

Resolution No. AC/II/(23-24).3.RUV3

S. P. Mandali's
Ramnarin Ruia Autonomous College
(Affiliated to University of Mumbai)



Syllabus for
Program: F.Y.BVoc Tourism and Travel Management.

Program Code: (RUVTTM)

(As per the guidelines of National Education Policy 2020-
Academic year 2023-24)

(Choice based Credit System)



PROGRAM OUTCOMES

S. P. Mandali's Ramnarain Ruia Autonomous College has adopted the Outcome Based education model for its vocational programs to make its vocational graduates globally competent, ready with skill sets needed for the industry and capable of adapting to the changing needs of the job roles. The Bachelor in Vocation Programme will not only nurture good technical and analytical skills needed for the operation but will also encourage students to reflect on the broader purpose of their vocational education by developing and acquiring skills that go beyond the technical knowledge and prepare them as agents of social good in an unknown future.

PO	PO Description
	A student completing Bachelor's Degree in Tourism and Travel Management program will be able to:
PO 1	Recall the knowledge and skills acquired in the program related to the working of the industry for which the student has been trained and effectively apply the job skills to discharge the responsibilities of the job roles in the industry
PO 2	Listen and effectively communicate with peers, seniors and regulators of the within the corporate and official settings by rationally handling digital platforms for information gathering, storing and dissemination and be competent to understand, evaluate and comply with the ethical and legal requirements while using these platforms
PO 3	Apply the knowledge and skills acquired by hands-on experiences to real-life situations and analyse objectively while making individual judgments to solve problems and troubleshoot with keen observation and hypothesis testing for independently reaching a logical Conclusion
PO 4	Analyse the information independently and transform it into knowledge as applicable to the contemporary situations of the trade and work cooperatively with peers and manage resources effectively while keeping the team goals over personal goals
PO 5	Interact with people of diverse backgrounds and cultures respecting their



	beliefs and practices and while effectively engaging within a multicultural society and be able to empathise with the societal needs and be concerned and responsible to environmental Issues
PO 6	Perform duties ethically and comply with the legal and contemporary regulatory norms related to all areas of the trade with truthful representation of data and results.
PO 7	Responsibly take up initiatives and perform as an effective leader while executing different tasks as a team and evolve as a successful entrepreneur with abilities to motivate and organize people and effectively lead them in the right direction to achieve organizational Goals
PO 8	Take advantage of their prior learning and join the program during the course of their lifetime as a lifelong learner so as to re-skill themselves and adapt to the changing demands of the trade at any point in life.
PO 9	To inculcate research temperament and entrepreneurship ethics in the students

PROGRAM SPECIFIC OUTCOMES

PSO	Description
	A student completing Bachelor's Degree in B.Voc. program in the subject of Tourism and Travel will be able to:
PSO 1	Develop knowledge, understanding and expertise in their chosen field of Tourism and Travel Management (through theory and practical components).
PSO 2	Develop an understanding of tourism-based concepts and its impact on environment and Economy
PSO 3	Understand theoretical concepts and niche tourism concepts for sustainable growth of tourism activities.
PSO 4	Understand tour management, operations, aviation industry and global distribution systems and their use for practicing in the industry.
PSO 5	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society. Critique tourism practices for their implications locally and globally.
PSO 6	Apply relevant tourism technology and software for the creation and management of tourism experiences



PSO 7	Sensitize students to take up research-based activities and methods for interpretation of tourism data to understand travel trends, tourism promotion, destination management and city concepts
PSO 8	Provide opportunities to excel in academics, research and industry.
PSO 9	Exhibit effective oral communication through personal interaction as well as classroom presentations, individually or as part of a group, to a larger audience.
PSO 10	Demonstrate critical thinking and analytical skills through writing and verbal assessments. This shall enable the candidates for developing leadership and entrepreneurship qualities for job prospects

CREDIT STRUCTURE BVOC

Seme ster	Subject 1		Subj ect 2	GE/ OE course (Acros s discipli nes)	Vocatio nal and Skill Enhance ment Course (VSC) & SEC	Ability Enhanceme nt Course/ VEC/IKS	OJT/FP/C EPCC, RP	Tota l Cre dits
	DSC	DS E						
1	4		4	4 (2*2)	VSC-2 + SEC -2	AEC- 2 (CSK) + VEC- 2 (Understand ing India) + IKS-2		22
2	4		4	4 (2*2)	VSC-2 + SEC -2	AEC-2 (CSK)+ VEC-2 (Env Sc)	CC-2	22



