



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce
and Sheila Gopal Raheja College of Management.

Empowered Autonomous

"A" Road, Churchgate, Mumbai - 400 020, India

Affiliated to
University of Mumbai

Bachelor of Vocational

Program: Travel and Tourism Management

Choice Based Credit System (CBCS) under NEP-2020
with effect from the academic year 2023-2024

Syllabus as approved by Statutory Committees

LOCF Document

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Discipline Specific Core Courses

Major Core Courses

1. Tourism Concepts and Principles
2. Travel Agency Management and MICE

Minor Courses

1. Indian Geography and Tourism Products
2. World Geography

Open Elective Courses

1. Travel Photography
2. Basics of French Language
3. Data Interpretation
4. Financial Literacy

Skill Enhancement Elective Courses

1. Heritage and Tourism Resources
2. Principles of Marketing and Sales

Vocational Skill Elective Courses

1. Customer Service Executive (Meet and Greet)
2. Ticketing GDS

Ability Enhancement Courses

1. English Language
2. Business Communication and Travel Documentation

Value Education Courses

1. Understanding India
2. Environmental Science

Indian Knowledge System

1. Indian Knowledge Systems

Preamble

The objective of any programme at a Higher Education Institution is to foster positive outcomes in the students by way of creating a solid foundation for their values, skills and capabilities, which directly contributes to the well-being of a nation. Jai Hind College (Autonomous) envisions all its programmes in the spirit of preparing capable youth, a workforce and a sensitised citizen of the nation with regard for sustainability and humanity. The Learning Outcome-based Curriculum Framework (LOCF) aims at preparing young minds for constructive and productive character development by honing their intellectual, critical thinking, humanistic skills and building skills required to meet the individual needs as well as the needs of the economy and for the betterment of the society. The LOCF provides a clear pathway to the faculty and the students for delivering meaningful and quality education under the Graduate programmes. The approach provides a focused, outcome-based syllabi at the undergraduate level with a purpose to structure the teaching-learning experiences in a more student-centric manner by making the courses relevant and flexible for the job market and skill gaps in various sectors and by offering students more choices while being prepared with diverse skillsets.

LOCF implies developing a clear set of essential learning outcomes around which the education system's components can be focused. The approach strengthens the teacher- learner interaction as students engage themselves in the programmes of their choice and prepare for acquiring skills to join the chosen industry. The LOCF thus, aims at a holistic growth of the students and shaping them as sensible citizens with right employability skills and vital life-skills required to lead a happy personal and social life. Each course vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes states the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to students' well-being, emotional stability, critical thinking etc. intermingled with a sense of social justice and harmony. In short, each course under the programme prepares students for employability, sustainability and inculcates lifelong learning approach. The new curriculum of BVoc TTM will empower students to think, innovate, create and support to convert their innovations into real business models for the county's economic and social prosperity of the country. The proposed LOCF offers better linkage between education and employment and fosters entrepreneurial skills by giving them hands-on training. Jai Hind College (Autonomous) hopes that by the LOCF approach of the BVoc TTM programme students can transition from being passive knowledge-seekers to becoming active and aware knowledge creators.

CREDIT FRAMEWORK

JAIHIND COLLEGE NEP 2020 FRAMEWORK

Level s	Semeste r	Majo r	Mino r	Open Electiv e (OE)	VSC SEC	AEC, VEC, IKS	OJT, FP, CEP CC, RP	Cu m Cr	Degree /Total Credits	
		Core	Electiv e							
4.5	I	4	-	4	2+2	VSC-2 SEC-2	AEC-2 IKS-2 VEC-2	CC-0	22	UG Certificatio n 44 Credits
	II	4	-	4	2+2	VSC-2 SEC-2	AEC-2 VEC-2	CC-2	22	
	Cum Cr	8	-	8	8	4+4=8	4+4+2=1 0	2	44	
Exit Option: Award of UG Certificate in Major with 40 credits with an additional 4 credits NSQF course /internship OR Continue with Minor										
5	III	4+4	-	4	2	VSC-2	AEC-2	FP-2 CC- 2	22	UG Diploma 88 Credits
	IV	4+4	-	4	2	SEC-2	AEC-2	CEP-2 CC--2	22	
	Cum Cr	24	-	16	12	6+6=1 2	8+4+2=1 4	8+2=10	88	
Exit Option: Award of UG Diploma in Major with 80 credits with an additional 4 credits NSQF course /internship OR Continue with Major and Minor										
5.5	V	4+4+ 4	4	2	-	VSC-2	-	FP/CEP- 2	20	3 Yr-UG Degree 132 Credits
	VI	4+4+ 4	4	2	-	-	-	OJT-4	20	
	Cum Cr	48	8	20	12	8+6=1 4	8+4+2=1 4	8+2+6=1 6	132	

TYPES OF COURSES

1. Major- Discipline Specific Courses
2. Minor Courses
3. Open Electives- OE
4. Vocational Skill Courses- VSC
5. Skill Enhancement Courses- SEC
6. VEC
7. Ability Enhancement Courses -AEC
8. Indian Knowledge Systems- IKS
9. OJT/CC/FP

Number of Courses and Credits

FY BVoc TTM:

COURSE	NUMBER	CREDITS
Major	2	4
Minor	2	4
Open Electives- OE	4	8
Vocational Skill Courses- VSC	2	4
Skill Enhancement Courses- SEC	2	4
VEC	2	4
Ability Enhancement Courses- AEC	2	4
Indian Knowledge Systems- IKS	1	2

SEMESTER WISE COURSES

SEMESTER	COURSE CODE	COURSE TITLE	TYPE	CREDITS
I	JUCVTMM-DSC101	Tourism Concepts and Principles	Major – DSC 1	4
	JUCVTMM-MIN101	Indian Geography and Tourism Products	Minor	4
	JUCVTMM-OE101	Basics of French Language	OE	2
	JUCVTMM-OE102	Travel Photography	OE	2
	JUCVTMM-VSC101	Customer Service Executive- Meet and Greet	VSC	2
	JUCVTMM-SEC101	Heritage and Tourism Resources	SEC	2
	JU-CVTMM-VEC101	Understanding India	VEC	2
	JUCVTMM-AEC101	English Language	AEC	2
	JU-IKS-GEN101	Indian Knowledge Traditions	IKS	2
II	JUCVTMM-DSC201	Travel Agency Management and MICE	Major – DSC 2	4
	JUCVTMM-MIN201	World Geography	Minor	4
	JUCVTMM-OE201	Data Interpretation	OE	2

	JUCVTMM-OE202	Financial Literacy	OE	2
	JUCVTMM-VSC201	Ticketing- GDS	VSC	2
	JUCVTMM-SEC201	Principles of Marketing and Sales	SEC	2
	JU-CVTMM-VEC201	Environmental Science	VEC	2
	JUCVTMM-AEC201	Business Communication and Travel Documentation	AEC	2
		Yoga	CC	2

Learning Outcome-based Curriculum

Introduction to Programme

Industry 4.0 or the Fourth Industrial Revolution has enhanced the need to bring transformation in Higher Education Institutions (HEI) as much as in the other sector. Transformation can come only when one aspires quality as the goal which is a continuous process. Quality is the outcome of continuous perseverance in the practices, procedures and outcomes achieved. This shift has underlined the need to focus more on the outcomes achieved rather than the goals and objectives spelled out for any programs or courses at the outset. It has also become pertinent to empower and enable students to acquire knowledge, skills, aptitude in multiple skills but with some specialized knowledge in few fields at least along with values and integrity. The skill gaps in the national and global economy and the challenges at global as well as national, regional and local level necessitate that education and the entire endeavor is linked to sustainable development goals and for achieving a quality of life. This programme aims at building the required skills for the Tourism sector which provides nearly ten percent of the jobs across the global economy and has potential of employing a larger human force and add to the economy in multiple ways. A quality approach focused on outcomes seeks to enhance the conceptual understanding of the students, equip students with capacity to contribute real business world. It also exposes the students to the world of technology and digitization in the relevant field as envisaged by the scholars and policymakers. As being mandated by the Government of India, this course is designed to help cultivating entrepreneurial mindset and skills.

