



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalwani College of Commerce.

And Sheila Gopal Raheja College of Management

Affiliated to University of Mumbai

Autonomous

B.Voc in Travel and Tourism Management

Semester I

Course Code: CBTT101	Course Title: Communication Skills, Meet & Greet Professional Etiquettes
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Learning Objectives:

At the end of the course the learners will:

- Ø be able to enhance their skills of reading, writing, speaking and listening
- Ø be trained about fundamental concepts in Communication
- Ø be introduced to relevant aspects of grammar and usage

Learning Outcomes:

Communicate effectively

Develop speaking and listening skills

Use body language appropriately

Semester I

Course Code: CBTT102	Course Title: French Language, Culture, Historical milestones & local Étiquettes
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Learning Objectives:

- to enhance the skills of reading, writing, speaking and listening to a foreign language.
- trained in basic communication of French
- learning a foreign language that will give them an advantage in any field of work.

Learning Outcomes:

Learn the basics of a foreign language

Use knowledge about the culture and tourist destinations of the same

Use their skills on reading , listening to language.

Semester I

Course Code: CBTT103	Course Title: Office Automation
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Learning Objectives:**At the end of the course the learners will:**

Help them to develop a basic understanding of MSOffice

To train them to use all the programs of M.S Office

To sensitize them with advantage of programs

Learning Outcomes:**At the end of the course the learners will be able to:**

Use the basics of MS office computer application.

Use MS office applications like Word, Excel, Power point, Outlook and Publisher.

Solve problem of excel

Semester I

Course Code: CBTT104	Course Title: History & Culture of the Indian Subcontinent (2500 BCE -1200 CE)
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Learning Objectives:

1. To make them Learn about early Indian History and the making of Indian nation
2. To make them Understand the rise of kingdoms and empires and their major contributions and legacies.
3. To train them about history and current affairs.

Learning Outcomes:

Appreciate the roots of Indian culture and developments.

Explain to the tourist the importance of our history and culture.

Gain an insight of the ancient civilization of India, various empires & dynasties that ruled over India, achievements during Mughal period and philosophies and religions in India

Semester I

Course Code: CBTT105	Course Title: Heritage and Tourism Resources
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Learning Objectives:

To make them understanding the concept of heritage, challenges in the field of heritage and management

To help them to recognize the connect between Tourism and heritage

To train them to Understanding heritage tour guide responsibilities

Learning Outcomes:

justify the importance of heritage tourism in the travel industry.

Learn about the heritage & architectural resources in India & world and the cultural products and manage heritage sites.

Work as a guide.

Semester I

Course Code: CBTT106	Course Title: Tourism Concepts & Principles
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Learning Objectives:

To make them understand the meaning, concept and types of Tourism and their interrelationships

To train them to Become aware Tourism products Transportation aspects

To train them to Develop an ability to identify, formulate, and solve engineering problems.

Learning Outcomes:

Conduct tourism and the elements of the travel industry.

Sell products & attractions as well as types & forms of tourism and transportation.

Provide and use knowledge to popularize tourism.

Semester I

Course Code: CBTT107	Course Title: World Geography & International Tourist Circuits
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Learning Objectives:

Give an overview and understanding on various destinations and tourist circuits
Be acquainted with the Geographical Features of the world
Train them with information about indian and foreign destination

Learning Outcomes:

Learn the geography of the world

Conduct tours and provide knowledge on topographical, cultural & political geography with the main cities and destinations.

Use information on different time zones and international tourism circuits.

Semester II

Course Code: CBTT201	Course Title: Organizational Behavior
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Learning Objectives:

To train them to examine the behavior of people in the work environment.

To develop a basic understanding of individual behavior and explore issues of motivation, communication, leadership, decision-making, careers, power and organizational change.

To make them Understand the foundation of theory as well as incorporate a strong practical emphasis.

Learning Outcomes: .

Analyses the behavior of Individuals and Groups in organizations in terms of the key factors that Influence Organizational Behavior.

