University of Mumbai

क्र. वि.प्रा.स.से.(युजी)/आयसीसी/२०२४—२५/४

परिपत्रक :—

सर्व प्राचार्य/संचालक, संलग्नित महाविद्यालये/संस्था, विद्यापीठ शैक्षणिक विभागांचे संचालक/विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमंलबजावणीच्या अनुषंगाने शैक्षणिक वर्ष २०२४—२५ पासून एक्झिट पर्याय सह पदवी व पदव्युत्तर अभ्यासक्रम विद्यापरिषदेच्या दिनांक २७ डिसेंबर, २०२३, ३ फेब्रुवारी, २०२४. २० एप्रिल, २०२४ व २४ मे, २०२४ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासक्रम मुंबई विद्यापीठाच्या www.mu.ac.in या संकेत स्थळावर NEP २०२० या टॅब वर उपलब्ध करण्यात आलेले आहेत.

(प्रा. (डॉ.) बळीराम गायकवाड)
प्र. कुलसचिव

मुंबई — ४०० ०३२

११ जून, २०२४

	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
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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
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19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

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4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
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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
B- U.G. Diploma in Travel & Tourism
C- B.Com. (Travel & Tourism)
D- B.Com. (Hons.) in Travel & Tourism
E- B.Com. (Hons. with Research) in Travel & Tourism

Syllabus for

Semester – Sem I & II

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

(With effect from the academic year 2024-25 Progressively)

University of Mumbai

(As per NEP 2020)

Sr. No.	Heading		Particulars
1	**Title of program** **O: CU-525A**	**A**	**U.G. Certificate in Travel & Tourism**
	O: CU-525B	**B**	**U.G. Diploma in Travel & Tourism**
	O: CU-525C	**C**	**B.Com. (Travel & Tourism)**
	O: CU-525D	**D**	**B.Com. (Hons.) in Travel & Tourism**
	O: CU-525E	**E**	**B.Com. (Hons. with Research) in Travel & Tourism**
2	**Eligibility** **O: CU-526A**	**A**	HSC Pass any stream **OR** Passed Equivalent Academic Level 4.0
	O: CU-526B	**B**	Under Graduate Certificate in Travel & Tourism **OR** Passed Equivalent Academic Level 4.5
	O: CU-526C	**C**	Under Graduate Diploma in Travel & Tourism **OR** Passed Equivalent Academic Level 5.0
	O: CU-526D	**D**	Bachelors of Travel & Tourism with minimum CGPA of 7.5 **OR** Passed Equivalent Academic Level 5.5
	O: CU-526E	**E**	Bachelors of Travel & Tourism with minimum CGPA of 7.5 **OR** Passed Equivalent Academic Level 5.5
3	**Duration of program** **R: CU-561**	**A**	One Year
		B	Two Years
		C	Three Years
		D	Four Years
		E	Four Years
4	**Intake Capacity** **R: CU-562**	**60**	

5	**Scheme of Examination** **R: CU-563**	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination	
6	**Standards of Passing** **R: CU-564**	40%	
7	**Credit Structure** **Sem. I - R: CU-565A** **Sem. II - R: CU-565B** **Credit Structure** **Sem. III - R: CU-565C** **Sem. IV - R: CU-565D** **Credit Structure** **Sem. V - R: CU-565E** **Sem. VI - R: CU-565F**	Attached herewith	
8	**Semesters**	A	Sem I & II
		B	Sem III & IV
		C	Sem V & VI
		D	Sem VII & VIII
		E	Sem VII & VIII
9	**Program Academic Level**	A	4.5
		B	5.0
		C	5.5
		D	6.0
		E	6.0
10	**Pattern**	Semester	
11	**Status**	New	
12	**To be implemented from Academic Year Progressively**	From Academic Year: 2024-25	

Sign of the BOS
Dr. Shaukat Ali
Ad-hoc Board of
Studies in Transport
Management

Sign of the
Offg. Associate Dean
Dr. Ravikant Balkrishna
Sangurde
Faculty of Commerce

Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of
Management

Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of Commerce
& Management

Preamble

1) Introduction

Tourism and Travel Management has been evolving and gaining importance throughout the world and it is been adapting to tremendous changes over the years. The tourism and travel management graduates are also expected be in tune with the changes happening to the industry in order to fit into the industry requirements. Since most of the contents were too outdated and some of the papers were irrelevant to the expectations of the industry, the board has decided to modify the contents of some papers and some papers were replaced with new ones.