The curricula of BVoc TTM offers courses designed matching to the job roles-based skilling and focuses on employability and Entrepreneurship. Internship's opportunities, training in Ticketing software and inculcating research skills and critical thinking help students get prepared for joining the industry after graduation. Multidisciplinary skills have been incorporated along with generic skills to bring the best in the students as outcomes.

The Choice Based Credit System (CBCS) provides an opportunity to a student to choose courses from the syllabus comprising Core, Elective and Skill based courses. It offers a flexibility of programme structure while ensuring that the student gets a strong foundation in the subject and gains in-depth knowledge.

Nature and Extent of the Programme

The BVoc TTM course is a six-semester course spread over three academic years. The teaching – learning process involves theory and practical classes and will be student centered. Apart from the conventional lecture method, teaching pedagogies constitute workshops power point presentations, audio – video tools, class discussions, simulations and virtual labs (wherever possible) will be used. Students will be encouraged to carry out short term projects and participate in industrial and institutional visits, seminars and workshops. Assessment will be based on continuous evaluation (class test, presentation, group discussion, quiz, assignment etc.) and end of semester examination. Each theory paper will be of 100 marks out of which 25% marks are for internal assessment while a practical paper will be of 50 marks comprising 50% internal assessment.

Aims of Bachelor Degree Programme

The student is equipped to pursue higher studies in an institution of her/his choice, and to apply the skills learnt in the programme in jobs in the travel and tourism sector or in any other service sector. The student will also be ready to join the industry as trained workforce qualified as per the Qualification Packs such as Meet and Greet Officer, Travel Consultant, Meeting, Events and Conference Planner, Tour Manager, Guest Relations Manager, Team Leader and in the segment of Product development, Operations, Digital Marketing, Sales and as Travel Writers. The program provides understanding and motivation on Entrepreneurship.

3.0 Graduate Attributes

On the completion of the course the student will be able to develop the following attributes through the BA (History) Program at Jai Hind College (Autonomous):

- Disciplinary knowledge
- Knowledge and exposure to Industry working
- Communication Skills
- Creative thinking
- Research skills
- Problem solving skills
- Leadership and organisational skills
- Digital Skills
- Commitment to valuing heritage and sustainability
- Collaborative skills
- Self-directed learning
- Moral and ethical awareness/reasoning
- Cross cultural sensitiveness
- Leadership qualities

Description of Attributes

Disciplinary Knowledge: Students gain in-depth knowledge of the travel industry and its operations. The students learn about the Geography History and Heritage, of the World and India, Tourism Principles, Tour Packaging, Destination Planning, Niche Tourism, Event Management, Adventure Tourism, Organisational Behaviour, HRM, Financial Literacy Computer Skills-Office Automation, Computer Networks and Multimedia, Green Computing, Strategic Management, Entrepreneurship and Data Analytics. General Elective Papers cover communication, finance, management and digital and multimedia skills while the skills paper components train students in theoretical and practice aspects of Travel and Tourism nuances and exposes them to the industry working through internships and other industry related activities. Certificate courses and co-curricular aspects help them to learn tools and techniques for understanding market research, communication and service etiquettes. By various activities, students develop capacity to articulate while in the class discussions, seminar and assignments. They will develop critical perspectives and will grasp on the roots of various matters and issues, challenges and possible solutions on key areas of concern. Knowledge on Archival science, Museology, Travel and Tourism, Art and Heritage and develop respect for our Heritage and culture and understand the strength of diversity of our country.

Communication Skills: Students develop their effective communication skills through class presentations, interactive classes and through various assignments. Making blogs, multimedia related projects. Annually Department hosts a departmental seminar as an occasion to build confidence in the students and various trainings through workshops.

Creative Thinking: Papers like Tour Packaging, Marketing, Strategic Management and Entrepreneurship, Dissertation on Circuits especially encourage creative thinking and fosters innovative mindset.

Research Skills: Research Skill and academic writing play a key role in the transfer of knowledge in any field as well as are very useful in conducting surveys and market research. Our curriculum in Semester four encourages graduates to undertake work related to research of destinations and market

trends etc. Students learn to conceptualise a research problem, use data collection techniques and methods of analysis. Students learn to write research paper writing, use citations and bibliographic tools.

Problem solving skills: Our students are encouraged to develop these problem-solving skills while in assignments and in group projects. They are encouraged to use reasoning, emotional intelligence, creative or lateral thinking and be bold in decision making when deciding work options. Students learn to manage academics and shoulder the work responsibilities.

Leadership and organisational skills: Leadership skills develop when there is a shared goal and endeavour. The department provides opportunities to students to get associated with cultural forums like Spic Macay and take up volunteership on Save the Artists campaigns, help in organising departmental events on World Tourism Day and take up responsibilities in department in certificate courses, seminars and inter college competitions.

Digital skills related to the field: The department encourages especially the learning of computing skills knowing how much ICT and automation is part of the service sector and the Tourism industry. They learn Microsoft office, blogging skills, video making skills, photography and Multimedia skills. They work on assignments and use excel based analysis. Our graduates develop good social media marketing tools.

Commitment to valuing heritage and sustainability: In the light of rising complexities in the society, need to maintain harmony, promote sustainability and preserve the heritage of the country. Our students are especially sensitised in depth about heritage and conservation through the papers taught and through site visits as well as are taught on sustainability and eco-tourism. Through our gender sensitising approach while in communication and in written projects, our students will develop commitment towards values like societal harmony, integrity, sustainability, diversity and inclusion. The students develop inclusive values on historical and socio-cultural issues. The students taught to respect for National ethos, human values, cultural heritage and ideals of constitutional values.

Collaborative Skills: Collaboration requires a realisation that synergy can deliver the best. The team working skills are encouraged and advised collaboration on projects or events in the department and in the college. To bring better collaboration, students need to bring better communication, etiquettes and show willingness and our students have exhibited these skills as a graduate attribute.

Lifelong Learning: Travel and Tourism is a dynamic sector and requires continuous learning approach. Provoking students for further reading and stay updated is one of our objectives. Our students tend to become lifelong learners as also seen in the discussions and articles shared by the alumni. They keep sharing their achievements in academics and any of their researches even after graduation and that shows their keenness to learn.

Cross cultural sensitiveness: Tourism and hospitality is a service sector which requires one to be sensitive and accommodating and open minded about people from diverse background. It also entails working with cross -cultural teams. Cross cultural awareness and cross-cultural communication is relevant to the sector as it can enhance better consumer understanding, can improve quality of service and lessens conflicts and clashes to build more inclusive approach. The students while in the program are sensitized to the ideas and need to imbibe the same. On completion of the course, students would have an in-depth knowledge on various aspects of the travel and tourism sector and would have on average 500- 1000 hours plus internship experience with the industry. The program fosters skills like critical thinking, effective communication and articulation, research and writing skills, computing skills, leadership skills, HR, Entrepreneurship, organisational and team working skills and promotes lifelong learning approach.

Qualification Descriptors

Upon successful completion of the course, the students receive a Bachelors of Vocation-Travel and

Tourism Management, under the Skill programs mandated by the Government of India under the Ministry of Skill Development and Entrepreneurship. BVoc Travel and Tourism graduates of this department can seek jobs in the travel, Hospitality and Aviation sector and can find professional work which will be worthwhile employment and be fulfilling for the students. Students enrolled in the program complete a curriculum that exposes and trains students in a full range of essential skills and abilities as well as internships which are compulsory in their Second and Third Years.

