

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/433

Date : 24th March, 2025.

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : BMS (Travel & Tourism Management) (Three year) (Sem I & II)

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023 vide** Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1st November, 2023 vide** Item no. 9.3 (C) 9 (N) and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024 vide** Item No. 6 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **BMS (Travel & Tourism Management) (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No.	Name of the Program	Ordinance no. for Title	Ordinance no. for Eligibility	Duration
A	U.G. Certificate in Travel & Tourism Management	O.GUA – 531 A	O.GUA – 532 A	One year
B	U.G. Diploma in Travel & Tourism Management	O.GUA – 531 B	O.GUA – 532 B	Two year
C	BMS (Travel & Tourism Management)	O.GUA – 531 C	O.GUA – 532 C	Three year
D	BMS (Hons) (Travel & Tourism Management)	O.GUA – 531 D	O.GUA – 532 D	Four year

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: 2 :

Regulation No	
Duration	R.GUA – 576
Intake Capacity	R.GUA – 577
Scheme of examination	R.GUA – 578
Standard of Passing	R.GUA – 579
Credit Structure	R.GUA – 580 A
	R.GUA – 580 B
	R.GUA – 580 C
	R.GUA – 580 D


(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(C)9(N)/01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Commerce & Management
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Title of the program

- A- U.G. Certificate in Travel & Tourism Management
- B- U.G. Diploma in Travel & Tourism Management
- C- BMS (Travel & Tourism Management)
- D- BMS (Hons.) (Travel & Tourism Management)

(Garware Institute of Career Education and Development)

Syllabus for Semester- Semester I and II

Ref: GR dated 20th April,2023 for Credit Structure of UG

(with effect from the academic year 2023-24 Progressively)

UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GUA-531A</u>	A	U.G. Certificate in Travel & Tourism Management
	O: <u>GUA-531B</u>	B	U.G. Diploma in Travel & Tourism Management
	O: <u>GUA-531C</u>	C	BMS (Travel & Tourism Management)
	O: <u>GUA-531D</u>	D	BMS (Hons.) (Travel & Tourism Management)
2	Eligibility O: <u>GUA-532A</u>	A	HSC in any faculty or equivalent: 1 st year : 12 th pass with English subject compulsory On merit basis: 40% weightage to HSC marks & 60% weightage to Score of written test & interview conducted at GICED. OR Passed Equivalent Academic Level 4.0
	O: <u>GUA-532B</u>	B	1. The candidate who has successfully completed U.G. Certificate in Travel & Tourism Management. OR Passed Equivalent Academic Level 4.5 2. The candidate who's Under Graduate Certificate credits are 60% equivalent to U.G. Diploma in Travel & Tourism Management & he/she earns minimum 8 Credits from U.G. Certificate in Travel & Tourism Management. 3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 2 nd Year subject to He/she securing minimum 50% in the 1 st Year assessment of UGCTTM.
	O: <u>GUA-532C</u>	C	1. The candidate who has successfully completed U.G. Diploma in Travel & Tourism Management. OR Passed Equivalent Academic Level 5.0 2. The candidate who's Under Graduate Diploma credits are 60% equivalent to BMS Travel &

			<p>Tourism Management & he/she earns minimum 8 Credits from U.G. Diploma in Travel & Tourism Management.</p> <p>3. As per NEP criteria on the basis of RPL-Recognition of Prior Learning, Candidate to be admitted to 3rd Year subject to He/she securing minimum 50% in the 2nd Year assessment of UGDTTM.</p>
	O: <u>GUA-532D</u>	D	The candidate who has successfully completed BMS (Travel & Tourism Management) with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5.
3	Duration of Program R: <u>GUA-576</u>	A	1 Year
		B	2 Years
		C	3 Years
		D	4 Years
4	Intake Capacity R: <u>GUA-577</u>	120	
5	R: <u>GUA-578</u> Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: <u>GUA-579</u>	50% in each component	
7	Credit Structure R: <u>GUA-580 A</u> R: <u>GUA-580 B</u> R: <u>GUA-580 C</u> R: <u>GUA-580 D</u>	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I, II, III, IV, V, & VI
		D	Sem I, II, III, IV, V, VI, VII & VIII
9	Program Academic Level	A	4.5
		B	5.0
		C	5.5
		D	6.0
10	Pattern	Semester	

11	Status	New
12	To be implemented from Academic Year Progressively	From Academic Year 2023-24

Km Nayak

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

KR Laghate

Prof.(Dr.) Kavita Laghate
Dean,
Faculty of Commerce & Management

Preamble

Introduction

The travel & tourism industry is vibrant, committed to service excellence and professionalism. As more and more people travel for business and leisure the industry has seen a demand for well trained, service sector professionals. The industry requires people who can deal competently with a wide range of activities and who possess the knowledge, skills and attributes required by the industry.

The program is designed to provide those wishing to enter this field with theoretical knowledge and practical ability in a range of skills and procedures necessary in the travel and tourism work roles.

Students who are able to successfully complete semesters 1, 2, of the program can obtain UG Certificate as an exit point. Students who are able to successfully complete semesters 1, 2, 3, 4 of the program can obtain UG Diploma as an exit point. Students who are able to successfully complete semesters 1, 2, 3,4,5,6 of the program can obtain UG Degree as an exit point. Students who are able to successfully complete semesters 1, 2, 3, 4, 5,6,7,8 of the program can obtain UG Degree with Honors as an exit point.

Aims and Objectives:

- To hone students' skills and enhance their knowledge with study of specialized subjects
- Help understand the regional and international perspective on Travel & Tourism
- Students will gain confidence in their ability to apply their knowledge and skills to function effectively/competently in the Travel & Tourism industry
- It will also enable them to be responsible for their own career growth / development.

