

**CMS COLLEGE KOTTAYAM (AUTONOMOUS)
UNDERGRADUATE VOCATIONAL
PROGRAMMES (HONOURS) SYLLABUS**

CMS-B.VOC. (Honours)

(2025 Admission Onwards)



Faculty: Management Sciences

BoS: Travel, Tourism and Logistics Management

Programme: Bachelor of Vocation (Honours)

Travel, Tourism and Logistics Management

**CMS COLLEGE KOTTAYAM (AUTONOMOUS)
CMS College Road
Kottayam – 686001, Kerala, India.**

PREFACE

CMS College has a rich history as a pioneer of modern higher education in India. With a legacy spanning over two centuries, the institution continues to uphold its commitment to academic excellence and societal relevance. In alignment with this vision, the B.Voc in Travel, Tourism and Logistics Management, was launched in 2018 with funding from the University Grants Commission (UGC) to meet the growing demand for skill-based and industry-aligned education. The B.Voc. in Travel, Tourism, and Logistics Management is a forward-looking program created to prepare students for the fast-paced, service-driven global economy. With the travel and tourism industry growing at unprecedented levels and logistics becoming the backbone of global trade, this integrated program equips students with the knowledge, skills, and values necessary to thrive in both sectors. This course blends academic theory with hands-on training, ensuring that students not only understand the fundamentals of tourism operations and logistics systems but can also apply them in real-world settings. Through modules on travel management, supply chain coordination, customer service, digital tools, and sustainable practices, the program develops well-rounded professionals capable of meeting current and future industry demands.

Students benefit from experiential learning opportunities such as industrial visits, internships, on the job training, and destination visits. The curriculum is both industry-relevant and academically robust. Designed to nurture professional excellence, cultural sensitivity, and ethical responsibility, this program opens pathways to careers in airlines, shipping companies, logistics firms, tour operations, hospitality services, and entrepreneurial ventures. With this in mind, CMS College is proud to implement the

B.Voc Travel, Tourism and Logistics Management programme as a four-year undergraduate programme starting in 2025. This upgrade offers students enhanced academic flexibility, deeper specialization options, and greater career readiness. It also reflects the institution's dedication to staying ahead of educational trends and empowering students with future-ready skills.

Following the guidelines set forth by MGU's Four-Year Undergraduate Vocational Programme (MGU-B.Voc.), the Board of Studies in Travel, Tourism and Logistics Management has proposed a comprehensive curriculum for the B.Voc. programme, meticulously designed to meet academic standards and maintain industry relevance. With this new curriculum, we eagerly look forward to guiding students through the diverse and enriching landscapes of Tourism and Logistics. May this syllabus serve as the gateway to a transformative and fulfilling experience, laying the foundation for a lifelong pursuit of knowledge and a meaningful contribution to the ever-evolving sectors of Tourism and Logistics. We are confident that this course will inspire and empower students to become skilled, adaptable, and socially responsible leaders in the interconnected worlds of travel, tourism, and logistics.

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Mr. Aravind K Jayan
Chairman
Board of Studies in
Travel, Tourism and Logistics Management
CMS College, Kottayam (Autonomous)

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7. Mr. Sudeep Cherian (Member)
Assistant Professor
CMS College Kottayam (Autonomous).



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Programme Outcomes (PO)

PO1: Critical thinking and Analytical reasoning

Capability to analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories to develop knowledge and understanding; critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.

PO2: Scientific reasoning and Problem solving

Ability to analyse, interpret and draw conclusions from quantitative / qualitative data; critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective; capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO3: Multidisciplinary/interdisciplinary/transdisciplinary Approach

Acquire interdisciplinary/ multidisciplinary/ transdisciplinary knowledge base as a consequence of the learning they engage with their programme of study; develop a collaborative-multidisciplinary/ interdisciplinary/ transdisciplinary approach for formulate constructive arguments and rational analysis for achieving common goals and objectives.

PO4: Communication Skills

Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and

concise manner to different groups.

PO5: Leadership Skills

Ability to work effectively and lead respectfully with diverse teams; setting direction, formulating an inspiring vision, building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO6: Social Consciousness and Responsibility

Ability to contemplate of the impact of research findings on conventional practices, and a clear understanding of responsibility towards societal needs and reaching the targets for attaining inclusive and sustainable development.

PO7: Equity, Inclusiveness and Sustainability

Appreciate equity, inclusiveness and sustainability and diversity; acquire ethical and moral reasoning and values of unity, secularism and national integration to enable to act as dignified citizens; able to understand and appreciate diversity (caste, ethnicity, gender and marginalization), managing diversity and use of an inclusive approach to the extent possible.

PO8: Moral and Ethical Reasoning

Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior.

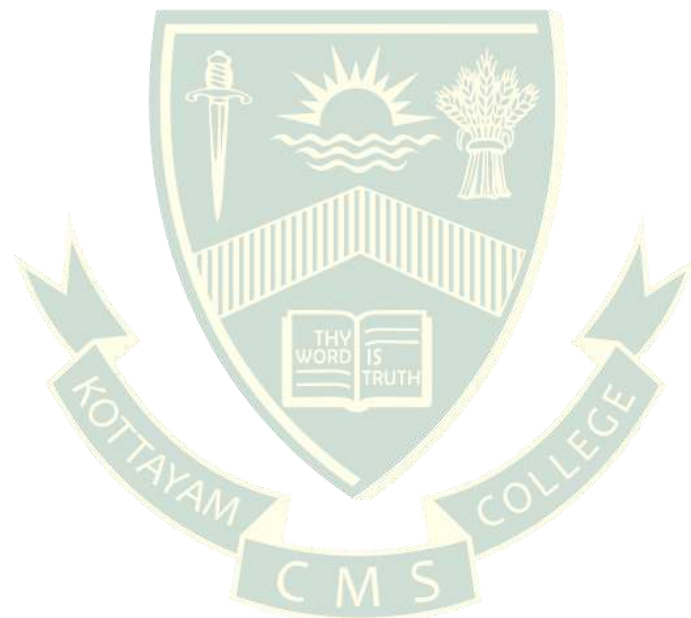
PO9: Networking and Collaboration

Acquire skills to be able to collaborate and network with educational

institutions, research organizations and industrial units in India and abroad.

PO10: Lifelong Learning

Ability to acquire knowledge and skills, including “learning how to learn”, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development / reskilling.



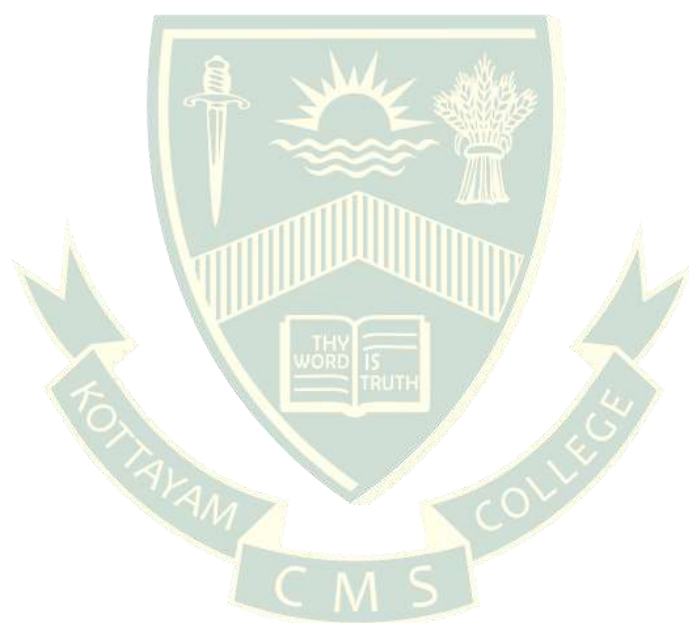
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Course Page Index

Course Code	Title of the Course	Semester
CMSTT25111101	Transportation Management	1
CMSTT25111102	Tourism Products and Resources	1
CMSTT25111103	Introduction to Tourism	1
CMSTT25114101	Event Management	1
CMSTT25110101	On-the-Job Training	1
CMSTT25121104	Geography for Tourism	2
CMSTT25121105	Cargo Management	2
CMSTT25121106	Logistics Management	2
CMSTT25124102	Eco Tourism	2
CMSTT25120102	On-the-Job Training	2
CMSTT25131207	Hospitality Management	3
CMSTT25131208	Air Cargo Management	3
CMSTT25131209	Principles of Tour Guiding	3
CMSTT25134203	Art and Cultural Heritage of Kerala	3
CMSTT25130203	On-the-Job Training	3

CMSTT25141210	MICE Tourism	4
CMSTT25141211	Warehouse Management	4
CMSTT25141212	Inventory Management	4
CMSTT25145201	Professional Competence and Life Skills for Tourism and Logistics	4
CMSTT25149201	Management Concepts for Tourism and Logistics	4
CMSTT25140204	Summer Internship	4
CMSTT25151313	Sea Cargo Management	5
CMSTT25153301	Travel Agency and Tour Operation Management	5
CMSTT25153302	Tourism Marketing	5
CMSTT25151314	Tour Packaging	5
CMSTT25155301	Itinerary Management	5
CMSTT25159302	Marketing for Logistics	5
CMSTT25161315	Destination Management	6
CMSTT25163303	Operations and Distribution Management	6
CMSTT25163304	Supply Chain Management	6
CMSTT25165302	E Tourism	6
CMSTT25169303	Export and Import Policies and Procedures	6
CMSTT25160305	Project	6

CMSTT25170406	Apprenticeship	7 & 8
CMSTT25170407	Research Internship	7& 8



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Syllabus Index

Name of the Major: **Travel, Tourism & Logistics Management**

Semester 1

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25111101	Transportation Management	SDC	4	5	3	2	0
CMSTT25111102	Tourism Products and Resources	SDC	4	5	3	2	0
CMSTT25111103	Introduction to Tourism	SDC	4	4	4	0	0
CMSTT25114101	Event Management	MDC	3	3	3	0	0
CMSTT25110101	On-the-Job Training	SDC	2	5	0	0	5

Semester 2

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25121104	Geography for Tourism	SDC	4	5	3	2	0
CMSTT25121105	Cargo Management	SDC	4	5	3	2	0
CMSTT25121106	Logistics Management	SDC	4	4	4	0	0
CMSTT25124102	Eco Tourism	MDC	3	4	2	2	0
CMSTT25120102	On-the-Job Training	SDC	2	5	0	0	5

Semester 3

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25131207	Hospitality Management	SDC	4	5	3	2	0
CMSTT25131208	Air Cargo Management	SDC	4	5	3	2	0
CMSTT25131209	Principles of Tour Guiding	SDC	4	4	4	0	0
CMSTT25134203	Art and Cultural Heritage of Kerala	MDC	3	3	3	0	0
CMSTT25130203	On-the-Job Training	SDC	2	5	0	0	5

Semester 4

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25141210	MICE Tourism	SDC	4	5	3	2	0
CMSTT25141211	Warehouse Management	SDC	4	5	3	2	0
CMSTT25141212	Inventory Management	SDC	4	4	4	0	0
CMSTT25145201	Professional Competence and Life Skills for Tourism and Logistics	SEC	3	3	3	0	0
CMSTT25149201	Management Concepts for Tourism and Logistics	VAC	3	3	3	0	0
CMSTT25140204	Summer Internship	INT	2	-	-	-	2

Semester 5

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25151313	Sea Cargo Management	SDC	4	5	3	2	0
CMSTT25153301	Travel Agency and Tour Operation Management	SDE*	4	5	3	2	0
CMSTT25153302	Tourism Marketing		4	5	3	2	0
CMSTT25151314	Tour Packaging	SDC	4	4	4	0	0
CMSTT25155301	Itinerary Management	SEC	3	4	2	2	0
CMSTT25159302	Marketing for Logistics	VAC	3	3	3	0	0

* Opt any one from SDE

Semester 6

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25161315	Destination Management	SDC	4	5	3	2	0
CMSTT25163303	Operations and Distribution Management	SDE*	4	5	3	2	0
CMSTT25163304	Supply Chain Management		4	5	3	2	0
CMSTT25165302	E Tourism	SEC	3	3	3	0	0
CMSTT25169303	Export and Import Policies and Procedures	VAC	3	3	3	0	0
CMSTT25160305	Project	PRJ	4	8	0	8	0

* Opt any one from SDE

Semester 7 & 8

B.Voc. Honours

Course Code	Type of the Course	Methodology	Number of days	Credits	Hour Distribution		
					L	P	O
CMSTT25170406	APP	Apprenticeship	280	28	0	0	28
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-

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Semester 7 & 8

B.Voc. Honours with Research

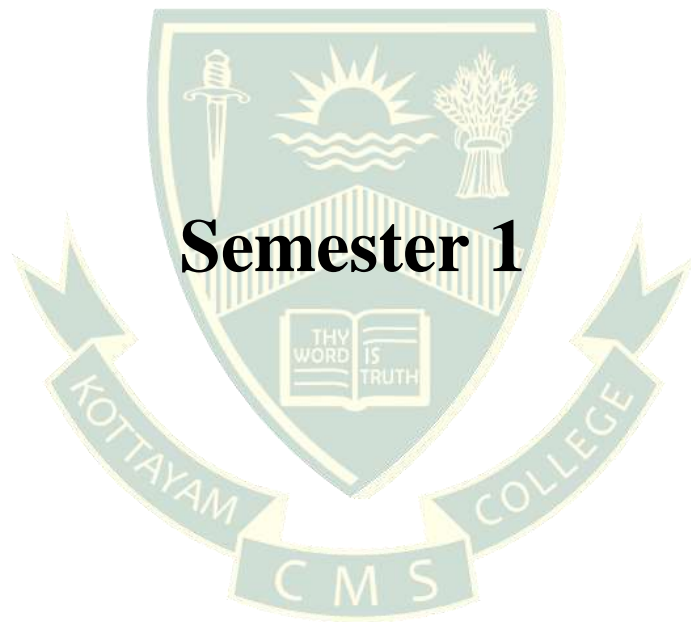
Course Code	Type of the Course	Methodology	Number of days	Credits	Hour Distribution		
					L	P	O
CMSTT25170407	RIN	Research Internship	200	20	0	0	20
Not Applicable	SDC	Online	NA	4	-	-	-
Not Applicable	SDC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-

L - Lecture, P - Practical/Practicum, O - On-the-Job Training

Job Roles and Qualification Packs

	Job Roles	Qualification Packs	Sector Skill
UG Certificate	Travel Consultant	THC/Q4404	Tourism and Hospitality Skill Council (THSC)
	Logistics and Freight Forwarding	LSC/Q2119	Logistics Sector Skill Council (LSC)
Diploma	Tour guide	THC/Q4407	Tourism and Hospitality Skill Council (THSC)
	Land Transport Supervisor	LSC/Q1003	Logistics Sector Skill Council (LSC)
Bachelors	Tour Manager Operations	THC/Q4405	Tourism and Hospitality Skill Council (THSC)
	Multimodal Transport Planner	LSC/Q6501	Logistics Sector Skill Council (LSC)
Honours	Front Office Manager	THC/Q0105	Tourism and Hospitality Skill Council (THSC)
	Warehouse Manager	LSC/Q0103	Logistics Sector Skill Council (LSC)

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Semester 1

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Semester 1

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25111101	Transportation Management	SDC	4	5	3	2	0
CMSTT25111102	Tourism Products and Resources	SDC	4	5	3	2	0
CMSTT25111103	Introduction to Tourism	SDC	4	4	4	0	0
CMSTT25114101	Event Management	MDC	3	3	3	0	0
CMSTT25110101	On-the-Job Training	SDC	2	5	0	0	5



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Transportation Management					
Type of Course	SDC					
Course Code	CMSTT25111101					
Course Level	100-199					
Course Summary	<p>This course offers an overview of the tourist transport system and its vital role in tourism. It covers the evolution of transport, Leiper’s framework, and the needs of different traveller types, from upmarket to budget travellers, along with key Indian entry points. It introduces major modes of transport—surface, rail, water, and air. Students learn about road transport in India, including road types, public transport, rental services, and essential travel documents. The rail segment covers Indian Railways’ history, ticketing systems (Tatkal, e-ticket, i-ticket), and tourism-focused trains like luxury, hill, and IRCTC tours, along with global options like Eurail. The course also explains water transport, including cruises, houseboats, and national waterways, and covers air transport operations, including check-in, immigration, customs, and baggage handling. Overall, the course equips students with practical knowledge of how various transport modes support tourism.</p>					
Semester	1	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
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	Upon the successful completion of the course, the student will be able to		
1	Understand the evolution of transport, the tourist transport system, Leiper's framework, and the role of transportation in tourism.	U	1,2,10
2	Explain various types of surface transportation systems, road networks, public transport, and relevant travel documentation in India.	U	2,3,10
3	Describe rail transportation in India, including history, train types, reservation systems, and rail-based tourism products.	U	3,5,10
4	Explain water and air transportation modes, procedures, and formalities related to passenger and cargo movement in tourism.	U	4,6,10
5	Gain practical understanding of transportation operations, including route planning, fleet management, cargo handling, and documentation processes, and develop skills in report preparation and effective presentation based on industry exposure.	A	4,5,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Tourist Transportation		
	1.1	Development of transport, tourist transport system	1	10
	1.2	Leiper's framework; role of transport in tourism	1	
	1.3	Traveller types: upmarket vs low-budget;	1	
	1.4	Major Indian entry points	1	
2		Types of Transportation – Surface		
	2.1	Overview of transport modes; surface transport	2	15
	2.2	Road transport systems in India	2	

	2.3	Types of roads, public transport, rent-a-car schemes, transport & insurance documents	3	
3		Rail Transportation and Rail Tours		
	3.1	Indian Railways: history, trains, classes, tracks	2	10
	3.2	Reservation systems: Tatkal, i-ticket, e-ticket, amenities	3	
	3.3	Rail tours: luxury, hill trains, IRCTC tours, Mountain Railways (UNESCO), Eurail, Indrail	5	
4		Water and Air Transportation		
	4.1	Water transport: coastal, inland, overseas	2	10
	4.2	National waterways, cruise liners, houseboats	5	
	4.3	Airlines and airports, passenger/cargo handling	1	
	4.4	Departure formalities: check-in, emigration, customs	4	
	4.5	Arrival formalities: immigration, baggage clearance, customs channels	4	
Practicum				
	Visit a transportation or logistics organization such as a transport company, cargo terminal, railway yard, airport, seaport, or logistics hub to observe transportation operations, route planning, fleet management, cargo handling, scheduling, and documentation processes. Prepare a detailed report and deliver a presentation demonstrating understanding of transportation management practices, operational challenges, and solutions observed during the visit.		5	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and	Classroom Procedure (Mode of transaction)
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Learning Approach	Lecture, Tutorial, Presentations, In class discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
	Theory	Duration	Marks
1.5 hrs		50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	


References:

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Bhatia, A.K., - International Tourism
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1& 2)

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CMS College Kottayam (Autonomous)

		CMS College Kottayam (Autonomous)				
Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Tourism Products and Resources					
Type of Course	SDC					
Course Code	CMSTT25111102					
Course Level	100-199					
Course Summary	<p>This course introduces students to the diverse tourism resources of India, covering their concept, definition, features, and potential. It explores various types of resources—natural (national parks, wildlife sanctuaries, biosphere reserves, hills, beaches, caves, deserts), cultural (monuments, performing arts, customs), and man-made attractions like amusement parks, malls, and gaming centers. The course also covers tourism products, their concept, characteristics, and types, including geographical, natural, and cultural elements. It highlights the diversity of Indian tourism products and their unique appeal. A key focus is on socio-cultural resources and the development of heritage tourism, exploring Indian art, architecture, performing and non-performing arts, fairs, festivals, religions, handicrafts, artefacts, and UNESCO World Heritage Sites. The course further delves into Special Interest Tourism (SIT), its concept, evolution, and trends, and explores various types such as gastronomy tourism, film tourism, dark tourism, wellness, wedding, and adventure tourism. It emphasizes tourism activities related to mountains, deserts, wildlife sanctuaries, and national parks. Overall, the course equips students with an understanding of India's vast tourism resource base and specialized tourism products, fostering sustainable tourism development.</p>					
Semester	1	Credits			4	
Course Details	Learning	Lecture	Practicum	OJT	Others	Total Hours

