



KAUSHALYA – THE SKILL UNIVERSITY
B.A. in Tourism & Event Management
Curriculum for the Academic Year 2022-23

Kaushalya University

School of Liberal Arts

B.A.

Specialization: Tourism and Event Management

Choice Based Credit System (CBCS)

Tourism and Event Management is an undergraduate involve planning, managing and providing lodging, food, recreation, conventions, travel services and tourism and related planning and support services. The course is ideal for anyone passionate about improving customer service in the tourism and hospitality industry or maximizing visitor opportunities.

Course Objective

- To Provide In-depth knowledge of the concept and skills required for tourism and event management.
- To offer wide exposure to coordinate Challenges in tourism related businesses professionally.
- To develop socially, ethically responsible Tourism entrepreneur.
- To sharpen soft and hard skills among the students for being better professionals in tourism industry.

Learning Outcomes

- To develop the ability for planning and managing travel services in tourism industry.
- Ability to understand Context and knowledge of Tourism, Professional Skills, Ethics and Values, Research, Communication
- To understand Critical Thinking & Problem Solving, Leadership and Teamwork and demonstrate commitment to ethical practices of tourism.
- Ability to develop Practice empathy and respect for diversity and multicultural perspectives in Tourism field.
- Apply principles of sustainability to the practice of tourism in the local and global context.

Eligibility

- 10+2 (Any stream) or Equivalent

Basic Structure

Sr. No.	Nomenclature as per CBCS	No. of Papers with credits	Total Credits
1	Ability Enhancement Compulsory Course (AECC)	Two Papers	08
2	Skill Enhancement Elective Course (SEC)	Three Papers(08+02)	10
3	Core Course (CC)	Twelve Papers	48
4	Discipline Specific Elective (DSE)	Four Papers	16
5	Generic Elective (GE)	Two Papers	08

6	Co-curricular & extra-curricular activities (NCC, NSS, Sports, Human Rights & Cultural activities)		02
7	On the Job Training (Internship & Apprenticeship)	2 Training Modules each consisting 24 credits (24 credits * 2 Modules)	48
			140

*1 Credit = 15 Hours of Teaching/ Training

SEMESTER – I				
Paper Code	Papers	Marks	Category	Credits
	Spoken English & Communication	100	AECC	04
	Introduction to Tourism	100	CC	04
	Indian History Art, Culture & Architecture	100	CC	04
	Environmental Studies	100	AECC	04
	Customer Relationship Management	100	SEC	04
				20

SEMESTER – II				
Paper Code	Papers	Marks	Category	Credits
	Profile of modern Tourism	100	CC	04
	Geography and International Tourism	100	CC	04
	Principles of Event Management	100	CC	04
	Planning for tour packaging	100	CC	04
	Human Resources Management	100	CC	04
	International Language	100	GE	04
				24

SEMESTER – III				
Paper Code	Papers	Marks	Category	Credits
	Tourism psychology	100	CC	04
	Organizational behavior	100	GE	04
	Basic Airfare and Ticketing	100	CC	04
	Information Technology & Tourism	100	CC	04
	Ethical, Legal and Regulatory Framework of Tourism & Event	100	CC	04
	Event & Tourism Marketing	100	SEC	02
				22

SEMESTER – IV				
Paper Code	Papers	Marks	Category	Credits
	National and International Tourism Organization – Ministry of Tourism, ITDC, WTO, IATA, ICAO, and UFTA	100	SEC	04
	Sustainable & Eco Tourism	100	CC	04

	DSE - 1 (Group A or Group B)	100	DSE	04
	DSE - 2 (Group A or Group B)	100	DSE	04
	DSE - 3 (Group A or Group B)	100	DSE	04
	DSE - 4 (Group A or Group B)	100	DSE	04
				24

SEMESTER – V			
Papers	Marks	Category	
On the Job Training - 24 credits (720 Hours)			
SEMESTER – VI			
Papers	Marks	Category	
On the Job Training - 24 credits (720 Hours)			

ITDC- India Tourism Development Corporation (ITDC)

WTO- World Tourism Organization

IATA- International Air Transport Association

ICAO- The International Civil Aviation Organization

UFTA- Universal Federation of Travel Agents Associations

Electives:

Group A	Group B
Tour operation management	Event Planning and Production
Tourism Logistics	Effective Communication Skills
Economics of Tourism and New Trends in Tourism	Front office Management
Tourism Entrepreneurship	E-commerce
Tour Guiding & Interpretation	Event Designing
Transport In Travel & Tourism	Event production & Logistics
Adventure Tourism	Event Laws & Licenses