2) Aims and Objectives

The degree helps students to prepare and be conversant with the modern trends of tourism. It helps to develop managerial skills in order to meet the demands of the industry. B.Com. (Travel & Tourism) degree provides international exposure to students and encourages international internships

3) Learning Outcomes
- Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
- Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.
- Demonstrate effective communication skills.
- Analyze information and make decisions using critical thinking and problems solving skills.
- Evaluate diversity and ethical considerations relevant to the hospitality industry.

4) Any other point (if any)

Core subjects in course structure include Tourism Policy and Law, Tourism Marketing, Management, Travel Agency Training, Tour Guiding Skills and Training, HR Management, Office Management and Functions, Air Ticketing, Public Relations, Tour Operation, etc

5) Credit Structure of the Program (Sem I, II, III, IV, V & VI)

Under Graduate Certificate in **Travel & Tourism (BTT)**

Credit Structure (Sem. I & II)

Level	Semester	Major		Minor	OE	VSC,SEC (VSEC)	AEC, VEC,IKS	OJT, FP,CEP, CC,RP	Cum. Cr. / Sem.	Degree/Cum.Cr.
		R:_____A								
		Mandatory	**Electives**							
	I	Introduction to Travel and Tourism **Credits 4** Fundamentals of Accounting **Credit 2**		-	2+2	**VSC:2,** Information Technology for Travel & Tourism **Credit 2** **SEC:2** Business Communication **Credit 2**	**AEC:2,** **VEC:2,** **IKS:2**	**CC:2**	22	**UG Certificate44**
4.5		**R:_____B**								
	II	Introduction to Hospitality Management **Credit 4** **Human Resource Management in Tourism Credit 2**		2	2+2	**VSC:2,** Information Technology for Travel & Tourism-II Credit 2 **SEC:2** Services Marketing **Credit 2**	**AEC: 2,** **VEC: 2**	**CC:2**	22	
	CumCr.	**12**	**-**	**2**	**8**	**4+4**	**4+4+2**	**4**	**44**	

Exitoption:AwardofUGCertificateinMajorwith40-44creditsandanadditional4creditscoreNSQFcourse/InternshipORContinuewithMajorandMinor

Under Graduate Diploma in **Travel & Tourism (BTT)**

Credit Structure (Sem. III & IV)

Level	Semester	Major		Minor	OE	VSC,SEC (VSEC)	AEC, VEC, IKS	OJT, FP,CEP, CC,RP	Cum.Cr. / Sem.	Degree/Cum.Cr.
		Mandatory	**Electives**							
	R: C									
5.0	III	Principles of Tourism Marketing **Credit -4** Tourism Planning and Development **Credit 4**		4	2	**VSC:2** Tourism and Hospitality Law **Credit 2**	AEC:2	FP: 2 CC:2	22	**UG Diploma88**
	R: D									
	IV	Event Management in Tourism **Credit 4** Crew Management & Inflight Services **Credit 4**		4	2	**SEC:2** Business Statistics for travel & Tourism **Credit 2**	AEC:2	CEP: 2 CC:2	22	
	CumCr.	**28**		**10**	**12**	**6+6**	**8+4+2**	**8+4**	**88**	

Exit option; Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credit score NSQF course / Internship OR Continue with Major and Minor

B.Com. (Travel & Tourism)

Credit Structure (Sem. V & VI)

	R:_____E									
Level	**Semester**	**Major**		**Minor**	**OE**	**VSC,SEC** **(VSEC)**	**AEC,VEC, IKS**	**OJT, FP,CEP, CC,RP**	**Cum. Cr. / Sem.**	**Degree /Cum. Cr.**
		Mandatory	**Electives**							
	V	Integrated Marketing Communication (IMC) in Tourism Promotion **Credit 4** Travel Agency and Tour Operation Management **Credit 4** Emerging Trends in Tourism and Hospitality **Credit 2**	4	4	--	VSC:2 Tourism organization and travel documentation **Credit 2**	--	FP/CEP:2	22	**UG Degree 132**
5.5	R:_____F									
	VI	Tourism economics **Credit 4** Food and Beverage Management **Credit 4** Cruise Tourism **Credit 2**	4	4	--	--	--	OJT:4	22	
	CumCr.	**48**	**8**	**18**	**12**	**8+6**	**8+4+2**	**8+6+4**	**132**	
Exitoption:AwardofUGDegreeinMajorwith132 credits OR Continue with Major and Minor										