	Approach	3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Identify and describe various types of tourism resources and products in India including natural, cultural, and man-made resources.	U	3
2	Understand the components and characteristics of Indian tourism products and evaluate their role in promoting tourism.	U	1,3
3	Examine the socio-cultural heritage of India including festivals, arts, religions, and architectural diversity and their influence on tourism.	U	1,3,6,7
4	Investigate recent trends and types in Special Interest Tourism (SIT) and assess their significance in India's tourism sector.	An	1,3
5	Undertake an empirical study of an eco-tourism destination in Kerala and develop a comprehensive report evaluating its tourism dynamics, environmental significance, and geographic characteristics.	C	1,2,3,4,7
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Tourism Resources		
	1.1	Tourism resources–Concept of Tourism Resources,	1	

		Definition, features of resources tourism resource potential of India		10
	1.2	Types of Resources: Natural Resources-National park- Wildlife sanctuary - biosphere reserve -	1	
	1.3	Natural Resources: Hill stations-islands-beaches-caves and deserts, Cultural resources - monuments, performing arts, customs,	1	
	1.4	Man made resources, Commercial attractions-gaming- amusement parks - shopping mall	1	
2		Tourism Products		10
	2.1	Concept, Definition, Characteristics of tourism products	2	
	2.2	Types of tourism products, Elements-geographical elements, cultural elements, natural elements	2	
	2.3	Diversities of Indian Tourism Product.	2	
3		Socio cultural Products and Development of Heritage Tourism		10
	3.1	Performing arts and Non-Performing arts of India	3	
	3.2	Fairs and festivals	3	
	3.3	Handicrafts and artefacts,	3	
	3.4	Major religions and philosophies in India	3	
	3.5	Art and architecture of India,	3	
	3.6	UNESCO world heritage sites in India	3	
4		Special Interest Tourism		15
	4.1	Basic concept, Definition, Recent trends in Special Interest Tourism.	4	
	4.2	Origin and evolution of Special Interest Tourism, Factors responsible for the growth of Special Interest Tourism, Types of Special Interest Tourism	4	

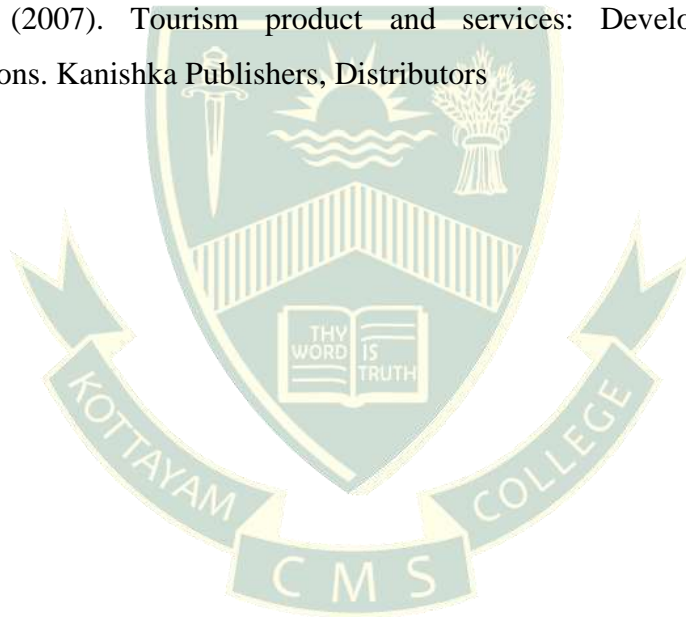
	4.3	Gastronomy Tourism, Niche Tourism, Film Tourism, Dark Tourism, Spa and Wellness, Shopping, Wedding Tourism	4	
	4.4	Tourism activities with special reference to mountains, Deserts, National parks and Wildlife sanctuaries	4	
Practicum				
		Visit a selected ecotourism destination in Kerala and conduct a detailed study of its tourism activities, environmental importance, conservation practices, and geographical features. Prepare and submit a comprehensive report highlighting the site's ecotourism dynamics, sustainability efforts, and key observations.	5	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	Practicum	Participation/Involvement	15
		Review	
B	End Semester Examination (ESE)		
	Duration	Marks	

	Theory	1.5 hrs	50
	Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)

References:


1. Jacob, R., Joseph, S., & Philip, A. (2007). Indian tourism products. Abhijeet Publications.
2. Dixit, M., & Charu Sheela. (2008). Tourism products. New Delhi: New Royal Book Company.
3. Sajnani, M. (2001). Encyclopedia of tourism resources in India. Gyan Publishing House.
4. Rittichainuwat, B. N. (2018). Special interest tourism. Cambridge Scholars Publishing.
5. Sharma, J. K. (2007). Tourism product and services: Development strategy and management options. Kanishka Publishers, Distributors



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CMS College Kottayam (Autonomous)

 ESTD:1817	CMS College Kottayam (Autonomous)					
Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Introduction to Tourism					
Type of Course	SDC					
Course Code	CMSTT25111103					
Course Level	100-199					
Course Summary	<p>This course provides a foundational understanding of tourism, its nature, concepts, components, and key elements. It explains terms like tourism, excursion, leisure, and recreation, and distinguishes between tourists, visitors, excursionists, and transit travelers. The course traces the historical development of tourism from ancient and medieval travel to the Renaissance, leading to the rise of modern mass tourism, supported by advances in transport, communication, and accommodation systems. A key focus is on travel motivations, exploring various theories including Maslow's Hierarchy of Needs, Dann's Push-Pull Theory, Cohen's Tourist Types, Plog's Psychographic Model, and others that explain why people travel. Students also learn about different types and forms of tourism, how tourism is measured, and its economic, environmental, and socio-cultural impacts. Important tourism models such as Leiper's Geospatial Model, Butler's Tourism Area Life Cycle (TALC), Doxey's Irridex Index, and others are discussed. The course concludes with the growth of tourism in India, including the role of the Sargent Committee, Tourist Information Offices, and the establishment of the Ministry and Department of Tourism, emphasizing community involvement in tourism development.</p>					
Semester	1	Credits			4	
Course Details	Learning	Lecture	Practicum	OJT	Others	Total Hours

	Approach	4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Define and explain the key concepts, elements, and classifications of tourism, including distinctions among tourist categories and components of the tourism system.	U	1, 3
2	Analyze the historical evolution of tourism from ancient times to the birth of modern mass tourism, highlighting the role of the Renaissance, industrial revolution, and technological advancements.	An	1,3
3	Apply major travel motivation theories (e.g., Maslow, Dann's Push and Pull, Plog's Psychographic Model) to interpret tourist behavior and segmentation.	A	1,3
4	Evaluate the socio-cultural, economic, and environmental impacts of tourism, and examine key theoretical models such as Leiper's Model and Butler's TALC.	E	1,3,6,7
5	Discuss the growth and institutional development of tourism in India, including policy evolution, the role of government bodies, and major tourism schemes.	U	1,3,6
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Nature, Concept and Development of tourism		

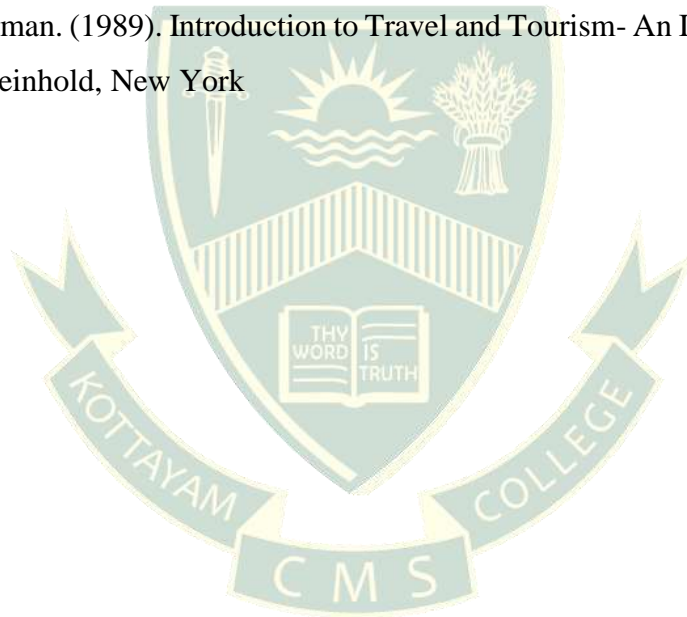
	1.1	Definition, Concepts, Components and Elements of Tourism	1	15
	1.2	Definition and Concepts of Tourism, Excursion, Leisure and Recreation	1	
	1.3	Distinction between travelers, visitor, tourists, excursionists and transit visitors	1	
	1.4	Major Components and Elements of Tourism.	1	
	1.5	Historical Development of Tourism, Early and Medieval Period of Travel	2	
	1.6	Renaissance and its Effects on Tourism	2	
	1.7	Birth of Modern Mass Tourism.	2	
	1.8	Development of Modern Transport, Communication and Accommodation Systems	2	
2		Travel Motivations		15
	2.1	Motivation: Meaning and Types of Motivation	3	
	2.2	Motivation process and Travel Motivation	3	
	2.3	Application of Motivation Theory to Tourism- Introduction	3	
	2.4	Maslow's Need Hierarchy Theory of Motivation, Expectancy Theory, Dann's Theory of Push and Pull Factors	3	
	2.5	Cohen's types of Tourist Theory, Gray's Travel Motivation Theory	3	
	2.6	McIntosh Categorization of Travel Motivation, Plog's Psychographic Model	3	
3		Tourism and its Theories		15
	3.1	Types and Forms of Tourism	4	
	3.2	Measurement of Tourism and its need	4	
	3.3	Impacts of Tourism- Economic, Environmental and Socio Cultural	4	

	3.4	Different Tourism Theories: Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index.	4	
4		Growth and development of Tourism in India and Community involvement in Tourism		15
	4.1	Development of Tourism in India	5	
	4.2	Sargent Committee	5	
	4.3	Tourist Information Offices	5	
	4.4	Formation of Ministry of Tourism, Setting up of Department of Tourism	5	
5	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
	Written Test		
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	2 hrs	70	

References:

1. Bhatia, A. K. (2019). Tourism development: Principles and practices. Sterling Publishers Pvt. Ltd. New Delhi
2. Swain, S. K. (2011). Tourism: Principles and practices. Oxford University Press, Noida
3. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism operations and management. Oxford University Press, Noida
4. Swain, S. K., & Mishra, J. M. (2012). Tourism principles and practices. Oxford University Press, Noida
5. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
6. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York



ESTD:1817



CMS College Kottayam (Autonomous)

Programme							
Course Name		Event Management					
Type of Course		MDC					
Course Code		CMSTT25114101					
Course Level		100-199					
Course Summary		<p>This course provides a comprehensive overview of the event industry, covering its scope, nature, and types of events, along with the Five Cs of Event Management and current trends. It highlights the roles, functions, and essential skills of event managers and technical staff, along with the development of operation manuals and record-keeping systems. Students will learn about planning and scheduling various events, including corporate events, trade shows, exhibitions, and educational events. The course covers crucial financial aspects like budget preparation, cost estimation, cash flow management, sponsorship, and subsidies, with a focus on ethical practices in the MICE (Meetings, Incentives, Conferences, Exhibitions) industry. Additionally, the course addresses essential event laws and regulations, including obtaining police permissions, entertainment licenses, liquor permits, and approvals for open-ground events. It also emphasizes waste management practices and green certifications, promoting sustainable event management. Overall, the course equips students with the practical skills and legal knowledge needed to plan, execute, and manage successful events professionally and ethically.</p>					
Semester		1		Credits		3	
Course Details		Learning	Lecture	Practicum	OJT	Others	Total Hours

	Approach	3	0	0	0	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamentals of event management, including types of events, roles and functions of event managers, and trends in the industry.	U	1, 3
2	Develop skills in planning and scheduling various types of events, including corporate events, exhibitions, and events in educational institutions.	A	2, 4, 9
3	Apply budgeting and financial management techniques in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry, including estimating costs, managing cash flow, and securing sponsorships	A	2
4	Demonstrate knowledge of event laws and regulations, including permissions, licenses, and ethical practices required for hosting successful and sustainable events.	U	6, 7, 8
<p><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></p>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Event Business		
	1.1	Introduction to Events: Scope - Nature - Types of Events	1	
	1.2	Five Cs of Event Management- Trends of Event	1	

		Business		15
	1.3	Roles and Functions of Event Manager - Attributes of Technical Staff	1	
	1.4	Preparation of Operation Manual - Developing Record Keeping Systems.	2	
2		Planning and Scheduling Events		15
	2.1	Planning and Scheduling Events: Corporate Events - Trade Shows	2	
	2.2	Planning and Scheduling Events- Exhibitions - Events in Educational Institutions	2	
	2.3	Budgeting of MICE - Use of Budget Preparation	3	
	2.4	Estimating Fixed and Variable Costs - Cash Flow -Sponsorship and Subsidies	3	
	2.5	Ethical Behavioral Practices in MICE industry.	3	
3		Event Laws & Regulations		15
	3.1	Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions	4	
	3.2	Performing License - Entertainment Tax	4	
	3.3	Permissions for Open Ground Events	4	
	3.4	License for Serving Liquor	4	
	3.5	Waste Management & Green Certification	4	
4	<p style="text-align: center;">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

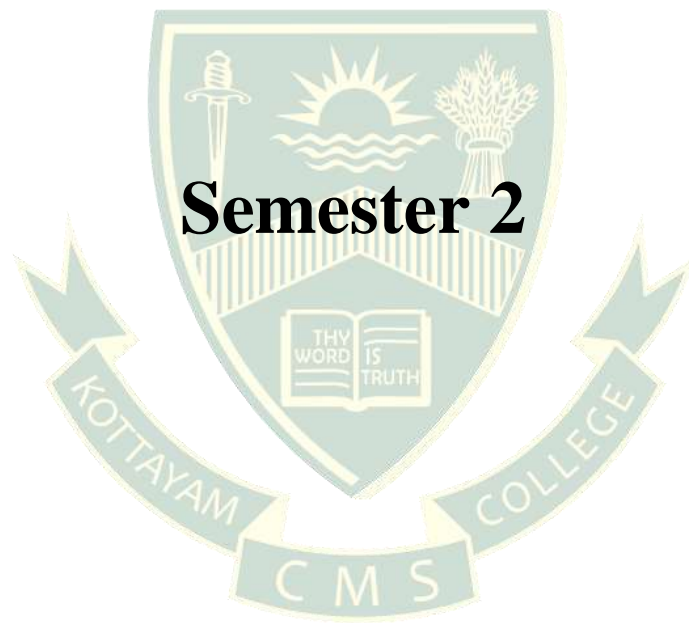
Teaching and Learning Approach	Classroom Procedure (Mode of transaction)
	Lecture, Tutorial, Presentations, In class discussions.
	MODE OF ASSESSMENT

Assessment Types	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	

References:

1. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson.
2. Robincon, P., Wale, D., & Dickson, G. (2010). Events Management 'Ed'. London: CABI.
3. Editorial Data Group USA (2018). Exhibition & Conference Organizers United States: Market Sales: United States Kindle Edition.
4. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business), MCJ Publishing. Kindle Edition.
5. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series. Alex Genadinik Publication. Kindle Edition.

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Semester 2

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Semester 2

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25121104	Geography for Tourism	SDC	4	5	3	2	0
CMSTT25121105	Cargo Management	SDC	4	5	3	2	0
CMSTT25121106	Logistics Management	SDC	4	4	4	0	0
CMSTT25124102	Eco Tourism	MDC	3	4	2	2	0
CMSTT25120102	On-the-Job Training	SDC	2	5	0	0	5



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Geography for Tourism					
Type of Course	SDC					
Course Code	CMSTT25121104					
Course Level	100-199					
Course Summary	<p>This course introduces the fundamentals of geography and its critical role in tourism. It covers the elements, branches, nature, and scope of geography, emphasizing its importance in understanding tourism patterns and destinations. The course explains how physiography, climate, weather, flora, fauna, and seasonality influence tourist activities and destination development. The module on International Tourism Geography explores major natural and political divisions, climatic patterns, water bodies, and identifies key global tourist regions along with their geographical characteristics. The course further delves into the Tourism Geography of India, focusing on its physical divisions, climate, biodiversity, and how these factors shape tourism flows and attractions. A special focus is given to Kerala, studying its physiographic divisions, climate, seasonality, and ecological resources, and how these contribute to its tourism appeal. A practical component involves visiting a tourist destination in Kerala to analyze how geographical and environmental factors influence tourism activities and visitor behavior, culminating in a report and presentation. This course equips students with the knowledge to assess how geography shapes tourism at local, national, and global levels.</p>					
Semester	2	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites,						

if any	
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COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the basic concepts, elements, branches, and scope of geography and explain their relevance and importance in tourism.	K	1,3,10
2	Identify and describe the major natural, political, and climatic divisions of the world and analyze their significance in influencing international tourism patterns.	U	1,2,3,6
3	Analyze how the physical geography, climate, seasonality, flora, and fauna of India contribute to tourist destination development and influence tourist behavior.	U	1,3,4
4	Evaluate how Kerala's physiography, climate, seasonality, flora, fauna, and bio-geographical resources impact tourism development, tourist mobility, and destination attractiveness.	U	1,2,3,6,7
5	Apply geographical knowledge and observation skills to assess how physical geography and environmental factors affect tourism at a destination through fieldwork, reporting, and presentation.	C	1,2,3,4,5,6,7,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction		

	1.1	Introduction to Geography	1	10
	1.2	Elements of Geography	1	
	1.3	Branches of Geography	1	
	1.4	Nature and scope of Tourism Geography Importance of Geography in Tourism	1	
	1.5	Impacts of physiography, flora & fauna, climate, seasonality and weather on tourism	1	
2		International Tourism Geography		10
	2.1	Major natural and political divisions of the world	2	
	2.2	Climatic pattern and major water bodies	2	
	2.3	Popular tourist pulling regions with their geographical implications, and their location on map	2	
3		Tourism Geography of India		10
	3.1	Physical divisions and their topographical significance in generating tourist destinations	3	
	3.2	Climate and seasonality, and its impacts on its tourism and tourists' mobility	3	
	3.3	Flora & fauna and their role in generating tourism attraction	3	
4		Tourism Geography of Kerala		15
	4.1	Physiographic divisions of Kerala	4	
	4.2	Climate and seasonality of Kerala and Flora & fauna and their role in generating tourism attraction their impacts on tourist mobility.	4	
	4.3	Bio geographical resource base and attractions in Kerala	4	
Practicum				
		Visit a tourist destination in Kerala to observe how geographical features and environmental factors impact the attractiveness of the destination, tourism activities, and visitor behavior. Prepare a report and deliver a	5	30

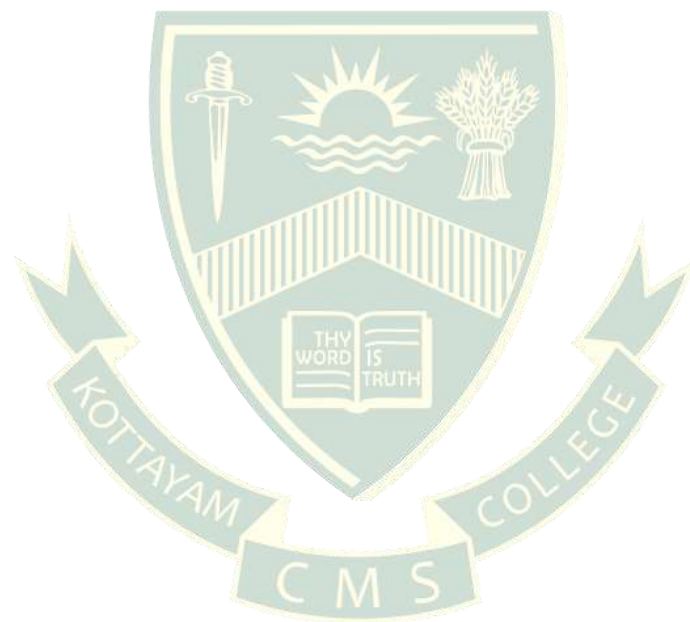
	presentation highlighting how physical geography, climate, landscape, and ecological conditions influence tourism at the site.		
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Husain, M. (2016). World geography. Rawat Publications.
2. Ghosh, A. K. (2011). Physical geography: A landscape appreciation. PHI Learning Private Limited.
3. Anon. (2016). World geography. Houghton Mifflin Harcourt Publishing Company.
4. Hudman, E. L., & Jackson, H. R. (2003). Geography of travel and tourism. Delmar Cengage Learning.

