

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

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



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

**Program Code: (RUVTTM)**

(Credit Based Credit System for Academic  
Year 2024–2025)

## GRADUATE ATTRIBUTES

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.

GA	GA Description
	<b>A student completing Bachelor's Degree in Tourism and Travel Management program will be able to:</b>
<b>GA 1</b>	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
<b>GA 2</b>	Listen and effectively communicate with peers, seniors and regulators of the industry within the corporate and official settings by rationally handling digital platforms used for information gathering, storing and dissemination and be competent to comprehend, evaluate and comply with the ethical and legal requirements while handling these platforms
<b>GA 3</b>	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
<b>GA 4</b>	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
<b>GA 5</b>	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

<b>GA 6</b>	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.
<b>GA 7</b>	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
<b>GA 8</b>	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.
<b>GA 9</b>	To inculcate research temperament and entrepreneurship ethics in the students

## PROGRAM OUTCOMES

PO	Description
	<b>A student completing Bachelor's Degree in B.Voc. program in the subject of Tourism and Travel will be able to:</b>
PO 1	Develop knowledge, understanding and expertise in their chosen field of Tourism and Travel Management (through theory and practical components).
PO 2	Develop an understanding of tourism-based concepts and its impact on environment and Economy
PO 3	Understand theoretical concepts and niche tourism concepts for sustainable growth of tourism activities.
PO 4	Understand tour management, operations, aviation industry and global distribution systems and their use for practicing in the industry.
PO 5	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society. Critique tourism practices for their implications locally and globally.
PO 6	Apply relevant tourism technology and software for the creation and management of tourism experiences
PO 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
PO 8	Provide opportunities to excel in academics, research and industry.
PO 9	Exhibit effective oral communication through personal interaction as well as classroom presentations, individually or as part of a group, to a larger audience.
PO 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

## PROGRAM OUTLINE

SR. NO.	SEM	COURSE CODE	COURSE TITLE	CREDITS	COMPONENT
1	V	RUVTTM501	Basics of Accounts	04	GENERAL
2	V	RUVTTM502	Event Management	04	GENERAL
3	V	RUVTTM503	Retail and Sales Management	04	GENERAL
4	V	RUVTTM504	Research Based Project	06	SKILLED BASED
5	V	RUVTTM505	Basics of Travel Technology	06	SKILLED BASED
6	V	RUVTTM506	International Tour Planning	06	SKILLED BASED
7	VI	RUVTTM601	Introduction to Indian Sociology	04	GENERAL
8	VI	RUVTTM602	Fundamentals of Public Relations	04	GENERAL
9	VI	RUVTTM603	Environmental Awareness and Sustainable Development	04	GENERAL
10	VI	RUVTTM604	Marketing and Digitization in Tourism	06	SKILLED BASED
11	VI	RUVTTM605	Entrepreneurship and Start up Management	06	SKILLED BASED
12	VI	RUVTTM606	Corporate analysis and Company Culture	06	SKILLED BASED

**Course Code: RUVTTM501**  
**Course Title: Basics of Accounts**  
**Semester V**  
**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Basics of Accounts</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVTTM501</b>	I	Basic Accounting terms <ul style="list-style-type: none"> <li>• Transactions, Types of Accounts , Accounting Process</li> </ul>	<b>10</b>
	II	<ul style="list-style-type: none"> <li>• Books of original entry, Subsidiary Book</li> <li>• Ledger Accounts</li> </ul>	<b>10</b>
	III	<ul style="list-style-type: none"> <li>• Primary financial statements-I</li> <li>• Sales/Revenue, Profit and Loss</li> <li>Appropriation Account- meaning</li> </ul>	<b>15</b>
	IV	<ul style="list-style-type: none"> <li>• Balance sheet</li> <li>• Introduction to Assets and Liabilities</li> <li>• Capital - Types of Share capital, Types of Shares</li> <li>• Reserves and Surplus</li> <li>• Net worth –meaning and importance - Importance of balance sheet</li> </ul>	<b>10</b>
	V	Primary financial statements-III <ul style="list-style-type: none"> <li>• Statement of Cash flow – meaning- importance</li> <li>• Statement of Working Capital</li> <li>• Ratio Analysis</li> </ul>	<b>15</b>