Learning Outcomes:

Within depth study of India and International Tourism the students will be able to design holiday packages for India and the world. With Airline Industry Management the student can assist guests with air travel -be it booking, fare calculation or airport assistance. Study of Documentation will help the student to get in depth information of documents needed to travel. Tour Planning and Tour Operations will enable the student to plan and cost Itineraries

Basket of Electives

Elective Basket For Semester					
Option	Component	Subject	Marks	Credits	Hours
1	Open Elective	Tourism Geography of the World	50	02	30 Hours
2	Open Elective	Tourism Geography of India	50	02	30 Hours
3	Elective	Adventure Tourism	50	02	30 Hours
4	Open Elective	Organizational Foundation in Tourism and Tourism Resource Development	100	04	60 Hours
5	Elective	Tour Manager	50	02	30 Hours
6	Open Elective	Hotel Management - I	50	02	30 Hours
7	Open Elective	Management in Hospitality Industry- I	50	02	30 Hours
8	Open Elective	Hotel Management - II	50	02	30 Hours
9	Open Elective	Management in Hospitality Industry- II	50	02	30 Hours
10	Elective	Eco Tourism	50	02	30 Hours
11	Elective	Rural Tourism	50	02	30 Hours
12	Elective	Sports Tourism	50	02	30 Hours
13	Elective	Wellness Tourism	50	02	30 Hours

6) Credit Structure of the program – (Parishisth-2)

Level	Semester	Major		Minor	OE	VC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum . Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory*	Electives							
4.5	I	Principles of Tourism (Credits 2)		-	Tourism Geography of the World. (Credits 2) Adventure Tourism (Credits 2) OR Tourism Geography of India (Credits 2) Sports Tourism (Credits 2)	VC Travel Agency Front Office Operations: Credits 2 SEC: Basic Computers Credits 2	AEC: Grammatical and Composition Skills English Credits :2, VEC: Indian Values and Ethics Credits 2 IKS: Indian Knowledge System Credits 2	CC: World Tourism and Sanskriti Credits 2	22	UG Certificate 40-44
	Cr.	6	0	0	4	4	6	2		
	II	Tourism Resources in India - Part- I Credits 4 Tourism Resources in India Part- II Credits 2		Airline Industry Management – I Credits 2	Organizational Foundation in Tourism and Tourism Resource Development (Credits 4) OR Tour Manager (Credits 2) & Eco Tourism (Credits 2)	VC Travel Agency Back Office Operations Credits 2 SEC: Advanced Computers Credits 2	AEC Conversational Skills Credits 2 VEC: Social Media Solutions Credits 2	CC National Tourism Credits – 2	22	
	Cr.	6	0	2	4	4	4	2		
Cum Cr.		12	0	2	8	8	10	4	44	
Exit option: Award of UG Certificate in Major with 40-44 credits & Internship OR Continue with Major and Minor										

Level	Semester	Major		Minor	OE	VC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum . Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory*	Electives							
5.0	III	International Tourism -I Credits 4 Documentation Part -I Credits 2		Airline Industry Management 2 (GDS BASIC) Credits 4	Hotel Management - I (Credits 2) OR Management in Hospitality Industry-I (Credits 2)	VC: Resource Management Credits 2	AEC: Communication Skills Credits 2	FP: Mumbai Darshan and Heritage Walks Credits 2 CC :World Tourism Day Credits 2	20	UG Diploma 80-88
	Cr.	6	0	4	2	2	2	4		
	IV	International Tourism -II Credits 4 Documentation Part -II Credits 2		Airline Industry Management 3 (GDS ADVANCE Credits 4	Hotel Management II (2 Credits) OR Management in Hospitality Industry-II (2 Credits)	SEC: ICT in Tourism Credits :2	AEC Corporate and Business Communication Credits :2	CEP: Cruise Duty and Holiday Bazaar Credits 2 CC: Yuva Tourism Credits 2	20	
	Cr.	6	0	4	2	2	2	4		
	Total Cr. 2 nd year	12	0	8	4	4	4	8		
	Cum Cr.	24	0	10	12	12	14	12	84	
Exit option: Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor.										

R_____C

Level I	Semester	Major		Minor	OE	VC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory*	Electives							
5.5	V	Tour Planning Credits 4 Destination Management Credits 4	Choose any 02: TM, Adventure Tourism, Wellness Tourism, Rural Tourism Eco Tourism Sports Tourism. Credits 4	Airline Industry Management 4 (AFT -1) Credits 4		VC: Principles Of Accounting Credits 4		FP: Workshops ,Guest Sessions Industrial Visits Credits : 2	22	UG Degree 120-132
	Cr.	8	4	4	0	4	0	2		
	VI	Tour Operations Management Basic Credits 4 Marketing Tourism Credits 4	Choose any 02 TM, Adventure Tourism Wellness Tourism, Rural Tourism Eco Tourism, Sports Tourism Credits 4	Airline Industry Management 5 (AFT -2) Credits 4			OJT Industrial Training Credits :4	20		
	Cr.	8	4	4	0	0	0	4		
	Total Cr. 3 rd Year	16	8	8	0	4	0	6	42	
	Cum Cr.	40	8	18	12	16	14	18	126	
Exit option: Award of UG Degree in Major with 120-132 credits OR Continue with Major and Minor										

