



# जम्मू केंद्रीय विश्वविद्यालय

## Central University of Jammu

राया-सूचानी, बागला, जिला सांबा-181143 जम्मू, जम्मू एवं कश्मीर  
Rahya- Suchani (Bagla), District Samba-181143, Jammu (J&K)

No. CUJ/Acad/II-14/3/2022/459

01, Aug, 2022

### NOTIFICATION No. 112 / 2022

**Sub: Course Scheme and Syllabus as per NEP-2020 of 1<sup>st</sup> to 4<sup>th</sup> Semester of MBA (Tourism and Travel Management) w.e.f. Academic Session 2022-23 – Reg.**

It is hereby notified for the information of all concerned that on the recommendation of Board of Studies of Department of Tourism and Travel Management, the Competent Authority in anticipation of ratification of Academic Council has approved following **Course Scheme and Syllabus of 1<sup>st</sup> to 4<sup>th</sup> semester of MBA (Tourism and Travel Management) w.e.f. Academic Session 2022-23.**

#### Semester – I

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT1C001T	Tourism Principles and Practices	04	25	25	50	100
MMBT1C002T	Tourism Geography and Destination Knowledge	04	25	25	50	100
MMBT1C003T	Travel Agency and Tour Operations Management	04	25	25	50	100
<b>Skill Enhancement Course / Value Additions Course</b>						
MMBT1C004T	Communication for Professional Excellence	02	12.5	12.5	25	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	02	12.5	12.5	25	50
#	Open Elective Course-II	02	12.5	12.5	25	50
#	Open Elective Course-III	02	12.5	12.5	25	50
#	Open Elective Course-IV	02	12.5	12.5	25	50
<b>Total</b>		<b>22</b>	-	-	-	<b>550</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						

#### List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments

Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT1O001T	Services Marketing	OEC	02	12.5	12.5	25	50
2.	MMBT1O002T	Hospitality Management	OEC	02	12.5	12.5	25	50
3.	MMBT1O003T	Sustainable Tourism Management	OEC	02	12.5	12.5	25	50
4.	MMBT1O004T	Management Perspectives	OEC	02	12.5	12.5	25	50

#### Semester - II

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT1C005T	Destination Management	04	25	25	50	100
MMBT1C006T	Tourism Resources and Products of India	04	25	25	50	100
MMBT1C007T	Tourism Policy, Planning and Development	04	25	25	50	100
<b>Skill Enhancement Course / Value Additions Course</b>						
MMBT1C008T	Foreign Language-French	02	12.5	12.5	25	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	02	12.5	12.5	25	50
#	Open Elective Course-II	02	12.5	12.5	25	50
#	Open Elective Course-III	02	12.5	12.5	25	50
#	Open Elective Course-IV	02	12.5	12.5	25	50
<b>Total</b>		<b>22</b>	-	-	-	<b>550</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						

List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments								
Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT1O005T	Digital Marketing	OEC	02	12.5	12.5	25	50
2.	MMBT1O006T	Events Management	OEC	02	12.5	12.5	25	50
3.	MMBT1O007T	Tour Guiding and Interpretation	OEC	02	12.5	12.5	25	50
4.	MMBT1O008T	Adventure Tourism Management	OEC	02	12.5	12.5	25	50

### Semester - III


Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT2C001I	Summer Internship and Viva Voce	04	-	-	100	100
MMBT2C001D	Project Report Presentation	04	-	-	100	100
<b>Skill Enhancement Course / Value Additions Course</b>						
MMBT2C001T	Data Analysis Using SPSS	02	12.5	12.5	25	50
<b>Audit Course (Qualifying in nature)</b>						
MMBT2C002T	Tourism Immersion and Leadership Development Camp	02	-	-	50	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	02	12.5	12.5	25	50
#	Open Elective Course-II	02	12.5	12.5	25	50
#	Open Elective Course-III	02	12.5	12.5	25	50
#	Open Elective Course-IV	02	12.5	12.5	25	50
#	Open Elective Course-V	02	12.5	12.5	25	50
#	Open Elective Course-VI	02	12.5	12.5	25	50
<b>Total</b>		<b>22</b>				<b>550</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						

List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments								
Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT2O001T	Entrepreneurship and Venture Creation	OEC	02	12.5	12.5	25	50
2.	MMBT2O002T	Quantitative Techniques	OEC	02	12.5	12.5	25	50
3.	MMBT2O003T	Research Methodology	OEC	02	12.5	12.5	25	50
4.	MMBT2O004T	Outbound Tour Operations Management	OEC	02	12.5	12.5	25	50
5.	MMBT2O005T	Inbound Tour Operations Management	OEC	02	12.5	12.5	25	50
6.	MMBT2O006T	Product Designing and Development	OEC	02	12.5	12.5	25	50

### Semester - IV

Course Code	Course Title	Credit	CIA	MSE	ESE	Max. Marks
<b>Core courses</b>						
MMBT2C001Tr	On the Job Training and Report Presentation	04	-	-	100	100
MMBT2C002D	Dissertation	04	-	-	100	100
<b>Audit Course (Qualifying in nature)</b>						
MMBT2C003T	MOOCs Available on SWAYAM Platform	02	-	-	-	50
<b>Open Elective Courses</b>						
#	Open Elective Course-I	04	-	-	100	100
#	Open Elective Course-II	04	-	-	100	100
#	Open Elective Course-III	04	-	-	100	100
<b>Total</b>		<b>20</b>			<b>100</b>	<b>100</b>
<b>MOOCS COURSE TO BE OPTED AS PER AVAILABILITY ON SWAYAM / NPTEL PLATFORMS</b>						
						<b>500</b>

List of Open Elective Courses offered by Department of Tourism and Travel Management to other Departments								
Sr. No.	Course Code	Course Name	Nature of Open Elective	Credit	CIA	MSE	ESE	Max. Marks
1.	MMBT2O001P	Launching Tourism Startup	OEC	04	-	-	100	100
2.	MMBT2O002P	Digital Tourism Project – Dekho Apna Desh	OEC	04	-	-	100	100
3.	MMBT2O003P	Tourism Enterprise Analysis	OEC	04	-	-	100	100

  
01/05/2022

(डॉ यशवंत सिंह)

कुलसचिव (I/c)

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Encl: Syllabus of 1<sup>st</sup> to 4<sup>th</sup> Semester

To:

Head, Department of Tourism and Travel Management

Copy to:

Controller of Examinations