5. Qazi, S. A. (2009). Principles of physical geography. APH Publishing.
6. Bryant, R. H. (2013). Physical geography made simple. Elsevier Science.
7. Bunnett, R. B., & Parihar, S. M. (n.d.). [Book title not provided]. Pearson Education India.
8. World Health Organization, United Nations Environment Programme, & World Health Organization. (1991). [Book title not provided]. ISBN 9789241544160.



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CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Cargo Management
Type of Course	SDC
Course Code	CMSTT25121105
Course Level	100-199
Course Summary	<p>This course provides an in-depth understanding of cargo marketing, covering market identification, cargo product marketing, capacity, and rate management, along with cargo potential projection and report preparation. It highlights the roles of key stakeholders like exporters, shippers, agents, airlines, consolidators, and shipping companies, while also addressing relevant government regulations. The cargo sales module focuses on sales techniques, personal and corporate selling, customer service, and the qualities required for effective sales personnel in the cargo industry. The course also explores the shipping industry, including types of ships, cargo types, shipment planning (FCL/LCL), container loading, and key documentation such as Bill of Lading, MBL/HBL, MTD, CY, and CFS. It covers invoicing, information flow, trade lane development, and contract conditions essential for cargo operations. Additionally, students learn about stevedoring, lighterage, port operations, container handling, pilotage, dock labour management, and port security, as well as the hub & spoke model and the sales process in shipping. A practicum requires students to conduct a case study on a cargo handling organization such as a seaport, air cargo terminal, ICD, courier, or e-commerce logistics provider, analyzing operations, documentation, safety, risks, and best practices. This course equips students with the marketing, operational, and regulatory knowledge needed to manage cargo logistics efficiently in the global trade environment.</p>

Semester	2	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand cargo marketing concepts, stakeholder roles, and regulatory requirements in the cargo industry.	U	1,2,6,10
2	Apply sales strategies and customer service techniques to promote cargo products effectively.	A	2,4,5,10
3	Analyse the operations of the shipping industry, including cargo types, container planning, and documentation processes.	An	1,2,3,6,10
4	Evaluate port operations, stevedoring practices, port security, and container handling services.	E	3,4,6,7,10
5	Demonstrate knowledge of shipping line operations, booking, sales flows, and real-time customer service in shipping environments.	U	4,5,9,10
6	Analyze real-world cargo handling operations, identify challenges, and propose effective solutions for efficient cargo management through case study analysis and reporting.	An	1,2,3,4,5,7,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Cargo Marketing		

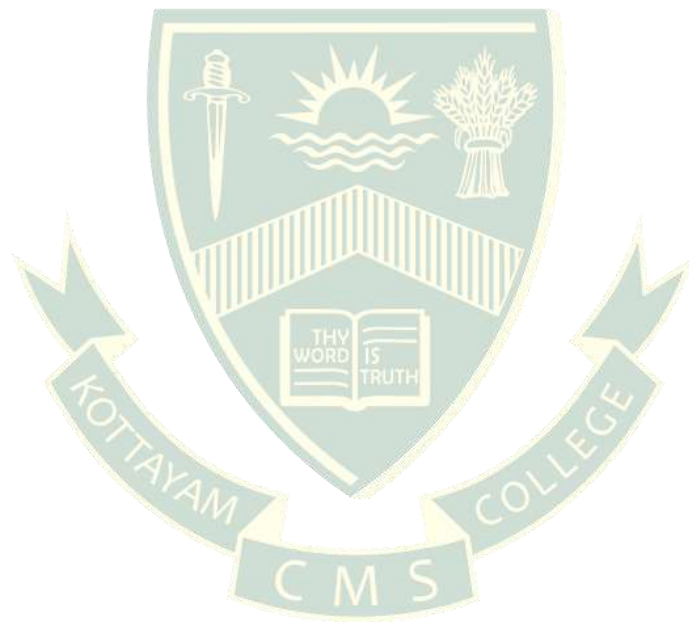
	1.1	Marketing of various cargo products, market identification, capacity and rate management	1	10
	1.2	Report preparation, cargo potential projection	1	
	1.3	Role of exporters, shippers, agents, airlines, consolidators, and shipping companies	1	
	1.4	Government and legal regulations in cargo	1	
2		Cargo Sales		
	2.1	Identification and qualities of sales personnel, sales techniques	2	10
	2.2	Personal selling, corporate selling, customer service	2	
3		Shipping Industry and Business		
	3.1	Types of ships, tonnage, classification	3	10
	3.2	Drafts, load lines, cargo types, trimming, cleansing, unitized cargo	3	
	3.3	Shipment planning, container loading, FCL/LCL, advanced planning	3	
	3.4	Documentation – Bill of Lading, MBL/HBL, MTD, CY, CFS	3	
	3.5	Invoicing, information flow, cross trade	3	
	3.6	Conditions of contract, key account management, trade lane development	3	
4		Stevedoring, Lighterage & Security Services		
	4.1	Port Trusts, seaports, vessel operations, stevedoring, pilotage	4	15
	4.2	Dock labour boards, container handling, port security, lighterage	4	
	4.3	Hub & spoke model, container numbering, shipping lines	4	
	4.4	Sales process flow in shipping, quotations, visiting shipping companies/seaports	5	
Practicum				

	Conduct a case study on a cargo handling organization such as an air cargo terminal, seaport, ICD, courier, or e-commerce logistics through an industry visit or detailed secondary research to understand cargo handling processes, documentation, safety measures, and operational challenges. The study will analyze the types of cargo handled, workflow procedures, risks, challenges, and the solutions or best practices adopted to ensure efficient cargo management.	6	30
5	Teacher Specific Content (This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned) This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Air Cargo Management: Air Freight and the Global Supply Chain, Michael Sales
2. The Air Cargo Forum India Year Book, RUPA Publishers
3. 4th Party Cyber Logistics for Air Cargo, Sung-Chi Chu Lawrence C, Springer US Publishers



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CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Logistics Management					
Type of Course	SDC					
Course Code	CMSTT25121106					
Course Level	100-199					
Course Summary	<p>This course provides a foundational understanding of logistics, including its definition, history, evolution, objectives, elements, activities, and significance in business operations. It covers the principles of logistics management, exploring its evolution, models, processes, and how logistics creates a competitive advantage for modern businesses. The module on logistics strategy highlights the strategic role of logistics, the functions of logistics managers, and various strategic approaches such as lean, agile, and integrated logistics strategies. The course also examines the concept of outsourcing logistics, explaining the shift from 1PL to 5PL, with a focus on the roles and functions of 3PL (Third-Party) and 4PL (Fourth-Party) logistics providers. Overall, the course equips students with a comprehensive understanding of logistics operations, strategies, and outsourcing models, preparing them for roles in the growing logistics and supply chain industry.</p>					
Semester	2	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the basic concepts, evolution, objectives, and significance of logistics.	U	1,2,10
2	Explain the structure, process, and components of logistics management and its contribution to competitive advantage.	U	2,3,10
3	Analyse logistics strategies such as lean, agile, and integrated logistics, and their applications in organizations,	An	1,3,5
4	Evaluate the role of outsourcing logistics activities, including 3PL and 4PL models, and logistics partnerships.	E	3,5,6,10
<p>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</p>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Logistics – Introduction		
	1.1	Definition of logistics – History and evolution of logistics	1	15
	1.2	Objectives, elements, activities and importance of logistics	1	
2		Logistics Management		
	2.1	Definition, evolution and logistics management models	1	15
	2.2	Logistics process, competitive advantage, role of logistics in modern business	2	
3		Logistics Strategy		
	3.1	Strategic role of logistics – definition – functions of logistics managers	3	15
	3.2	Strategy options – lean, agile, integrated strategies	3	

4		Outsourcing Logistics		
	4.1	Reasons for outsourcing logistics	4	15
	4.2	1PL to 5PL – 3PL and 4PL providers – stages – role of service providers	4	
5	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
	Written Test		
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	2 hrs	70	

ESTD:1817

References:

1. David J. Bloomberg, Stephen LeMay & Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003. 27
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4. Donald Waters: Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah: Logistics Management World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.



CMS College Kottayam (Autonomous)

Programme						
Course Name	Eco Tourism					
Type of Course	MDC					
Course Code	CMSTT25124102					
Course Level	100-199					
Course Summary	<p>This course introduces the concept, definition, components, and principles of ecotourism, highlighting the roles of eco-tourists, key resources, and major global conventions and declarations like the Quebec Declaration, Oslo Convention, and Kyoto Protocol related to sustainable tourism. It explores various ecotourism products such as adventure tourism, nature tourism, wildlife tourism, and cultural tourism, along with important destinations like national parks, wildlife sanctuaries, and community-based sites. Students learn about planning, developing, marketing, and promoting ecotourism products, with a special focus on successful destinations in Kerala. The course covers ecotourism policy and planning, emphasizing sustainable practices, responsible tourism, carrying capacity, and addressing trends, issues, and challenges in ecotourism. It also highlights the roles of organizations like UNWTO, UNDP, WWF, and the Department of Forest & Environment in promoting ecotourism. A practicum involves visiting an eco-tourism site in Kerala to analyze sustainable practices, tourism activities, and community benefits, culminating in a report and presentation on how ecotourism supports environmental conservation and local development. This course prepares students to contribute to sustainable tourism through effective ecotourism management and planning.</p>					
Semester	2	Credits			3	
Course Details	Learning	Lecture	Practicum	OJT	Others	Total Hours

	Approach	2	1	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to:		
1	Explain the fundamentals of ecotourism	U	1, 3
2	Explain the planning, marketing, and promotion of ecotourism products, exploring diverse destinations, including national parks and cultural heritage sites for sustainable and successful outcomes.	U	2, 4, 9
3	Illustrate major Eco Tourism destinations in Kerala.	A	1, 4
4	Identify the role of global agencies in eco-tourism development.	U	1, 9
5	Undertake a field visit to an eco-tourism destination in Kerala, examine its tourism-related activities, and deliver a structured presentation of the observations and insights gathered.	C	1,2,3,4,5,6
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

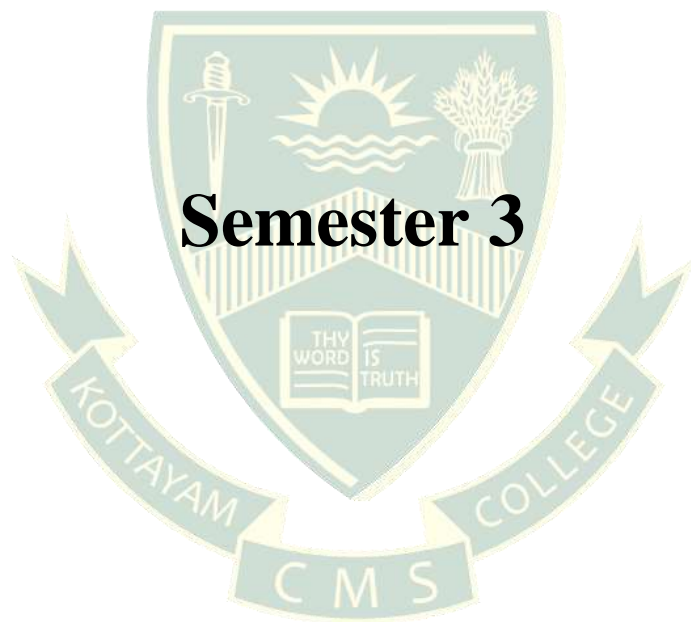
Module	Units	Course Description	CO No:	Hours
1		Introduction		10
	1.1	Concept of Ecotourism	1	
	1.2	Definition of Eco tourism	1	
	1.3	Components of Eco tourism	1	
	1.4	Ecotourism principles; Resources of eco-tourism; Eco-tourists- Types of Eco-tourists	1	

	1.5	Eco-Tourism Conventions & Declarations; Eco-tourism Summit, Quebec Declaration, Oslo Convention; Kyoto Protocol	1	
2		Eco- Tourism Products and Resources		
	2.1	Ecotourism Products – Adventure tourism, Nature tourism, Cultural tourism, Wildlife tourism	2	10
	2.2	Eco-tourism destinations – National parks, Wildlife sanctuaries, Cultural heritage sites, Community-based tourism	2	
	2.3	Planning and developing, ecotourism products & destinations	2	
	2.4	Marketing & promotion of Ecotourism	2	
	2.5	Successful eco-tourism destinations in Kerala	3	
3		Eco Tourism Policy and Planning		
	3.1	Alternative & responsible tourism	4	10
	3.2	Sustainable Eco tourism	4	
	3.3	Eco Tourism Policy & planning	4	
	3.4	Carrying capacity for eco-tourism	4	
	3.5	Ecotourism trends, issues & Challenges	4	
	3.6	Role of National & International agencies in ecotourism – UNWTO, UNDP, WWF, Dept. of Forest & Environment.	4	
Practicum				
		Visit an eco-tourism destination in Kerala to study the tourism activities, sustainable practices, and the impact of eco-tourism on local development. Prepare a study report and present your findings on how eco-tourism contributes to environmental conservation and community development.	5	30
4		Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	15
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1 hr	35	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Fennell, D. A., Weaver, D. B., & A, D. A. (2003). Ecotourism Policy and Planning.
2. Wallingford, Oxon, UK ; Cambridge, MA, USA: CABI Pub.
3. George, J. (2011). Ecotourism in Kerala's Tourism Destinations: Some Emerging Issues:
4. Economics of Eco Tourism. Saarbrücken: LAP Lambert Academic Publishing.
5. Rajani, P. (2023). A Study on Ecotourism in Kerala. Independent Author. Retrieved March 4, 2023.
6. Vinodan, A., & Manalel, J. (2019). Ecotourism and Community Intervention: Emerging Research and Opportunities. IGI Global.



Semester 3

ESTD:1817

Semester 3

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25131207	Hospitality Management	SDC	4	5	3	2	0
CMSTT25131208	Air Cargo Management	SDC	4	5	3	2	0
CMSTT25131209	Principles of Tour Guiding	SDC	4	4	4	0	0
CMSTT25134203	Art and Cultural Heritage of Kerala	MDC	3	3	3	0	0
CMSTT25130203	On-the-Job Training	SDC	2	5	0	0	5



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Hospitality Management
Type of Course	SDC
Course Code	CMSTT25131207
Course Level	200-299
Course Summary	<p>This course offers a comprehensive overview of the hospitality industry, covering its definition, history, evolution, features, and key segments. It introduces various types of accommodation, including conventional, supplementary, customized, commercial, and non-commercial establishments, along with the organizational structure and classification of hotels. The module on Front Office Operations focuses on the structure, functions, check-in/check-out procedures, reservations process, and the roles and responsibilities of front office staff like the front office manager, lobby manager, receptionist, and bell captain. Students gain insights into Housekeeping Operations, including the organization of the department, cleaning procedures, linen management, laundry operations, and the use of cleaning agents and equipment. The course also covers other key hotel departments such as Food & Beverage (F&B)—its sections, services, menu planning, and event spaces like ballrooms and buffets. It further explores the roles of Finance & Accounts, Sales & Marketing, Revenue and Yield Management, Human Resources, and Administration, emphasizing their contribution to efficient hotel operations. A practicum involves preparing a report on hotel departments and engaging in role plays to simulate real-world job roles, enhancing practical understanding of hotel operations and interdepartmental coordination. This course prepares students for careers in the hospitality sector by providing both theoretical knowledge and practical exposure to hotel management.</p>

Semester	3	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to:		
1	Define the concept, history and structure of a hotel.	U	1
2	Illustrate the role and functions of front office in a hotel.	A	1, 4
3	Explain the role and functions of housekeeping department.	A	1, 3
4	Summarize the role of food and beverage department, Accounts Department, Sales & Marketing Department and Personnel Department and develop a practicum knowledge	An	1, 3, 4
5	Identify various departments in a hotel, describe their functions, and demonstrate job roles through report writing and role play exercises.	C	1,2,3,4,5,6
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Evolution of Hospitality Services		10
	1.1	Definition, History and evolution of hospitality industry, segments in hospitality industry, Features of hospitality services	1	
	1.2	Types of Accommodation: Conventional, Supplementary and Customized Accommodation,	1	

		Non-Commercial & Commercial Establishments		
	1.3	Organizational structure of a hotel, Classification and categorization of hotel	1	
2		Front Office Operations		
	2.1	Organizational structure and functions of front office	2	10
	2.2	Check in and check out procedure	2	
	2.3	Duties, responsibilities and qualities of a front office manager, lobby manager, receptionist, bell captain	2	
	2.4	Types and process of reservations, Hotel and guest handling relationship	2	
3		Housekeeping Operations		
	3.1	Classification and Organization	3	10
	3.2	Responsibilities of housekeeping executive, staff	3	
	3.3	Housekeeping control desk, cleaning agents and equipment	3	
	3.4	Bed making, linen management and laundry operations	3	
4		Other Functional Departments Of A Hotel		
	4.1	F & B department: Various sections, functions and importance	4	15
	4.2	Menu planning, types of service, types of restaurants and catering units, ball rooms, buffet	4	
	4.3	Finance & Accounts Department, Administration	4	
	4.4	Sales & Marketing, Revenue Management, Yield Management	4	
	4.5	Human Resource Management, Training & Development	4	
Practicum				
		Prepare a report on the key departments of a hotel or resort, detailing their functions and responsibilities. Perform a	5	30

	role play simulating the job roles and duties of staff in each department to understand real-world hotel operations.		
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions, Role play		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	Practicum	Subject Proficiency	15
		Roleplay	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Negi, J. (2014). Professional Hotel Management. S Chand and Company Pvt Ltd.
2. Gray, C., & Ligouri, L. (2002). Hotel and Motel Management Operations. PHI, New Delhi.
3. Hayes, D. K., Niemeier, J. D., & Miller, A. A. (2016). Hotel Operations Management. Pearson Publications.
4. Bose, I. (2023). Fundamentals of Hotel Front Office. Sankalp Publications.



