

## COURSE CURRICULUM FRAMEWORK UNDER AUTONOMY

**Program: B. Voc**

**Department: TRAVEL AND TOURISM MANAGEMENT**

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

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

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

<b>Semester 4</b>		
<b>Course code</b>	<b>Course Title</b>	<b>Credits</b>
<b>CBTT401</b>	<b>Financial Literacy (GE)</b> Introduction to Book keeping Basics of Direct Tax-Individual and Company Basics of Indirect Tax Basics of Financial Services and Insurance	04
<b>CBTT402</b>	<b>Research Methodology (GE-TT)</b> Introduction to Research Methodology Sampling and Data Collection and Analysis Research Approaches in Tourism Understanding Qualitative and Quantitative Research	04
<b>CBTT403</b>	<b>Human Resource Management (GE)</b> Introduction to HR Training, Performance and Compensation Management Managing Conflict and Industrial Relations Current Issues and Challenges in HR	04
<b>CBTT404</b>	<b>Guest Relations Manager (SC)</b> Understanding Guests Relations and Responsibilities Training Duties, Communications and Customer Relations Professional Service Standards Customer Retention and Loyalty	04
<b>CBTT405</b>	<b>Destination Planning (SC)</b> Understanding Tourism Development Building Unique Proposition for Destinations Destination Marketing and Management Role of PPP and Infrastructure	04
<b>CBTT406</b>	<b>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.</b>	10

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

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