R_____D

Level	Semester	Major		Minor	OE	VC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree/ Cum. Cr.
		Mandatory*	Electives							
6.0	VII	Tour Operations Management - Advanced Credits 4 Principles of Management Credits 4 Case Studies and World History Credits 4	Choose any 02: TM, Adventure Tourism Wellness Tourism, Rural Tourism Eco Tourism, Sports Tourism Credits 4	RM: Credits: 4					20	UG Honours Degree 160-176
	Cr.	12	4	4	0	0	0	0		
	VIII	Entrepreneurship Skills Credits 4 Dissertation Credits 4 Rail and Cruise Tourism Credits 4	Choose any 02: TM, Adventure Tourism Wellness Tourism, Rural Tourism Eco Tourism, Sports Tourism Credits 4					OJT Industrial Training-2 Credits :4	20	
	Cr.	12	4	0	0	0	0	4		
	Total Cr. 3rd Year	24	8	4	0	0	0	4	40	
Cum Cr.		64	16	22	12	16	14	22	166	
Four Year UG Honors Degree in Major and Minor with 160-176 credits										

Km Nayak

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

K. R. Laghate

Prof.(Dr.) Kavita Laghate
Dean,
Faculty of Commerce & Management

Subject No	Core Subject	Theory Hours	Practical Hours	Total Hours	Internal Marks	External Marks	Total Marks	Credits
SEM 1								
MAJOR MANDATORY								
BTTMMJS1P1	Principles of Tourism	30	-	30	25	25	50	02
BTTMMJS1P2	Indian Culture 1-Tangible	60	-	60	50	50	100	04
OPEN ELECTIVES (Any Two)								
BTTMS1P3A	Tourism Geography of The World	30		30	25	25	50	02
BTTMS1P3B	Adventure Tourism	30		30	25	25	50	02
BTTMS1P3C	Tourism Geography of India	30		30	25	25	50	02
BTTMS1P3D	Sports Tourism	30		30	25	25	50	02
VC								
BTTMS1P4	Travel Agency -Front Office Operations	30	-		25	25	50	02
SEC								
BTMS1P5	Basic Computers	30		30	50		50	02
AEC								
BTMS1P6	Grammatical and Composition Skills	30	-	30	25	25	50	02
VEC								
BTMS1P7	Indian Values and Ethics	30		30	25	25	50	02
IKS								
BTMS1P8	Indian Knowledge Systems	30		30	25	25	50	02
CC								
BTMS1P9	Co-curricular -World Tourism Day -I	30	-	30	50		50	02
	TOTAL	300	-	330	325	225	550	22
Subject No	Core Subject	Theory Hours	Practical Hours	Total Hours	Internal Marks	External Marks	Total Marks	Credits
SEM 2								
MAJOR MANDATORY								
BTTMMJS 2P10	Tourism Resources In India - Part 1	60	-	60	50	50	100	04
BTTMMJS2P11	Tourism Resources In India - Part 2	30	-	60	25	25	50	02
MINOR								
BTTMMNS2P12	Airline Industry Management 1-Airline and Airport Mgmt	30	-	30	25	25	50	02
OE								
BTMS2P13A	Organizational Foundation in Tourism and Tourism Resource Development	60	-	60	50	50	100	04
OR								
BTMS2P13B	Tour Manager	30	-	30	25	25	50	02
BTMS2P13C	Eco Tourism	30	-	30	25	25	50	02
VC								
BTMS2P14	Travel Agency - Back Office Operations	30	-	30	25	25	50	02
SEC								
BTMS2P15	Advanced Computers	30		30	50		50	02
AEC								
BTMS2P16	Conversational Skills	30		30	25	25	50	02

VEC								
BTTMS2P17	Social Media Solutions	30		30	25	25	50	02
CC								
BTTMS2P18	Co-curricular -National Tourism Conference /Yuva Tourism Club	30	-	30	50		50	02
	TOTAL	300	0	330	325	225	550	22

Subject No	Core Subject	Theory Hours	Practical Hours	Total Hours	Internal Marks	External Marks	Total Marks	Credits
SEM 3								
MAJOR MANDATORY								
BTTMMJS3P19	International Tourism - I	60	-	60	50	50	100	04
BTTMMJS3P20	Documentation - I	30	-	30	25	25	50	02
MINOR								
BTTMMNS3P21	Airline Industry Mgmt 2 -GDS Basic	60	-	60	100		100	04
OE								
BTTMS3P22A	Hotel Management - I	30	-	30	25	25	50	02
BTTMS3P22B	Management in Hospitality Industry – I	30	-	30	25	25	50	02
VC								
BTTMS3P23	Resource Management	30	-	30	50		50	02
AEC								
BTTMS3P24	Communication Skills	30	-	30	25	25	50	02
CC								
BTTMS3P25	Field Project - Mumbai Darshan & Heritage Walks	30	-	30	50		50	02
FP								
BTTMS3P26	Co-Curriculum-World Tourism Day - II	30	-	30	50		50	02
	TOTAL	300	90	300	375	125	500	20

Subject No	Core Subject	Theory Hours	Practical Hours	Total Hours	Internal Marks	External Marks	Total Marks	Credits
SEM 4								
MAJOR MANDATORY								
BTTMMJS4P27	International Tourism -2	60	-	60	50	50	100	04
BTTMMJS4P28	Documentation -2	30	-	30	25	25	50	02
MINOR								
BTTMMNS429	Airline Industry Mgmt 3 -GDS Advanced	60	-	60	100		100	04
OE								
BTTMS4P30A	Hotel Management -2	30	-	30	25	25	50	02
BTTMS4P30B	Management in Hospitality Industry – II	30	-	30	25	25	50	02
SEC								
BTTMS4P31	ICT in Tourism	30		30	25	25	50	02
AEC								
BTTMS4P32	Corporate & Business Communication	30	-	30	50		50	02
CEP								
BTTMS4P33	CEP	30	-	30	50		50	02
CC								
BTTMS4P34	Co Curricular	30	-	30	50		50	02
	TOTAL	300	0	300	375	125	500	20