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Air Cargo Management
Type of Course	SDC
Course Code	CMSTT25131208
Course Level	200-299
Course Summary	<p>This course provides a comprehensive understanding of air cargo operations, covering its types, global and Indian context, and contribution to the economy, cargo rates, consolidation, and airline logistics. It explores aircraft types, layouts, international routes, hub-and-spoke models, and the role of IATA cargo agents, including their duties, recognition, and payment procedures. Students learn about airline marketing, customer service, logistics standardization, sales, marketing strategies, SWOT analysis, consignee-controlled cargo, and future trends in air cargo management. The module on Unit Load Device Management highlights types of ULDs, their handling, and significance, along with an overview of the airline industry, regulatory bodies, navigation systems, airport operations, civil aviation security, and ICAO standards.</p> <p>The course also covers the handling of various cargo types at airports, including perishables, dangerous goods, live animals, human remains, and valuable cargo. It delves into air freight forwarding, consolidation, COD shipments, POD, contract conditions, and inventory management using modern technologies. The final module addresses export, import, transit, and bonded cargo, focusing on documentation, air cargo booking procedures, automation, shipment planning, TACT rates, and customs clearance. A practicum involves visiting an airport cargo terminal to study cargo handling, safety procedures, and operational workflows, followed by a report and presentation. This course prepares students for careers in</p>

	air cargo and logistics by providing practical skills and industry-relevant knowledge.					
Semester	3	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the concepts of air cargo, aircraft layout, types of cargo, airline marketing, and IATA roles.	U	1,2,10
2	Explain ULD management, civil aviation safety, airside and landside operations, and airport regulations.	U	2,3,6,10
3	Apply procedures for handling general, special, and dangerous cargo at airports using appropriate documentation and technologies	A	3,4,6,10
4	Evaluate air cargo booking, shipment planning, customs clearance, and automation systems for efficient export-import operations.	E	2,4,5,6,10
5	Demonstrate awareness of regulatory compliance and standardization in cargo movement and contribute to secure air cargo practices.	U	1,6,8,9,10
6	Analyze air cargo handling operations, secure cargo practices, and cargo movement processes through field observation, reporting, and presentation.	An	1,2,3,4,5,7,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Air cargo Management – Introduction		
	1.1	Introduction to Air Cargo, Types of Cargo, World scene and Indian context. Contribution to Indian economy.	1	15
	1.2	Cargo Rates – Different types of Cargo rates – Concept of Consolidation.	1	
	1.3	Aircraft Layout – Different types of Aircrafts – Aircraft Manufacturers – International Air Routes. Consortium – Hub and Spoke – Process Flow.	1	
	1.4	Concept of IATA cargo agent – Formation – IATA Recognition–Agents Duties & Responsibilities – Payment Procedures.	1	
	1.5	Airline Marketing and Customer Service Standardization in Logistics–Air Freight Exports and Imports – Sales and Marketing–Environment – Marketing Research	1	
	1.6	Strategies and Planning – Audits – Segmentation – SWOT–Marketing Management Control – Consignee Controlled Cargo –Sales Leads – Routing Instructions – Customer Service – Future trends.	1	
2		ULD Management		
	2.1	ULD Management – Different types of ULD’s – Handling ULD’s –Its importance.	2	10
	2.2	Introduction to Airline Industry – History – Regulatory Bodies –Navigation systems – Air Transport system – Functions – Customers– Standardization – Management.	2	
	2.3	Airside – Terminal Area – Landside Operations – Civil Aviation –Safety and Security – Aircraft operator’s security program – Security V/s Facilitation.	2	
	2.4	ICAO security manual – Training and awareness –	3	

		Rescue and Firefighting – Issues and challenges – Industry Regulations – Future of the Industry		
3		Handling of Cargo in Airport		
	3.1	Handling of Cargo in Airport – The cargo handling organisations in Airport – Cargo Handling – Handling of equipment's at Airport loading and unloading – Special Cargo Handling – Perishables – Dangerous goods – Carriage of Live animals.	2	10
	3.2	Valuable cargo – Human remains – Restricted articles on board. Air Freight Forwarding – Air Freight Exports and Imports – Special Cargoes – Consolidation – Communication Handling COD shipments.	5	
	3.3	POD – Conditions of Contract – Dangerous (DGR) or Hazardous goods – Control Movement in and out items -Usage of online Booking Facilities.	3	
	3.4	Inventory Management – Synchronising supply with Demand – Its importance – How do we manage this – Demand Creations – Usage of latest Technologies.	5	
4		Export, import and transit and bonded cargo		
	4.1	Export, import and transit and bonded cargo. AWB-Airway bill,SLI-Shipper's letter of Instructions, use of air cargo guides.	4	10
	4.2	Air cargo booking procedures, Cargo automation. Advices-Booking -SLI – Labeling -Volume/Weight Ratio	4	
	4.3	Shipment Planning – TACT – Air Cargo Rates and Charges –Cargo Operations – Customs Clearance.	4	
Practicum				
		Visit an airport cargo terminal to observe and understand cargo handling operations, secure air cargo procedures, and the movement of goods within the terminal. Prepare a detailed report and deliver a presentation on the processes, safety measures, and operational practices involved in air cargo management.	5	30

5	<p>Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>
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Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Air Cargo Management: Air Freight and the Global Supply Chain, Michael Sales
2. The Air Cargo Forum India Year Book, RUPA Publishers
3. 4th Party Cyber Logistics for Air Cargo, Sung-Chi Chu Lawrence C, Springer US Publishers



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Principles of Tour Guiding					
Type of Course	SDC					
Course Code	CMSTT25131209					
Course Level	200-299					
Course Summary	<p>This course offers a comprehensive introduction to tour guiding, covering the meaning, classification, and roles of a tour guide, along with the qualities of an ideal guide and how to establish and manage a guiding business. Students develop essential guiding techniques, including leadership, social skills, public speaking, cartographic skills, and effective use of audio-visual tools. The course emphasizes the importance of the guide's personality, exploring concepts like the service cycle, moments of truth, and common pitfalls ("seven sins"). It also prepares students to work with different age groups and handle challenging situations, while focusing on the guide's role as an interpreter of history, culture, nature, and art. The conducting tours module covers pre-tour planning, transportation modes, types of tours, and how to cater to travellers with special needs, including guidelines for working with disabled tourists. It also addresses how to manage emergencies such as accidents, theft, legal issues, loss of documents, and first aid. By the end of the course, students will be equipped with the skills, knowledge, and professionalism required to deliver engaging, safe, and informative guided tours.</p>					
Semester	3	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60

Pre-requisites, if any	
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COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Define and classify tour guides, and explain their roles, responsibilities, and the fundamentals of managing a guiding business	U	1,2,3,10
2	Demonstrate effective guiding techniques, including leadership, communication, and social skills for diverse tourist groups.	A	1,4,5,7,9
3	Analyze the essential personality traits, professional behavior, and interpretive skills required of a successful tour guide.	An	1,4,6,7,8
4	Apply planning and operational skills to conduct tours, addressing the needs of various traveller types, including those with special needs.	A	2,5,6,7
5	Handle emergencies and collaborate with stakeholders such as fellow guides, transport operators, and service providers to ensure smooth tour operations.	E	2,5,6,9
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Tour Guiding		
	1.1	The Tour Guide- Meaning and classification.	1	

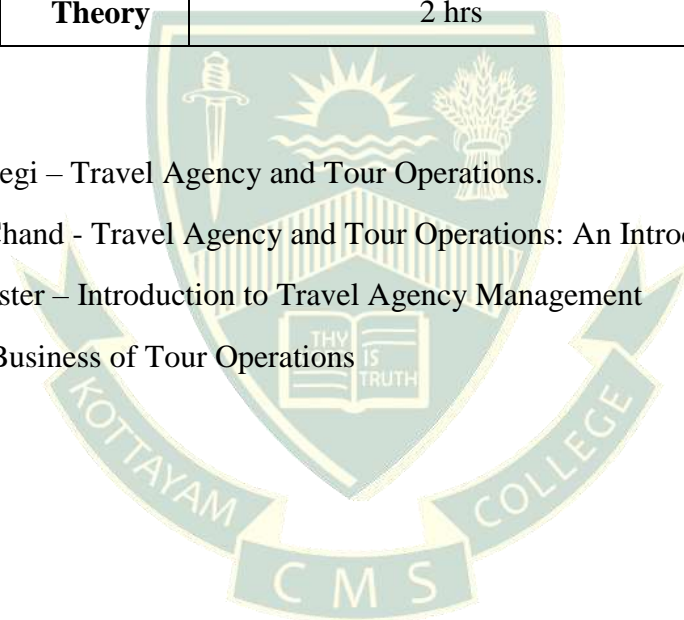
	1.2	Qualities of an ideal tour guide, various role of tour guide, the business of guiding, organizing a guiding business.	1	15
2		The Guiding Techniques		
	2.1	Leadership and Social skills	2	15
	2.2	Presentation and Speaking skills	2	
	2.3	Cartographic Skills	2	
	2.4	Audio-Visual Skills	2	
3		The Guide's Personality		
	3.1	The guide's personality, moments of truth, the seven sins of guide, the service cycle.	3	15
	3.2	Working with different age groups, working under difficult circumstances.	2	
	3.3	The role of guide and interpreter: Interpreting different themes- nature, history, art, architecture and incidental interpretations	3	
4		Conducting tours		
	4.1	Conducting tours: Pre tour planning, modes of transportation, types of tours, traveller with special needs	4	15
	4.2	Guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.	5	
	4.3	Dealing with Emergencies: Accidents, Law and order, Theft, Loss of documents, First Aid	5	
5		Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)
	Lecture, Tutorial, Presentations, In class discussions, Role play

Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
		Viva	
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	2 hrs	70	

References:

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations



ESTD:1817



CMS College Kottayam (Autonomous)

Programme	
Course Name	Art and Cultural Heritage of Kerala
Type of Course	MDC
Course Code	CMSTT25134203
Course Level	200-299
Course Summary	<p>This course provides a comprehensive understanding of Kerala's rich art, culture, and heritage, beginning with an introduction to its folk arts such as Pulikali, Kummattikali, and Oppana, and its unique traditional architecture including Nalukettu, Ettukettu, and temple designs. It explores ritualistic performances like Theyyam, Thira, and Padayani, and devotional art forms like Mappilappattu and Margamkali, alongside Kerala's vibrant folk songs (Nadanpattu). Students delve into classical performance arts such as Kathakali, Koodiyattam, Koothu, and Ottanthullal, and Kerala's cave paintings and mural traditions. The course highlights the significance of major festivals like Onam, Vishu, and Thiruvathira, and examines Kerala's indigenous knowledge systems, including Ayurveda and Kalaripayattu (martial arts and healing practices).</p> <p>A focus on cultural geography introduces Kerala's monuments, forts, palaces, temples, and museums, as well as architectural styles influenced by Dravidian, European, and traditional Thachushastra principles. The course further covers Kerala's natural and cultural tourism resources, exploring how its backwaters, hill stations, wildlife, festivals, Ayurveda, arts, and crafts attract tourists. Students also study the significance of major tourist destinations like Kochi, Wayanad, Thekkady, Kumarakom, Guruvayur, and Sabarimala, analyzing their cultural, historical, and ecological importance. This course equips learners with deep insights into</p>

	Kerala's art, culture, traditions, and their relevance in tourism promotion and heritage conservation.					
Semester	3	Credits			3	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	0	0	0	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Describe and distinguish the major folk arts, ritualistic worship performances, devotional arts, and folk songs of Kerala, explaining their cultural, religious, and social significance.	I	1,4,6,7
2	Identify and interpret the classical performance traditions, prehistoric cave art, mural painting styles, and major festivals of Kerala, highlighting their aesthetic features and symbolic meanings.	Ap	1,3,7,10
3	Examine the indigenous knowledge systems and traditional medical practices of Kerala, especially Ayurveda and Kalari Chikitsa, in relation to the region's philosophical and cultural heritage.	I	2,3,6,10
4	Analyze Kerala's architectural heritage, including traditional houses, monuments, and museum collections, in light of indigenous and colonial influences and principles like Thachushastra.	An	1,3,6,7
5	Evaluate the natural and cultural tourism resources and key destinations in Kerala, identifying their historical, ecological, and socio-cultural relevance in promoting sustainable tourism.	A	1,2,5,6,7
<p>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</p>			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Art and Culture in Kerala	1	
	1.1	Folk Arts and Traditional Architecture: Introduction to Kerala's folk arts: Pulikali, Kummattikali, Oppana. Traditional architecture: Nalukettu, Pathinarukettu, Ettukettu, and temple architecture	1	15
	1.2	Diverse Forms of Worship: Ritualistic worship-based performances: Theyyam, Thira, Padayani, Mudiyetu, Religious and cultural significance	1	
	1.3	Ritualistic and Devotional Arts: Mappilappattu, Margamkali.	1	
	1.4	Folk Songs of Kerala: Nadanpattu- Themes, lyrical forms, performance contexts, social relevance	1	
2		Classical Arts, Literature and Knowledge Systems	2	
	2.1	Classical Performance Traditions: Kathakali, Koodiyattam, Koothu and Ottanthullal-Origins, features, performance styles	2	15
	2.2	Cave Paintings and Murals: Prehistoric cave art (Edakkal Caves), Temple mural painting traditions- Techniques, themes, and symbolism	2	
	2.3	Major Festivals of Cultural Significance: Onam, Vishu, Thiruvathira, Niraputhari- Rituals, seasonal cycles, socio-cultural importance	2	
	2.4	Indigenous Knowledge Systems: Ayurveda and local healing traditions, Philosophical and cultural foundations of medicine in Kerala	3	
	2.5	Kalari System: Kalaripayattu: History, martial techniques, healing practices (Kalari Chikitsa)	3	
3		Cultural Geography and Tourism in Kerala	4	

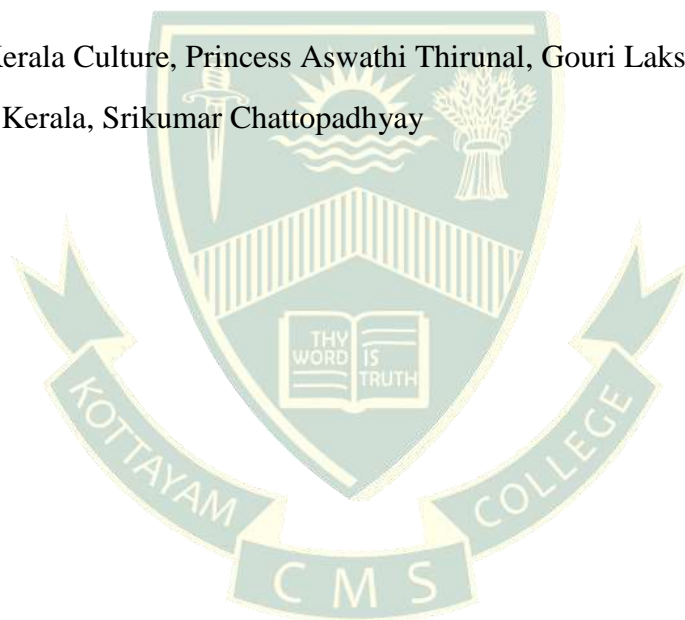
	3.1	<p>Cultural Geography of Kerala:</p> <p>Historical and cultural monuments: Padmanabhapuram Palace, Bekal Fort, Mattancherry Palace, Thrissur Vadakkunnathan Temple.</p> <p>Architectural styles: Dravidian temple architecture, Indo-European influences, Thachushastra principles.</p> <p>Museums and galleries: Napier Museum, Kerala Folklore Museum, Hill Palace Museum, Kerala Lalithakala Akademi Art Gallery.</p>	4	15
	3.2	<p>Tourism Resources of Kerala:</p> <p>Natural Tourism Resources: Backwaters (Alleppey, Kumarakom), beaches (Kovalam, Varkala), hill stations (Munnar, Wayanad), forests and wildlife sanctuaries (Periyar, Silent Valley).</p> <p>Cultural Tourism Resources: Temple festivals (Thrissur Pooram), classical dance, Ayurveda and wellness tourism, handicrafts, culinary traditions</p>	5	
	3.3	<p>Major Tourist Destinations and Their Significance:</p> <p>Overview of key destinations and their cultural, historical, or ecological value-Kochi (heritage and port city), Thekkady (wildlife and ecotourism), Wayanad (tribal and ecological tourism), Guruvayur, Sabarimala (religious tourism), Kumarakom (bird sanctuary and luxury tourism)</p>	5	
4	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)	
	Lecture, Tutorial, Presentations, In class discussions.	
Assessment Types	MODE OF ASSESSMENT	
	A	Continuous Comprehensive Assessment (CCA)

	Theory	Components	Marks
		Assignment/Seminar	25
Quiz/Viva voce			
Written Test			
	B	End Semester Examination (ESE)	
		Duration	Marks
	Theory	1.5 hrs	50

References:

1. Glimpses of Kerala Culture, Princess Aswathi Thirunal, Gouri Lakshmi Bayi
2. Geography of Kerala, Srikumar Chattopadhyay



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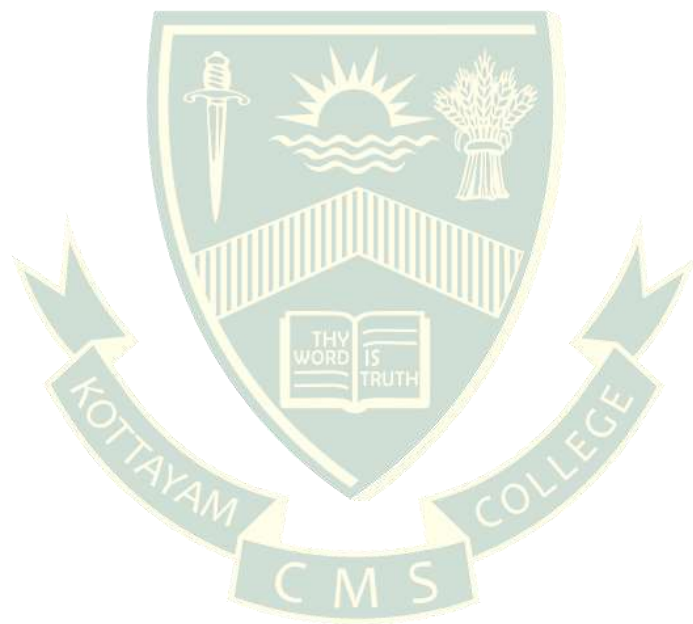


Semester 4

ESTD:1817

Semester 4

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25141210	MICE Tourism	SDC	4	5	3	2	0
CMSTT25141211	Warehouse Management	SDC	4	5	3	2	0
CMSTT25141212	Inventory Management	SDC	4	4	4	0	0
CMSTT25145201	Professional Competence and Life Skills for Tourism and Logistics	SEC	3	3	3	0	0
CMSTT25149201	Management Concepts for Tourism and Logistics	VAC	3	3	3	0	0
CMSTT25140204	Summer Internship	INT	2	-	-	-	2



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CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	MICE Tourism
Type of Course	SDC
Course Code	CMSTT25141210
Course Level	200-299
Course Summary	<p>This course introduces the concept of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism, exploring its features, importance, components, and its role within business tourism. It explains the types of meetings and conferences, their structures, and purposes. Students learn about the significant role of events in promoting tourism, studying various event types such as festivals, religious events, business events, and understanding the key factors for successful event management. The course covers the management of conventions and exhibitions, including their definitions, types, purposes, and the benefits they offer to businesses and destinations. It also explains facilities required for conventions and exhibitions and the dynamics of trade shows.</p> <p>A key focus is placed on budgeting for conferences and exhibitions, including how to estimate fixed and variable costs, manage cash flow, seek sponsorship, and handle subsidies. Students also learn about budgeting components such as registration, seating, documentation, press relations, teleconferencing, graphics, and marketing techniques. A practicum requires students to plan and execute an event within their institution, covering all aspects of budgeting, logistics, and resource management, followed by a report detailing the planning, execution, challenges, and outcomes. This course prepares students with practical skills and knowledge in managing MICE events, contributing to the growing field of business tourism and event management.</p>

Semester	4	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Explain the concept, components, and significance of MICE tourism, including the structure and types of meetings and conferences	U	1,3
2	Identify and classify different types of events and assess their role in promoting tourism using real-life examples.	An	1,3
3	Describe the operational and managerial aspects of organizing conventions and exhibitions, including their benefits and logistics.	A	1,3
4	Demonstrate the ability to prepare and manage event budgets, including estimating costs, sponsorship planning, and use of technical tools in event planning.	A	1,2,5
5	Plan and execute a departmental/institutional event with budgeting and reporting, demonstrating leadership, collaboration, and communication skills.	C	1,3,4,9
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Concept of MICE		
	1.1	Introduction of Business Tourism and MICE	1	

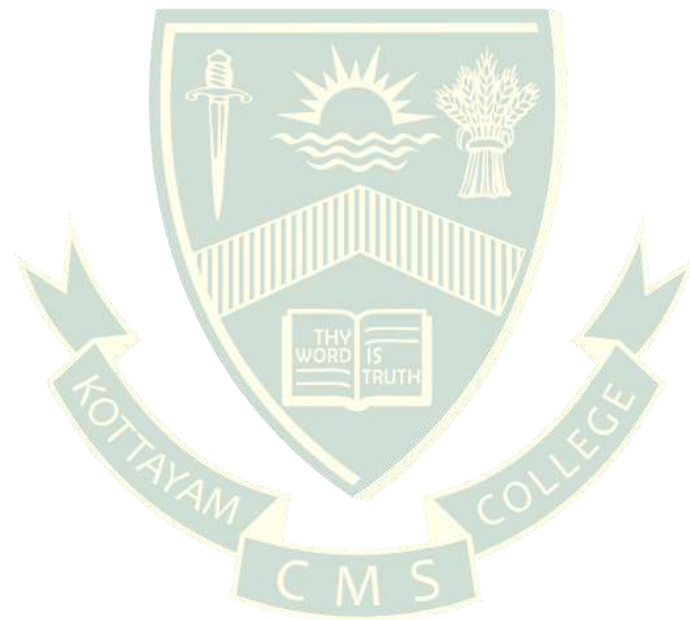
		Tourism – Features		15
	1.2	Importance of MICE Tourism	1	
	1.3	Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions.	1	
	1.4	Definition of conference and the components of the conference.	1	
	1.5	Types of conference – nature of conference – types of meeting	1	
2		Events		10
	2.1	Role of events for the promotion of tourism- Refer Suitable example for case study.	2	
	2.2	Types of events - Festivals, religious, business etc.	2	
	2.3	Need of events - key factors for best event and major functions Events	2	
3		Management of Conventions and Exhibitions at Site		10
	3.1	Meaning and definition of exhibitions, purpose- Types of exhibitions, Trade shows	3	
	3.2	Meaning and definition of Convention – Convention /Exhibition facilities	3	
	3.3	Benefits of Exhibitions and Conventions	3	
4		Budgeting a Conference or Exhibition		10
	4.1	Meaning of budget - use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies.	4	
	4.2	Components of budgeting - Registration, Seating Arrangements. Documentation, interpreting press relation	4	