2. Assess the Potential Effects of Organizational Level Factors (such as Structure, Culture and Change) on Organizational Behavior.
3. Critically evaluate the Potential Effects of important developments in the External Environment (such as Globalization and Advances in Technology) on Organizational Behavior.

Semester II

Course Code: CBTT202	Course Title: Principles of Marketing
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Learning Objectives:

To make them Learn about various aspects of Marketing, Difference between Marketing

To train them in Selling, Customer Relationship Management, Factors influencing Customer expectation and Perception, Service Quality Dimensions & Service Quality Gaps,

To inculcate knowledge about Methods of Analysis – SWOT, PEST, Marketing mix

Learning Outcomes:

Evaluate the global context for taking managerial actions of planning, organizing and controlling.

Assess the global situation, including opportunities and threats that will impact management of an organization.

Integrate management principles into management practices.

Semester II

Course Code: CBTT203	Course Title:Introduction to Computer Networks
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Learning Objectives:

1. To build an understanding of the fundamental concepts of Computer Networking.
2. To familiarize the student with the basic Taxonomy and Terminology of the Computer Networking Area.
3. To introduce the student to Advanced Networking concepts, preparing the student for entry Advanced courses in Computer Networking.

Learning Outcomes

1. To understand basic Computer Network Technology.
2. To explain Data Communications System and its components.
3. To identify the different types of Network Topologies and Protocols.

Semester II

Course Code: CBTT204	Course Title: Indian Geography & Tourism Products
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Learning Objectives:

- To understand the various aspects of Indian Geography and destinations in India
- To understand how the Tourism Circuit Works and Important Types of Tourist Circuits in India
- To train with the knowledge of newer types of Destinations, Baggage rules, Visa and other Travel related information which plays an essential role while designing any tour itinerary essential for those serving in Tourism industry

Learning Outcomes :

- to describe various aspects of Topography and Geography in India
- use knowledge about different Societies and Cultures in India.
- resolve problems with the accommodation facilities available for Tourists.

Semester II

Course Code: CBTT205	Course Title: Global Tourism-Industry and Issues
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Learning Objectives:

- To introduce students to the Global Tourism Industry-its Evolution, Trends and Challenges
- To provoke critical perspective by undertaking case studies pertaining to aspects of Global Tourism
- To introduce concepts of Sustainability and Eco Tourism

Learning Outcomes:

- Practice Global Tourism aspects
- Define Tourism Planning and World Organisations.
- Differentiate ecotourism and types of tourism.

Semester II

Course Code: CBTT206	Course Title: Travel Agency Management & Tour Guide Role
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Learning Objectives:

- To introduce students to the Global Tourism Industry-its evolution, trends and challenges
- To provoke critical perspective by undertaking case studies pertaining to aspects of Global Tourism
- To introduce concepts of sustainability and Ecotourism
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Learning Outcomes:

Work in Travel Agency Operations

conduct Tours and manage Packaging Fundamentals & Aspects of Customer Market

Solve problem related to global tourism

Semester II

Course Code: CBTT207	Course Title: Reservations, E-Ticketing & Technology in Tourism Service
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Learning Objectives:

- To introduce students to the Global Tourism Industry-its Evolution, trends and challenges
- To provoke critical perspective by undertaking case studies pertaining to aspects of Global Tourism
- To introduce concepts of Sustainability and Eco Tourism
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Learning Outcomes:

1. use Basic Functioning of a GDS: Amadeus, Galileo.
2. Analyze Air Transport Services and Fares offered by the Airlines before select the best option that does not fit the specific customer's needs.
3. develop all the process to generate an Air Transport Reservation with a Global Distribution System

Semester III

Course Code: CBTT301	Course Title: Business Communication
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Learning Objectives:

teach strategic communication models, critical thinking to identify objectives and analyze audience

Enable students to choose the most effective structure and style for delivering written and spoken messages

To train them to use principles of effective business writing and document design in all written documents

Learning outcomes:

select the most effective communication models to deliver written and spoken messages.
use principles of effective business writing and document design in all written documents
work in a group to design and deliver presentations with visual support that will impact an audience.