Subject No	Core Subject	Theory Hours	Practical Hours	Total Hours	Internal Marks	External Marks	Total Marks	Credits
SEM 5								
MAJOR MANDATORY								
BTTMMJS5P35	Tour Planning	60		60	50	50	100	04
BTTMMJS5P36	Destination Management	60		60	50	50	100	04
MINOR								
BTTMMNS5P37	Airline Industry Management 4 - AFT Basic	60		60	50	50	100	04
ELECTIVES: Set 1								
BTTMS5P38A	Tour Manager	30		30	25	25	50	02
ELECTIVES: Set 2								
BTTMS5P38B	Adventure Tourism	30		30	25	25	50	02
ELECTIVES: Set 3								
BTTMS5P38C	Eco Tourism	30		30	25	25	50	02
ELECTIVES: Set 4								
BTTMS5P38D	Rural Tourism	30		30	25	25	50	02
ELECTIVES: Set 5								
BTTMS5P38E	Sports Tourism	30		30	25	25	50	02
ELECTIVES: Set 6								
BTTMS5P38F	Wellness Tourism	30		30	25	25	50	02
VC								
BTTMS5P39	Principles of Accounting	60	-	60	50	50	100	04
FP								
BTTMS5P40	Workshops / Guest Sessions	30	-	30	50			02
	TOTAL	300	0	330	300	250	550	22

Subject No	Core Subject	Theory Hours	Practical Hours	Total Hours	Internal Marks	External Marks	Total Marks	Credits
SEM 6								
MAJOR MANDATORY								
BTTMMJS6P41	Tour Operations Management - Basic	60		60	50	50	100	04
BTTMMJS6P42	Marketing Tourism	60		60	50	50	100	04
MINOR								
BTTMMNS6P43	Airline Industry Management 5 - AFT Advanced	60		60	50	50	100	04
ELECTIVES: Set 1								
BTTMS6P44A	Tour Manager	30		30	25	25	50	02
ELECTIVES: Set 2								
BTTMS6P44B	Adventure Tourism	30		30	25	25	50	02
ELECTIVES: Set 3								
BTTMS6P44C	Eco Tourism	30		30	25	25	50	02
ELECTIVES: Set 4								
BTTMS6P44D	Rural Tourism	30		30	25	25	50	02
ELECTIVES: Set 5								
BTTMS6P44E	Sports Tourism	30		30	25	25	50	02
ELECTIVES: Set 6								
BTTMS6P44F	Wellness Tourism	30		30	25	25	50	02
OJT								
BTTMS6P45	Industrial Training -I	60	-	60	100	-	100	04
	Total	270	0	300	300	200	500	20

Sem.-I

Unit-wise syllabus
SEMESTER 1

TYPE	PAPER NO	PAPER	HOURS
MAJOR	1.1	PRINCIPLES OF TOURISM	30
		<p>Course Objective :</p> <ol style="list-style-type: none"> 1.To understand the basics terminology in tourism along with 6A'S 2.To understand the various types of tourism both current and emerging 3.To understand the economic significance of tourism 4.To understand the socio -cultural significance of tourism 5.To understand the environmental impact of tourism 6.To learn about growth of tourism and current challenges faced <p>Course Outcome :</p> <p>After successful completion of the course the learner will be able to</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1.The student will be able to identify various forms of tourism that will be possible in various destinations . 2.The student will be able to understand basic tourism terms 3.The student will know importance of tourism industry from economic and socio cultural perspective 4.The student will understand the challenges posed by OverTourism 5.The student will understand the relevance of 6 A's in tourism <p>Unit 1- Basic concepts Definitions-travel, tourism, tourist, excursionist, visitor; 6 A's of travel & Motivators of travel; Evolution of travel</p> <p>Unit 2- Types of tourism Forms of travel, types & emerging new trends of tourism & travel</p> <p>Unit 3- Significance of tourism Social-cultural, Economic significance of tourism, environmental impact</p> <p>Unit 4- Development and challenges of tourism Emergence & growth of tourism Over tourism, climatic changes, pandemics, crisis, inequalities</p> <p>References: Bhatia A.K.: International Tourism Management, New Delhi, Sterling Publishers</p>	
MAJOR	1.2	INDIAN CULTURE (TANGIBLE)	60
		<p>Course Objective</p> <ol style="list-style-type: none"> 1.Being able to understand the cultural heritage of India. 2.Understand the various styles of Architecture seen in our country 3.Understand the importance of Culture in Tourism 4.Understand the significance of various Archaeological sites present in our country . <p>Course Outcome:</p> <p>After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1.The student will get in-depth knowledge of our rich cultural heritage, and learn to appreciate the same. 2.The student will learn to identify various styles of architecture, structural monuments, the era they were built, the changes in style with centuries 3.The student will be able to explain the same to both International and Domestic Guest <p>Unit 1- Introduction to culture & heritage, definitions culture tourism, heritage tourism, importance of the same, classification, characteristics</p> <p>Unit 2- Monuments & Antiquities</p> <p>Unit 3- Sculptures & Archaeological sites</p>	