Programme Learning Objectives and Outcomes

Program Objectives (PO)

1. To build awareness on pertinent issues and challenges in the areas of global tourism, domestic tourism, regulations, heritage, culture and niche tourism sectors through value added courses, destination trainings and exposure to career opportunities
2. To inculcate in the students' business ethics, gender sensitization, awareness on environmental issues, sustainability, respect towards diversity and cross-cultural awareness
3. To train students in one foreign language, ticketing software, multimedia skills and technology required for working in the travel industry
4. To provide generic and sector specific skills for Travel and Tourism industry job profiles
5. To provide Qualification Pack based curriculum and Certifications by Tourism and Hospitality Council on job profiles such as Travel consultant, Meeting, Events and Conference Planner, Guest Relations Manager, Tour Manager, Duty Manager and Team Leader
6. To encourage students to innovate and develop entrepreneurial mindset
7. Prepare students for entrepreneurship by motivating, creating awareness and support systems available for entrepreneurship in India
8. To provide additional employability skills pertaining to Photography, App making, Video making, Blogging and Travel writing
9. To build research competence in students for market research, surveys and data analytics through curriculum, research training and seminar
10. To train students in excellent communication, soft skills for the service sector etiquettes and customer orientation
11. We develop awareness for service industry values such as integrity, quality management in services and accountability

Program Learning Outcomes (PLO)

After completion of the BVoc TTM Undergraduate Program students will be able to -

1. Understand, Evaluate and compare various segments in the Travel and Tourism Management at global and domestic level and Tour Packaging and Costing and create new packages
2. Perform roles in Travel Agency Management, Human Resource Management, Marketing, digital marketing roles and other aspects of Operations, while they work during internship, at a job or as an entrepreneur.
3. Apply the interpersonal skills, creative thinking, organizational skills, team work, critical thinking, analytical skills, leadership skills, strategic management, logical reasoning, reflective thinking and problem-solving skills.
4. Apply knowledge of Marketing and digital marketing skills in the global tourism, domestic tourism, regulations, heritage, culture and niche tourism sectors
5. Develop business ethics, gender sensitization and business etiquettes along with a sense of integrity, quality management in services and accountability
6. Apply Digital literacy, financial literacy, entrepreneurial skills
7. Incorporate and apply sustainability, exhibit respect towards diversity and cross-cultural awareness and communication abilities
8. Apply basic French language, composition and spoken skills.
9. Apply the Knowledge about ticketing software (Amadeus/Galileo).

10. Perform roles based on Qualification Pack and will be Certified by Tourism and Hospitality Council on various job profiles such as Travel consultant, Meeting, Events and Conference Planner, Guest Relations Manager, Tour Manager, Duty Manager and Team Leader.
11. Apply knowledge about Entrepreneurship components, best practices, funding sources and can explore IPR possibilities in their projects or for any start up
12. Articulate and communicate by presentations and at group discussions and interviews and formulate industry standard business documents like letters, reports etc.
13. Undertake jobs such as in travel photography travel writing, video making/ editing and those with application of the multimedia skills and app knowledge required for working in the travel industry.
14. Conduct Qualitative and basic quantitative research using primary and secondary sources in the field, use surveys, market research and data analysis and interpretation
15. Work on Sustainable Tourism Projects, Eco Tourism projects, Community based Tourism and Niche Tourism Projects

Evaluation Scheme:

1. Each Major/ Minor of 4 credits will be assessed for Theory component of 100 marks: 50 marks Semester End Exam (SEE)+ 50 marks Continuous Assessment (CA)
2. Each Open Elective (OE) and Ability Enhancement Course (AEC) will be assessed on theory component as follows:
25 marks Semester End Exam (SEE)+ 25 marks Continuous Assessment (CA)
3. Assessment of Vocational Skills Course (VSC) and Skill Enhancement Course (SEC) will be assessed as a practical component of 50 marks which will be as followed:
25 Marks Semester End Exam (SEE) of 1.5 hours + 25 Marks Continuous Assessment (CA)-
experiment/ task board/ case study or similar.
4. Assessment of Indian Knowledge System (IKS) and Value Education Course (VEC) across all streams will be assessed on theory component of 50 marks which will be as followed : 50 marks as Continuous Assessment (CA)

JAI HIND COLLEGE AUTONOMOUS
BVoc TRAVEL AND TOURISM MANAGEMENT
NEP SYLLABUS
SEMESTER I

MAJOR

Course Code : JUCVTM -DSC101	Course Title: Tourism Concepts and Principles	(Credits:04 Lectures/Week:03)
Course description	<p>This course aims to create the basic understanding of tourism elements in travel industry. It teaches students the introduction of tourism, it's products and attraction, types and forms of tourism and transportation and Tourism Multiplier Effect. This paper lays the foundation for more advanced papers in Tourism in next semesters.</p>	
Learning objectives	<ul style="list-style-type: none"> ➤ To make students understand the meaning, concept and types of Tourism and their inter relationships ➤ To make students aware of the Tourism products and their typologies ➤ Transportation aspects an ability to identify, formulate, and solve engineering problems. 	

Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Explain the evolution of Tourism Industry globally ➤ Differentiate between the types of tourists ➤ Classify the various tourism products and attractions ➤ Evaluate the various types and forms of tourism ➤ Understand the various forms of transportation available and understand the policies related to them. 	
	THEORY	4 lectures per week
Sub Unit	Unit I: Introduction to Tourism	10 lectures
1.	What Is Tourism? Definitions, Concept and Terms used	
2.	Historical Development of Tourist Destintion Services and Industry Post-World War II-recent growth	
3.	Differentiation and Types of Tourists-Visitor, Traveller and Excursionist Recreation and Leisure and their inter–relationships	
	Unit II: Tourism Products and Attractions	10 lectures
1.	Nature, Characteristics and Components of Tourism Industry Tourism Product Life Cycle	
2.	Typology of tourism products	
3.	Tourism Multiplier Effect	

	Unit – III: Types and Forms of Tourism	10 lectures
1.	Inter–Regional and intra–regional tourism Types of Tourism	
2.	Inbound tourism And Outbound tourism	
3.	Domestic and International Tourism	
	Unit – IV: Tourist Transportation	15 lectures
1.	Air transportation The airline industry present policies, practices Functioning of Indian Carriers Air Corporation Act and Air charters Road Transport: Rent-a-car Scheme and coach-Bus Tour Fare Calculation Transport and Insurance documents	
2.	All-India Permits	

<p>3.</p>	<p>Rail Transport</p> <p>Major Railway Systems of World</p> <p>General information about Indian Railways</p> <p>Types of Rail Tourism in India: Palace-on-Wheels, Royal Orient,</p> <p>Deccan Odyssey, Toy Trains</p> <p>Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Family-cruise</p>	
	<p>Evaluation Scheme</p> <p>Each Major of 4 credits will be assessed for Theory component of 100 marks: 50 marks Semester End Exam (SEE)+ 50 marks Continuous Assessment (CA)</p>	

References:

- 1) Bhatia, A .K. (1991). *International Tourism: Fundamentals and Practices* , New Delhi: Sterling Publishers Pvt. Ltd.
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- 10) Khuller, R. (2004). *Gateway to the Gods – Haridwar, Rishikesh, Yamunotri, Gangotri, Kedarnath, Badrinath*, New Delhi, USB Publishers Distributors Pvt. Ltd
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- 12) Mill, R.C., (1990), *Tourism: The International Business*, Prentice Hall, New Jersey
- 13) Puri, M. (2005). *Travel and Tourism Management*.
- 14) Seth, P.N., (1999) *Successful Tourism Management (Vol 1 and2)*

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	02	04	06	12
II	02	04	06	12
III	02	04	06	12
IV	02	05	07	14
TOTAL MARKS PER OBJECTIVE	08	17	25	50
% WEIGHTAGE	16%	34%	50%	100%