Semester III

Course Code: CBTT302	Course Title: Green Computing
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Learning Objectives:

To provide graduate students with an understanding of the role of Green Computing and their impact on the global carbon footprint.

To Teach how to estimate the carbon footprint of the Green Computing operations of an organization and access ways to reduce the carbon footprint by changes to policies for procurement of Green Computing,

To impart knowledge on changes to Green Computing operations and revising business processes.

Learning Outcomes:

Acquire the knowledge and skills needed to do research in Green Computing
Apply “*Computing towards Sustainability*” in order to reduce the energy footprint of our society
Estimate carbon footprinting

Semester III

Course Code: CBTT303	Course Title: Digital Marketing, PR & Advertising
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Learning Objectives:

understand the strategies to advertise and market their products (tour package or a software program)
learn how to maintain the corporate relationships with PR
Become familiar with SEO and online business promotion tools

Learning Outcomes:

use strategies of advertising and marketing of products
learn how to maintain corporate relationships
identify SEO and online business promotion tools.

Semester III

Course Code: CBTT304	Course Title: Tour Packaging
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Learning Objectives:

To teach elements of Tour packaging as an essential dimension of tourism industry

To train them to develop as tour managers.

To make them understand the culture-tourism relationship the Indian culture and heritage has to offer.

Learning Outcomes:

manage your packaging and develop as tour managers.

apply Indian culture and heritage to tourism.

Define culture tourism relations

Semester III

Course Code: CBTT305	Course Title: Sustainable Tourism
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Learning Objectives:

Make them aware of the importance of sustainability in tourism.

To be sensitized to alternative types of tourism which are eco-friendly.

To train them to practice ecotourism

Learning Outcomes:

Use sustainable tourism and ecotourism

Practice sustainability

Implement rules on alternative type of tourism

Semester III

Course Code: CBTT306	Course Title: MICE
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Learning Objectives:

1. Gain a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications
2. Be able to foster professionalism in MICE management, covering the knowledge base, theory, methodologies
3. Train them to practice ethics

Learning Outcomes:

Use MICE programming, management ,
Use marketing and practical applications.
Apply MICE effectively and professionally.

Semester III

Course Code: CBTT307	Course Title: Art Styles, Cultural Expressions & Living traditions –Global & Indian
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Learning Objectives:

understand the various art styles and movements in the world
learn cultures and expressions will help students appreciating them, respect them
Help them to create awareness about various lifestyles of the people all over the world.

Learning Outcomes:

recognize the various styles and movements of the world
appreciate cultures and expressions
aware of various life styles.

Semester IV

Course Code: CBTT401	Course Title: Financial Literacy
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Learning Objectives:

To train them about Functions for Accounting, Rules of Debit and Credit,
Compound Journal Entry

To inculcate knowledge on Ledger Posting and Trial Balance

To teach them about Trading Account, Profit & Loss Account and Balance Sheet

Learning Outcome:

Practice function for accounting

Use knowledge on ledge posting

Define Trading Account, Profit & Loss Account and Balance Sheet

Semester IV

Course Code: CBTT402	Course Title: Principles of Management
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Learning Objectives:

To make them understand the basics of the management field .

To train them and help them in their future job at any company or if they wish to start their own start up.

To make them understand the theories, case studies on Planning and decision making and various relevant aspects of management today

Learning Outcomes:

use the basics and theories of management
analyze case studies on Planning
become empowered about decision making

Semester IV

Course Code: CBTT403	Course Title:Human Resource Management
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Learning Objectives:

To make them understand aspects of HRM

·to train to develop a basic understanding of Jobs, recruitment, compensation, Conflict Management

To help them explore various aspects of leadership and decision-making

Learning Outcomes:

play the role and function of an HR Manager and incorporate it in their professional life.