		<p>References:</p> <p>Seth Sujan: Ancient and Early Medieval History of India Delhi, Government Publications Division</p> <p>Deva Krishna: Temples of India Vol.1 and 2 Delhi, Aryan Books International</p> <p>Maity S.K.: Masterpieces of Pallava Art</p> <p>Gupta R.S.: Iconography of the Hindus, Buddhist and Jains</p>	
OE 1	1.3	TOURISM GEOGRAPHY OF THE WORLD	30
		<p>Course Objectives</p> <ol style="list-style-type: none"> 1.To understand and plot physical features of the various continents and places of tourist interest in the world with the help of the maps. 2.To understand Geography of the earth with definitions of physical features of the planet 3. To understand the physical distribution of the countries in order to identify the natural heritage of the destinations. 4. To understand seasonalities in order to identify the best time to visit and seasons in tourism calendar. <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1.The student will be able to know the geographical terrain of a place looking at the map thus identifying seasonality wrt tourism. 2.The students will be able to identify the popular tourist places of the world on the map. 3. The student will be able to identify the natural heritage of the region 4. The student will be able to identify best time to visit <p>Unit 1: Geography & Physical Features of Earth: Latitude & Longitude, Climatic Zones, Time Zone, Definitions-Continents, Mountains, River, Volcano, Archipelago etc.</p> <p>Unit 2: Understanding and Reading Maps / Plotting Physical and Political</p> <p>Unit 3: Air transport- IATA areas, global indicators, flight routes, MCT & ETT Unit 4- 2 letter codes of countries, airlines; 3 letter codes of cities, airports, currencies.</p> <p>Unit 5- Introduction to international tourism routes for Indian market</p> <p>Reference : Oxford Atlas www.iata.org</p>	
OE2		<p>ADVENTURE TOURISM</p> <p>Course Objectives</p> <ol style="list-style-type: none"> 1.To understand what are various types of Adventure Tourism. 2. To understand which destinations are popular wrt to various types of Adventure Tourism 3.To understand new trends in Adventure Tourism and future scope <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1.The student will be able to know identify various types of adventure Tourism 2.The students will be able to identify popular locations wrt Adventure Tourism 3. The student will be able to identify opportunities for Adventure Tourism <p>Unit 1- Meaning of Adventure Tourism and its growth .</p> <p>Unit 2- Land Based Adventure and locations associated wrt to the same</p> <p>Unit 3- Water Based Adventure and locations associated wrt to the same</p> <p>Unit 4- Aerial Adventure And locations associated wrt to the same</p>	<u>30</u>

		<p>Reference :</p> <p>Ralf Buckley - Adventure Tourism ,CABI Publication</p> <p>Kev Reynolds Trekking in the Himalaya,</p>	
OE 3	1.4	TOURISM GEOGRAPHY OF INDIA	30
		<p>Course Objectives</p> <ol style="list-style-type: none"> 1.To understand and plot physical features of the various places of tourist interest of India with the help of the maps. 2.To understand Geography of India with definitions of physical features 3. To understand the physical distribution of the states in order to identify the natural heritage of the destinations. 4. To understand seasonalities in order to identify the best time to visit and seasons in the tourism calendar. <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1.The student will be able to know the geographical terrain of India looking at the map thus identifying seasonality wrt tourism. 2.The students will be able to identify the location of popular tourist places on the map. 3. The student will be able to identify the natural heritage of the region 4. The student will be able to identify the best time to visit. <p>Unit 1- Geography & Physical Features of India Unit 2- Understanding and Reading Maps, Plotting Physical and Political Unit 3- State profile India Unit 4- Introduction to popular tourism routes of India why & how</p> <p>Reference : Oxford Atlas</p>	
OE4		<p>SPORTS TOURISM</p> <p>Course Objectives</p> <ol style="list-style-type: none"> 1.To understand the growth of of Sports Tourism and its current trends 2. To understand the main resources in Sports Tourism 3.To understand potential of Sports Tourism <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1.The student will be able to understand the potential relation between sports and Tourism 2.The students will be able to identify popular locations associated with Sports Tourism 3. The student will be able to understand importance of Sports Tourism for both health and the economy <p>Unit 1- Introduction and Meaning of Sports Tourism Unit 2- Resources in Sports Tourism and its impacts Unit 3: Seasonality -Sports and Tourism Unit 4 -New Trends in Sports Tourism</p> <p>Reference : Tom Hinch and James Higham -Sports Tourism Development ,Channel View Publications</p>	30

VC	1.5	TRAVEL AGENCY- FRONT OFFICE OPERATIONS	30
		<p>Course Objective :</p> <ol style="list-style-type: none"> 1.To understand what is a Travel Agency ,Tour Operator and DMC 2.To understand various business stakeholders of the tourism industry 3 To understand the front office working pattern & style, departments & functionalities <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1.The student will understand how travel business works along with workflow 2.The student will be able to understand functions of the various department 3.The student will understand difference between Travel Agency , Tour Operator and DMC <p>Unit 1- definition of travel agency, tour operator & DMC Unit 2- types, departments & functions & hierarchy, scope of activities of travel agency, reports of popular travel agencies Unit 3- Profile of front office, work profile Unit 4- operations in front office</p> <p>References: Bhatia A.K.: International Tourism Management, New Delhi, Sterling Publishers</p>	
SEC	1.6	BASIC COMPUTERS	30
		<p>Course Objective</p> <ol style="list-style-type: none"> 1. To understand the use of computers in Travel Industry 2. To understand the need of various softwares and the usage of the same. 3. To be well-versed with software like MS-Word 4. To understand effective presentation skills with the help of PowerPoint. <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1.To learn to apply software like MS Word in the right manner to compliment & ease their work 2.With help from MS-Word the student will be able to make professional report work 3.The student will be able to make better presentations using MS PowerPoint. <p>Unit 1- Introduction to computers Unit 2- MS-Word Unit 3- MS-PowerPoint</p>	
AEC	1.7	GRAMMATICAL AND COMPOSITION SKILLS	30
		<p>Course Objective :</p> <ol style="list-style-type: none"> 1. To understand English grammar, its relevance & right usage 2.To learn to be grammatically correct while conversing 3. To acquire skills and knowledge to communicate effectively. 4. To create understanding and engagement with peers, customers & colleagues. <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1.The student will be able to use correct English grammar while conversing 2.With the usage of correct grammar the student gains to speak confidently with colleagues and guests alike. 3. The student will be able to articulate with clarity & appropriate usage of English grammar. 4. The student will be able to develop skills that facilitate their ability to work 	