MINOR

Course Code: JUCVTM -MIN101	Course Title: Indian Geography and Tourism Products	(Credits:04 Lectures/Week:03)
Course description	The course teaches the basic elements of the tourism industry. It helps students understand the destinations-natural and manmade in India and major tourist circuits. The course will build up knowledge of Indian geography which plays an essential role while designing any tour itinerary	

Learning objectives	<ul style="list-style-type: none"> ➤ To make students appraise the geography of India ➤ To make them understand the various resources and tourism products in India ➤ To make them understand various destinations and tourism circuits in India ➤ To add to students' knowledge some important facts about India 	
Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Appraise physical and cultural geography of India ➤ Understand Tourism Products and its types ➤ Understand the natural and man -made destinations ➤ Know major Tourism circuits and contemporary destinations ➤ Understand important facts about India ➤ Use the knowledge for various job roles 	
	THEORY	4 lectures per week
Sub Unit	Unit I: Geography of India	10 lectures
1.	<p>Physical geography, Cultural Patterns</p> <p>Political Geography of East, West, North and South India</p>	
2.	<p>Natural resources, Hills, Beaches, Wild life sanctuaries, National Parks, biosphere reserves, Islands, Caves, Backwater tourism, Desert</p>	
3.	<p>Tourism Products</p> <p>Concept, characteristics and Typologies (With reference to India)</p>	
	Unit II: Destinations and Circuits	15 lectures
1.	<p>Man-made destinations and Theme Parks</p> <p>Adventure sports, Commercial attractions and Amusement parks Gaming, Shopping and Live</p>	

	entertainments	
2.	Zoological and Botanical Gardens, Adventure Tourism destinations Supplementary accommodation- House boats, Tree houses, Homestays Tourism by rail – Palace on wheels	
3.	Major tourism circuits of India: interstate and intra state circuit, Religious circuits, Heritage and Wildlife Circuits	
	Unit – III: Contemporary Destinations in India	10 lectures
1.	Places for Eco tourism, Rural Tourism and Tribal Tourism Camping Tourism and Pilgrimage Tourism	
2.	Medical Tourism Destinations in India Music Tourism in India	
3.	Destination Wedding Tourism Golf Tourism Cycle Tourism	
	Unit – IV: Facts about India	10 lectures
1.	Govt. of India Tourist Offices Currency Postal and Courier Services Prohibited items and health checks	

2.	<p>Railway Reservation</p> <p>Special Quota, IndRail, Circular Journey Tourist cars and Tatkal reservations Leading Travel Agents</p>	
3.	<p>Important Information for Tourists</p> <p>Documents and formalities</p> <p>Types of Visa and Airport entry, Baggage rules, Customs and lost baggage</p>	
	<p>Evaluation Scheme</p> <p>Each Minor of 4 credits will be assessed for Theory component of 100 marks: 50 marks Semester End Exam (SEE)+ 50 marks Continuous Assessment (CA)</p>	
<p>References:</p>	<p>Textbook</p> <p>1.S.P. Gupta (2002), <i>Cultural Tourism in India</i>, New Delhi: Indraprastha Museum of Art and Archaeology.</p> <p>2 Dixit, M. (2002). <i>Tourism Products</i>. New Royal Book Co, Lucknow.</p> <p>3 Jacob,R. (2012), <i>Indian Tourism Products</i>, Abhijeet Publications, Delhi.</p> <p>Additional References:</p> <ol style="list-style-type: none"> 1. Ball, Stephen, (2007). <i>Encyclopedia of Tourism Resources in India/H</i>. 2. Douglas, Norman. Ed. (2001), <i>Special Interest Tourism</i>, Australia: John Wiley and Sons. 3. Singh, Sarina. (2008), <i>Lonely Planet, India</i>. 	

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	02	04	06	12
II	02	04	06	12
III	02	05	05	13
IV	02	05	05	13
TOTAL MARKS PER OBJECTIVE	8	18	22	60
% WEIGHTAGE	16	36	44	100

VSC

<p>Course Code: JUCVTM -VSC101</p>	<p>Course Title: Customer Service Executive (Meet and Greet)</p>	<p>(Credits: 02 Lectures/Week: 2 per week)</p>
<p>Course description</p>	<p>The course aims on training the students to do the job role of a Customer Service Executive (Meet and Greet) as per industry standards. They will be trained to carry out the duties of a Meet and Greet Executive who’s work profile is to meet the guests at the designated locations, greets them, and arranges for transporting them to their destinations.</p>	
<p>Learning objectives</p>	<ul style="list-style-type: none"> ➤ Employee suitable practices to communicate effectively with guests, colleagues, and superiors to achieve a smooth workflow ➤ Apply gender and age-sensitive service practices ➤ Describe the protocols related to confidentiality of the organizational information and guests’ privacy ➤ Apply health, hygiene, and safety practices at the workplace ➤ Apply appropriate practice for handling guest booking and preparing for meeting the guest ➤ Perform steps to meet and greet the guest and arranging guest transfer at the desired location ➤ Apply appropriate practices for prepare for tour operations ➤ Employ proper techniques for ensuring safety of tourists at tour spot ➤ Apply appropriate practices to complete the tour and obtain feedback from the tourist ➤ Prepare an invoice for the tourist for the trip 	

Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Communicate with guests professionally ➤ Apply gender and age practices ➤ Follow professional protocols ➤ Practice the health and hygiene at workplace ➤ Perform roles to meet and greet the guest and arranging guest transfer at the desired location ➤ Bring about customer satisfaction 	
	THEORY	4 lectures per week
Sub Unit	Unit I:	10 lectures
1.	<p>Introduction to the Tourism Industry and Customer Service Executive (Meet and Greet) role</p> <p>Maintain Effective Communication and Service Standard</p> <p>Maintain Organizational Confidentiality and Respect Customers' Privacy</p> <p>Basic Health and Safety Standards</p>	
2.	<p>Constitutional Value- Citizenship</p> <p>Diversity and Inclusion</p>	
3.	<p>Standards in Gender and Age Sensitive Service Practices and Application</p> <p>Understanding Workplace safety standards</p>	
	Unit II:	10 lectures
1.	<p>Getting ready for Job</p> <p>Handling Guest Bookings and arranging Guest Meetings</p>	

	Enhance Guest Experience	
2.	Prepare for Tour Operations Tourist handling techniques and identifying risk in a tour Feedback Management and Analysis	
3.	Standard systems for keeping records CRM in Service Sector and IT Tools Conflict resolution and Time Management Skills	
	<p>Evaluation Scheme</p> <p>Assessment of Vocational Skills Course (VEC) will be assessed as a practical component of 50 marks which will be as followed: 25 Marks Semester End Exam (SEE) of 1.5 hours + 25 Marks Continuous Assessment (CA)- experiment/ task board/ case study or similar.</p>	
References:	Textbook QP Document of Customer Service Executive- Meet and Greet by THSC	

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	02	04	04	10

II	03	04	08	15
TOTAL MARKS PER OBJECTIVE	05	08	12	25
% WEIGHTAGE	20	32	48	100

VEC

<p>Course Code: JUCVTM -VEC101</p>	<p>Course Title: Understanding India</p>	<p>(Credits: 02 Lectures/Week: 2 per week)</p>
<p>Course description</p>	<p>The course will provide perspective to students to understand the roots of the Indian History and culture. Tourism includes the history, heritage and cultures of the country and any destination. This course helps students to understand the importance of Indian history and culture for the Tourism sector, in marketing destinations and in its various roles. The objective is to provide an understanding the making of the Indian nation and its diverse histories and culture. Understanding the rise of kingdoms and empires, major historical milestones and the major contributions and legacies of each of these rule and period will be an important feature of the course.</p>	
<p>Learning objectives</p>	<ul style="list-style-type: none"> ➤ To make students aware about the History of India from the Indus civilization till the freedom of India ➤ To provide the students a historical overview on political and socio - economic developments and legacies in the given time period ➤ To make students gain perspective on important milestones in India’s History ➤ To make them students’ knowledge about the philosophical ideas that emerged in India ➤ To make students understand the link between history and tourism 	
<p>Course Outcomes</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand the main features of Indian Culture and History ➤ Visualise the extend of Harappan civilization and describe its feature and decline ➤ Evaluate the economic, social and political conditions of Vedic Period and also differentiate between the conditions of early Vedic period and later Vedic period ➤ Analyse the emergence of territorial states in India ➤ Examine the history of various dynasties that played important role in Indian History. ➤ Understand the medieval Indian history and describe the various empires in India 	
	<p>THEORY</p>	<p>4 lectures per week</p>
<p>Sub Unit</p>	<p>Unit I: Glimpses of Early Indian History</p>	<p>10 lectures</p>