Use knowledge on various aspects and develop their perspective on HR

Solve problem on decision making

Semester IV

Course Code: CBTT404	Course Title: Tourism Economics
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Learning Objectives:

understand measurement and theories about economic Impact of Tourism

learn about Tourism business environment, market structure and the role of public and private sector in tourism

Learn Pricing sector of tourism and implementing the marketing mix in practical industry

Learning Outcomes:

Analyze the role of public and private sector, government Policies and the market structure of Indian economy

assess the potential effects of business economics and the industrial structure

critically evaluate various aspects of economics involved in tourism industry

Semester IV

Course Code: CBTT405	Course Title: Destination Planning
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Learning Objectives:

learn the necessary steps in destination development with strategic foundation

Understand Destination planning with necessary precursors to tourism development

Understanding the components of destination marketing mix and product development in regional areas

Learning Outcomes:

analyze product development with various components of Marketing Mix

Manage Existing Tourism Destinations.

recognize the role of DMO & DMC in Tourism Destination Planning

Semester V

Course Code: CBTT501	Course Title: Strategic Management
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Learning Objectives:

Introduce them to Strategic Management

Help them in understanding of strategy formulation, implementation, monitoring and evaluation

Familiarize them with corporate strategies, functional strategies and global strategies

Learning Outcomes:

use Strategic Management components effectively

analyze cases and provide strategic solutions

Define corporate strategies

Semester V

Course Code: CBTT502	Course Title: Multimedia I
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Learning Objectives:

To make them Understand print and digital media.

To train them to create content in digital media

To train them to design website and digital content

Learning Outcomes:

conceive layout designs, digital illustration, color theory, typography, image manipulation, branding, packaging and advertising,

create the design of symbols and logos & corporate stationery

use sound and video editing techniques

Semester V

Course Code: CBTT503	Course Title: Entrepreneurship
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Learning Objectives:

to make them think outside the box and nurture unconventional talents and skills

To instill confidence and stimulate the economy

To help them understand the steps and processes in the process of becoming an entrepreneur

Learning Outcomes:

Use unconventional talents and skills

create processes of entrepreneurship confidently

Become entrepreneur

Semester V

Course Code: CBTT504	Course Title: Managerial Economics
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Learning Objectives:

To familiarize the students with macro concepts and macro policies in economics

To help them to understand how these policies affect business decisions.

To effectively use economic analysis while framing business policies

Learning Outcomes:

acquainted with macro concepts and macro policies in economics

apply these policies to business decisions.

effectively use economic analysis while framing business policies

Semester V

Course Code: CBTT505	Course Title: International Tourism & Trends
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Learning Objectives:

To understand the current international trends in tourism.

To familiarize them to step into the international tourism market.

To train them differentiate indian and international tourism market

Learning Outcomes:

analyze the current international trends in tourism.

apply them in the international tourism market.

differentiate indian and international tourism market

Semester V

Course Code: CBTT506	Course Title: Niche Tourism
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Learning Objectives:

To build an ability to understand the niche segments in tourism.

To build knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development

To help in interpreting market trends and match and design or redesign niche tourism products appropriate to a particular destination

Learning Outcomes:

evaluate the niche segments o in tourism

use appropriately relevant information

Interpret market trends

Semester V

Course Code: CBTT507	Course Title: Tour Manager Operations
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Learning Objectives:

To help students learn the qualities
To enhance their skill needed to become a Tour Manager.
To train them to manage different people.

Learning Outcomes:

To apply skills that are needed to become a Tour Manager.
Conduct tours
Become a part of successful tour company

Semester V

Course Code: CBTT508	Course Title: Event Management
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Learning Objectives:

to plan, organize, and execute all types and sizes of events.
To prepare students on theoretical aspects for event Management
train them in skills required for management.

