Strategic Management (GE) Environment Scanning and Analysis Strategic Formulation and Management Models Strategy Implementation, Ethics, and Change Management	4
CBTT502	Entrepreneurship (GE) Introduction: The Entrepreneur Idea Generation, Feasibility Analysis and Role of Innovation in Business Entrepreneurial Venture and Marketing (Project Based)	4
CBTT503	Multimedia 1 (GE) Photoshop Topics CorelDraw Topics Adobe Flash Sony Sound Forge	2
CBTT504	International Tourism & Trends (SC) International Tourism, Globalization and Culture International Tourism Market and Destinations Regional Distribution of International Tourism International Tourism Policies and Organizations	2
CBTT505	Niche Tourism (SC) Niche Tourism – Introduction Special Interest Tourism (2 Destination Case Studies Each) Culture, Tourism Products and Event based Tourism Activity-based tourism	2
CBTT506	Team Leader (SC) Monitor the Team and Client Management Training and Standards Operational Responsibilities, Finance, and Status Reports Client Management and Loyalty	2
CBTT507	Event Management (SC) Introduction to Event Management Event Planning Issues in Event Management and HR Considerations Specialized Events	2
	Internship (Minimum 360 hours) @ 72hrs=1 credit	2

Semester 6		
Course code	Course Title	Credits
CBTT601	Multimedia II (GE) Canva Adobe Illustrator Adobe Spark and Adobe Premier Practical	04
CBTT602	Reasoning Aptitude & Placement Orientation (GE) Reasoning Data Interpretation Problem Solving and Comprehension Placement Orientation	04
CBTT603	Data Analytics (GE) Statistics and Presentation of Data Measures of Central Tendency and Dispersion Bivariate Analysis and Forecasting Technique Decision Theory	04
CBTT604	Quality Management in Tourism (SC) Quality Management Concept and Dimensions Service Quality and Its Importance Measuring Service Quality in Tourism and Hospitality Measuring Quality in Tourism Products and Socio- Environmental Impact	03
CBTT605	Adventure Tourism (SC) Introduction Land-based Adventure Activities Water-based Adventure Activities Air-based Adventure Activities	03
CBTT606	Tourism Law (SC) Tourism Law Company, Contract and Consumer Laws Environment related Laws in India Monuments and Accommodation Laws	03
CBTT607	International & National Travel Circuits (SC) & Dissertation	04
	Internship (Minimum 360 hours) @ 72 hrs=1 credit	05