	4.3	Components of budgeting - Computer Graphics, Teleconferencing, Recording and Publishing Proceedings –marketing techniques.	4	
Practicum				
		Prepare a comprehensive event plan including budgeting, logistics, and resource management, and successfully organize an event within your department or institution. Submit a detailed report outlining the planning process, execution, challenges faced, and outcomes of the event.	5	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions, Activity		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business.
2. Educational institute of AH &MA.
3. Event Management, Purnima Kumari, Anmol Publishers
4. Event Management for Tourism, Der Wagen, Pearson
5. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH &M



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CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Warehouse Management					
Type of Course	SDC					
Course Code	CMSTT25141211					
Course Level	200-299					
Course Summary	<p>This course provides a comprehensive introduction to warehousing, covering its concepts, operations, decision-making processes, and the need for warehousing in supply chains. It discusses various types of warehouses, key facilities, and characteristics of an ideal warehouse, along with the challenges affecting warehousing. The course delves into inventory management, focusing on its role in the supply chain and competitive strategy, the functions and types of inventory, and the costs and reasons for holding inventory. Students learn about Warehouse Management Systems, their importance, location and sequencing logic, demand systems, and distribution resource planning, addressing uncertainties in material management. The module on ABC Inventory Control covers inventory classification, multi-echelon inventory management (MEIO), distribution approaches, and the use of automated storage and retrieval systems, barcoding, and RFID technology for efficient inventory control. A practicum involves visiting a warehouse to observe operations, technological applications, and efficiency practices, followed by a detailed report and presentation. This course equips students with essential skills in warehouse operations, inventory management, and technology-driven logistics solutions, preparing them for roles in supply chain and logistics management.</p>					
Semester	4	Credits			4	
Course Details	Learning	Lecture	Practicum	OJT	Others	Total Hours

	Approach	3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamental concepts, types, and operational needs of warehousing.	U	1,2,10
2	Explain inventory functions, classifications, and its role in supply chain and competitive strategy.	U	2,3,10
3	Apply warehouse management systems (WMS) and concepts such as demand systems and resource planning.	A	2,4,10
4	Analyse inventory systems and multi-echelon networks, including the application of ABC control methods.	A	1,3,6,10
5	Evaluate the use of modern technologies like barcoding and RFID in automating warehouse and inventory operations.	C	2,4,5,6,10
<p><i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i></p>			

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COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Warehousing		
	1.1	Concepts – Decision making – Operations – Need for warehousing	1	10
	1.2	Issues affecting warehousing, Various warehousing facilities, Different types of ware houses	1	
	1.3	Characteristics of ideal warehouses	1	
2		Introduction to Inventory Management		10

	2.1	Role in supply chain – Role in competitive strategy.	2	
	2.2	Role of inventory – Functions of inventory	2	
	2.3	Types of inventory – WIP inventory – Finished goods inventory -Cost of inventories - Need to hold inventory	2	
3		Warehouse Management Systems		
	3.1	Warehouse Management Systems: Introduction – The necessity of WMS	2	10
	3.2	Logics of determining locations and sequences – Independent demand systems	5	
	3.3	Uncertainties in material management systems	3	
	3.4	Dependent demand systems – Distribution resource planning	3	
4		ABC Inventory Control:		
	4.1	Managing inventories by ABC Multi – echelon inventory systems (MEIO)	4	15
	4.2	Managing inventory in multi echelon networks, Managing inventory in single echelon networks	4	
	4.3	Various approaches – Distribution approaches – The true multi echelon approach	4	
	4.4	Automated storage and retrieval systems Bar coding technology and applications RFID technology.	4	
Practicum				
		Visit a warehouse to understand its operations, daily activities, and the use of modern technologies and automation in warehouse management. Prepare a study report and deliver a presentation highlighting the processes, technological applications, and efficiency practices observed.	5	30
5		Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i>		

	This content will be evaluated internally
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Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Martin Christopher. Logistics and Supply Chain Management. Pearson
2. Raghuram G. Logistics and Supply Chain Management. Mac Millan



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Inventory Management					
Type of Course	SDC					
Course Code	CMSTT25141212					
Course Level	200-299					
Course Summary	<p>This course provides a comprehensive overview of inventory management and control, focusing on the types of inventory, costs associated with inventory, and the organizational setup required for effective inventory management. It covers selective inventory control techniques, including Economic Order Quantity (EOQ), safety stocks, inventory management systems, and introduces forecasting techniques, material requirement planning (MRP), and ratio analysis related to inventory and profit margins. The module on Manufacturing Resource Planning (MRP-II) emphasizes concepts like Just-In-Time (JIT), management of work-in-process inventories, and the make-or-buy decision process, including factors influencing outsourcing decisions in the context of core competencies. Additionally, the course explores the purpose of inventory, covering types of goods, finished goods inventories, types of stocks, and methods for tracking inventory through documentation and control systems. By combining theoretical knowledge with practical tools, this course equips students with essential skills to effectively manage inventory processes, optimize stock levels, reduce costs, and support efficient supply chain operations.</p>					
Semester	4	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if						

any	
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COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand core concepts of inventory control, types, costs, organizational structure, and decision-making models.	U	1,2,10
2	Apply selective inventory control techniques like EOQ, safety stock, forecasting, and ratio analysis in inventory planning.	A	2,3,10
3	Evaluate manufacturing planning tools like MRP-II and Just-in-Time (JIT), and assess outsourcing decisions in inventory management..	E	1,3,5,10
4	Understand types of goods and finished goods inventories, and manage stock levels and document flow effectively.	U	4,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT Content for Classroom transaction (Units)

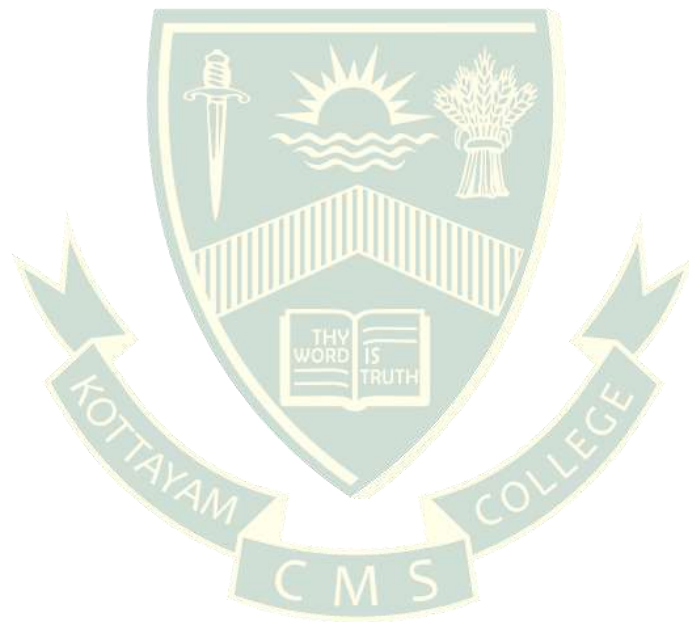
Module	Units	Course Description	CO No:	Hours
1		Inventory		12
	1.1	Inventory Management – Inventory Control	1	
	1.2	Inventory Management – Inventory Control	1	
	1.3	Costs Associated with Inventory	1	
	1.4	Organizational set up for Inventory Management.	1	
2		Selective Inventory Control		18
	2.1	Economic Order Quantity – Safety Stocks	2	
	2.2	Inventory Management Systems	2	
	2.3	Forecasting Techniques – Material Requirement	2	

		Planning and Execution		
	2.4	Ratio Analysis on Inventory – Profit Margin.	2	
3		Manufacturing Planning (MRP-II)		
	3.1	Just in Time (JIT) – Work in Process Inventories	3	15
	3.2	Make or Buy Decisions – Concept of Outsourcing	3	
	3.3	Factors Influencing Make or But Decisions – Trends in Make or Buy Decisions in context of core competency	3	
4		Purpose of Inventory		
	4.1	Goods – Types of Goods	4	15
	4.2	Finished Goods Inventories	4	
	4.3	General Management of Inventory	4	
	4.4	Stocks- Types of Stocks – Tracking the Paper Life	4	
5	<p style="text-align: center;">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
	Written Test		
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	2 hrs	70	

References:

1. Bose & D Chandra. Inventory Management. 1st edition
2. Sridhara Bhat. Inventory Management. 2nd Edition.



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CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Professional Competence and Life Skills for Tourism and Logistics					
Type of Course	SEC					
Course Code	CMSTT25145201					
Course Level	200-299					
Course Summary	<p>This course aims to equip students with essential life skills and enhance their personal and professional development. It focuses on personality traits, goal setting, emotional intelligence, communication, and leadership. Students will learn to manage their time, attitude, and self-image while building strong interpersonal and teamwork skills. The course also prepares students for employment through resume writing, interview techniques, and workplace etiquette. Through practical activities and reflective learning, students will develop the confidence, awareness, and abilities necessary to thrive in diverse academic and career settings.</p>					
Semester	4	Credits			3	
Course Details	Learning Approach	Lecture	Practical	OJT	Others	Total Hours
		3	0	0	0	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the significance of etiquette, goal setting, attitude, and time management in shaping personality.	U	1,2,10

2	Apply interpersonal, leadership, and teamwork skills in real-life and simulated professional contexts..	A	3,5,10
3	Analyse emotional intelligence, multiple intelligence, and social consciousness to strengthen personal insight.	An	1,6,7,10
4	Create professional tools like resumes and participate effectively in group discussions and interviews.	C	2,4,5,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Life Skills and Personality Development		
	1.1	Etiquette in Customer Service and Operations, Goal Settings (SMART Goals)	1	15
	1.2	Interpersonal Skills for Client Handling and Team Coordination, Team work and Collaboration in Travel, Hospitality, and Logistics	1	
	1.3	Positive Attitude, Image Management	1	
	1.4	Leadership Skills for Service Operations, Public Speaking	1	
2		Soft Skills		
	2.1	Soft Skills for Service Excellence and Operational Efficiency	2	15
	2.2	Attitude, Time Management	2	
	2.3	Emotional Intelligence for Customer Relations and Crisis Management, Multiple Intelligence	2	
	2.4	Social Consciousness	2	
3		Employability Skills		
	3.1	Employability Skills	3	15
	3.2	4 p's (Plan- Prepare- Practice- Present)	3	
	3.3	Preparing for Employment in Tourism, Hospitality, and Logistics (Resume-GD, Interview)	4	

	3.4	Workplace Etiquette in Customer Service, Transport Hubs, Hotels, and Logistics Companies	3	
4	Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	1.5 hrs	50	

Textbook for Reference:

1. Business Communications, KK Sinha , Galgotia Publications, New Delhi
2. Business Correspondence & Report Writing , RC Sharma & Krishnan Mohan, Tata McGraw Hill Publications , New Delhi
3. Soft Skills and Employability Skills , Sabina Pillai and Agna Fernandez , Cambridge Press
4. Life Skills and Personality Development , Cambridge University Press



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Management Concepts for Tourism and Logistics					
Type of Course	VAC					
Course Code	CMSTT25149201					
Course Level	200-299					
Course Summary	<p>This course provides an in-depth understanding of the evolution of management thoughts, tracing its development from classical theories to modern practices. It explores the nature and scope of management as both a science and an art, analyzing key schools of management thought and their relevance to organizational goals and tasks. The course examines foundational principles, including F.W. Taylor's Scientific Management and Henry Fayol's Administrative Principles, highlighting their similarities, contradictions, and contributions to modern management practices. Students will gain insights into core management functions such as planning, organizing, staffing, directing, coordinating, and controlling. The course emphasizes practical aspects like creating business plans, transforming them into viable projects, understanding organizational structures, managing manpower, and implementing effective control mechanisms such as benchmarking and standardization. Leadership concepts are also explored, focusing on the distinction between managers and leaders, various leadership styles, and their impact on organizational efficiency. Additionally, the course covers advanced management approaches like Management by Exception and Management by Objectives (MBO), analyzing how these methods enhance decision-making and goal achievement in dynamic organizational environments.</p>					
Semester	4	Credits			3	
Course Details	Learning	Lecture	Practicum	OJT	Others	Total Hours

	Approach	3	0	0	0	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains	PO No
	Upon the successful completion of the course, the student will be able to		
1	Understand the Evolution and Fundamentals of Management	U	1, 2
2	Apply Management Functions	A	2, 4
3	Analyze Leadership and Management Approaches	An	1, 5
4	Evaluate Management Practices in Organizational Settings	E	1, 3, 8

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	CO No.	Hours
1		Evolution of Management Thoughts		15
	1.1	Nature and scope of Management. - Schools of Management thoughts- Management as a science as well as art- Management process	1	
	1.2	Historical Evolution of Thoughts and its association with Organization Goals and Tasks	1	
	1.3	Principles of management- F.W. Taylor's Scientific Management vs Henry Fayol's Principles –similarities and contradictions	1	
2		Functions of Management		
	2.1	Planning: Types of plans, planning process. Business Plans and Projects Transforming Plan	2	

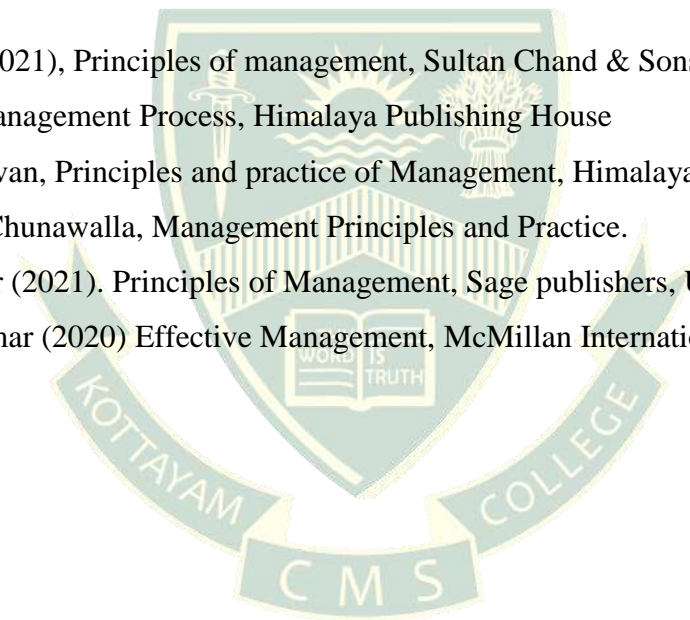
		to viable projects		15
	2.2	Organizing: line and staff functions, centralization and decentralization, Changing Social dynamics and Resultant Organization Culture	2	
	2.3	Staffing: Manpower Planning and Deployment, retention and development	2	
	2.4	Directing: Principles of direction-- Coordination and Controlling. -Planning and Control – Standardization and Benchmarking for Controlling	2	
3		Management Approaches		15
	3.1	Manager vs leader- Leadership styles. - Leadership Styles and Organizational Efficiency- Analysing Roles of Great Leaders in Business and Industry	3	
	3.2	Management by Exception – Strategic use in Organizations	4	
	3.3	Management by Objectives (MBO); process, benefits, limitations. Using MBO as a Planning Mechanism to achieve Goals	4	
4	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations.		
	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks

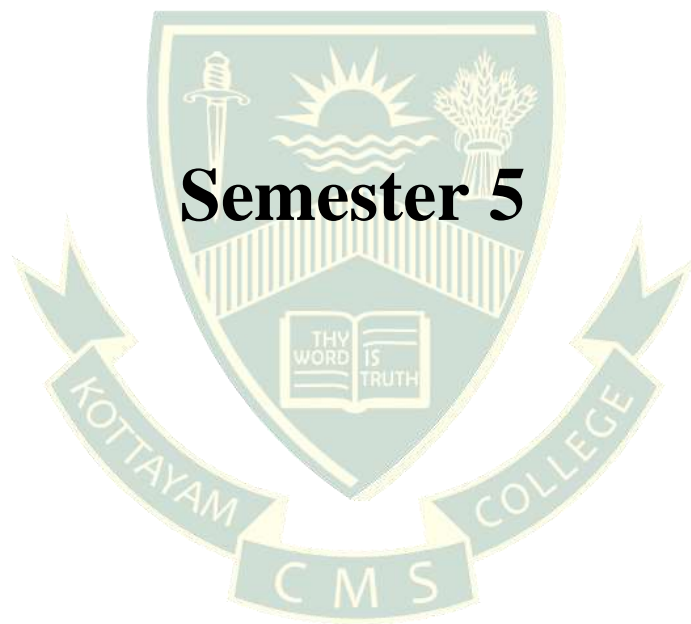
Assessment Types		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	

References:

1. Drucker, Peter, F, Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
2. L.M Prasad (2021), Principles of management, Sultan Chand & Sons
3. R.S Davar, Management Process, Himalaya Publishing House
4. Rustum & Davan, Principles and practice of Management, Himalaya Publishing House.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. Laasch, Oliver (2021). Principles of Management, Sage publishers, UK
7. Sternad, Dietmar (2020) Effective Management, McMillan International



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Semester 5

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25151313	Sea Cargo Management	SDC	4	5	3	2	0
CMSTT25153301	Travel Agency and Tour Operation Management	SDE*	4	5	3	2	0
CMSTT25153302	Tourism Marketing	SDE*	4	5	3	2	0
CMSTT25151314	Tour Packaging	SDC	4	4	4	0	0
CMSTT25155301	Itinerary Management	SEC	3	4	2	2	0
CMSTT25159302	Marketing for Logistics	VAC	3	3	3	0	0

* Opt any one from SDE



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management		
Course Name	Sea Cargo Management		
Type of Course	SDC		
Course Code	CMSTT25151313		
Course Level	300-399		
Course Summary	<p>This course offers a comprehensive overview of the shipping industry, covering the types of ships, their uses, classifications (by route or cargo), and superstructure, tonnages, cubics, drafts, load lines, and flag registrations. It also explains different types of cargo, packing methods, and cargo handling processes such as trimming, cleansing, and unitization. The module on shipping lines covers the hub-and-spoke model, process flows, containerization, container numbering, and aspects of shipping sales, quotations, and customer service. Students gain practical knowledge of shipping operations, including volume/weight calculations, shipment planning, container loading, consolidation, and container de-stuffing, as well as advanced shipment planning techniques.</p> <p>The course also emphasizes essential shipping documentation, covering Bills of Lading, Sea Waybills, Combined Transport Documents, and Multimodal Transport Documents. Topics such as invoicing, cargo release, cross trade documentation, and trade lane development are also explored in detail. A practicum involves visiting a seaport to observe port operations, cargo handling, shipping documentation processes, and global trade connectivity, followed by a report and presentation. This course prepares students for careers in the shipping and logistics industry, equipping them with the operational, commercial, and documentation skills necessary for international shipping management.</p>		
Semester	5	Credits	4

Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the basic structure, uses, and classification of ships and cargo types in global shipping.	U	1,2,10
2	Describe the structure of shipping lines, container types, process flows, and sales procedures.	U	2,3,10
3	Apply skills in shipment planning, volume-weight calculations, container operations, and de-stuffing techniques.	A	2,4,10
4	Analyze different container services such as FCL, LCL, consolidation, and their roles in scientific shipment planning.	An	3,4,10
5	Evaluate major shipping documents, including bills of lading, MTDs, invoicing, and trade lane development in international trade.	E	3,5,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Shipping Industry and Business		
	1.1	Description of a ship – Uses of a ship or a floating vessel – Classification of ship (route point) (cargo carried)	1	12
	1.2	Superstructure – Tonnages and Cubics	1	

	1.3	Drafts and Load lines – Flag Registration	1	
	1.4	Different Cargo (Packing, Utility or Value)	1	
	1.5	Trimming – Cleansing – Unitized Cargo.	1	
2		Shipping Lines		
	2.1	Hub and Spoke – Process Flow – Advices – Booking	2	10
	2.2	Containerization – Containers	2	
	2.3	Container Numbering – Process Flow	2	
	2.4	Shipping Sales – Leads	2	
	2.5	Quotations -Customer Service.	3	
3		Operations		
	3.1	Volume/Weight Calculations ,Shipment Planning Basics	3	10
	3.2	Preparing and Loading Containers	3	
	3.3	Types of container services – FCL	3	
	3.4	Consolidation – LCL Advanced Scientific Shipment Panning	4	
	3.5	Container De-stuffing.	4	
4		Documentation		
	4.1	Billing of Lading Basics – MBL – HBL – CY – CFS	3	13
	4.2	Advanced Learning in Bills of Lading.	3	
	4.3	Sea Way Bill – Combined Transport	3	
	4.4	MTO – Multimodal Transport Document (MTD) – Invoicing (normalization), and reduction (PCA).	3	
	4.5	Release of Cargo – Cross Trade and Documentation	3	
	4.6	Trade Lane Development –Consortium.	4	
Practicum				
	Visit a seaport to understand port operations, major shipping procedures, key trade lanes, and essential shipping documents involved in international trade. Prepare a		5	30

	detailed report and deliver a presentation highlighting the operational processes, documentation flow, and global trade connectivity observed at the port.		
5	<p style="text-align: center;">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Practicum	Written Test	15
		Participation/Involvement	
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. John F. Wilson. Carriage of Goods by Sea. Harlow:Longman
2. J.R.Whittaker. Containerization. Hemisphere:Wiley
3. Cyril Frederick Hardy Cufley. Ocean Freights and Chartering. Adlard Coles Nautical.