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

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

#### Semester End Theory Examination:

60 Marks written examination. These examinations shall be of **2 Hrs**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		10
Q.2		10
Q.3		10
Q.4.		10
Q.5		10
Q.6		10

**Course Code: RUVTTM502**  
**Course Title: Event Management**  
**Semester V**  
**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title Event Management</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVTTM502</b>	I	Introduction to Events: <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>10</b>
	II	Event management careers: <ul style="list-style-type: none"> <li>• Specialized Career Paths In Event Management</li> <li>• Profiles Of Professionals</li> </ul>	<b>10</b>
	III	Event Planning and organizing : <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>
	IV	Market research – understanding the customer <ul style="list-style-type: none"> <li>• Why Do people Attend Events?</li> <li>• Consumer Research on Event</li> </ul>	<b>10</b>
	V	Evaluation and impact assessment <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>



## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

The students organize and manage formal event for more than 150 participants.

Grading is done on the basis of theme selection, planning, organizing and execution and feedback of the event. Guest speakers are invited and activities like PR, Marketing, Hospitality, Accounting are solely handled by students and supervised by the faculty.

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

#### Semester End Theory Examination:

60 Marks written examination. These examinations shall be of **2 Hrs**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		10
Q.2		10
Q.3		10
Q.4.		10
Q.5		10
Q.6		10

**Course Code: RUVTTM503**

**Course Title: Introduction to Retail & Sales Management**

**Semester V**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Introduction to Retail &amp; Sales Management</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVTTM503</b>	I	<ul style="list-style-type: none"> <li>• Introduction to Retailing and Sales Management</li> <li>• Formats of Retailing</li> </ul>	<b>10</b>
	II	Retail planning and development: <ul style="list-style-type: none"> <li>• Understanding the Retail Customer</li> <li>• Strategic Retail Planning Process</li> </ul>	<b>10</b>
	III	<ul style="list-style-type: none"> <li>• Evolution of Professional Sales</li> <li>• Sales Strategies</li> <li>• Staffing Options</li> <li>• Motivation- an important element for Sales</li> <li>• Sales Forecasting</li> </ul>	<b>15</b>
	IV	<ul style="list-style-type: none"> <li>• Sales Presentation Techniques</li> <li>• Emerging Trends in Sales Management</li> </ul>	<b>10</b>
	V	<ul style="list-style-type: none"> <li>• CRM–Customer Relationship Marketing</li> <li>• Monitoring and Controlling Sales</li> </ul>	<b>15</b>

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

60 Marks written examination. These examinations shall be of **2 Hrs**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		10
Q.2		10
Q.3		10
Q.4.		10
Q.5		10
Q.6		10

**Course Code: RUVTTM504**  
**Course Title: Research Based Paper**  
**Semester V**  
**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Research Based Paper</b>	<b>6 Credits/ 90 Hours</b>
<b>RUVTTM504</b>		<ul style="list-style-type: none"> <li>• The students will undertake the project work on the topic mutually discussed by the students and the faculty.</li> <li>• The topic can be on the various issues, problems, themes, case studies, and tourism organization study, introduction of a new concept in tourism as start-up, field survey and relevant aspects pertaining to the tourism industry.</li> <li>• The final analysis will be an outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study</li> <li>• Each student will have to submit the project undertaken in a period of six weeks.</li> <li>• The students will have to appear before a board of examiners constituted for the purpose of conducting viva voce.</li> <li>• The Final assessment will be of 100 marks which would be assessed by the Internal Guide (60 marks) and External Expert (40 marks).</li> <li>• Grading shall depend upon continuous evaluation, final presentation and panel interview process.</li> </ul>	

## MODALITY OF ASSESSMENT

- The students will appear before a Board of Examiners from the industry / academia constituted for the purpose of conducting viva voce.
- The **Final assessment will be of 100 marks** which would be assessed by **the Internal Guide (40 marks)** and **External Expert (60 marks)**.
- Grading shall depend upon continuous evaluation, final presentation and viva voce.