		<p>collaboratively.</p> <p>Unit 1- Grammar Noun, Pronoun, Verb Unit 2- Grammar- Verb, Adjective, Adverb Unit 3- Tense, Articles, Transformation of sentences Unit 4- Comprehension</p> <p>References : English Grammar and Composition – Wren and Martin</p>	
VEC	1.8	INDIAN VALUES & ETHICS	30
		<p>Course Objective :</p> <ol style="list-style-type: none"> 1. To understand what is the importance of Ethics ,and Human Values at workplace 2. To understand Gandhian philosophy . 3.To understand what are different cross cultural issues 4. To create awareness on professional ethics and human values. <p>Learning Objective</p> <ol style="list-style-type: none"> 1.The student will understand Indian value systems, ethics to be followed in workplace which helps them in decision making 2.To understand application of Gandhian philosophy at work place 3.The student will understand good moral conduct which helps them to distinguish between right and wrong 4.The student will acquire moral values which will develop a righteous character. <p>Unit 1- Introduction to ethics & Values, Morals, Ethics & Human Values, Ethics at work Unit 2- Gandhian philosophy, Gender Equality Unit 3- Global issues of environmental, cross cultural Unit 4- Responsibility for safety & risk, risk benefit analysis</p>	
IKS	1.9	INDIAN KNOWLEDGE SYSTEM	30
		<p>Course Objective :</p> <ol style="list-style-type: none"> 1.The student will learn about Indian faith & traditions, religions of the country and arts and crafts. 2.Understand the importance of Intangible Heritage wrt Tourism 3.Understand the importance of culture in Tourism <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1.The student will get in-depth knowledge of our rich cultural heritage, and learn to appreciate the same. 2.The student will learn about various religions and places in our country associated with the same 3.The student will learn about the various arts and crafts in our country and regions associated with the same . 4. The student will be able to explain the same to foreign guests & domestic travelers <p>Unit 1- Indian faith, belief & traditions Unit 2- Religions of the country Unit 3- Arts & crafts</p> <p>References: Seth Sujan: Ancient and Early Medieval History of India Delhi, Government Publications Division Deva Krishna: Temples of India Vol.1 and 2 Delhi, Aryan Books International Maity S.K.: Masterpieces of Pallava Art Gupta R.S.: Iconography of the Hindus, Buddhist and Jains</p>	
CC	1.10	CO-CURRICULAR -WORLD TOURISM DAY 1 Course Objectives :	30

		<ol style="list-style-type: none"> 1. The students will participate in World Tourism Day events and activities. 2. They will also participate in the activities organized by Yuva Tourism Club at UM GICED in association with India Tourism Mumbai. 3. The students will participate in various social service activities. <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome:</p> <ol style="list-style-type: none"> 1.By participating in World Tourism Day activities the students learn about its significance . 2.The student will develop a sense of teamwork, ideating, and creativity. 3.The student will develop a sense of empathy and responsibility towards his duty as a responsible citizen. 4.They can also be brand Ambassadors of Tourism for our country 	
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Sem.-II

SEMESTER 2

TYPE	PAPER NO	PAPER	HOURS
MAJOR	2.1	TOURISM RESOURCES IN INDIA I	60
		<p>Course Objective</p> <ol style="list-style-type: none"> 1. Know the various states, union territories geographically 2. Learn each state in detail with its various places to visit, when to visit, how to reach, what to see, how much time to spend. 3. Understand North and West India as a tourist product <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome:</p> <ol style="list-style-type: none"> 1. The student will learn to understand each state & union territory of North and West India wrt tourism 2. They will learn popular places of tourist interest and offbeat places, its accessibility, amenities & various activities that are possible 3. They will be able to make various products of the North and West region of the country <p>Unit 1- Introduction of India as a tourist destination, performance of Indian tourism over last 5 years with statistics, basic facts of Indian tourism</p> <p>Unit 2- Northern region states & UTs study of places of attractions- natural & man-made & communities</p> <p>Unit 3- Western region states & UTs study of places of attractions- natural & man-made & communities</p> <p>References: Atlas- India Maps: physical and political Insight Guides India Lonely Planet India www.incredibleindia.org www.tourism.gov.in www.tripadvisor.in Websites of state tourism promotion boards</p>	
MAJOR	2.2	TOURISM RESOURCES IN INDIA II	30
		<p>Course Objective</p> <ol style="list-style-type: none"> 1. Know the various states, union territories geographically 2. Learn each state in detail with its various places to visit, when to visit, how to reach, what to see, how much time to spend. 3. Understand East, North East and South India as a tourist product <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1. The student will learn to understand each state & union territory of East, North East and South India wrt tourism 2. They will learn popular places of tourist interest and offbeat places, its accessibility, amenities & various activities that are possible 3. They will be able to make various products of the East, North East and South region of the country <p>Unit 1- Eastern & North-Eastern region states & UTs study of places of attractions natural & man-made & communities</p> <p>Unit 2 - Southern region states & UTs study of places of attractions- natural & man made & communities</p> <p>Unit 3- Domestic circuits (popular) & India project</p> <p>References: Atlas- India Maps: physical and political</p>	

