

B.COM (TTM)

Program Outcome(PO)	
PO	Gain knowledge of Tourism Business, Tourism Industry & Tourism Product On The Job Training Report Travel and Tourism Agencies. This programme is a stepping stone for In-depth knowledge of Travel and Tourism Management
Program Specific Outcome(PSO)	
PSO	This programme enhances the personality, learning abilities leadership qualities, confidence and Entrepreneurship Skills.

I Year Semester I	
Course – BC(Voc) - 105 TOURISM BUSINESS-I	
BC-105	Students will learn about the concept and understanding the various Tourism terms, components and types of tourism and performance of tourism in India over the years
Semester-I Course- BC(Voc) - 106 TOURISM PRODUCTS-I	
BC-106	Students will learn about concept of pilgrimage and major pilgrimage centers of India, important monuments belonging to Islamic and British periods and major fair and festivals of India
I Year Semester II	
Course – BC(Voc) - 205 TOURISM BUSINESS-II	
BC-205	Understanding about Domestic tourism development in India, Domestic vs. international tourism and Role of different tourism organizations
Course- BC(Voc) - 206 TOURISM PRODUCTS-II	
BC-206	Students will learn about Major physiographic units of India, Indo-Ganga-Brahmaputra plain, Peninsular India and Coastal plains and islands
	Semester-II Course - At the end of the course student should be able to :.
BC-207	
II Year Semester-III	
Course – BC(Voc) - 305 TOURISM MARKETING-I	
BC-305	Understanding Concept and Implication of tourism marketing,

	Marketing environment and its analysis (SWOT); concept of marketing mix, developing marketing mix for tourism; internal marketing, customer relationship management
Course- BC(Voc) - 306 TRAVEL AGENCY: TOUR OPERATIONS BUSINESS-I	
BC-306	Students will be able to know about concept, types and growth of Travel Agency, Function of travel agencies and tour operators and Travel agency organisation structure
BC-307	
II Year Semester IV	
Course – BC(Voc) - 405 TOURISM MARKETING-II	
BC-405	Students will be able to know about the Tourism products, Tourism pricing and promotion, Promotion and communication and Destination marketing
Course- BC(Voc) - 406 TRAVEL AGENCY: TOUR OPERATIONS BUSINESS-II	
BC-406	To study Tour itinerary, tour packaging, Digital trends in tourism and Role and contribution of tourism trade associations in the healthy growth and development of tour business
III Year Semester V	
Course – BC(Voc) - 506 INFORMATION, COMMUNICATION AND AUTOMATION IN TOURISM INDUSTRY	
BC-506	To learn about Importance of information in tourism, Communication and Automation in tourism industry and role of market research in information management, use of information technology and computers, central reservation system in different sectors.
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BC-506	Students will learn about Income tax Extent and Application, Definitions, Residential Status, Deduction from Gross Total Income under section 80 C to 80 U Chapter- VI-A. Computation of Tax Liability of an Individual

III Year Semester VI

Course BC(Voc) -605 EMERGING CONCEPTS FOR EFFECTIVE TOURISM DEVELOPMENT - II

BC-605	To study the Tourism legislation guidelines from Department of Tourism, Ministry of Tourism, Security and safety issues in tourism; impact of liberalization, globalization and privatization on tourism industry
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Course- BC(Voc) - 606 INFORMATION, COMMUNICATION AND AUTOMATION IN TOURISM INDUSTRY-II:.

BC-606	To understand about the E-Commerce, E-tourism, Challenges of automation of information, Future trends of automation of information in Indian travel industry
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