**Course Code: RUVTTM505**

**Course Title: Basics of Travel Technology II**

**Semester V**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Basics of Travel Technology II</b>	<b>6 Credits/ 90 Hours</b>
<b>RUVTTM505</b>	I	<ul style="list-style-type: none"> <li>Understanding different routings and terminologies of advanced fares</li> <li>Basics of a Fare quote</li> </ul>	<b>15</b>
	II	<ul style="list-style-type: none"> <li>Understanding entries of a fare quote and rule displays</li> <li>Taxation policy</li> <li>Booking designators</li> </ul>	<b>15</b>
	III	<ul style="list-style-type: none"> <li>Pricing of an itinerary</li> <li>Segment association required for pricing</li> <li>Storing fares and Bargain Finders</li> </ul>	<b>15</b>
	IV	<ul style="list-style-type: none"> <li>Evaluating BSP rules and regulations</li> <li>Understanding concept of group bookings</li> <li>Different types of Ticketing,</li> </ul>	<b>15</b>
	V	<ul style="list-style-type: none"> <li>Concept of Inventory management for the airlines and</li> <li>learning brief on line documentation required for international travel</li> </ul>	<b>15</b>
	<b>The remaining 15 hours for tutorials</b>		

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

- 20 marks for concept-based learning taught in the subject via presentation and viva OR submission and viva voce.
- 40 Marks written examination. These examinations shall be of **2 Hr (for 40 marks)**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		8
Q.2		8
Q.3		8
Q4.		8
Q5.		8

**Course Code: RUVTTM506**

**Course Title: International Tour Planning**

**Semester V**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>International Tour Planning</b>	<b>6 Credits/ 90 Hours</b>
<b>RUVTTM506</b>	I	<ul style="list-style-type: none"> <li>Travel Agency and its functions</li> <li>Tour operators</li> <li>Logistics to be handled for international tours</li> </ul>	<b>15</b>
	II	<ul style="list-style-type: none"> <li>Administration of company operations, planning and controlling of financial operations</li> <li>Understanding the organizational concepts, budget and standard procedures and rules</li> <li>Financial analysis and budget</li> </ul>	<b>15</b>
	III	<ul style="list-style-type: none"> <li>Preparing itinerary and Costing the itinerary (GIT and FIT) Day wise and city wise (international only)</li> <li>Computing costs and mark up to earn profits</li> </ul>	<b>15</b>
	IV	<ul style="list-style-type: none"> <li>Comparative study of different products for the same destination</li> <li>Importance of blogs for destination promotion</li> </ul>	<b>15</b>
	V	<ul style="list-style-type: none"> <li>Manage clients and develop business</li> <li>Communication with customers and colleagues,</li> </ul>	<b>15</b>
	<b>The remaining 15 hours for tutorials</b>		



## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

- 20 marks for concept-based learning taught in the subject via presentation and viva OR submission and viva voce.
- 40 Marks written examination. These examinations shall be of **2 Hr (for 40 marks)**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		8
Q.2		8
Q.3		8
Q4.		8
Q5.		8

**Course Code: RUVTTM601**

**Course Title: Introduction to Indian Sociology**

**Semester VI**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Introduction to Indian Sociology</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVTTM601</b>	I	<ul style="list-style-type: none"> <li>Nature of Sociology: concept and definition, scope</li> <li>Uses of Sociology</li> </ul>	<b>15</b>
	II	Introduction to Indian Society: <ul style="list-style-type: none"> <li>Tribal, Rural and Urban communities</li> <li>Social institutions in India - Caste, family, marriage</li> </ul>	<b>10</b>
	III	Social changes: <ul style="list-style-type: none"> <li>Industrialization, Westernization, Urbanisation, Modernisation, Democratization</li> </ul>	<b>10</b>
	IV	Major Social Challenges in India <ul style="list-style-type: none"> <li>Unemployment Population and Human Resource skilling • Health and emerging trends in Medical tourism</li> <li>Gender sensitivity in the tourism and travel industry</li> </ul>	<b>10</b>
	V	Tourism Sociology: <ul style="list-style-type: none"> <li>Influence of Indian social structure on travel motivations of tourists</li> <li>Social mobility and changing travel space: Globalisation, Digitalisation and advancement in travel technology.</li> </ul>	<b>15</b>