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Travel Agency and Tour Operation Management
Type of Course	SDE
Course Code	CMSTT25153301
Course Level	300-399
Course Summary	<p>This course provides a comprehensive understanding of the travel agency and tour operation business, explaining its definition, differentiation, linkages, and scope within the tourism industry. It covers the origin, growth, and roles of travel agencies and tour operators, along with the types of travel agencies operating in the sector. Students learn about the contribution of travel agencies and tour operators to tourism development, including their income sources such as commissions, service charges, and markups, and understand the organizational structure of a typical travel agency. The course details the functions of tour operators, including negotiating with service providers, tour package formulation, managing pre-tour, on-tour, and post-tour operations, and the roles of tour operators as principals, brokers, wholesalers, and retailers.</p> <p>It also highlights their involvement in event management and associated revenue streams. A key focus is on the procedure for setting up a travel agency or tour operation enterprise, exploring different business structures like proprietorship, partnership, private limited, and public limited companies. The practicum requires students to create a detailed travel itinerary and design a brochure, including transportation, accommodation, activities, and costing, followed by an effective presentation of the travel plan. This course equips students with the operational, managerial, and entrepreneurial skills needed to start and manage successful travel and tour businesses in the dynamic tourism industry.</p>

Semester	5	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Explain the origin, growth, and structure of travel agencies and tour operators, including their roles and types.	U	1,3
2	Analyze the contribution of travel agencies and tour operators to tourism development and revenue generation.	An	1,3
3	Demonstrate understanding of tour operator functions such as liaison, negotiation, and tour package operations.	A	1,3
4	Evaluate organizational and legal procedures for establishing travel and tour enterprises.	E	1,3
5	Design and present a tour package with itinerary and brochure for practical application.	C	1,3,4,5
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Travel Agency and Tour Operation Business		
	1.1	Definition and Differentiation; Linkages and Scope.	1	15
	1.2	Origin and Growth of Travel Agency and Tour	1	

		Operations Sector –Role		
	1.3	Types of Travel Agencies	2	
2		Contribution of Travel Agency		
	2.1	Contribution of travel agency and tour operations sector in the development of Tourism Industry.	2	10
	2.2	Source of Income: Commission, Service Charges and Mark up on Tours -Organizational Structure in a standard Travel Agency	2	
3		Functions of Tour Operators		
	3.1	Negotiation and liaison with service providers- Tour package formulation, pre-tour arrangements, tour operations and post-tour management.	3	10
	3.2	Tour operators' role as a principle, broker, whole seller and retailer	3	
	3.3	Tour Operators' role and functions in Event Management- Source of income- Organizational Structure.	3	
4		Procedure for setting up Travel Agency and Tour Operating Enterprises		
	4.1	Procedure for setting up Travel Agency and Tour Operating enterprises.	4	10
	4.2	Type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc.	4	
Practicum				
		Prepare a detailed travel itinerary including all essential components such as transportation, accommodation, activities, and costing, along with designing an attractive brochure for the trip. Present the itinerary and brochure effectively, showcasing the destination and travel plan to the audience.	5	30
5		Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i>		

This content will be evaluated internally

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion, Activity		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Itinerary and Brochure Preparation	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Vasudevan, V., Vijayakumar, B. P., Roy, B. R., & Roy, S. R. B. (2019). Introduction to the business of tourism. Sage Text, Sage Publications Pvt Ltd.
2. Kapoor, G. K. (2013). Law & practice relating to formation and incorporation of companies. Taxmann Publications Pvt. Ltd.
3. Lal, D. (2019). Digital Marketing: From Fundamentals to Future. BPB Publications.
4. Prakash, M., & Chowdhary, N. (2010). Starting a tourism company. Matrix Publishers.
5. Bhatia, A. K. (2012). The Business of Travel Agency and Tour Operations Management Sterling Publishers Pvt. Ltd



CMS College Kottayam (Autonomous)

Programme	B.Voc Travel, Tourism and Logistics Management					
Course Name	Tourism Marketing					
Type of Course	SDE					
Course Code	CMSTT25153302					
Course Level	300–399					
Course Summary	<p>This course provides a comprehensive introduction to the principles and practices of marketing in the tourism industry. It begins with an overview of marketing concepts, including the nature of tourism demand, differences between goods and services, and the unique characteristics of service marketing. The course explores the 8Ps of the marketing mix—product, price, place, promotion, people, process, physical evidence, and packaging—with a special focus on product development, branding, pricing strategies, and distribution channels. The role of intermediaries such as travel agencies, tour operators, and online platforms is examined in detail. Students will also gain insight into market research techniques, consumer behavior, and market segmentation, along with strategies for targeting and positioning tourism products. The course emphasizes the importance of promotion, including traditional tools and digital marketing platforms relevant to modern tourism promotion. A practical component allows students to critically evaluate and present a real-world digital marketing campaign by a travel or tour company, linking theoretical knowledge with industry application.</p>					
Semester	5	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to :		
1	Understand the fundamental concepts and principles of tourism marketing at a foundational level	U	1
2	Evaluate the application of marketing mix elements (product, price, place, and promotion) within the context of the tourism industry	E	1, 2
3	Apply critical thinking skills to conduct market research in the tourism sector, including gathering, analysing, and interpreting data to make informed decisions and develop effective marketing strategies.	A	1,2
4	Create and justify integrated promotional strategies tailored to different tourism products and services, demonstrating creativity, analysis, and evaluation of various promotional tools and channels.	C	1,2
5	Analyze the digital and social media marketing strategies of a travel or tour company and evaluate their effectiveness in promoting services and engaging customers through reporting and presentation.	An	1,2,3,4, 5,7,9,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Tourism Marketing		
	1.1	Marketing: - Meaning - Concept – Definition – Characteristics	1	
	1.2	Basic concept of Tourism needs and want & demand - Tourism Product – Service –	1	

		Differences		10
	1.3	Characteristics of Service Marketing - Differentiation of Product-Marketing and Service Marketing.	1	
	1.4	Tourism Marketing Management – Philosophies	1	
2		Marketing Mix in Tourism Industry		10
	2.1	Meaning – Definition – Features of Marketing Mix in Tourism Industry. 8Ps of Marketing Mix	2	
	2.2	Product: Definition and levels of Tourism Product - Nature of Tourism Product	2	
	2.3	Stages of launching a new product in Tourism - Product life cycle (PLC)– Product Mix - Branding concept and need of branding of a product for a tourism company	2	
	2.4	Pricing: Definition and influencing factors; Major pricing strategies or products of tourism industry	2	
	2.5	Distribution- Distribution Channels – Distribution system, The role of Travel Agency and Tour Operator as intermediaries of Tourism Industry – Role of Online Travel Agencies.	2	
3		Market Research		10
	3.1	Understanding of marketing research, Concept of primary data, secondary data – Marketing Research process - Marketing information system (MIS) and its functions	3	
	3.2	Consumer and consumer behaviours, Factors influencing the buying behaviours of consumers.	3	
	3.3	Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies	3	

4		Promotion Mix – Digital Marketing		
	4.1	Meaning – Definition - Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling.	4	15
	4.2	Importance of Advertising in Tourism, - Tools of Advertisement	4	
	4.3	Public relation – Public Relation Programmes in Tourism – Process of Public relation – Tourism Brochure – Steps in the creation of Tourism Brochure	4	
	4.4	Digital Marketing – Meaning – definition – Components – Types	4	
	4.5	Destination marketing: - Meaning – definition - Necessary attributes for ideal tourist destination.	4	
Practicum				
		Select a travel or tour company and analyze its digital and social media marketing strategies. Prepare a report and deliver a presentation highlighting the company’s online campaigns, promotional techniques, and their impact on customer engagement and brand visibility.	5	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion		
	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	

Assessment Types		Quiz/Viva voce	25
		Written Test	
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
	Theory	1.5 hrs	50
	Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)

References:

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for
4. Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
5. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
6. Stephan, F. et al: Tourism Marketing and Management Handbook, Prentice Hall
7. Wahab, S. G.: Tourism Marketing, Tourism International Press, London Woodruffe, H.(1997)
8. Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Tour Packaging					
Type of Course	SDC					
Course Code	CMSTT25151314					
Course Level	300-399					
Course Summary	<p>This course introduces the concept and development of tour packaging, emphasizing its types, significance, and components. Students will explore how tour packages are structured, including the integration of transportation, accommodation, and ancillary services. The course also covers tourist activities related to geographical and cultural attractions such as mountains, deserts, forests, wildlife, and pilgrimage sites. It further examines the tour formulation process, including destination research, market analysis, and itinerary preparation for both domestic and international travelers. Detailed study is given to tour costing and pricing, covering cost components, cost sheet preparation, and pricing strategies. Students also learn about the marketing and promotion of tour packages, with insights into real-world practices through case studies of prominent tour operators such as Cox & Kings, Thomas Cook, SOTC, Intersight, and IRCTC. A practical component involves the design and submission of inbound and outbound tour packages, allowing students to apply theoretical knowledge in a structured, industry-oriented context.</p>					
Semester	5	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to :		
1	Define and explain the meaning, types, and significance of tour packages, as well as identify the components of a package tour and major ancillary service providers.	U	1, 4
2	Formulate tour packages, including conducting initial research, preparing itineraries for domestic and international tourists, and understanding the stages involved in tour formulation.	C	1, 2, 4
3	Calculate tour costs, prepare cost sheets, and understand the factors influencing tour pricing, including different types of tour pricing strategies.	A	1, 2
4	Apply promotional and sales methods to promote tour packages, analyze case studies of major tour operators, and design inbound and outbound packages.	A	2, 4, 5, 9
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Tour Packaging		15
	1.1	Meaning, definition, origin, development.	1	
	1.2	Types, Significance of tour packages with relation to tourists.	1	
	1.3	Components of Package tour, Major ancillary service providers	1	
	1.4	Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage.	1	

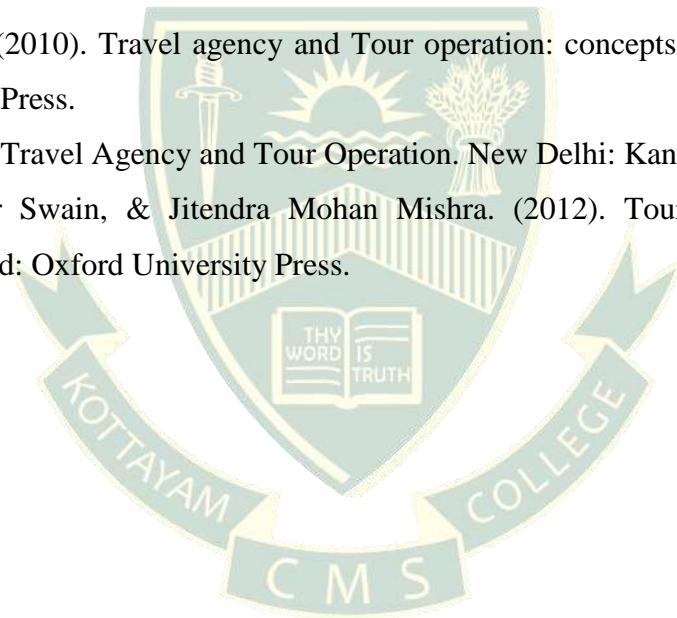
2		Tour Formulation		
	2.1	Meaning- Influencing factors, stages involved in tour	2	15
	2.2	Formulation - initial research (Destination and Market).	2	
	2.3	Itinerary preparation for domestic and international tourist.	2	
3		Tour Costing and Pricing		
	3.1	Components of tour Costing	3	15
	3.2	Preparation of Cost sheet	3	
	3.3	Factors Influencing Tour Pricing	3	
	3.4	Types of Tour Pricing	3	
4		Marketing and Promotion		
	4.1	The promotional and sales methods adopted by the tour operators	4	15
	4.2	Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas Cook, SOTC, Intersight. IRCTC and its Tour Packages	4	
5	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)			
	Lecture, Tutorial, Presentations, In class discussions			
Assessment Types	MODE OF ASSESSMENT			
	A	Continuous Comprehensive Assessment (CCA)		
	Theory	Components	Marks	
		Assignment/Seminar	30	
Quiz/Viva voce				

		Written Test	
	B	End Semester Examination (ESE)	
		Duration	Marks
	Theory	2 hrs	70

References:

1. Chand, M. (2007). Travel agency management: an introductory text. New Delhi: Anmol Publications.
2. Fletcher, J. (2018). Tourism: principles and practice. Harlow, Essex, England: Pearson Education Limited.
3. Lalita Sharma. (2010). Travel agency and Tour operation: concepts and principles. New Delhi: Centrum Press.
4. Negi, J. (2006). Travel Agency and Tour Operation. New Delhi: Kanishka Publication.
5. Sampad Kumar Swain, & Jitendra Mohan Mishra. (2012). Tourism: principles and practices. Oxford: Oxford University Press.



ESTD:1817



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	Itinerary Management					
Type of Course	SEC					
Course Code	CMSTT25155301					
Course Level	300-399					
Course Summary	<p>This course provides a comprehensive understanding of itinerary planning in the tourism industry, emphasizing its significance in delivering meaningful travel experiences. It introduces the concept of itineraries and travel plans, highlighting their definitions, differences, scope, and importance. Students will learn the essential components and elements of an effective itinerary, including destination research, transport options, accommodation, costing, and the use of various resources such as brochures, maps, timetables, and festival calendars. The course covers different types of itineraries, including pre-designed, tailor-made, flexible, common interest, and special interest itineraries, along with detailed instruction in costing and designing customized tours. A major focus is on the practical application of theoretical knowledge through the preparation of a real study tour itinerary, participation in the tour, and the submission of a comprehensive post-tour report. This includes documenting the tour planning process, destinations visited, transportation and accommodation details, activities undertaken, and a SWOT analysis of key locations, reinforcing both academic learning and practical industry skills.</p>					
Semester	5	Credits			3	
Course Details	Learning Approach	Lecture	Practical	OJT	Others	Total Hours
		2	1	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Explain the meaning and types of itinerary and understand the need for itinerary planning.	U	1, 4
2	Develop customized itineraries (pre-designed, tailor-made, flexible) catering to common and special interests.	An	2, 3
3	Design effective tour itineraries incorporating various components, elements, and resources.	U	2, 3
4	Design Tour itinerary after evaluating all the components of a tour package and take part in the tour process and analyse the effectiveness of the implemented itinerary.	C	1, 2
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction To Itinerary Planning		
	1.1	Itinerary and Travel Plan: Definition, Differentiation, Scope and Significance	1	15
	1.2	Components and Elements of an Effective Tour Itinerary	1	
	1.3	Information and Research Input Required in Preparation of Tour Itineraries	1	
	1.4	Systematic Approach for Itinerary Preparation	1	
2		Tour Formulation And Designing		
	2.1	Resources for itinerary planning: Destination information brochure, Hotel/ ground operator brochure and tariff, Railway/Flight timetable and	2	

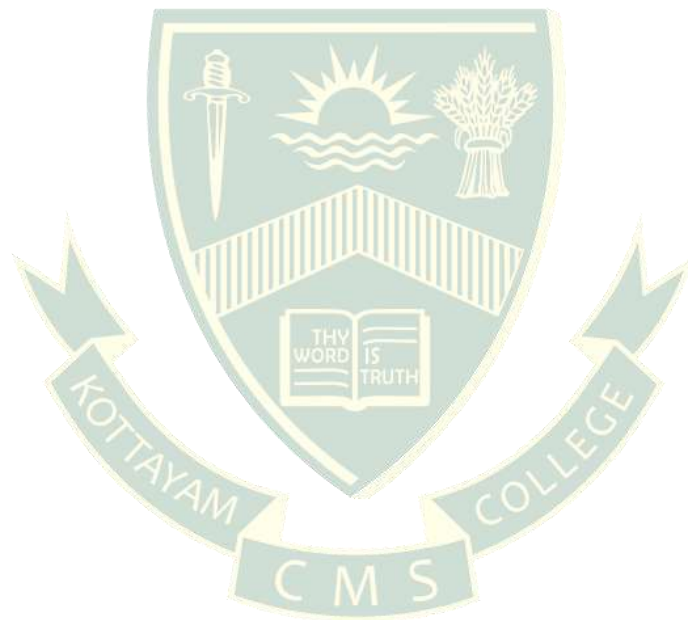
		fare, TIM, Festival calendar, Use of various maps, Connectivity and types of transport, Weather updates, Socio political risk factors		15
	2.2	Pre-designed, 'Tailor Made' and 'flexible' Itineraries: Scope and Differentiation	2	
	2.3	'Common Interest' and 'Special Interest' Itineraries	2	
	2.4	Costing of itinerary	2	
3		Study Tour		
	3.1	<p>Itinerary Preparation For The Study Tour (Pre-Tour Phase)</p> <p>Students are required to prepare a detailed itinerary for the mandatory study tour, applying the theoretical knowledge acquired from previous modules. The itinerary should include all key components such as transportation, accommodation, activities, costing, and scheduling.</p> <p>Duration: Maximum 14 days</p> <p>Destination: Within India</p>	3	30
	3.2	<p>Study Tour And Tour Report (Tour And Post Tour Phase)</p> <p>Students must participate in the study tour based on the itinerary they have prepared. Participation is compulsory for all students.</p> <p>During the tour, students are required to maintain a tour diary/logbook documenting daily events, activities, and expenses.</p> <p>After completing the tour, students must prepare and submit a comprehensive tour report, which will be evaluated through a viva-voce examination.</p> <p>Contents of the Study Tour Report</p> <ul style="list-style-type: none"> • The tour planning process • The final tour itinerary 	4	

	<ul style="list-style-type: none"> • A brief description of the attractions visited • A brief profile of the accommodation used • Details of transportation modes utilized • Details of activities and experiences during the tour • SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of 2–3 destinations visited • At least one photograph of each destination featuring the student as part of the tour documentation 		
4	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	15
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
Duration		Marks	
Theory	1.5 hrs	35	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Chand, M. (2007). Travel agency management: an introductory text. New Delhi: Anmol Publications.
2. Fletcher, J. (2018). Tourism: principles and practice. Harlow, Essex, England: Pearson Education Limited.
3. Lalita Sharma. (2010). Travel agency and tour operations: concepts and principles. New Delhi: Centrum Press.
4. Negi, J. (2006). Travel Agency and Tour Operation. New Delhi: Kanishka Publication.
5. Sampad Kumar Swain, & Jitendra Mohan Mishra. (2012). Tourism: principles and practices. Oxford: Oxford University Press.