[**Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Continuing Education Program, CC – Co-Curricular, RP – Research Project**]

Sem. - I

Bachelor of Commerce (Travel & Tourism)

Under Choice Based Credit, Grading and Semester System Course Structure
(To be implemented from Academic Year 2024-25)

General Guidelines:

The Credits are defined in terms of the learner's hours.
One Hour of Lecture is equal to 1 Credit. One Hour of Tutorial is equal to 1 Credit (Except Languages). Two Hours of Practical is equal to 1 Credit.

The value of a particular course can be measured in number of Credit Points.

- The value of One (01) Credit is equal to 30 Hours.
- The scheme of Examination shall be divided into two parts i.e. Internal Assessment includes Assignments, Seminars, Case Studies and Unit Tests and the Semester End Examinations. The semester wise Credit Points will be varied from program to program but the value of Credits for Under Graduate Programmes shall be of 120 Credits
- Credits offered per Semester will be a Minimum 20 and a Maximum 22

Distribution of Credits across Four Years Degree Programmes:

- In general, for the four years' bachelor's degree programme, the distribution of credits will be as follows:

   a. **Major (Core) Subject comprising Mandatory and Elective Courses:**

      i. Minimum 50% of total credits corresponding to Three/Four - year UG Degree- Mandatory Courses offered in all Four years;

      ii. 2 credit course on Major Specific IKS shall be included under Major;

      iii. Elective courses of Major will be offered in the third and/or final year.

      iv. Vocational Skill Courses, Internship/ Apprenticeship, Field Projects, Research Projects connected to Major

   b. **Minor Subject: 18-20 Credits**

i.   The Minor subjects may be from the different disciplines of the same faculty of DSC Major (Core) or they can be from different faculty altogether.

ii.   The credits of Minor subjects shall be completed in the first three years of UG Programme.

c. Generic/ Open Elective Courses (OE): 10-12 credits

i.   It is to be offered in I and/or II year

ii.   Faculty-wise baskets of OE shall be prepared by University/ Autonomous Colleges.

OE is to be chosen compulsorily from faculty other than that of the major

d. Vocational and Skill Enhancement Courses (VSEC): 14-16 credits

Vocational Skill Courses (VSC): 8-10 credits, including Hands onTraining corresponding to the Major and/or Minor Subject:

i.   To be offered in the first three years.

ii.   Wherever applicable vocational courses will include skills based on advanced laboratory practical of Major.

iii. Skill Enhancement Courses (SEC) : 06 credits, to be offered in I and II year;

e.   Ability Enhancement Courses (AEC), Indian Knowledge System (IKS) and Value Education Courses (VEC): 14 Credits

f. Field Projects/ Internship/ Apprenticeship/ Community Engagement and Service corresponding to the Major (Core) Subject, Co-curricular Courses (CC) and Research Projecto Internship/Apprenticeship corresponding to the Major (Core) Subject: 8 Credits

SEMESTER-I

Major Course

01

PROGRAM	B. Com (Travel & Tourism)
YEAR	F.Y.B. Com (Travel & Tourism)
SEMESTER	I
COURSE:	Introduction to Travel and Tourism
	Major Course: (4 Credits)
COURSE CODE	
TOTAL MARKS	100 (60:40)
NO OF LECTURES	60

SEMESTER I	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
	Introduction to Travel and Tourism

COURSE OUTCOME:

Upon completion of this course, students should be able to:
- Understand the scope and diversity of the travel and tourism industry.
- Identify and describe the various sectors of the travel and tourism industry, such as transportation, accommodation, and attractions.
- Analyze the economic, social, and cultural impact of tourism on destinations and communities.
- Understand the role of technology and innovation in the tourism industry.
- Evaluate the ethical and sustainable dimensions of tourism development.