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

60 Marks written examination. These examinations shall be of **2 Hrs**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		10
Q.2		10
Q.3		10
Q.4.		10
Q.5		10
Q.6		10

**Course Code: RUVTTM602**

**Course Title: Fundamentals of Public Relations**

**Semester VI**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title Fundamentals of Public Relations</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVTTM602</b>	I	<ul style="list-style-type: none"> <li>Public Relations – concept, definition</li> <li>Scope and Functions</li> <li>Organisation of P.R. for Corporates</li> </ul>	<b>15</b>
	II	<ul style="list-style-type: none"> <li>Selection, Development, Training of P.R. Personnel</li> <li>Important etiquettes and body language of P.R. personnel</li> </ul>	<b>10</b>
	III	Public relations strategy: <ul style="list-style-type: none"> <li>Marketing</li> <li>Damage control</li> <li>Public meetings and event management</li> </ul>	<b>10</b>
	IV	P.R. Communication: <ul style="list-style-type: none"> <li>Process for customer care</li> <li>Electronic media coverage</li> <li>Sales promotion, trade fairs</li> <li>Feedback analysis, Information management</li> </ul>	<b>10</b>
	V	<ul style="list-style-type: none"> <li>Ethics, morals and values in P.R. - Selection and</li> <li>importance of Brand Ambassadors, Outsourcing P.R.</li> </ul>	<b>15</b>

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

60 Marks written examination. These examinations shall be of **2 Hrs**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		10
Q.2		10
Q.3		10
Q.4.		10
Q.5		10
Q.6		10

**Course Code: RUVTTM603**

**Course Title: Environmental Awareness and Sustainable Development**

**Semester VI**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Environmental Awareness and Sustainable Development</b>	<b>4 Credits/ 60 Hours</b>
<b>RUVTTM603</b>	I	<ul style="list-style-type: none"> <li>Definitions, components of environment</li> <li>Types of environment</li> </ul>	<b>15</b>
	II	<ul style="list-style-type: none"> <li>Environmental Pollution and depletion of ozone layer with special reference to tourism activities</li> <li>Biological diversity and Tourism World Summit on Sustainable Development and Tourism</li> </ul>	<b>10</b>
	III	Ecotourism: <ul style="list-style-type: none"> <li>Social and ecological impacts of tourism &amp; Definition of ecotourism</li> <li>Ecotourism Resources</li> </ul>	<b>10</b>
	IV	<ul style="list-style-type: none"> <li>Eco-tourism Planning and development strategies:</li> <li>Knowledge, skills, attitude and commitment of ecotourism service providers</li> </ul>	<b>10</b>
	V	Ecotourism practices: <ul style="list-style-type: none"> <li>The ecotourists (types, and code of ethics)</li> <li>Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI</li> </ul>	<b>15</b>

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

60 Marks written examination. These examinations shall be of **2 Hrs**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		10
Q.2		10
Q.3		10
Q.4.		10
Q.5		10
Q.6		10

**Course Code: RUVTTM604**

**Course Title: Marketing and Digitization in Tourism**

**Semester VI**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title Marketing and Digitization in Tourism</b>	<b>6 Credits/ 90 Hours</b>
<b>RUVTTM604</b>	I	<ul style="list-style-type: none"> <li>Definition, Scope and Importance of Tourism Marketing, Marketing Segmentation</li> <li>Product marketing vs Service Marketing</li> </ul>	<b>15</b>
	II	<ul style="list-style-type: none"> <li>Marketing Cycle, Marketing mix, Marketing of Services, Types of Marketing, Promotions, PR, Selling techniques, advertising and branding, TA fairs</li> <li>Role of govt and Private agencies in Marketing</li> </ul>	<b>15</b>
	III	<ul style="list-style-type: none"> <li>Electronic Marketing - benefits and demerits</li> <li>Types of Electronic Marketing</li> </ul>	<b>15</b>
	IV	<ul style="list-style-type: none"> <li>Evolution of Hospitality Services: Meaning &amp; Nature of Hospitality</li> <li>Features of Hospitality Services, Structure of Accommodation, Industry,</li> <li>Operation of Accommodation Units</li> </ul>	<b>15</b>
	V	<ul style="list-style-type: none"> <li>Trends in Hospitality Industry – Tourism and Hospitality as sister concerns</li> <li>Handling emergency and awkward situations in a hotel</li> </ul>	<b>15</b>
	<b>The remaining 15 hours for tutorials</b>		



## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

- 20 marks for concept-based learning taught in the subject via presentation and viva OR submission and viva voce.
- 40 Marks written examination. These examinations shall be of **2 Hr (for 40 marks)**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		8
Q.2		8
Q.3		8
Q4.		8
Q5.		8

**Course Code: RUVTTM605**

**Course Title: Entrepreneurship and Start up Management**

**Semester VI**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Entrepreneurship and Start up Management</b>	<b>6 Credits/ 90 Hours</b>
<b>RUVTTM605</b>	I	<ul style="list-style-type: none"> <li>Entrepreneur &amp; Entrepreneurship: Definition, concept and need of entrepreneurship development</li> <li>Significance of the growth of entrepreneurship</li> </ul>	<b>15</b>
	II	<ul style="list-style-type: none"> <li>Ownership structure and organizational framework of small scale enterprises in Tourism</li> <li>Theories of entrepreneurship</li> <li>Influences of Entrepreneurship Development</li> </ul>	<b>15</b>
	III	<ul style="list-style-type: none"> <li>Classification of Entrepreneurs</li> <li>Entrepreneurship project development and business plan</li> <li>Business Planning process</li> </ul>	<b>15</b>
	IV	<ul style="list-style-type: none"> <li>Managing family enterprises in Tourism industry</li> <li>Venture Development</li> <li>New Trends in Entrepreneurship</li> </ul>	<b>15</b>
	V	<ul style="list-style-type: none"> <li>Promotional agencies for SMEs in India</li> <li>Opportunity Identification</li> <li>Business Plan</li> <li>Feasibility Report</li> <li>Funding options</li> </ul>	<b>15</b>
	<b>The remaining 15 hours for tutorials</b>		

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

- 20 marks for concept-based learning taught in the subject via presentation and viva OR submission and viva voce.
- 40 Marks written examination. These examinations shall be of **2 Hr (for 40 marks)**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		8
Q.2		8
Q.3		8
Q4.		8
Q5.		8

**Course Code: RUVTTM606**

**Course Title: Corporate Analysis and Company Culture**

**Semester VI**

**Academic Year 2024-25**

<b>Course Code</b>	<b>Unit</b>	<b>Course/ Unit Title</b> <b>Corporate Analysis and Company Culture</b>	<b>6 Credits/ 90 Hours</b>
<b>RUVTTM606</b>	I	<ul style="list-style-type: none"> <li>• Introduction to corporate sectors with special focus on tourism industry</li> </ul>	<b>15</b>
	II	<ul style="list-style-type: none"> <li>• Organization of Departments</li> <li>• Evaluate the importance of a Company, its vision, mission, and brand essence and its role</li> <li>• Understand the success of businesses</li> </ul>	<b>15</b>
	III	<ul style="list-style-type: none"> <li>• Communication strategies</li> <li>• Describe productivity and its significance successful business</li> <li>• Demonstrate mastery of concepts discussed in class through case studies</li> <li>• Evaluate the impact of competition, service, and global expansion</li> </ul>	<b>15</b>
	IV	<ul style="list-style-type: none"> <li>• Introduction to Time Management</li> <li>• Importance and Need</li> <li>• Steps towards better time management</li> </ul>	<b>15</b>
	V	<ul style="list-style-type: none"> <li>• Interpersonal relationships</li> <li>• Stress and Impacts</li> <li>• Skills required at managerial level</li> </ul>	<b>15</b>
	<b>The remaining 15 hours for tutorials</b>		

## MODALITY OF ASSESSMENT

### A) Internal Assessment (40%) – 40 Marks

Sr. No.	Evaluation Type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

### B) External Examination (60%) – 60 Marks

#### Semester End Theory Examination:

- 20 marks for concept-based learning taught in the subject via presentation and viva OR submission and viva voce.
- 40 Marks written examination. These examinations shall be of **2 Hr (for 40 marks)**

#### Paper Pattern :

Question No	Question A or B	Marks
Q.1		8
Q.2		8
Q.3		8
Q4.		8
Q5.		8