		<p>Insight Guides India Lonely Planet India www.incredibleindia.org www.tourism.gov.in www.tripadvisor.in websites of state tourism promotion boards</p>	
MINOR	2.3	<p>AIRLINE INDUSTRY MANAGEMENT-AIRLINE AND AIRPORT MANAGEMENT 1</p> <p>Course Objective</p> <ol style="list-style-type: none"> 1.To know about the history and the role of aviation industry 2.To know about the layout of the airport both domestic and international and the formalities which any traveler must complete 3.To understand the various airline related terminologies 4.To know difference between LCC and full fledged carriers <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1 .The student will be able to distinguish what is the difference between full service carrier and low cost airline wrt to fares and services The student will learn the working of an airport 2.The student will be able to guide and assist the guest wrt airport formalities 3 The student will be able to identify the types of journeys and understand the difference between the types of fares 4.The student will be able to assist in case of pax with special handling <p>Unit 1 : History of Aviation , Chicago Convention, Bilateral agreement & Freedoms of Air, Warsaw Convention</p> <p>Unit 2: Functions & departments of an airport</p> <p>Unit 3: Glossary of airline related terms, types of aircrafts, class of service, types of passengers</p> <p>Unit 4: Airport formalities- Check-in, baggage handling, types of baggage, handling of special case paxs- unaccompanied minor, wheelchair paxs, differently abled paxs, live animals, boarding gates</p> <p>Unit 5: In-flight services wrt various classes of operation, LCC v/s Full service airlines</p> <p>Unit 6: Fares & pricing- types of fares, types of journeys, class differential, pricing concept</p> <p>References Bhatia A.K.: Tourism Development www.iata.org</p>	30

OE	2.4	ORGANIZATIONAL FOUNDATION IN TOURISM & TOURISM RESOURCE DEVELOPMENT	60
		<p>Course Objectives</p> <ol style="list-style-type: none"> 1.To understand various Indian governmental bodies & associations, their roles & policies in tourism development. 2.To learn various stages of a tourist product & of a tourist destination. 3.To understand the role and policies of state tourism bodies in enhancing tourism to their states. <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1.The student will be able to understand how policies facilitate development of tourism 2.The student will understand the contribution of various governmental & non-governmental organizations & associations at National and State level for the orderly development of tourism. 3 The student will be able to identify a tourist destination, its potential, & its stage in development thereby creating ideas to contribute to its development & growth <p>Unit 1- Establishment of MoT with functions, Policies- National Tourism Policy (of the current year of the course), DoT- functions, Indian tourism organizations- TAAI, TAFI, IATO,ITDC</p> <p>Unit 2- State level tourism organizations of India</p> <p>Unit 3- International organizations wrt tourism- IATA, UFTAA, ICAO, WTO</p> <p>Unit 4- Introduction to tourism product, its features & characteristics, product life cycle</p> <p>References</p> <p>Bhatia A.K.: Tourism Development</p> <p>Tourism Operations and Management – Sunetra Roday , Archana Biwal and Vandana Joshi -Oxford Publications</p> <p>Website of Ministry of Tourism</p> <p>Websites of State Tourism Organisations</p> <p>www.iata.org</p>	
OE		<p>TOUR MANAGER</p> <p>Course Objective</p> <ol style="list-style-type: none"> 1.To know about the role and responsibilities of Tour Manager Pre Tour ,on Tour and Post Tour 2.To be able to assist passengers while handling Emergencies 3.To be able to understand <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1 .The student will be able to know roles of Tour Manager Pre Tour On Tour 2 .The student will be able to handling various Emergencies 3 . The student will learn about cross importance of communication skills wrt to Tour Manager. 4. To enhance cross cultural understanding <p>Unit 1 : Roles and Resposnibilities of Tour Manager -Pre Tour and On Tour</p> <p>Unit 2: Roles and Resposnibilities of Tour Manager -Post Tour</p> <p>Unit 3: Importance and Grooming Essentials for a Tour Manager including How Tour Announcements are made</p> <p>Unit 4: Cross Cultural Understanding</p> <p>Reference</p> <p>Prasad Khulge -Understanding the Role of Tour Manager</p>	<u>30</u>

OE		<p>ECO TOURISM</p> <p>Course Objective</p> <ol style="list-style-type: none"> 1.To know about the significance of EcoTourism 2.To understand what is carrying capacity with respect to destination 3.To know about the scope of work done by government agencies and private organizations in Eco Tourism 4.To be aware of the potential of EcoTourism <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1 .The student will be able to understand the concept of EcoTourism 2 .The student will be able to identify the various practices of EcoTourism 3.The student will be aware and inculcate the practice /habit of being Responsible Travelers. <p>Unit 1 : Introduction and Evolution of EcoTourism Unit 2: Carrying Capacity and Responsible Tourism Unit 3: Role of the Various Stakeholders in EcoTourism Unit 4: Present Scenario and Future Scope of Eco Tourism</p> <p>Reference : Ralf Buckley Environment Impact of Tourism ,CABI Sukant Chaudhury -Culture, Ecology, And Sustainable Development ,Mittal Publications</p>	<u>30</u>
VC	2.5	TRAVEL AGENCY- BACK OFFICE OPERATIONS	30
		<p>Course Objective :</p> <ol style="list-style-type: none"> 1.To understand back office working Travel Agency AND Tour Operator 2.To understand various business stakeholders of the tourism industry 3 To understand the back office working pattern of DMC <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1.The student will understand how back office of travel business works 2.The student will be able to understand how front office and back office need to work in close coordination for smooth workflow 3.The student will understand relevance of back office operation in Travel Business <p>Unit 1- Meaning of back office & its importance. Unit 2- Work profile of various departments of back office, its operations and contribution as support system Unit 3- Back office operations of travel agencies v/s tour operators v/s DMC</p> <p>References Tourism Operations and Management – Sunetra Roday , Archana Biwal and Vandana Joshi -Oxford Publications</p>	