1	Introduction to tourism

- Definition and scope of tourism
- Historical development of tourism
- Types of tourism
- Current trends and issues in tourism

2	Tourism Demand and Supply

- The tourism markets.
- Tourism demand and supply factors
- Destination image and brand
- Seasonality in tourism

3	Tourism Services

- Types of tourism services
- Transportation in tourism

	• Accommodation in tourism • Tourist attractions and activities
4.	**Tourism Organizations**
	• Public sector tourism organizations • Private sector tourism organizations • International tourism organizations • Professional associations and certifications
5.	**Tourism and the Economy**
	• Economic impact of tourism • Tourism as a development strategy • Economic challenges of tourism • Measuring tourism performance
6.	**Tourism and Society**
	• Social and cultural impact of tourism • Socio-cultural challenges of tourism • Cultural tourism and heritage tourism • Ethical issues in tourism
7.	**Technology and Innovation in Tourism**
	• Digital transformation of the tourism industry • E-tourism and social media • Smart tourism and destination management • Technological challenges and opportunities
8.	**Sustainable Tourism**
	• Principles of sustainable tourism • Sustainable tourism development • Ecotourism and nature-based tourism • Responsible tourism practices
	Reference Books:
	1. "Introduction to Tourism and Hospitality Industry" by Charles R. Goeldner and J. R. Brent Ritchie, 7th edition, Wiley. 2. Anand M.M. (1976) – Tourism and Hotel Industry in India, Prentice Hall of India Pvt. Ltd., New Delhi

Major Course

PROGRAM	B. Com (Travel & Tourism)
YEAR	F.Y.B. Com (Travel & Tourism)
SEMESTER	I
COURSE:	**Fundamentals of Accounting**
	Major Course: (2 Credits)
COURSE CODE	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30

SEMESTER I	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
	Fundamentals of Accounting

COURSE OUTCOME:

Upon completion of this course, students should be able to:
- To introduce students to the basic concepts, principles, and terminology of accounting.
- To develop students' understanding of the accounting cycle and the process of recording financial transactions.
- To familiarize students with the preparation of basic financial statements.
- To provide students with the skills to analyze and interpret financial information.
- To enhance students' critical thinking and problem-solving abilities through practical application of accounting concepts.
- To enable students to apply accounting principles in decision-making and financial planning.

1	Introduction to Accounting
	- Definition, nature, and objectives of accounting - Role and functions of accounting in business - Overview of accounting principles and conventions - Fundamental accounting concepts (going concern, accrual, consistency, etc.) - Accounting conventions (historical cost, prudence, materiality, etc.) - Significance and application of concepts and conventions in accounting - Double-entry system of bookkeeping - Journal entries and their preparation
2.	**Financial Statements: Income Statement**

	• Preparation and components of the income statement • Calculation of gross profit, operating profit, and net profit • Interpretation and analysis of income statement figures
3.	Financial Statements: Balance Sheet
	• Structure and presentation of the balance sheet • Assets, liabilities, and owner's equity • Analysis and interpretation of balance sheet information
4.	**Financial Statements: Cash Flow Statement**
	• Purpose and significance of the cash flow statement • Operating, investing, and financing activities • Preparation and interpretation of the cash flow statement
	REFERENCE BOOKS
	1. "Financial Accounting" by Dr. S.N. Maheshwari and Dr. S.K. Maheshwari 2. "Accounting Principles" by Dr. V.K. Goyal and Dr. Ruchi Goyal 3. "Financial Accounting: A Managerial Perspective" by Dr. R. Narayanaswamy

Vocational Skill Courses (VES)

03

PROGRAM	B. Com (Travel & Tourism)
YEAR	F.Y.B. Com (Travel & Tourism)
SEMESTER	I
COURSE:	Information Technology for Travel & Tourism
	VES: (2 Credits)
COURSE CODE	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30
SEMESTER I	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
	Information Technology for Travel & Tourism