ESTD:1817



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management				
Course Name	Marketing for Logistics				
Type of Course	VAC				
Course Code	CMSTT25159302				
Course Level	300-399				
Course Summary	<p>This course offers a foundational understanding of marketing concepts, objectives, scope, and importance, along with the types of markets and core marketing principles. It explores the functions of marketing, orientations, and the marketing environment, and delves into consumer buying behavior, including its characteristics, influencing factors, decision-making processes, and buyer behavior models. Key elements of the marketing mix—Product, Price, Place, and Promotion—are covered. Students learn about product types, product life cycle (PLC), product mix, and strategies for new product development, pricing decisions, and physical distribution management, including managing risks in marketing. The course introduces the concepts of market segmentation, targeting, and positioning (STP), covering their processes, benefits, requisites, and strategies. It explains how businesses identify target markets and develop effective positioning strategies with a focus on value propositions. A case study on market segmentation and positioning in logistics companies enables students to apply concepts in real-world business contexts. This course equips students with essential knowledge and practical skills to understand consumer markets, formulate marketing strategies, and apply marketing concepts effectively in various industries.</p>				
Semester	5	Credits			3
Course Details	Learning	Lecture	Practicum	OJT	Others
					Total Hours

	Approach	3	0	0	0	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand basic marketing concepts, orientations, functions, and the marketing environment in logistics	U	1,2
2	Analyze consumer buying behavior, motivation, and decision-making processes to support marketing strategy formulation.	An	3,4,9
3	Apply product and pricing concepts, including PLC, product mix, pricing decisions, and distribution strategies.	A	4,5,10
4	Evaluate segmentation, targeting, and positioning strategies to enhance customer satisfaction and market reach.	E	2,5,6,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Marketing		
	1.1	Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing,	1	15
	1.2	Functions of Marketing, Marketing Orientations and Marketing Environment	2	
	1.3	Introduction Consumer Buying behavior , Characteristics, Factors affecting Consumer Behaviour,	1	
	1.4	Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models	1	

2		Product, Place, Pricing, Promotion Concepts		
	2.1	The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Product mix – product item and product line -	2	15
	2.2	Modification elimination - packing- Developing new Products- strategies.	2	
	2.3	Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes	2	
	2.4	Multi product pricing- Physical distribution - Management of physical distribution - marketing risks	2	
3		Market Segmentation		
	3.1	Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation,	3	15
	3.2	Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets,	3	
	3.3	Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition	4	
	3.4	Case Study – Market Segmentation, Targeting and Positioning in Logistic Companies	4	
4	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)
	Lecture, Tutorial, Presentations, In class discussions

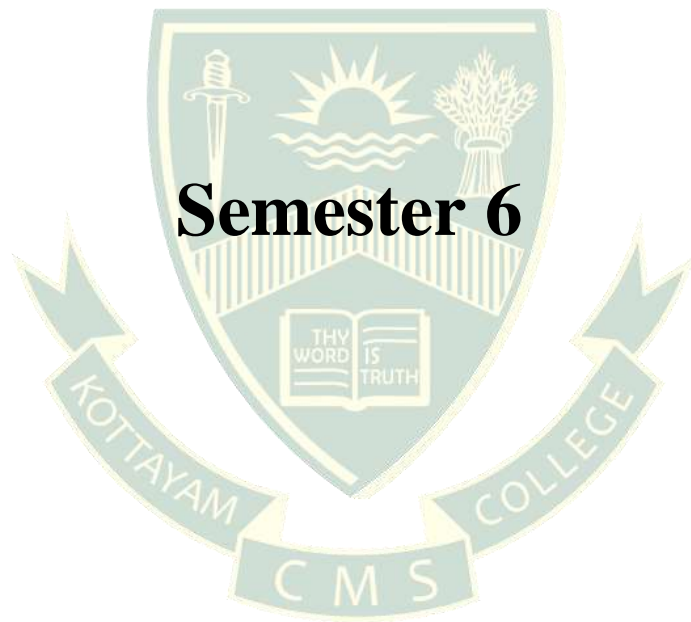
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	1.5 hrs	50	

References:

1. Principles of Marketing - Armstrong/ Philip Kotlar
2. Marketing Management - Philip Kotlar R
3. Marketing Management - Sherlaker
4. Marketing Management - Kotler, Keller, Koshy



ESTD:1817



Semester 6

ESTD:1817

Semester 6

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25161315	Destination Management	SDC	4	5	3	2	0
CMSTT25163303	Operations and Distribution Management	SDE*	4	5	3	2	0
CMSTT25163304	Supply Chain Management		4	5	3	2	0
CMSTT25165302	E Tourism	SEC	3	3	3	0	0
CMSTT25169303	Export and Import Policies and Procedures	VAC	3	3	3	0	0
CMSTT25160305	Project	PRJ	4	8	0	8	0

* Opt any one from SDE



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Destination Management
Type of Course	SDC
Course Code	CMSTT25161315
Course Level	300 – 399
Course Summary	<p>This course provides a comprehensive understanding of tourism destinations, covering their definition, types, characteristics, and the relationship between destination development and tourism growth. It introduces concepts like destination management systems, planning guidelines, destination zone planning models, and the destination selection process, including the destination life cycle. The module on destination management focuses on the role and functions of Destination Management Organizations (DMOs), visitor management strategies, and the application of technology in enhancing visitor experiences and operations. Students explore strategies for destination promotion and publicity, including the Six A's framework, the destination marketing mix, distribution channels, competitiveness, branding, positioning, and image-building.</p> <p>The course also highlights emerging trends such as eco-friendly practices, community participation, responsible tourism, and the use of technologies like virtual and augmented reality in destination management. It further covers crisis and risk management for tourism destinations. A practicum requires students to select an emerging tourism destination and conduct a study on its planning, innovative initiatives, and sustainable practices, culminating in a report and viva-voce assessment. This course equips students with practical and strategic skills in destination planning, management, marketing, and sustainable development, essential for careers in tourism management and destination development.</p>

Semester	6	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to :		
1	Define key concepts and theories related to destination management, such as destination, tourism product, and destination life cycle.	U	1
2	Analyze the roles and functions of Destination Management Organizations (DMOs) in the sustainable development and management of tourist destinations.	An	2
3	Evaluate the effectiveness of visitor management strategies and operational approaches in maintaining the sustainability and attractiveness of tourist destinations.	E	2
4	Design destination marketing strategies incorporating the 6 A's for tourism destinations and destination marketing mix.	E	2,4
5	Assess emerging trends in destination management, such as eco-friendly practices and space tourism, predicting potential impacts and proposing innovative solutions.	C	2,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Destination		

	1.1	Definition; Types; Characteristics of destination	1	10
	1.2	Destinations and Products: Development, meaning and functions, goals for development	1	
	1.3	Tourism and linkage between destination and development;	1	
	1.4	Destination Management Systems;	1	
	1.5	Destination Planning Guidelines; Destination Zone Planning Model;	1	
	1.6	Destination Selection Process; Destination life cycle	1	
2		Destination Management		15
	2.1	Definition and scope of destination management	2	
	2.2	Destination Management Organizations (DMOs), DMOs and their role and functions	2	
	2.3	Visitor Management and Operation	3	
	2.4	Approaches Technology and Visitor Management	3	
3		Destination Promotion and Publicity		10
	3.1	Six A's for Tourism Destinations	4	
	3.2	Destination Marketing Mix	4	
	3.3	Destination Competitiveness	4	
	3.4	Distribution Channels	4	
	3.5	Marketing Communication and Strategies	4	
	3.6	Segmenting, Targeting, and Positioning	4	
	3.7	Destination branding, Destination Image.	4	
4		Emerging Trends in Destination Management		10
	4.1	Eco-friendly Practices -Water Conservation- Energy Efficiency - Waste Management	5	

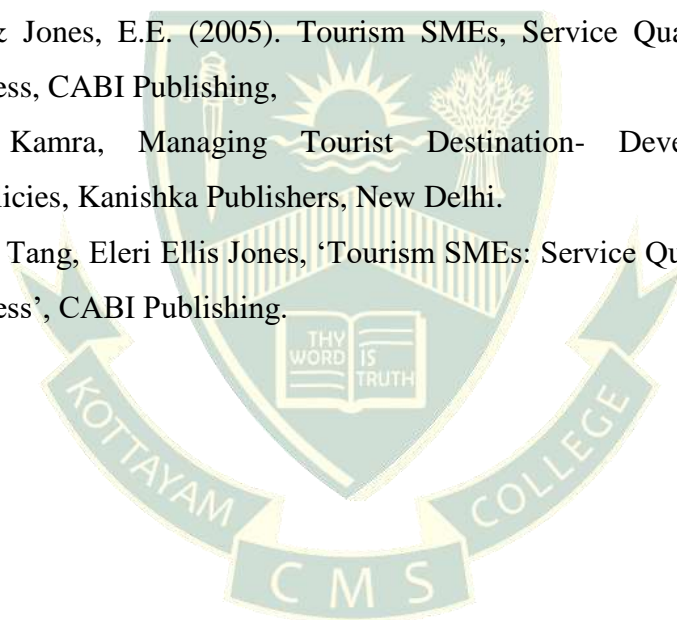
	4.2	Community Participation– Responsible tourism	5	
	4.3	Space Tourism as a New Destination	5	
	4.4	Technology in Destination Management (Virtual Reality & Augmented Reality)	5	
	4.5	Crisis / Risk Management in Tourism Destinations	5	
Practicum				
	Identify an emerging tourism destination and study its development planning, innovative initiatives, and eco-friendly practices. Prepare and submit a detailed report on your findings, which will be evaluated through a viva-voce examination.		5	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	Practicum	Participation/Involvement	15
		Review	
B	End Semester Examination (ESE)		
	Duration	Marks	
Theory	1.5 hrs	50	

	Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)
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References:

1. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices. Oxford University Press, New Delhi. Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
3. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
4. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,
5. Krishan K Kamra, Managing Tourist Destination- Development, Planning, Marketing, Policies, Kanishka Publishers, New Delhi.
6. Claire, Haven Tang, Eleri Ellis Jones, 'Tourism SMEs: Service Quality and Destination Competitiveness', CABI Publishing.



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CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Operations and Distribution Management
Type of Course	SDE
Course Code	CMSTT25163303
Course Level	300-399
Course Summary	<p>This course provides a comprehensive overview of Production and Operations Management, focusing on its nature, scope, and key decision areas. It covers the development of operations strategies, process and capacity analysis, and the design of manufacturing processes, service systems, facility locations, and layouts. The module on Distribution Network Planning addresses factors affecting distribution, including delivery lead times, local facilities, material management, and transportation principles. It also highlights the roles of different transportation agencies in distribution efficiency. Students gain insights into various transportation models, including multimodal transportation, their performance characteristics, cost components, and value measures, enabling effective selection and optimization of transportation methods. The Supply Chain Management section focuses on concepts such as Lean Management, sourcing, supply management, and inventory planning. It emphasizes Total Quality Management (TQM), including its elements, tools, cost of quality, and international standards like ISO, along with statistical process controls and acceptance sampling techniques (OC Curve). A practicum involves participating in a workshop on management tools, quality control techniques, and ISO standards, followed by a detailed report and presentation of key learnings and their practical applications. This course prepares students with essential knowledge in production, operations, distribution, quality management, and supply chain optimization, equipping</p>

	them for roles in manufacturing, logistics, and operational management.					
Semester	6	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamentals of production and operation management, including capacity and process design.	U	1,2,10
2	Explain the principles and factors affecting distribution network design and material management with emphasis on transportation.	U	2,3,10
3	Apply and compare various transportation models and evaluate performance characteristics in multimodal systems	A	2,4,5,10
4	Analyse and plan inventory management and sourcing strategies within lean supply chain frameworks.	An	2,3,6,10
5	Evaluate quality management tools, statistical control techniques, and ISO standards for improving operational efficiency.	E	1,2,5,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction		
	1.1	Production and Operation Management as function, Nature and Scope, Decision areas.	1	10

	1.2	Operations Strategy. Process and Capacity Analysis.	1	
	1.3	Design of Manufacturing Process, Design of Service Systems, Facility Location and Layout Decisions.	1	
2		Distribution Network Planning		
	2.1	Various factors in distribution – delivery lead time and local facilities- optimization approach and techniques	2	13
	2.2	Material management process – role of transportation-transportation principles and participants	2	
	2.3	Contribution of various agencies in transportation.	2	
3		Transportation Models		
	3.1	Performance characteristics and selection – various models of transportation (multimodal) – merits of each all models of transportation	3	12
	3.2	Transportation performance – costs and value measures	3	
	3.3	Understanding –comparing – cost components of multimodal transportation	3	
4		Supply Chain Management		
	4.1	Lean Management. Sourcing and Supply Management. Inventory Planning and Control for independent demand items.	4	10
	4.2	Total Quality Management: Elements, Tools for TQM. Cost of Quality.	4	
	4.3	ISO – Quality Standards Statistical Process, Controls Charts. Concepts of acceptance sampling OC Curve.	4	
Practicum				
	Attend a workshop on management tools, statistical quality control techniques, and ISO standards to understand their applications in organizational processes. Prepare a report on		5	30

	the key learnings and deliver a presentation summarizing the concepts and their practical relevance.		
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
	Theory	Duration	Marks
1.5 hrs		50	
Practicum	2 hrs	35 (Viva-15, Report-10, Presentation-10)	

References:

1. Operations Management Theory and Practice (Second Edition). B Mahadevan. Pearson.
2. Krajweski, Ritzman and Malhotra. Operations Management, Process and Value Chains, Pearson Education 2012.
3. Chase, Jacobs and Aquilano. Operations Management for Competitive Advantage. Tata McGraw Hill, 2012.
4. K.ShridharaBhat. Operations Management, Himalaya Publishing House,2009
5. Sunil Chopra, Supply Chain Management



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Supply Chain Management
Type of Course	SDE
Course Code	CMSTT25163304
Course Level	300-399
Course Summary	<p>This course provides an in-depth understanding of Supply Chain Management and Logistics, covering their concept, evolution, scope, roles, and functions in the modern global economy. It highlights the differences between logistics and supply chain management, the impact of globalization, and the dynamics of local and international supply chains, along with their benefits and challenges. Students explore various types of supply chains, focusing on strategic, tactical, and operational decisions, SCM building blocks, drivers, obstacles, and the total cost concept, including key trade-offs in logistics and SCM. The course details key business processes in supply chains, such as planning, sourcing, production, distribution, and payment, along with strategies for material flow management, warehousing, transportation, and inventory management.</p> <p>It further delves into purchasing and supplier management, covering global sourcing, supplier selection, development, relationship management, supplier quality, and supply chain performance. Additionally, it emphasizes the role of Customer Relationship Management and the critical influence of IT, the internet, and e-business in modern SCM practices. A practicum involves visiting a company to study its logistics operations and supply chain strategies, followed by a detailed report and presentation on the processes, challenges, and best practices observed. This course equips students with the skills and knowledge to manage efficient, sustainable,</p>

	and competitive supply chains, preparing them for roles in logistics, procurement, and supply chain management.					
Semester	6	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamentals, functions, and evolution of logistics and supply chain management in local and global contexts.	U	1,2,10
2	Analyse different types of supply chains, key decision levels, trade-offs, and performance drivers in international SCM.	An	2,3,10
3	Apply core supply chain processes such as sourcing, warehousing, inventory and distribution management for operational efficiency.	A	2,4,5,10
4	Evaluate supplier management, CRM, IT integration, and the impact of e-business on end-to-end supply chain effectiveness.	E	4,5,6,10
5	Create integrated supply chain strategies by combining logistics functions, supplier partnerships, and customer service systems to meet business goals.	C	2,3,5,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Supply Chain Management and Logistics		
	1.1	An Introduction – Integrated Logistics Management – Concept – Evolution and Development	1	10
	1.2	Difference – Role – Scope – Functions and Importance	1	
	1.3	The new Manufacturing and Distribution Practices in the light of Globalized Economy	1	
	1.4	Local and International Supply Chains – Benefits and Issues	1	
2		Types of Supply Chains		
	2.1	Strategic, tactical, operational decisions in supply chain – SCM building blocks	2	12
	2.2	Supply Chain Drivers and Obstacles	2	
	2.3	International Logistics and Supply Chain Management	2	
	2.4	The Total Cost Concept and Logistics and SCM Trade-Offs.	2	
3		Key Supply Chain Business Processes		
	3.1	Planning – Sourcing – Producing – Distributing and Paying	3	13
	3.2	Managing material flow and distribution	3	
	3.3	Distribution and Planning Strategy	3	
	3.4	Warehousing and Operations Management – Transportation Management – Inventory Management	3	
4		Purchasing and Supplier Management		
	4.1	Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development	4	10

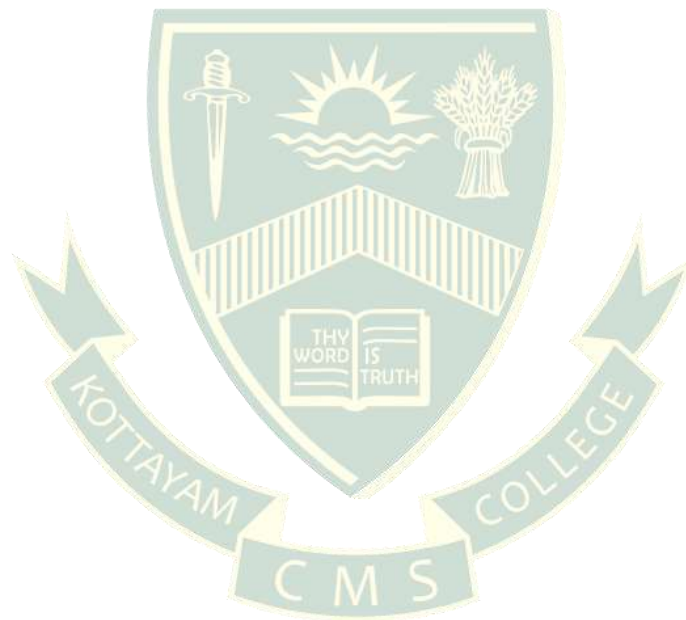
	4.2	Supplier Relationship Management – Supplier Quality Management, Supply Chain Performance.	4	
	4.3	Customer Service Management and Measurements – CRM	4	
	4.4	Role of IT IN SCM, Impact of Internet and E Business	4	
Practicum				
	Visit a company to observe and understand its logistics operations and supply chain management strategies. Prepare a detailed report and deliver a presentation highlighting the processes, strategies, and best practices involved in managing the supply chain effectively.		5	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
		Written Test	
	Practicum	Participation/Involvement	15
		Review	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35	

			(Viva-15, Report-10, Presentation-10)
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References:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management



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CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management					
Course Name	E Tourism					
Type of Course	SEC					
Course Code	CMSTT25165302					
Course Level	300-399					
Course Summary	<p>This course introduces students to the digital technologies and ethical considerations shaping the tourism industry. It covers the fundamentals of the internet, wireless technology, and digital convergence, alongside critical topics such as cyber ethics, cybercrime, cyber threats, cybersecurity, privacy concerns, and cyber laws. It also addresses the impacts of cyber addiction and digital health issues, providing guidelines for responsible use of computers, the internet, and mobile devices.</p> <p>The course explores e-services in tourism, including online reservations, airport check-ins, online payments, and the use of smart cards and biometric systems like e-passports and security chips that enhance safety and convenience in travel. Students gain practical knowledge of digital marketing tools, including Search Engine Optimization, Search Engine Marketing, Social Media Optimization, and Online Reputation Management, which involves managing owned, earned, and paid media. The role of travel portals and digital trends in tourism promotion is also emphasized. This course equips students with the skills to navigate the digital landscape of the tourism industry while understanding the importance of cyber safety, ethics, and effective digital marketing strategies for promoting tourism services.</p>					
Semester	6	Credits			3	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	0	0	0	45

Pre-requisites, if any	
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COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Explain the fundamentals of internet and digital convergence in tourism	U	1,3
2	Identify cyber ethics and legal frameworks in digital tourism	A	1,8
3	Analyze digital addiction and suggest healthy computing guidelines	An	1,8
4	Evaluate the effectiveness of e-services and digital security tools in tourism	E	1,2, 3
5	Apply and assess digital marketing tools for tourism promotion	An	1,3,4
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

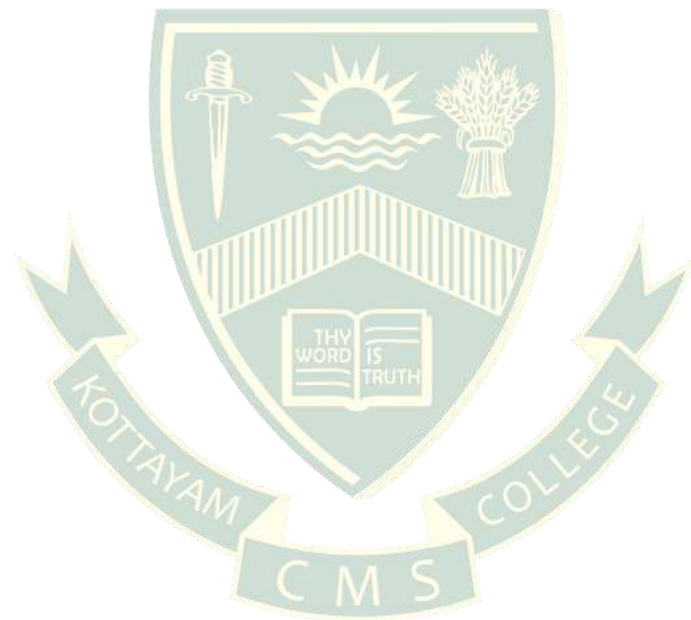
Module	Units	Course Description	CO No:	Hours
1		Digital Foundations and Cyber Ethics in Tourism		15
	1.1	Internet, wireless technology, Digital convergence	1	
	1.2	Cyber ethics, cybercrime, cyber threats, cyber security, privacy issues, cyber laws	2	
	1.3	Cyber addictions, health issues- guide lines for proper usage of computers, internet and mobile phones	3	
2		E-Services and Security in Digital Tourism		
	2.1	Internet as a marketing tool	2	