1.	Harappan Civilization Iron Age and rise of Territorial states	
2.	Legacies of Mauryan State Empire History - Kushana to Post Gupta Period	
3.	Overview of Empires in Deccan Legacies in Art and Architecture Religion and Society	
	Unit II: Glimpses of Medieval and Modern Indian History	10 lectures
1.	Political overview of Medieval and Mughal Period Bhakti and Sufi Movements	
2.	Art and Architecture of Mughal Period	
3.	Colonial Legacies in Art and Architecture	
	Evaluation Scheme Assessment of Value Education Course (VEC) across all streams will be assessed on theory component of 50 marks which will be as followed : 50 marks as Continuous Assessment (CA)	

References:

Textbook

1. Basham, A. L. (1971) *The Wonder that was India*, A Survey of the Culture of the India Sub- continent before the coming of the Muslims, Third Edition, Bombay: Rupa and Company.
2. Bandopadhyay, Sekhar, (2015) *From Plassey to Partition: A History of Modern India*. New Delhi: Orient Black swan.
3. Bayly, C.A(1988) The New Cambridge, *History of India: Indian Society and the Making of the British Empire*. Cambridge: Cambridge University Press.
4. Prasad, Beni (1968) *Theory of Government in Ancient India*. Allahabad: Central Book depot.
5. Chandra, Bipan (1988) *India's Struggle for Independence, 1857-1947*. New Delhi: Viking.
6. Chandavarkar, Rajnarayan, (1979) *Nationalism and Colonialism in Modern India*, New Delhi: Orient Longman.
7. Chandra, Satish (2017), *History of Medieval India*, New Delhi: Orient Black Swan Book India Pvt Ltd
8. Chitnis, K. N., (1990) *Socio-Economic History of Medieval India*. New Delhi: Atlantic Publishers and Distributors.
9. Prasad, Iswari (1952) *History of Medieval India*. Allahabad; The Indian Press Ltd.
10. Mahajan. V.D., (1992) *History of Medieval India*, New Delhi: S. Chand and Company.
11. Mathew, K.S., (1993) *Portuguese Trade with India in the Sixteenth Century*, New Delhi: Manohar.
12. Prakash, Om, (1998) *European Commercial Enterprise in Pre-Colonial India*. Cambridge University Press.
13. Sharma, R.S (2006). *India's Ancient Past*. New Delhi: Oxford Publications

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS

I	5	8	12	25
II	5	8	12	25
TOTAL MARKS PER OBJECTIVE	10	16	24	50
% WEIGHTAGE	5	32	48	100

SEC

Course Code: JUCVTM -SEC101	Course Title: Heritage and Tourism Resources	(Credits: 02 Lectures/Week: 2 per week)
Course description	This course aims to teach students the importance of heritage tourism in the travel industry. As heritage tourism is one of the upcoming tourism trends in travel industry this course teaches students heritage and architectural resources in India and world, cultural products and the managing of heritage sites. The objective of the course is to provide an understanding to students on the concepts of heritage, the challenges in the field of heritage management and to emphasize the connection between Tourism, heritage the heritage tour guide or expert responsibilities.	
Learning objectives	<ul style="list-style-type: none"> ➤ To make students understand what is Heritage and its types ➤ To make students aware about the Heritage Management at the global level and appraise the role that various organizations play in Heritage Management ➤ To make students understand India's Cultural Heritage and appreciate its components ➤ To make students aware about the Heritage Tourism Circuits in India and make use of this knowledge for jobs in tourism industry 	
Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand the concept of Heritage and identify its types ➤ Evaluate the role of different organizations in Heritage management ➤ Describe the Indian cultural heritage ➤ Distinguish types of heritage according to their form 	

	THEORY	4 lectures per week
Sub Unit	Unit I:	10 lectures
1.	Heritage and Tourism Meaning and Concept of Heritage	
2.	Tangible Heritage and Intangible Heritage Cultural and Natural Heritage (UNESCO)	
3.	Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC) World famous heritage sites and monument in India and Abroad	
	Unit II:	10 lectures
1.	Heritage Management in India	
2.	Archaeological Survey of India	
3.	INTACH (Indian National Trust for Art and Cultural Heritage) NGOs' role in the Heritage Management	
	Evaluation Scheme Assessment of Skill Enhancement Course (SEC) will be assessed as a practical component of 50 marks which will be as followed: 25 Marks Semester End Exam (SEE) of 1.5 hours + 25 Marks Continuous Assessment (CA)- experiment/ task board/ case study or similar.	

References:	<p>Textbook</p> <ol style="list-style-type: none"> 1. Acharya, R. (2007) <i>Tourism and Cultural Heritage of India</i>, Jaipur: R B SA Publishers. 2. Allchin, B. Allchin, Thapar, F.R & Bal Krishen, (1989) <i>Conservation of Indian Heritage</i>. New Delhi: Cosmo Publishers. 3. Arnold David, (2015). <i>The Tropics and the Traveling Gaze: India, Landscape, and Science, 1800-1856</i>, University of Washington Press. 4. Ashworth G. J., (2000) <i>The Tourist-Historic City: Retrospect and Prospect of Managing the Heritage City</i>, Oxford: Pergamon. 5. Basham. A. L. (1967). <i>The Wonder that was India</i>, London: Macmillan Publication. 6. Basham, A. L. (2007) <i>The Illustrated Cultural History of India</i>, New Delhi: OUP. 7. Craven Roy, C. (1976). <i>Indian Arts Concise History</i>, London: Thames and Hudson 8. Dhar Prem Nath, (2010) <i>Heritage, Cultural and Natural Sites Tourism</i>, Kanishka Publisher New Delhi. 9. Dwivedi S. and Mehrotra, R., (1995) <i>Bombay, The Cities Within. Eminence Designs</i>. Bombay. 10. Foster Douglas, (2002) <i>Travel and Tourism Management</i>. London: MacMillan, 11. Gupta, S. P., Lal, k. Bhattacharya, M. (2016). <i>Cultural Tourism in India</i>, Delhi: DK Printworld, 12. Husain, M. (2014). <i>Geography of India</i>. New Delhi: Mc Graw Hill Education. <p>Mishra, Amitabh. (2007) <i>Heritage Tourism in Central India-Resource interpretation</i>. New Delhi: Kanishka Publication.</p>

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	4	8	13	25
II	4	8	13	25

TOTAL MARKS PER OBJECTIVE	8	16	26	50
% WEIGHTAGE	16	32	52	100

OPEN ELECTIVE

Course Code: JUCVTM -OE101	Course Title: Basics of French Language	(Credits: 02 Lectures/Week: 2 per week)
Course description	Learning a foreign language will give students an advantage in any field of work. The course aims to teach students basics of a foreign language, French, which is the one most of the most spoken languages in the world. It will enable students to understand not only the language but also the culture and tourist destinations of the same which is very essential for all students working in multicultural environment.	
Learning objectives	<ul style="list-style-type: none"> ➤ To make students learn basic grammar in French Language ➤ To teach them translations ➤ To make them do basic communication in French ➤ To make them aware of tourist places and important travel information of France 	
Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Express him/herself effectively in simple French. ➤ Construct simple sentences in French using correct grammar ➤ Demonstrate elementary knowledge about French Language through speaking and writing ➤ Read basic French sentences ➤ Identify various geographical regions in France and French speaking countries ➤ Understand the modes of transport and signs of transportation. 	