	COURSE OUTCOME:
	• Understand the Role of IT in Travel and Tourism:
	• Utilize Key IT Tools and Systems:
	• Apply principles of e-commerce to enhance online booking systems and other travel-related digital transactions.
	• Integrate secure and user-friendly online booking engines to improve customer satisfaction and operational efficiency.
	• Leverage Digital Marketing and Social Media
	• Manage Online Reputation
	• Implement strategies for managing and enhancing the online reputation of travel and tourism businesses.
1	**Module 1: Introduction to Information Technology in Travel & Tourism**
	• **Overview of IT in Travel and Tourism**: Understanding the significance of IT in the industry, historical perspective, current trends, and future directions.
	• **Key Technologies**: Overview of essential technologies including internet, mobile technology, GPS, and social media.
	• **IT Infrastructure**: Basic understanding of hardware, software, networking, and databases.
	• **E-commerce and Online Booking Systems**: Study of e-commerce principles, online booking engines, and reservation systems.
2.	**Module 2: IT Applications in Travel and Tourism**
	• **Computer Reservation Systems (CRS)**: Functionality, advantages, and limitations of CRS.
	• **Global Distribution Systems (GDS)**: Overview, major players (Amadeus, Sabre, Galileo), and their impact on travel distribution.
	• **Customer Relationship Management (CRM)**: Importance of CRM in tourism, IT-enabled CRM solutions.
	• **Travel Management Software**: Usage of software for travel planning, expense management, and reporting.
3.	**Module 3: Digital Marketing and Social Media in Travel & Tourism**
	• **Digital Marketing Fundamentals**: SEO, SEM, content marketing, and email marketing specific to travel and tourism.

	• **Social Media Platforms**: Effective use of Facebook, Instagram, Twitter, and other platforms for travel marketing. • **Online Reputation Management**: Strategies for managing and enhancing online reputation. • **Case Studies**: Analysis of successful digital marketing campaigns in the travel industry.
4.	**Module 4: Emerging Technologies in Travel & Tourism**
	• **Artificial Intelligence and Machine Learning**: Applications in personalization, customer service (chatbots), and predictive analytics. • **Blockchain Technology**: Potential uses in travel, including secure transactions, loyalty programs, and identity verification. • **Virtual Reality (VR) and Augmented Reality (AR)**: Enhancing customer experience through virtual tours and interactive experiences. • **Big Data and Analytics**: Leveraging big data for market analysis, customer insights, and decision-making. •
	REFERENCE BOOKS
	1. "E-Commerce in Tourism" by Pradeep K. Mittal (Publisher: Wisdom Press) 2. "Travel and Tourism Management" by R. K. Malhotra (Publisher: Anmol Publications) 3. "Innovations in Travel and Tourism" by G. D. Sharma (Publisher: Routledge India)

Skill Enhancement Courses

PROGRAM	B. Com (Travel & Tourism)
YEAR	F.Y.B. Com (Travel & Tourism)
SEMESTER	I
COURSE:	Business Communication skills I
	Skill Enhancement Courses: SEC (2 credits)
COURSE CODE	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30

SEMESTER I	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
	Business Communication skills I

COURSE OUTCOME:

Upon completion of this course, students should be able to:
- Develop effective verbal and nonverbal communication skills in English.
- Enhance public speaking skills, including speech organization and delivery.
- Master the use of visual aids and technology in presentations.
- Build confidence in public speaking and overcome stage fright.
- Understand and practice effective intercultural communication.
- Use language effectively in different communication contexts.

1	Introduction to Effective Communication

- Importance of effective communication skills
- Verbal and nonverbal communication
- Listening skills and active listening techniques
- Overcoming communication barriers

2	Language Skills and Vocabulary Development

- Improving pronunciation and diction
- Expanding vocabulary and word usage
- Grammar and sentence structure in communication
- Effective writing and email etiquette

3	Public Speaking Fundamentals

	• Understanding the art of public speaking • Managing stage fright and building confidence • Speech organization and structuring ideas • Using rhetorical devices for impactful speeches
4.	**Effective Presentation Techniques**
	• Engaging the audience and creating rapport • Using visual aids and multimedia tools • Delivering persuasive presentations • Handling questions and managing audience interaction
5.	**Nonverbal Communication and Body Language**
	• Understanding the role of body language in communication • Posture, gestures, and facial expressions • Eye contact and voice modulation • Interpreting nonverbal cues from the audience
6.	**Professional Communication and Etiquette**
	• Effective communication in the workplace • Business and professional etiquette • Networking and building professional relationships. • Job interview skills and resume writing
7.	**Public Speaking Practice and Feedback**
	• Delivering prepared speeches and presentations • Impromptu speaking and extemporaneous speaking exercises • Peer evaluation and constructive feedback • Self-reflection and continuous improvement
	REFERENCE BOOKS
	1. "The Art of Public Speaking" by Stephen Lucas. 2. Business Communication Today, Bovee, Courtland, John Thill & Mukesh 3. Chaturvedi 4. Business Communication, Asha Kaul M in your curriculum. 5. "How to Win Friends and Influence People" by Dale Carnegie.