Total	8		8	8	8	10	2	44
Exit option: award of UG certificate in Major with 44 credits and an additional 4 credit Core NSQF course/ Internship or Continue with Major and Minor								
3	Maj or 8		Min or 4	2	VSC-2	AEC-2 MIL	FP -2, CC- 2	22
4	Maj or 8		Min or 4	2	SEC-2	AEC-2 MIL	CEP-2, CC-2	22
Total	16		8	4	4	4	8	44
Exit option: award of UG Diploma in Major with 88 credits and an additional 4 credit Core NSQF course/ Internship or Continue with Major and Minor								
5	DSC 12	DS E	Min or		VSC-2- Major		CEP/FP-2	22
6	DSC 12	DS E 4	Min or 2				OJT-4	22
Total	24	8	4		2		6	44
	Exit option: award of UG Degree in Major with 132 credits or Continue with Major for Honours/ Research							



Course Code: RUVTTMO101

Course Title: Tour Management

Type of Course: Discipline Specific Core Course

Academic year 2023-24

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION A student completing this course will be able to:
CO 1	Have a Clear understanding of organizational role of Tour Management Learn the key concepts of Tour Escort, tour guide and Tour management
CO 2	Will learn to coordinate with the travel agents to understand the required information on tour and customer requirement, read the itineraries, and learn to plan for the escorting and performing pre activities for the tour.
CO 3	Understand the scope and career options in the tourism industry along with it's upcoming digital career options

DETAILED SYLLABUS

Course Code	Unit	Course/ Unit Title Semester I	Credits/ Hours
		Tour Management	4/60
RUVTTM.O 101	Unit I	Introduction to tourism and travel industry: <ul style="list-style-type: none"> Customer profiling Planning the itinerary for inbound and out bound tours as per customer requirements 	15
	Unit II	Supervising the tour <ul style="list-style-type: none"> Decision making abilities for a tour escort Analytical skills 	15
	Unit III	Resolving issues	15



		<ul style="list-style-type: none"> Analytical thinking and Critical thinking 	
	Unit IV	Performance criteria for a travel agency: <ul style="list-style-type: none"> Knowledge and understanding about different products and tourism forms Case studies <ul style="list-style-type: none"> For on board tours 	15

Modality of Assessment: Discipline Specific Core Course (4 Credit Theory Course for BVoc)

A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test/ Project / Assignment / Presentation	20
2	Class Test/ Project / Assignment / Presentation	20
	TOTAL	40

B) External Examination (Semester End)- 60%- 60 Marks

Semester End Theory Examination:

- Duration – The duration for these examinations shall be of **2 hours**.
- Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	A or B	15	Unit - I
2	A or B	15	Unit - II
3	A or B	15	Unit – III
4	A or B	15	Unit – IV
	TOTAL	60	



Course Code- RUVTTME111

Course Title: MICE Tourism

Academic year 2023-24

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION A student completing this course will be able to:
CO 1	Have a Clear understanding of MICE Tourism in the industry and its functionality
CO 2	Introduction of the agencies working for tourism activities
CO 3	Learn the key concepts of Events and interpret its analytical skills in depth
CO 4	Understand the role of event planning in MICE and learn to organize in the corporate sectors keeping a tab on changing MICE trends

DETAILED SYLLABUS

Course Code	Unit	Course/ Unit Title Semester II	Credits/ Hours
RUVTTME111		MICE Tourism	4/60
	Unit I	<ul style="list-style-type: none"> Introduction to MICE Types of events 	15
	Unit II	<ul style="list-style-type: none"> Arranging a conference/meeting Planning large scale events and identifying aims and objectives of movements 	15
	Unit III	<ul style="list-style-type: none"> Event planning and organizing Implementation and evaluation 	15
	Unit IV	<ul style="list-style-type: none"> Communicating with customers Customer centric approach via case studies Understanding the importance of MICE tourism Learning objectives and changing trends under MICE industry 	15



Modality of Assessment: Discipline Specific Course

C) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	Class Test/ Project / Assignment / Presentation	20
2	Class Test/ Project / Assignment / Presentation	20
	TOTAL	40

D) External Examination (Semester End)- 60%- 60 Marks

Semester End Theory Examination:

3. Duration – The duration for these examinations shall be of **2 hours**.
4. Theory question paper pattern:

Paper Pattern:

Question	Options	Marks	Questions Based on
1	A or B	15	Unit – I
2	A or B	15	Unit - II
3	A or B	15	Unit - III
4	A or B	15	Unit - IV
	TOTAL	60	