	2.2	Online reservations, online airport check in, Credit cards and net banking	4	15
	2.3	Smart Cards - Access control – security chips - biometric security systems, biometric passport/e-passport	4	
3		Digital Marketing and Promotion Tools		15
	3.1	Search Engine Optimization (SEO), Search Engine Marketing (SEM)	5	
	3.2	Social Media Optimization (SMO); Online Reputation Management: - Owned Media, Earned Media and Paid Media	5	
	3.3	Travel portals, trends, Internet as a tool for tourism promotion	5	
4	<p style="text-align: center;">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In class discussions		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	1.5 hrs	50	

References:

1. Technology in Action, Pearson
2. V. Rajaraman (2013), Introduction to Information Technology, Prentice Hall , New Delhi
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas
4. Peter Norton (2004), Introduction to Computers,6e,(Indian Adapted Edition) , McGraw Hill Education, New Delhi
5. Alexis & Mathews Leon (2009), Fundamentals of Information Technology, Vikas Publishing House Pvt Limited, New Delhi



ESTD:1817



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Export and Import Policies and Procedures
Type of Course	VAC
Course Code	CMSTT25169303
Course Level	300-399
Course Summary	<p>This course provides a comprehensive overview of international trade, covering its reasons, features, benefits, and advantages. It introduces the registration procedures, types of exporters such as manufacturer and merchant exporters, and various methods of entering foreign markets. The documentation module focuses on key commercial and regulatory documents like Letters of Credit (L/C), Bills of Lading (B/L), Shipping Bills, and Invoices. It also covers the roles of major institutions and explains payment terms and sale terms. Students learn about export financing (pre-shipment and post-shipment), marine and credit insurance, exchange rate management, and price calculations.</p> <p>The course also details the processing of export orders, including quality control, pre-shipment inspection, INCOTERMS, and procedures for realizing export payments. It covers negotiation of documents, roles of CHA, SEZ, EOU, and deemed exports. In addition, the import process is addressed, including procedures, policies, documentation (Bill of Entry), customs formalities, excise procedures, and handling prohibited, negative, and canalized lists. The course also introduces trading blocs (EU, NAFTA) and explains tariff and non-tariff barriers affecting international trade. This course equips students with the knowledge and practical skills needed to manage international trade operations, including export-import procedures, documentation, finance, and compliance with global trade regulations.</p>

Semester	6	Credits			3	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	0	0	0	45
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the basics of international trade, types of exporters, and methods of entering foreign markets.	U	1,2
2	Apply knowledge of trade documentation, payment terms, pricing strategies, and international financial systems.	A	3,4,9
3	Evaluate foreign trade policy, export promotion schemes, and institutional frameworks supporting export-import businesses.	E	2,5,6,10
4	Demonstrate understanding of customs procedures, INCOTERMS, duties, and trade barriers in import/export processing.	U	1,3,6,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

ESTD:1817

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		International Trade		
	1.1	Reasons, Features, Benefits, Advantages.	1	15
	1.2	Registration Formalities, Types of Exporters - Manufacturer/Merchant Exporter.	2	
	1.3	Methods of entry into foreign market.	1	
2		Documentation		
	2.1	A.D.S. – Commercial and Regulatory Documents viz	2	

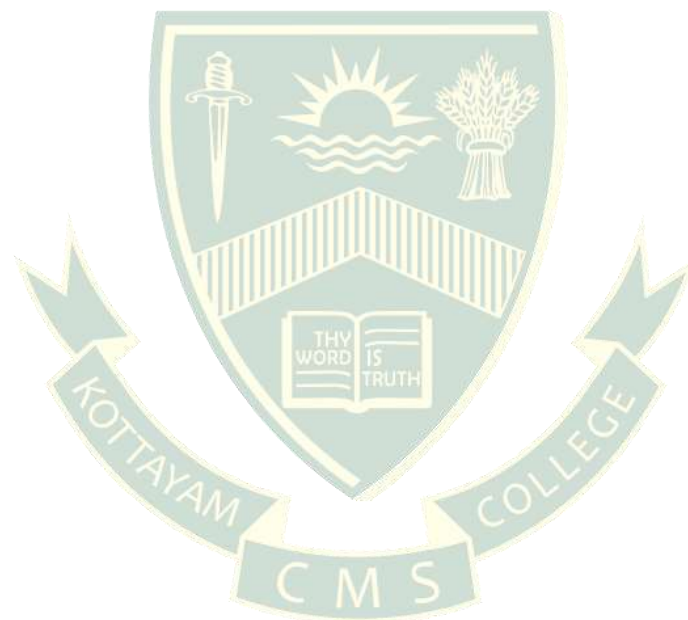
		L/C, B/L, Shipping Bill, Invoice, Pricing Factors,		15
	2.2	Institutions – DGFT, EPC, FIEO, ICA	2	
	2.3	Objectives, Strategies. Payment Terms – L/C, D/A, D/P. Sale Terms – FOB, CIF, C&F.	2	
	2.4	Financing – Pre-Shipment and Post Shipment. Insurance-Marine, Credit, Exchange Rate. Calculation of FOB, CIF and C&F Prices.	2	
3		Processing of an Export Order		15
	3.1	Quality Control, Pre-Shipment Inspection, INCOTERMS. Realizing Payment of Export Proceeds.	4	
	3.2	Negotiation of Documents – CHA, SEZ, EOU, Deemed Exports.	3	
	3.3	Imports: Preliminaries, Procedures, Policies, Prohibited/Negative/Canalized List. Documentation – Bill of Entry, Customs Formalities, Categories of Importers, Retirement of Import Documents.	4	
	3.4	Excise Formalities. Trading Blocs, Tariff and Non-Tariff Barriers, European Union, NAFTA.	4	
4		<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practicum session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)			
	Lecture, Tutorial, Presentations, In class discussion			
Assessment Types	MODE OF ASSESSMENT			
	A	Continuous Comprehensive Assessment (CCA)		
	Theory	Components	Marks	
		Assignment/Seminar	25	
		Quiz/Viva voce		
		Written Test		
	B	End Semester Examination (ESE)		
	Duration	Marks		

	Theory	1.5 hrs	50
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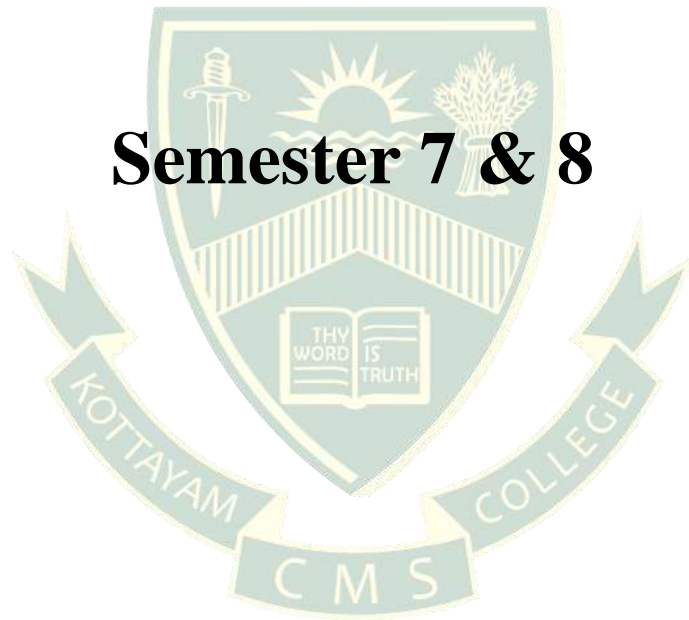
References:

1. Government of India: Export – Import Policy
2. Dr. Khushpat S, Jain. Export Procedures and Documentation. Himalaya Publishing House
3. T.A.S. Balagopal. Export Management. Himalaya Publishing House
4. Dr. Francis Cherunilam. International Marketing (Text and Cases). Himalaya Publishing House
5. Paras Ram. Export-What, Where and How. Anupam Publishers.



ESTD:1817

Semester 7 & 8



ESTD:1817

Semester 7 & 8

B.Voc. Honours

Course Code	Type of the Course	Methodology	Number of days	Credits	Hour Distribution		
					L	P	O
CMSTT25170406	APP	Apprenticeship	280	28	0	0	28
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-

ESTD:1817

Semester 7 & 8

B.Voc. Honours with Research

Course Code	Type of the Course	Methodology	Number of days	Credits	Hour Distribution		
					L	P	O
CMSTT25170407	RIN	Research Internship	200	20	0	0	20
Not Applicable	SDC	Online	NA	4	-	-	-
Not Applicable	SDC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-
Not Applicable	MPC	Online	NA	4	-	-	-

L - Lecture, P - Practical/Practicum, O - On-the-Job Training



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management				
Course Name	On-the-Job Training				
Type of Course	SDC				
Course Code	CMSTT25110101, CMSTT25120102, CMSTT25130203				
Course Summary	<p>On-the-Job Training (OJT) is designed to equip students with practical skills, workplace discipline, and industry exposure by actively engaging them in real-world professional environments. Conducted in collaboration with firms, industries, research institutions, or higher education establishments, OJT enables students to understand industry standards, apply academic knowledge, and perform job-specific tasks using contemporary tools and practices. The training must be undertaken in the student's own skill domain, aligned with the major area of study in their undergraduate program, to ensure relevance and coherence with their academic and career goals. The program also fosters essential workplace competencies such as communication, responsibility, adaptability, and teamwork. Furthermore, it offers students a platform for career exploration and networking, helping them evaluate potential career paths and align their aspirations with industry demands.</p>				
Semester	1,2,3	Duration	5 hours/week	Credits	2

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Demonstrate understanding of industry operations, standards, and professional expectations through direct exposure to workplace environments.	Ap	1,3,6,10

2	Apply job-specific skills effectively in real-world tasks and responsibilities within the assigned industry setting.	S	2,4,5,10
3	Integrate academic knowledge with practical applications to solve work-related challenges and contribute to organizational goals.	An	1,2,3,6
4	Exhibit essential workplace competencies such as punctuality, accountability, communication, teamwork, and adaptability.	S	4,5,8,9
5	Identify and evaluate potential career opportunities by reflecting on their internship experiences and professional interactions.	E	1,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
		Components	Marks
		Feedback from the hosting organization	5
		Internal Supervisor feedback	10
		Total	15
	B	End Semester Examination (ESE)	
		Components	Marks
		Presentation	10
		Report	10
	Viva Voce	15	
	Total	35	



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management				
Course Name	Summer Internship				
Type of Course	INT				
Course Code	CMSTT25140204				
Course Summary	<p>The internship is designed to provide students with real-world exposure and hands-on experience in professional environments aligned with their skill domain and major area of study. It acts as a vital link between academic learning and industry application, allowing students to apply theoretical concepts to practical situations. Through active engagement in industry, research institutions, or academic labs, students gain insights into organizational operations, workplace practices, and professional expectations. The internship also supports the development of key professional competencies such as communication, teamwork, time management, and ethical responsibility. Additionally, it encourages critical thinking, reflection, and self-assessment, helping students identify personal strengths and explore potential career pathways. Students shall undergo the internship in a Firm, Industry, or Organization, or engage in Training in Labs with faculty and researchers, or other Higher Education or Research Institutions, ensuring alignment with their area of academic specialization.</p>				
Semester	4	Duration	60 hours	Credits	2

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Demonstrate practical understanding of operational aspects in	A	1,3,6,10

	their domain by engaging in real-world industry settings.		
2	Apply academic knowledge and skills to identify and solve industry-relevant problems.	A	1,2,3,10
3	Exhibit professional competencies including effective communication, teamwork, time management, and ethical responsibility.	S	4,5,8,9
4	Develop an understanding of workplace practices, expectations, and challenges.	U	1,6,10
5	Reflect critically on their internship experience to identify personal strengths, growth areas, and career aspirations.	E	1,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
		Components	Marks
		Feedback from the hosting organization	5
		Internal Supervisor feedback	10
		Total	15
	B	End Semester Examination (ESE)	
		Components	Marks
		Presentation	10
		Report	10
	Viva Voce	15	
	Total	35	



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management				
Course Name	Project				
Type of Course	PRJ				
Course Code	CMSTT25160305				
Course Summary	<p>The project work provides students with an opportunity to identify, analyze, and solve real-world problems relevant to their field of study by integrating and applying the theoretical knowledge and skills acquired throughout their academic program. It fosters independent research, critical thinking, innovation, and the practical use of methodologies, tools, and techniques to design effective solutions. Students are encouraged to work individually or in teams, enhancing their collaboration, time management, ethical responsibility, and self-directed learning. The project also develops competencies in academic writing, documentation, and technical communication. Each project is expected to culminate in a comprehensive report, a working model or prototype (where applicable), and a formal presentation followed by a viva voce examination, demonstrating the student's ability to apply knowledge creatively and professionally in a real-world context.</p>				
Semester	6	Duration	8 hours/week	Credits	4

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Identify, analyze, and define problems relevant to the field of study.	An	1,2,3
2	Apply appropriate methodologies, tools, and techniques to	C	2,3,10

	design and implement effective solutions.		
3	Demonstrate skills in research, critical thinking, project planning, and systematic execution.	A	1,2,5,10
4	Produce well-structured academic reports and communicate project outcomes effectively.	S	4,8,10
5	Exhibit teamwork, time management, ethical responsibility, and initiative in a self-directed project environment.	S	5,8,9,10
6	Address real-world challenges with innovative and context-aware solutions.	Ap	1,2,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

Assessment Types	MODE OF ASSESSMENT	
	A	Continuous Comprehensive Assessment (CCA)
		Components
		Marks
		Commitment and Involvement
		5
		Periodic progress review
		10
		Quality of work/Implementation effort
		10
		Report
		5
		Total
		30
		B
	End Semester Examination (ESE)	
	Components	
	Marks	
	Problem Identification and Objectives	
	10	
	Methodology / Design / Technical Content	
	15	
	Implementation / Analysis / Results	
	15	
	Final Report	
	10	
	Presentation	
	10	
	Viva Voce	
	10	
	Total	
	70	



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management
Course Name	Apprenticeship
Type of Course	APP
Course Code	CMSTT25170406
Course Summary	<p>As an integral component of the B.Voc. Honours degree programme, students are required to complete a structured apprenticeship or work-integrated learning programme in collaboration with relevant industries, organizations, or institutions. This component, spanning a duration of 280 days, carries 28 academic credits and is compulsory in the student's designated skill domain. It is designed to enhance industry preparedness by reinforcing academic knowledge through sustained, domain-relevant practical experience. The apprenticeship offers students the opportunity to engage directly with real-world professional environments, enabling them to apply domain-specific competencies, gain exposure to industry-standard tools and practices, and participate meaningfully in ongoing operations and projects. This extended, immersive experience serves to bridge the gap between theoretical learning and professional expectations, thereby fostering critical skills for career development and employability.</p> <p>To ensure the effectiveness, academic relevance, and accountability of the apprenticeship:</p> <ul style="list-style-type: none">• Each student will be assigned an academic mentor from the parent institution and an industry supervisor from the host organization.• Students are required to maintain a weekly activity logbook, which must be regularly reviewed and signed by the industry supervisor.• Monthly progress reports will be submitted to and reviewed by the academic mentor in consultation with the industry supervisor.• Mid-term and final evaluations will be conducted based on a

	<p>combination of employer feedback, student outputs/deliverables, and academic performance metrics.</p> <ul style="list-style-type: none"> The institution will conduct site visits, virtual check-ins, or regular follow-ups to ensure student engagement, address issues promptly, and uphold the quality of the apprenticeship experience. <p>This structured apprenticeship is a critical step in preparing students for the dynamic demands of the professional world, ensuring that their academic journey culminates in a well-rounded and industry-aligned skill set.</p>				
Semester	7&8	Duration	280 days	Credits	28

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Gain hands-on professional experience by engaging in long-term, domain-specific apprenticeship in real-world industry environments.	S	1,3,6,10
2	Apply domain-specific theoretical knowledge to solve real-time problems, enhancing technical and problem-solving competencies.	A	1,2,3,10
3	Demonstrate professional competencies such as workplace etiquette, communication skills, and teamwork in a collaborative work culture.	S	4,5,8,9
4	Build a professional portfolio by achieving practical outcomes and establishing credible industry references and credentials.	C	5,9,10
5	Cultivate reflective thinking, adaptability, and a lifelong learning mindset through structured and mentored work experience.	Ap	1,6,8,10
6	Transition smoothly from academic study to professional practice by developing job-specific skills and industry-aligned competencies.	S	2,3,5,10
<p>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</p>			

Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
		Components	Marks
		Commitment, Punctuality & Professional Conduct	20
		Monthly Progress Reviews & Logbook Maintenance	25
		Skill Development & Application	25
		Interim Report	20
		Total	90
	B	End Semester Examination (ESE)	
		Components	Marks
		Feedback & Evaluation Report from Host Organization	50
		Skill Demonstration / Summary of Work Exposure	40
		Final Report / Learning Portfolio	40
		Domain Knowledge and Experience Communication (Presentation)	40
		Viva Voce	40
	Total	210	

Note:

This assessment framework is intended as a guiding structure for evaluating apprenticeship performance. However, in order to remain responsive to the evolving needs of industry and society, the evaluation criteria may be revised from time to time. Such changes aim to enhance the relevance, effectiveness, and fairness of the assessment process.



CMS College Kottayam (Autonomous)

Programme	B.Voc. (Hons) Travel, Tourism and Logistics Management				
Course Name	Research Internship				
Type of Course	RIN				
Course Code	CMSTT25170407				
Course Summary	<p>As an integral requirement of the B.Voc. Honours with Research degree programme, the Research Internship is designed to provide students with hands-on exposure to real-world research practices in their designated skill domain. This component carries 20 academic credits and extends over a duration of 200 days. The internship must be undertaken in collaboration with a research organization, industry, or university department, under the mentorship of a qualified research guide.</p> <p>The primary aim of this internship is to engage students in industry-linked research projects that allow them to apply theoretical knowledge to practical, domain-specific problems. Students are expected to work on meaningful research inquiries, contribute to data collection and analysis, develop critical thinking and problem-solving skills, and enhance their communication and documentation abilities. In addition to the research internship, students must earn 8 credits through Skill Development Courses (SDCs), specifically chosen for their research orientation, thereby reinforcing their academic and practical foundation.</p> <p>This component not only contributes significantly to the academic rigor of the Honours with Research degree but also ensures a seamless transition from classroom learning to workplace research, preparing students for advanced studies or professional roles in their respective domains.</p>				
Semester	7&8	Duration	200 days	Credits	20

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Demonstrate research aptitude and inquiry-based learning by actively engaging in real-time research projects.	S	1,2,10
2	Apply academic knowledge in a professional research environment to bridge the gap between theory and real-world research practices.	A	2,3,6,10
3	Strengthen domain-specific knowledge and technical competencies through systematic investigation and practical application.	S	1,2,3
4	Address real-world research problems using problem-solving, analytical, and critical thinking skills.	S	1,2,6
5	Communicate scientific ideas and findings effectively through research reports, documentation, and presentations.	S	4,8,10
6	Collaborate with researchers and peer groups to gain exposure to interdisciplinary perspectives and collaborative learning practices.	S	2,3,5,10
7	Demonstrate professional growth and readiness for higher education, entrepreneurship, or research-oriented careers.	I	5,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

MODE OF ASSESSMENT				
	A	Continuous Comprehensive Assessment (CCA)		
		Components	Marks	
			Commitment, Punctuality & Professional Conduct	10
			Monthly Progress Reviews & Logbook	15

Assessment Types		Maintenance	
		Skill Development & Application	15
		Interim Report	20
		Total	60
	B	End Semester Examination (ESE)	
		Components	Marks
		Feedback & Evaluation Report from Host Organization	40
		Skill Demonstration / Summary of Work Exposure	20
		Final Report / Learning Portfolio	25
		Domain Knowledge and Experience Communication (Presentation)	25
		Viva Voce	30
	Total	140	

Note:

This assessment framework serves as a guiding structure for evaluating research internship performance. However, to remain responsive to the evolving needs of industry, academia, and society, the evaluation criteria may be revised periodically. Such revisions aim to enhance the relevance, effectiveness, and fairness of the overall assessment process

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