Sem. –II

Major Course

01	

PROGRAM	**B. Com (Travel & Tourism)**
YEAR	**F.Y.B. Com (Travel & Tourism)**
SEMESTER	**II**
COURSE:	**Introduction to Hospitality Management-**
	Major Course (4 credits)
COURSE CODE	
TOTAL MARKS	**100 (60:40)**
NO OF LECTURES	**60**

SEMESTER II	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
	Introduction to Hospitality Management

COURSE OUTCOME:

- Upon completion of this course, students should be able to:
- Understand the scope and diversity of the hospitality industry.
- Identify and describe the various sectors of the hospitality industry, such as lodging, food and beverage, and event management.
- Analyze the economic, social, and cultural impact of hospitality on destinations and communities.
- Understand the role of technology and innovation in the hospitality industry.
- Evaluate the ethical and sustainable dimensions of hospitality management.

1	• **Introduction to Hospitality**
	• Definition and scope of hospitality • Historical development of hospitality • Types of hospitality businesses • Current trends and issues in hospitality
2	**Hospitality Demand and Supply**
	• The hospitality markets. • Hospitality demand and supply factors • Destination image and brand • Seasonality in hospitality
3	**Lodging Industry**

	• Types of lodging properties • Hotel organization and management • Rooms division operations • Hotel sales and marketing
4.	**Food and Beverage Industry**
	• Types of food and beverage operations • Restaurant organization and management • Food and beverage service • Restaurant sales and marketing
5.	**Event Management**
	• Types of events in hospitality • Event planning and management • Event marketing and sponsorship • Event budgeting and financial management
6.	**Hospitality Organizations**
	• Public sector hospitality organizations • Private sector hospitality organizations • International hospitality organizations • Professional associations and certifications
7.	**Hospitality and the Economy**
	• Economic impact of hospitality • Hospitality as a development strategy • Economic challenges of hospitality • Measuring hospitality performance
8	**Hospitality and Society**
	• Social and cultural impact of hospitality • Socio-cultural challenges of hospitality • Cultural tourism and heritage tourism • Ethical issues in hospitality
	Reference book

1. "Introduction to Hospitality Management" by John R. Walker, Pearson.
2. "Managing Hospitality Organizations: Achieving Excellence in the Guest Experience" by Robert C. Ford and Michael C. Sturman
3. Walker, J.: Introduction to Hospitality Management
4. Tiwari: Hotel Management, Front Office Operations
5. "Hospitality Strategic Management: Concepts and Cases" by Cathy A. Enz
6. "Hospitality Marketing Management" by Robert D. Reid and David C. Bojanic

Major Course

02	
PROGRAM	**B. Com (Travel & Tourism)**
YEAR	**F.Y.B. Com (Travel & Tourism)**
SEMESTER	**II**
COURSE:	**Human Resource Management in Tourism**
	Minor (2 Credits)
COURSE CODE	
TOTAL MARKS	**50 (30:20)**
NO OF LECTURES	**30**

SEMESTER II	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
	Human Resource Management in Tourism

COURSE OUTCOME:

Upon completion of this course, students should be able to:
- Understand the role and significance of human resource management in the tourism industry.
- Apply HRM principles and practices to address specific challenges and issues in tourism organizations.
- Develop skills in recruitment, selection, and retention of employees in the tourism sector.
- Implement effective training and development programs for tourism employees.
- Understand performance management systems and techniques in the tourism industry.
- Analyze employee relations and employment laws in the tourism context.
- Explore strategic HRM approaches and their application in tourism organizations.