	THEORY	4 lectures per week
Sub Unit	Unit I: INTRODUCTION & COMMUNICATION	10 lectures
1.	<p>Basics of the French language & Basic Greetings in French.</p> <p>Introducing oneself in French (S'appeler verb)</p> <p>Identifying people & things & describe/talk about a person (qu'est-ce que c'est , qui est-ce, c'est , ce sont)</p>	
2.	<p>How to fill a form in French.</p> <p>Understand the basic details of official documents of identity like identity card, visiting card & learn to make the same & understanding the important details of the passport.</p> <p>Basic and all essential grammar :-</p> <p>(alphabets, articles, nouns, pronouns, numbers, days/months, prepositions, present & near future tenses, important regular & irregular verbs & conjugations, imperative mood, negation, adjectives, singular-plural, masculine-feminine, colours, interrogative expressions..)</p>	

3.	<p>List of essential vocabulary to frame sentences and translate from French to English and</p> <p>English to French:-(family, countries & nationalities, professions, classroom related words & expressions, daily used vocabulary, parts of the face & body, locating objects & places, describeweather....)</p> <p>8. Role play/Situational communication</p>	
	Unit II: CULTURE & CIVILISATION (English & French)	10 lectures
1.	<p>Facts about France, Paris and Major Monuments of France.</p> <p>French speaking countries</p> <p>Different regions of France</p>	
2.	<p>Modes of transport in France & read & understand the sign boards.</p> <p>Different world events held in France and Festivals of France.</p> <p>Education System in France</p>	
3.	<p>French Gastronomy (Different meals and French Specialities)</p> <p>Projects & Presentations</p> <p>(All essential terms , expressions & key words in French)</p>	
	<p>Evaluation Scheme</p> <p>Each Open Elective (OE) and Ability Enhancement Course (AEC) will be assessed on theory component as follows: 25 marks Semester End Exam (SEE)+ 25 marks Continuous Assessment (CA)</p>	

References:	Textbook <ol style="list-style-type: none"> 1. Myrna Bell Rochester. <i>Easy French Step-by-step</i> 2. Jean-Paul Valette and Rebecca Valette. <i>Contacts: Languee culture françaises</i> 3. Simone Reynaud and Dominique van Hooff. <i>En bonne forme</i> 4. Écho A1 5. 2. Écho A2 6. Apprenons le français
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UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	4	8	13	25
II	4	8	13	25
TOTAL MARKS PER OBJECTIVE	8	16	26	50
% WEIGHTAGE	16	32	52	100

AEC

Course Code: JUCVTM -AEC101	Course Title: English communication	(Credits: 02 Lectures/Week: 2 per week)
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<p>Course description</p>	<p>The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.</p>	
<p>Learning objectives</p>	<ul style="list-style-type: none"> ➤ Make students learn basics of English communication ➤ Understand spoken and written communication ➤ Learn skills of dialogue, group discussion, public speech ➤ Read and understand English language 	
<p>Course Outcomes</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand the communication in English language ➤ Use spoken and written English communication channels ➤ Apply skills of doing a dialogue, group discussion and public speaking 	
	<p>THEORY</p>	<p>4 lectures per week</p>
<p>Sub Unit</p>	<p>Unit I: INTRODUCTION</p>	<p>10 lectures</p>
<p>1.</p>	<p>Theory of Communication, Types and modes of Communication</p> <p>Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication</p>	
<p>2.</p>	<p>Monologue Dialogue Group Discussion</p>	
<p>3.</p>	<p>Effective Communication/ Mis- Communication Interview Public Speech</p>	
	<p>Unit II: Reading, Understanding and Writing Skills</p>	<p>10 lectures</p>

1.	Close Reading Comprehension Summary Paraphrasing	
2.	Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts	
3.	Documenting Report Writing Making notes Letter writing	
	Evaluation Scheme Each Open Elective (OE) and Ability Enhancement Course (AEC) will be assessed on theory component as follows:25 marks Semester End Exam (SEE)+ 25 marks Continuous Assessment (CA)	
References:	Textbook 1. Fluency in English - Part II, Oxford University Press, 2006. 2. Business English, Pearson, 2008. 3. Language, Literature and Creativity, Orient Blackswan, 2013. 4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas	

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	4	8	13	25
II	4	8	13	25
TOTAL MARKS PER	8	16	26	50

OBJECTIVE				
% WEIGHTAGE	16	32	52	100

IKS

Course Code: JU- IKS- GEN101	Course Title: Indian Knowledge Traditions	(Credits: 02 Lectures/Week: 2 per week)
Course description	Indian Knowledge Systems is aimed at sensitizing students about the Indian Culture and Civilization. It will help student appreciate the ancient Indian art, cultural practices, knowledge systems. It will help in bringing a sense of pride amongst students about ancient scientific knowledge of India and the contribution it did on global level.	
Learning objectives	<ul style="list-style-type: none"> ➤ To sensitize the students about context in which they are embeded i.e. Indian culture and civilisation including its Knowledge System and Tradition. ➤ To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system. ➤ To help to study the enriched scientific Indian heritage. ➤ To introduce the contribution from Ancient Indian system & tradition to modern science & Technology 	
Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand the value of ancient Indian knowledge ➤ Appreciate the knowledge, art and creatives, skills and values in ancient Indian system ➤ Value scientific heritage of India 	
	THEORY	4 lectures per week
Sub Unit	Unit I:	10 lectures

1.	<p>Meaning and Relevance of IKS IKS Corpus – Classification Para Vidya and Aparā Vidya <i>Vasudeva Kutumbakam</i>- vision for society as spoken in Indian Traditions</p>	
2.	<p>Indian Knowledge Traditions Geographical Features and Cultural uniqueness of India</p>	
3.	<p>Indian Philosophical Traditions- <i>Itihas Purana</i> Traditions Panini’s Work on Sanskrit Grammar</p>	
	Unit II:	10 lectures
1.	<p>Indian Astronomy Ancient Indian Mathematicians and their contributions Vedic Foundations of Ayurveda</p>	
2.	<p>Indian Aesthetics overview and 64 Kalas (art forms) Kautilyan State</p>	
3.	<p>Patanjali Yogasutra States of Consciousness</p>	
	<p>Evaluation Scheme</p> <p>Assessment of Indian Knowledge System (IKS) across all streams will be assessed on theory component of 50 marks which will be as followed: 50 marks as Continuous Assessment (CA)</p>	
References:		

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	4	10	11	25
II	4	10	11	25
TOTAL MARKS PER OBJECTIVE	8	20	22	50
% WEIGHTAGE	16	40	44	100

SEMESTER II

MAJOR

Course Code: JUCVTM -DSC201	Course Title: Travel Agency Management and MICE	(Credits:04 Lectures/Week:03)
Course description	<p>In tourism industry the travel agency plays an important role. Students through this course will be taught about the functions of travel agency, tourism operations and management. MICE is another important allied sector of Tourism which deals with meetings, incentives, conferences and events. In current times its very much necessary for students to understand these concepts to help them execute various tasks while on job roles and thus this course will help them in getting known to all these.</p>	
Learning objectives	<ul style="list-style-type: none"> ➤ To introduce students to Travel Agency Operations and responsibilities ➤ To explain students about inbound and outbound tour aspects ➤ To introduce students to Agency Supplier Relations ➤ To teach students about MICE (Meetings, Incentives, Conference and Exhibitions) 	

Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand about Travel Agency Operations ➤ Understand Tour Packaging and Itineraries ➤ Evaluate tour operations and different types of packaged tours ➤ Perform the tasks of tour costing, fixing and cancellations ➤ Appraise the MICE Roles and responsibilities in Agency-Supplier Relations 	
	THEORY	4 lectures per week
Sub Unit	Unit I: Introduction and Functions of a Travel Agency	10 lectures
1.	History of Organized Travel Tour Agency Operations	
2.	Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized products	
3.	Process for approval of travel Agency in India. Rules and regulation issued by the Ministry of Tourism and IATA	
	Unit II: Tour Operations	10 lectures
1.	Domestic Tour operators and Job design Types of packaged tour	
2.	Inbound Tour Management Types of travelers and major markets of inbound tourists Inbound Itinerary description, transport and accommodation	

3.	Steps to itinerary making, sample programs for inbound tourists Cost sheet (meaning and significance), Terms and Conditions	
	Unit – III: Outbound Tour Management	10 lectures
1.	Major markets for outbound Tourism and statistics of outbound Tourists Reasons for growth and need for better packages Handling outbound groups, potential of outbound group, Profile of outbound travelers	
2.	Outbound Tourist data European jewels-Best of Italy and France, Switzerland and Super Saver USA	
3.	Tour pricing, fixed costs, variable costs Total Net Tour Cost, Total Cost Worksheet Cancellation fee and Refund	
	Unit – IV: Agency Supplier relationship and MICE Operations	15 lectures
1.	B2B and B2C and customer centric approach Documentation of Tours and IPR Communication strategies with seniors and colleagues	
2.	Safety measures, emergencies, insurance guidelines and refund policies MICE - The nature of MICE markets and demand for facilities MICE Process- Meetings and Incentives, Conventions, Events/Exhibitions	

<p>3.</p>	<p>Types of events and Selection processes of site, venue, and accommodations</p> <p>MICE Job Profile (According to QP)Deccan Odyssey, Toy Trains</p> <p>Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Family-cruise</p>	
	<p>Evaluation Scheme</p> <p>Each Major/ Minor of 4 credits will be assessed for Theory component of 100 marks: 50 marks Semester End Exam (SEE)+ 50 marks Continuous Assessment (CA)</p>	
<p>References:</p>	<p>1. Foster. D.L. (1995). The Business of Travel agency Operation and Administration, Longman Scientific and Technical.</p> <p>2. Negi, J.M.S. Travel Agency and Tour Operations Concepts and Principles. New Delhi: Kanishka Publishers</p> <p>Additional References:</p> <ol style="list-style-type: none"> 1. Gee, Chuck Y. and. Makens, James C and Choy. Dexter J. L. (1997).The Travel Industry, 3rd edn Wiley, New York, 2. Yale P, (1995). The Business of Tour Operations, Longman Publications 3. Holland , Jacqueline and Leslie, David.(2017).Tour Operators and Operations. 4. Fenich, George G. (2012). Meetings, Expositions, Events and Conventions. Upper Saddle 5. River, NJ: Pearson Prentice Hall. 	

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	02	04	06	12
II	02	04	06	12
III	02	04	06	12
IV	02	05	07	14
TOTAL MARKS PER OBJECTIVE	08	17	25	50
% WEIGHTAGE	02	04	06	12

MINOR

Course Code: JUCVTM -MIN201	Course Title: World Geography	(Credits:04 Lectures/Week:03)
Course description	The Course provides an overview and understanding on World Geography, physical and cultural, various destinations and tourist circuits. It teaches students essential components of travel Geography which is most essential for the Tourism sector.	
Learning objectives	<ul style="list-style-type: none"> ➤ To make students understand the geography of world ➤ To make them value the topography, culture and political geography of various regions ➤ To make them aware of major tourist circuits in world so that they may use this knowledge for their work in tourism industry ➤ To make them understand the time zones, climate and seasonality 	
Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand the various geographical regions ➤ Appraise the topography, culture and political geography of various regions throughout the globe ➤ List down the countries in each continent and evaluate their geographical features ➤ Describe various major tourist circuits in the various continents ➤ Understand the time zones, climate and seasonality. ➤ Recall and apply the city and airport codes ➤ Make use of time zones for the time calculation. 	
	THEORY AND PRACTICAL	4 lectures per week
Sub Unit	Unit I: Geography of Africa	10 lectures
1.	Countries and features in: North and East Africa	
2.	South, West and Central Africa	

3.	Major Tourist Circuits	
	Unit II: Geography of Asia	10 lectures
1.	Countries and features in: South East Asia and East Asia	
2.	West Asia and South West Asia Central Asia	
3.	Major Tourist Circuits	
	Unit – III: Geography of Europe and America and Oceania	10 lectures
1.	Prominent destinations, States and cities	
2.	UK, France, Sweden, Denmark, Austria, Germany, Belgium, Czechoslovakia, Italy, Spain, Portugal, Russia and other Eastern European countries	
3.	Oceania–Australia, New Zealand and Papua New Guinea Destinations in South America and Central America Prominent World Tourist Circuits	
	Unit – IV: Travel Geography	15 lectures
1.	World Geographical Regions Time zones Climate and Seasonality	
2.	Countries and Capitals City and Airport codes	

3.	<p>Travel Statistics</p> <p>Time Calculation Sums</p>	
	<p>Evaluation Scheme</p> <p>Each Minor of 4 credits will be assessed for Theory component of 100 marks: 50 marks Semester End Exam (SEE)+ 50 marks Continuous Assessment (CA)</p>	
References:	<p>Textbook</p> <ol style="list-style-type: none"> 1. Cole, J(1996).<i>A Geography of the World's Major Regions</i>, London: Routledge. 2. Dickenson, J.P. (1996). <i>The Geography of the Third World</i>, London: Routledge. 3. Stamp, L.Dudley.(1959).<i>Asia: A Regional and Economic Geography</i> ,London: Methuen and Co. 4. Tirtha, Ranjit (2001). <i>Geography of Asia, Jaipur and New Delhi</i>: Rawat Publications. 5. Tikkha, R. N. (Latest Edition). <i>Geography of Asia, Jalandhar</i> :New Academic Publishing Co. Educational Publishers 	

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	02	04	06	12
II	02	04	06	12
III	02	05	05	13
IV	02	05	05	13
TOTAL MARKS PER	8	18	22	60

OBJECTIVE				
% WEIGHTAGE	16	36	44	100

VEC

Course Code: JUCVTM -VEC-201	Course Title: Environmental Science	(Credits: 02 Lectures/Week: 2 per week)
Course description	This course attempts to create pro-environment attitude and a behavioural pattern in student community and society that attaches importance and priority to create sustainable life style and awareness on various environmental issues	
Learning objectives	<p>The students will learn about:</p> <ul style="list-style-type: none"> ➤ Ecosystem and its types ➤ Natural Resources and types of energy, Concept of sustainability ➤ Sensitivity of climate issues and how to tackle the problems 	
Course Outcomes	<p>Students will be able to learn about:</p> <ul style="list-style-type: none"> ➤ Disciplinary knowledge in fields related to Environmental Science ➤ Systemic and critical thinking with reference to environment-people economic-development attributes ➤ Problem identification skills and sustainable solution provisioning ➤ Analytical reasoning and appropriate interpretation skills ➤ Self-directed learning efficiencies leading to a productive lifelong learning process 	

	THEORY	4 lectures per week
Sub Unit	Unit I:	10 lectures
1.	Ecosystem and types of Ecosystem Energy Flow in Ecosystem: Food Chains, Food Webs	
2.	Natural Resources: Renewable and Non Renewable	
3.	Concept of Sustainability and Sustainable Development	
	Unit II:	10 lectures
1.	Environmental Pollution	
2.	Climate Change Global Warming	
3.	Ozone Layer Depletion, Acid Rain and its impact on Human life Biodiversity and Conservation	
	Evaluation Scheme Assessment of Value Education Course (VEC) across all streams will be assessed on theory component of 50 marks which will be as followed : 50 marks as Continuous Assessment (CA)	