Learning Outcomes:

plan, organize, and execute all types and sizes of events.

apply theoretical aspects for event Management

Conduct events

Semester VI

Course Code: CBTT601	Course Title: International Finance
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Learning Objectives:

To integrate domestic and global business analysis and provide students with the necessary tools to understand global business principles,

- To acquaint the student with issues associated with international finance.
- To familiarize the students with the concepts, functions, techniques of the working of the foreign exchange markets and its influence and impact on business in a globalized business scenario.

Learning Outcome:

Implement knowledge on the importance of international finance and the emerging issues in international finance and foreign exchange.

Work in foreign exchange

Analyze global business

Semester VI

Course Code: CBTT602	Course Title: Multimedia II
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Learning Objectives:

- To integrate graphic design software analysis and provide students with the necessary tools to understand photoshop and coreldraw
- To acquaint the student's with latest software of Corel draw and Photoshop and there filters and tools for creative design
To train them to practice creative designing

Learning .Outcomes:

develop skills of graphic designing softwares such as corel draw, photoshop
use this software for creative logos and advertisement
Train people about corel draw

Semester VI

Course Code: CBTT603	Course Title: Reasoning Aptitude & Placement Orientation
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Learning Objectives:

- 1.To enable students for reasoning aptitude questions
- 2.To prepare students in data interpretation

3.To hone skills in Syllogism, verbal ability and comprehension

Learning Outcomes:

implement their knowledge and skills in professional industry and learn various aspects of placement orientation

.practice reasoning aptitude questions

Evaluate data interpretation

Semester VI

Course Code: CBTT604	Course Title: Data Analytics
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Learning Objectives:

To train them to optimize business decisions and create competitive advantage with Big Data Analytics.

To Help to explore the fundamental concepts of big data analytics.

· To make them learn to analyze the big data using intelligent techniques.

· **Learning Outcomes:**

Implement statistical analysis techniques for solving practical problems.

· perform statistical analysis on a variety of data.

perform appropriate statistical tests using R and visualize the outcome.

Semester VI

Course Code: CBTT605	Course Title: Quality Management in Tourism
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Learning Objectives :

To develop a basic understanding of how to measure quality, role of stakeholders and management skills required

to understand the theory and guidelines and emphasizes a case study- based approach.

To train them to practice case studies

Learning Outcomes:

improve tourist experience and provide good service to the customers

implement quality management strategies in tourism destination development

Practice and use case studies

Semester VI

Course Code: CBTT606	Course Title: Adventure Tourism
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Learning Objectives:

1. To help them examine the growth and historical development of adventurous activities & tourism.
2. To help in analyzing the typologies and motivations of adventure and activity participants.
3. To sensitize them with the range and diversity of adventure and activity tourism environments, destinations & their unique characteristics.

Learning Outcomes:

Use knowledge in various aspects of Adventure tourism niche segment in tourism

- o target niche markets in a more effective manner, according to the needs of business as well as market development

Interpret market trends and match and design or redesign niche tourism products appropriate to a particular destination

Design activities on tourism adventure

Semester VI

Course Code: CBTT607	Course Title: Tourism Law
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Learning Objectives:

- to teach students about law, basic principles, different types of law.
- To train them about practices and Laws associated with preserving monuments

To sensitize the with .environment act and to understand the various types of law and its implementation

Learning Outcomes

Use law, basic principles,different types of law.

Practice and follow Laws associated with preserving monuments
Make rules on environment act and to understand the various types of law and its implementation

Semester VI

Course Code: CBTT608	Course Title: Entrepreneurship In Tourism
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Learning Objectives:

to introduce students to Entrepreneurship and its role in the Tourism Sector.

To ensure that students acquire some basic understanding about the concept, its growth and its scope for Tourism Sector

To help students understand the Importance of Entrepreneurship for any Economy

Learning Outcomes:

develop the Entrepreneurial Skills and understand the difference between Entrepreneur and Intrapreneur
· differentiate Small Scale and Large Scale Industries and can Inculcate Entrepreneurial Skills Within

Practice start up their own Basic Level and Understand the various stages of Business Development