1	**Introduction to Human Resource Management in Tourism**
	- Definition and scope of human resource management - HRM challenges and opportunities in the tourism industry - Role of HRM in achieving organizational goals in tourism - Current trends and issues in HRM in the tourism sector

2	**Recruitment and Selection in Tourism**
	- Job analysis and job design in the tourism industry - Recruitment strategies and methods for attracting talent - Selection techniques and tools in tourism organizations - Evaluating the effectiveness of recruitment and selection

3	**Training and Development in Tourism**
	- Identifying training needs in the tourism industry - Designing and delivering effective training programs - Employee orientation and onboarding in tourism organizations - Evaluating training effectiveness and return on investment.
4	**Performance Management in Tourism**
	- Setting performance standards and expectations - Performance appraisal methods in the tourism sector - Providing feedback and coaching for performance improvement - Performance-related rewards and recognition in tourism organizations
	REFERENCE BOOKS
	1. "Human Resource Management in the Hospitality Industry: A Guide to Best Practice" by Michael Boella and Steven Goss-Turner 2. "Human Resource Management for the Tourism, Hospitality and Leisure Industries" by Dennis Nickson, David Bowie, and Tony Dobbins 3. "Human Resource Management in Tourism: Concepts, Issues, and Practices" by S. K. Bhatia 4. "Human Resource Management in Hospitality and Tourism: An Indian Perspective" by Dr. R. K. Singla

Vocational Skill Courses (VES)

03	

PROGRAM	B. Com (Travel & Tourism)
YEAR	F.Y.B. Com (Travel & Tourism)
SEMESTER	II
COURSE:	"Information Technology for Travel & Tourism"
	VSC (2 Credits)
COURSE CODE	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30

SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
	"Information Technology for Travel & Tourism"

COURSE OUTCOME:

Upon completion of this course, students should be able to

- Implement Advanced IT Solutions in Travel and Tourism:
- Manage Data and Perform Analytics for Strategic Decision-Making:
- Develop and Execute IT Strategies in Travel and Tourism:

- Leverage Digital Marketing and E-commerce for Business Growth:
- Utilize Emerging Technologies to Innovate Travel Services:
- Enhance IT Security and Manage Privacy Concerns:
- Conduct In-Depth Case Study Analyses

1	Module 1: Advanced IT Applications in Travel & Tourism
	- Enterprise Resource Planning (ERP) Systems: Understanding ERP systems and their role in integrating various functions of a travel business. - Tourism Information Systems (TIS): Comprehensive study of TIS, their components, and their importance in managing tourism resources.

	• Smart Tourism: Introduction to smart tourism concepts, smart destinations, and the use of IoT in tourism. • IT Security and Privacy: Importance of IT security in travel and tourism, data protection regulations, and best practices.
2.	**Module 2: Data Management and Analytics in Travel & Tourism**
	• Data Warehousing and Mining: Concepts of data warehousing, data mining techniques, and their applications in travel and tourism. • Big Data Analytics: Introduction to big data, tools and technologies for big data analytics, and case studies in tourism. • Business Intelligence (BI): Role of BI in strategic decision-making, BI tools, and dashboards for travel and tourism businesses. • Predictive Analytics: Utilizing predictive analytics for customer behavior analysis, demand forecasting, and personalized marketing.
3.	**Module 3: Strategic IT Management in Travel & Tourism**
	• IT Strategy and Governance: Formulating IT strategy, IT governance frameworks, and aligning IT with business goals. • IT Project Management: Fundamentals of IT project management, methodologies (Agile, Waterfall), and case studies in tourism projects. • Change Management: Managing technological change in travel and tourism organizations, resistance to change, and strategies for effective change management. • IT Investment and ROI: Evaluating IT investments, calculating ROI, and making informed decisions on IT expenditures. • promote sustainable tourism, green IT practices, and eco-friendly innovations.
4.	**Module 4: Innovations and Future Trends in Travel & Tourism**
	• Artificial Intelligence (AI) and Machine Learning (ML): Advanced applications of AI and ML in travel, such as dynamic pricing, chatbots, and personalized recommendations.

