

Resolution No. AC/II(23-24).2.RUV3

**S. P. Mandali's**  
**Ramnarin Ruia Autonomous College**

*(Affiliated to University of Mumbai)*



**Syllabus for**  
**Program: S.Y.BVoc Tourism and Travel**  
**Management.**

**Program Code: (RUVTTM)**

(As per the guidelines of National Education Policy 2020-  
Academic year 2024-25)

(Choice based Credit System)

**Course Code: RUVMITTMO203**  
**Course Title: Event Management**  
**Type of Course: Discipline Specific Minor**  
**Semester III**  
**Academic Year 2024-25**

**COURSE OUTCOMES:**

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b>
	<b>A student completing this course will be able to:</b>
<b>CO 1</b>	Acquire an in-depth knowledge about the specialized field of Event Management
<b>CO 2</b>	Become familiar with planning, organizing, and managing events
<b>CO 3</b>	Understand any contingencies, legal issues, strategic management, research analysis and evaluation of events.

**DETAILED SYLLABUS**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVMITTMO203</b>	<b>I</b>	<b>Introduction to Events</b> <ul style="list-style-type: none"> <li>• Scope, Nature and Importance</li> <li>• Types of Events</li> <li>• Practices in Event Management - Key steps to a successful event</li> </ul>	<b>15</b>
	<b>II</b>	<b>Event Planning and organizing</b> <ul style="list-style-type: none"> <li>• Site planning, operations and logistics</li> <li>• Planning For “Green” And Sustainable Events</li> <li>• Organizational Structures For Events</li> <li>• Acquiring resources and financial management</li> </ul>	<b>15</b>

	<b>III</b>	<b>Event management careers:</b> <ul style="list-style-type: none"> <li>• Specialized Career Paths In Event Management</li> <li>• Profiles Of Professionals</li> </ul>	<b>15</b>
	<b>IV</b>	<b>Evaluation and impact assessment</b> <ul style="list-style-type: none"> <li>• Evaluation Concepts and Methods</li> <li>• Economic Impact Measurement and Evaluation</li> <li>• Evaluation of Overall Costs and Benefits</li> </ul>	<b>15</b>

**Course Code: RUVMITTME213**

**Course Title: World Heritage Studies**

**Type of Course: Discipline Specific Minor**

**Semester IV**

**Academic Year 2024-25**

**COURSE OUTCOMES:**

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b>
	<b>A student completing this course will be able to:</b>
<b>CO 1</b>	Analyse the wide range of cultural heritage attractions
<b>CO 2</b>	Understand the role of UNESCO and ASI in preserving and promoting heritage
<b>CO 3</b>	Understand contemporary approaches to heritage tourism development and heritage marketing

**DETAILED SYLLABUS**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVMITTME213</b>	<b>I</b>	<b>Cultural Heritage</b> <ul style="list-style-type: none"> <li>Definitions, terminology and concepts</li> <li>Types of Heritage: Tangible and Intangible</li> </ul>	<b>15</b>
	<b>II</b>	<b>Agencies for Heritage conservation and promotion-</b> <ul style="list-style-type: none"> <li>Regional and Global: Archaeological Survey of India and UNESCO</li> </ul>	<b>15</b>
	<b>III</b>	<b>World Heritage Sites</b> <ul style="list-style-type: none"> <li>Concept, Selection criteria and process</li> <li>Types of World Heritage Sites</li> </ul>	<b>15</b>
	<b>IV</b>	<b>Heritage marketing and conservation</b> <ul style="list-style-type: none"> <li>Heritage conservation and impacts of heritage tourism.</li> <li>Heritage visitor characteristics and motivations</li> </ul>	<b>15</b>

## Modality of Assessment: Discipline Specific Minor (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
	<b>TOTAL</b>	<b>40</b>

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

#### Semester End Theory Examination:

1. Duration – The duration for these examinations shall be of **2 hours**.
2. Theory question paper pattern:
  - i. There shall be **1** question on each unit. Total 4 questions of **15** marks each.
  - ii. All questions shall be compulsory with internal choice within the questions.

Questions	Options	Marks	Questions on
Q.1)	A OR B	15	Unit 1
Q.2)	A OR B	15	Unit 2
Q.3)	A OR B	15	Unit 3
Q.4)	A OR B	15	Unit 4
	<b>Total</b>	<b>60</b>	