References:	<p>1. Conover, M. 2001. Resolving Human Wildlife Conflict, CRP Press.</p> <p>2. Dickman, A.J. 2010. Complexities of Conflict: the importance of considering social factors for effectively resolving human-wildlife conflict. <i>Animal Conservation</i> 13:458-466.</p> <p>3. Thangavel, P. & Sridevi, G. 2015. Environmental Sustainability: Role of Green Technologies. Springer Publications.</p> <p>4. Shastri, S.C. 2015. Environmental Law. Eastern Book Company.</p> <p>5. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.</p> <p>6. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.</p> <p>7. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.</p> <p>8. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.</p> <p>9. Latifi, N.R., Akhter, S. 2022. Environmental Sciences, Wisdom Press.</p> <p>10. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.</p> <p>11. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.</p>
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UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	5	8	12	25
II	5	8	12	25
TOTAL MARKS PER OBJECTIVE	10	16	24	50

% WEIGHTAGE	5	32	48	100
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SEC

Course Code: JUCVTTM -SEC201	Course Title: Principles of Marketing and Sales	(Credits: 02 Lectures/Week: 2 per week)
Course description	The course teaches about Marketing, its various aspects, methods of analysis, market segmentation, positioning, marketing mix and marketing Communication. The paper will cover Customer Relationship Management, Students should get an understanding on modern methods of Marketing and practical insights on handling marketing and customer relationship aspects in a job.	
Learning objectives	<ul style="list-style-type: none"> ➤ To make students aware about the domain of marketing and sales ➤ To help them analyse functions of marketing ➤ To make students evaluate the marketing environment ➤ To make students appraise the marketing communication and ways to bring about customer satisfaction 	
Course Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand the domain and essential aspects of Marketing ➤ Differentiate between marketing and sales ➤ Appraise the various important functions of marketing ➤ Understand the marketing environment and compare the internal and external environments ➤ Value the four Ps and their elements ➤ Learn the basics of sales and relationship management ➤ Appraise the importance and various modes of CRM ➤ Bring about customer satisfaction 	

	THEORY	4 lectures per week
Sub Unit	Unit I: Meaning, scope and Importance of Marketing	10 lectures
1.	<p>Functions of Marketing</p> <p>Difference between Marketing and Sales</p> <p>Selling Pillars of Marketing</p>	
2.	<p>Market segmentation</p> <p>Marketing Environment and Marketing Mix</p> <p>Methods of Analysis SWOT, PEST</p>	
3.	<p>Four P's (Product, Price, Place and Promotion) and their elements</p> <p>Extended Ps of Marketing (People, Process and Physical evidence)</p> <p>Marketing Communication</p> <p>Integrated Marketing Communication</p>	
	Unit II: Basics of Selling Skills and Customer Satisfaction	10 lectures
1.	<p>Basics of Selling Skills</p> <p>Relationship Management from point of view of sales</p>	
2.	<p>Lead conversion to actual sales</p> <p>Sales and linkage with revenue</p>	
3.	<p>Introduction to CRM- Tools</p> <p>Components of Customer Satisfaction, Customer</p>	

	<p>Satisfaction Models Measuring Customer Satisfaction and Case studies on Customer Satisfaction</p>	
	<p>Evaluation Scheme</p> <p>Assessment of Skill Enhancement Course (SEC) will be assessed as a practical component of 50 marks which will be as followed: 25 Marks Semester End Exam (SEE) of 1.5 hours + 25 Marks Continuous Assessment (CA)- experiment/ task board/ case study or similar.</p>	
<p>References:</p>	<p>Textbook</p> <p>1. Kotler, Philip, Keller, KL and Others.(2015). Marketing Management 15/e (Old Edition) Paperback</p> <p>2 Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.</p> <p>3 Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.</p> <p>4 Neelamegham. S. (1998). Marketing in India: Cases and Readings, Vikas, New Delhi.</p> <p>5 Ramasamy V.S. and Namakumar. S. (1990). Marketing Management: Planning and Control, Macmillan, New Delhi.</p> <p>6 Stone, Marilyn A., Desmond, John. (2007). Fundamentals of Marketing, Routledge, New York.</p> <p>Additional References:</p> <p>1 Rai, Alok Kumar., (Second Edition) <i>Customer Relationship Management: Concepts and Cases</i>, PHI Learning.</p> <p>2 Knox, Simon. Payne, Adrian, Maklan, Stan.(2002). <i>Customer Relationship Management</i>, Routledge Inc.</p> <p>3 Anderson Kristin., Kerr, Carol. (2001). <i>Customer Relationship Management</i>, McGraw-Hill Professional.</p>	

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL MARKS
I	4	8	13	25
II	4	8	13	25
TOTAL MARKS PER OBJECTIVE	8	16	26	50
% WEIGHTAGE	16	32	52	100

AEC

Course Code: JUCVTM -AEC201	Course Title: Business Communication and Travel Documentation	(Credits: 02 Lectures/Week: 2 per week)
Course description	The course aims to introduce students to various aspects of business communication and prepares them in the skills pertaining to written correspondence for meetings, for business letters, job applications, resume writing and presentation skills, interviews and group discussions	
Learning objectives	<ul style="list-style-type: none"> ➤ To teach students various aspects business communication ➤ To enhance the students' writing skills for communication in business ➤ To make them understand the importance and use of Strategic communication ➤ To teach them how to write various types of reports ➤ To make them aware about necessary travel documents 	

<p>Course Outcomes</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand Strategic communication model, critical thinking to identify objectives and analyze audience ➤ Choose the most effective structure and style for delivering written and spoken messages ➤ Appraise principles of effective business writing and document design in all written documents ➤ Design and deliver a persuasive presentation that convinces the audience of the topic's relevance and overcomes resistance ➤ Using an appropriate visual support strategy and adhering to a specified time limit ➤ Understand and classify the travel documentations ➤ Evaluate the requirements for the different types of travel documentation. 	
	<p>THEORY</p>	<p>4 lectures per week</p>
<p>Sub Unit</p>	<p>Unit I: Business Communication and Business Writing</p>	<p>10 lectures</p>
<p>1.</p>	<p>Empathy and Emotional Intelligence B2B and B2C Communication Communication with Confidence</p>	
<p>2.</p>	<p>Business Letter Format Types of Business Letters Business emails</p>	
<p>3.</p>	<p>Employment Communication – Resumes and Cover Letters, Job Application Letters</p>	
	<p>Unit II: Reports and Documentation</p>	<p>10 lectures</p>
<p>1.</p>	<p>Reports-Structure of Reports Types of Reports- Committee reports, Progress Reports, Annual Reports, Research Reports, Tour Reports</p>	

	Use of Infographics	
2.	Passports Requirements, Checklists, Types, Changes, Procedure, Tatkal scheme and fees, passport act and penalties under section 12 (1)B	
3.	Visas Documents for obtaining Visa of major tourist destinations of world including Health check documents, Types of Visa, visa fees, Refused or Pending Visas, Destination Departure Records	
	Evaluation Scheme Each Open Elective (OE) and Ability Enhancement Course (AEC) will be assessed on theory component as follows:25 marks Semester End Exam (SEE)+ 25 marks Continuous Assessment (CA)	
References :	Textbook 6. Myrna Bell Rochester. <i>Easy French Step-by-step</i> 7. Jean-Paul Valette and Rebecca Valette. <i>Contacts: Languee culture franaises</i> 8. Simone Reynaud and Dominique van Hooff. <i>En bonne forme</i> 9. �cho A1 10. 2. �cho A2 6. Apprenons le franais	

UNIT	KNOWLEDGE	UNDERSTANDI	APPLICATIO	TOTAL
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		NG	N	MARKS
I	4	8	13	25
II	4	8	13	25
TOTAL MARKS PER OBJECTIVE	8	16	26	50
% WEIGHTAGE	16	32	52	100