	• Blockchain Technology: Deep dive into blockchain, its potential uses in travel for secure transactions, transparent operations, and loyalty programs. • Virtual Reality (VR) and Augmented Reality (AR): Advanced VR/AR applications, virtual tours, and enhancing customer engagement through immersive experiences.
REFERENCE BOOKS	
	1. "Information Technology and Tourism: A Challenging Relationship" by Egon Smeral and Wolfgang Wöber (Publisher: Springer) 2. "Strategic Management of Information Technology" by N. Venkatraman and Bala Iyer (Publisher: Tata McGraw-Hill)

Skill Enhancement Courses

PROGRAM	B. Com (Travel & Tourism)
YEAR	F.Y.B. Com (Travel & Tourism)
SEMESTER	II
COURSE:	Services Marketing
	SEC (2 credits)
COURSE CODE	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30

SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
	Services Marketing

COURSE OUTCOME:

Upon completion of this course, students should be able to:

- Understand the nature and characteristics of services and their impact on marketing strategies.
- Familiarize students with the theories and frameworks specific to services marketing.
- Develop skills in managing and improving service quality and customer satisfaction.
- Explore strategies for designing, promoting, and delivering effective services.
- Enhance students' understanding of relationship marketing and customer loyalty in the services industry.

1	Introduction to Services Marketing
	- Characteristics and unique features of services - Service marketing triangle: company, employees, and customers - Service as a process and customer co-creation of value - Challenges and opportunities in services marketing
2	Understanding Customer Expectations and Perceptions

	• Customer expectations and perception of service quality • Service encounter and moments of truth • Customer satisfaction and dissatisfaction • Customer loyalty and the service-profit chain
3	**Managing Service Quality and Customer Satisfaction**
	• Service quality dimensions and measurement • Service gaps model and service recovery strategies • Service guarantees and service level agreements • Customer feedback and continuous improvement
4	**Relationship Marketing and Customer Loyalty**
	• Building customer relationships in services • Customer lifetime value and customer retention strategies • Loyalty programs and customer relationship management (CRM) • Word-of-mouth marketing and customer referrals
	REFERENCE BOOKS
	1. "Services Marketing: Integrating Customer Focus Across the Firm" by Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler. 2. "Services Marketing: Concepts, Strategies & Cases" by K. Douglas Hoffman, John E. G. Bateson, and Lei Huang

Semester End Examination: 30 Marks   **Time : 1.00 hr**

QUESTION PAPER PATTERN
Attempt any 3 out of 5 questions

Question No	Questions	Marks
Q 1	Practical/ Theory	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
Q 4	Practical/ Theory	10
Q 5	Practical/ Theory	10
	TOTAL	**30**

Note:
1. Equal Weightage is to be given to all the modules.
2. 10 marks question may subdivided into 5 marks each.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical / Online mode). (Short notes/ MCQ's / Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/ Seminar/ Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% 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 (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

Team for Creation of Syllabus

Name	College Name	Sign
Prof. Dr. Shaukat Ali Chairperson, Board of Studies, Trade, Transport and Industry	*Anjuman-i-Islam's* Akbar Peerbhoy College of Commerce and Economics Mumbai	*Shaukat A.*
Dr Hanif Lakdawala	*Anjuman-i-Islam's* Akbar Peerbhoy College of Commerce and Economics Mumbai	

Justification for B.Com. (Travel & Tourism)

1.	Necessity for starting the course:	**NEP 2020**
2.	Whether the UGC has recommended the course:	**YES**
3.	Whether all the courses have commenced from the academic year 2024-25	**YES**
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	**SELF-FINANCED, YES**
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	**Three Years Course, each course has Separate Specialization the course cannot be Compressed**
6.	The intake capacity of each course and no. of admissions given in the current academic year:	**B.COM (Travel & Tourism) (BTT) 60**
7.	Opportunities of Employability / Employment available after undertaking these courses:	Travel Technology Specialist, Digital Marketing Manager, E-commerce Manager, Data Analyst IT Project Manager, Customer Relationship Management (CRM) Specialist, Tourism Information Systems Manager, Smart Tourism Consultant, Jobs in teaching field, Research associates, Marketing Representatives, Tourist Operator, guide, HR Staff, , Animator, Advertising Personnel,

Sign of the BOS
Dr. Shaukat Ali
Ad-hoc Board of
Studies in Transport
Management

Sign of the
Offg. Associate Dean
Dr. Ravikant Balkrishna
Sangurde
Faculty of Commerce

Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of
Management

Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of Commerce
& Management