SEC	2.6	ADVANCED COMPUTERS	30
		<p>Course Objective</p> <ol style="list-style-type: none"> 1.To understand the importance of software MS-Excel 2.To be well-versed with software like Canva 3.To perform advanced calculations using MS Excel using formulas <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1.To learn to apply software like MS Excel in the right manner to compliment & ease their work 2.The student will be able use Canva to enhance their presentations 3.The student will be able to use Excel to maintain data at work place with ease 4.Canva will help bring out creative aspects of the students <p>Unit 1: Acquaintance with Excel, Creating Basic worksheet and Working in Canva Unit 2: columns & rows, formatting worksheets, worksheets tools, setting worksheet layout, printing worksheets Unit 3: Working with ranges and Creating and using formulas</p>	
AEC	2.7	COMMUNICATION SKILLS- ENGLISH	30
		<p>Course Objectives</p> <ol style="list-style-type: none"> 1.To understand the main aspects of non-verbal communication 2.To understand & learn how to communicate effectively whether oral and non-verbal. 3.To know the importance of listening & learn the art <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1The student will learn to use non-verbal means of communication to his advantage when conducting business 2.The student will gain confidence and the overall personality will be enhanced 3.By learning the art of listening the student will learn to be a better communicator and effective both at work place and personally <p>Unit 1- Vocabulary building- choice of appropriate words, pronunciation, diction Unit 2: Communication skills introduction,barriers to communication, conversational skills- do's & don'ts, articulation of thoughts Unit 3 : Speeches - General, Informative, humorous,with visual Aid Unit 4- Street Play , Role Play References English Grammar and Composition – Wren and Martin Das & Rao: Communication Skills</p>	
VEC	2.8	SOCIAL MEDIA SOLUTIONS	30
		<p>Course Objectives</p> <ol style="list-style-type: none"> 1.To understand importance of social media wrt travel industry 2.To learn to create LinkedIn account, creation of simple website 3.To understand various types of social media 4.To understand social media as a tool for effective communication <p>Course Outcome: After the successful completion of the course the learner will be able to:</p> <p>Learning Outcomes</p> <ol style="list-style-type: none"> 1.The student will be able to understand the use of social media wrt travel industry. 2.The student will be able to create his LinkedIn profile essential for career growth. 3.The student will be able to use social media to communicate effectively <p>Unit 1 : Intro,Types /Forms</p>	

		Unit 2 : Opportunities ,challenges and Risks , Impact of Social Media on Consumers , Travel Industry Unit 3: Creation of LinkedIn account , creation of simple website	
CC	2.9	CO -CURRICULAR -National Tourism Conference /Yuva Tourism Club Course Objectives : 1.The students will participate in National Tourism Day events and activities. 2.They will also participate in the activities organized by Yuva Tourism Club at UMGICED in association with India Tourism Mumbai. 3.The students will participate in various social service activities. Course Outcome: After the successful completion of the course the learner will be able to: Learning Outcome: 1.By participating in National Tourism Day activities the students learn about its significance . 2.The student will develop a sense of teamwork, ideating, and creativity. 3.The student will develop a sense of empathy and responsibility towards his duty as a responsible citizen. 4.They can also be brand Ambassadors of Tourism for our country.	30

PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).

A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

R ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

OR

- G. A learner shall be allowed to keep term for Semester V wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, and Semester IV.
- H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV, Semester V wherever applicable.

OR

- I. A learner shall be allowed to keep term for Semester VI wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, Semester III, Semester IV and Semester V.

UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION & DEVELOPMENT
COURSE COMMITTEE MEETING
BMS (Travel & Tourism Management)

Date: 17th June 2023
Time 11:00 am

Attendance Sheet

Sr. No.	Name of the Member	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED and Chairman -BOS	<i>Km Nayak</i>
2	Mrs. Anita Chandrasekhar Course Coordinator	<i>A. Chandrasekhar</i>
3	Mrs. Manjusha Sunil Course Coordinator	<i>Manjusha Sunil</i>
4	Dr Suraj Pandit Head-Buddhist Studies & Ancient Indian Culture, Sathaye College	<i>Dr. Suraj Pandit</i>
5	Dr. Anya Diekmann, Professor of Tourism, University Libre de Bruxelles, Belgium	AB
6	Mr. Sajan Nair Alumni	<i>Sajan Nair</i>
7	Ms. Sonali Chitale Alumni	<i>Sonali Chitale</i>
8	Ms. Rashmi Ahuja Visiting Faculty Commercial Coordinator, MSC Cruises	<i>Rashmi Ahuja</i>
9	Mr. Kunal Kothari Visiting Faculty	<i>Kunal Kothari</i>
10	Mr. Viraj Guhagakar Industry Experts Founder, SVA Holidays	<i>Viraj Guhagakar</i>
11	Mr. Ashish Chitnis Industry Experts Head-BeSpoke, FCM travel Solutions	<i>Ashish Chitnis</i>
12	Smt. Shilpa Borkar, Placement Officer, UM-GICED	<i>Shilpa Borkar</i>

Km Nayak

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

K. Laghate

Prof.(Dr.) Kavita Laghate
Dean,
Faculty of Commerce & Management

Justification for BMS (Travel & Tourism Management)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce four years Full time BMS (Travel and Tourism Management). The travel & tourism industry is vibrant, committed to service excellence and professionalism. The industry requires people who can deal competently with a wide range of activities and who possess the knowledge, skills and attributes required by the industry. This course is thus designed to fill up the gaps by imparting the knowledge in the field of Travel & Tourism.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course has been launched in the year 2017-18.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is Four years (Eight Semester). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course 120 students. The admission procedure is still ongoing
7.	Opportunities of Employability/ Employment available after undertaking these courses:	The students completing this course have great opportunities in the travel agencies, tour operators, travel portals, hotels, tourism promotion boards, airlines, etc.



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Kavita Laghate
Dean,
Faculty of Commerce & Management