

NEP and Learning Outcomes Based Curriculum Framework (LOCF)

For

BACHELOR OF MANAGEMENT STUDIES (INDUSTRY INTEGRATED-TRAVEL & TOURISM)



**Department of Management
Gurugram University,
Gurugram**

(A State Govt. University Established Under Haryana Act 17 Of 2017)

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Background

The **Bachelor of Management Studies (BMS) (Industry Intergrated-T&T)** program based on the National Education Policy (NEP) 2020 aims to provide students with a holistic and flexible approach to management education with respect to travel & tourism after completing the 10+2 level examination. This program emphasizes a multidisciplinary and inclusive approach to learning, allowing students to gain a comprehensive foundation in Travel & tourism while exploring areas of specialization according to their interests and career goals.

The curriculum aligns with the principles of NEP 2020, offering students the opportunity to tailor their education through elective courses, internships, and interdisciplinary projects. By incorporating practical experiences such as live projects, field assignments, and simulations, the program fosters experiential learning and prepares students for real-world challenges.

Students will benefit from the program's focus on critical thinking, creativity, and problem-solving skills, which are crucial for success in the rapidly evolving business landscape. By nurturing the spirit of entrepreneurship and industry integrated scheme, the BMS program with specialization in travel & tourism ,helps students develop the qualities needed to become future leaders, wealth creators, and agents of positive change in society. Through a flexible and forward-thinking approach, the program prepares students for a successful management career while fostering lifelong learning and adaptability. The program incorporates activities such as live projects, field assignments, and simulation games to enhance the learning experience. By engaging in fieldwork, project work, business internships, use & need of AI and team consulting assignments, students will achieve a well-rounded education and gain a comprehensive understanding of the modern business landscape.

Programme Outcomes

On completing the BMS(II- TT) Programme, the students shall be able to realize the following programme outcomes:

PO's	Description
PO-1	Comprehensive knowledge of the travel, tourism, and hospitality industry, including destinations, tour operations, airlines, accommodation, and allied services.
PO-2	Apply management principles in tourism and travel enterprises.
PO-3	Use industry-relevant tools and practices including ticketing systems, tour costing, itinerary planning, reservation systems, and tourism software.
PO-4	Exhibit effective oral, written, and interpersonal communication skills for professional interaction with tourists, suppliers, and stakeholders.
PO-5	Demonstrate awareness of ethical standards, cultural sensitivity, and sustainable tourism practices in local, national, and international contexts.
PO-6	Develop entrepreneurial skills to create and manage tourism ventures, promote destinations, and innovate tourism products and services.
PO-7	Hands on Practice on digital tools, online travel platforms, social media marketing, and emerging technologies relevant to the tourism industry.

Programme Specific Outcomes

The BMS(II-T&T)program is spread over 6 semesters. It is a program specially designed for 10 + 2 students, who wish to gain knowledge about Travel & Tourism industry, develop managerial skills and industrial experience. The course is tailor made to suit the needs of industry and entrepreneurship. On completing BMS(II-T&T)program , the students shall be able to realize the following specific outcomes:

PSO1	Travel Planning & Tour Product Development: Students will be able to design and manage tour itineraries, travel packages, cost sheets, and schedules catering to domestic and international tourists using industry standards.
PSO2	Tourism Operations & Industrial Experience : Students will be able to apply practical knowledge of tour operations, travel agency functioning, airline and hotel operations, and destination management and get industrial experience along with the degree. business growth, competitive advantage, and societal impact.
PSO3	Travel Technology & Reservation Systems: Students will be able to demonstrate proficiency in computer reservation systems (CRS), global distribution systems (GDS), online travel portals, and tourism-related software.
PSO4	Tourism Marketing & Digital Promotion: Students will be able to develop and implement tourism marketing strategies, including digital marketing, social media promotion, and destination branding.

Qualification Descriptors

BMS(Industrial Integrated -Travel &Tourism) program is a 3 years undergraduate program offered by Gurugram University to pursue BMS after 12th Class. It is aimed at teaching management skills from both undergraduate as well as research level and to prepare the students as per industrial requirements.

Scheme of BMS(II-T&T) Programme

Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
	Basics of Tourism		4	-	-	4	70	30	-	-	100
	Tourism Geography		4	-	-	4	70	30	-	-	100
	Introduction to Accommodation & Hotel Operations		4	-	-	4	70	30			100
MIC/Vocational Courses (VOC)											
	Management Principles and practices		2	-	-	2	35	15	-	-	50
Multidisciplinary Courses (MDC)											
	To be taken from pool.		3	-	-	3	50	25	-	-	75
Ability Enhancement Course (AEC)											
	To be taken from Pool		2	-	-	2	35	15	-	-	50
Skill Enhancement Course (SEC)											
	Basics of computers		1	-	2	3	25	-	50	-	75
Value Addition Course (VAC)											
	Ethics & Human values		2	-	-	2	-	-	35	15	50
Total Credits						24	Total Marks			600	

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

Semester 2

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI
Discipline Specific Courses (DSC)										
	Travel Agency & Tour Operations		4	-	-	4	70	30	-	-
	Transport Systems		4	-	-	4	70	30		-
	Tourism Policy & Planning		4	-	-	4	70	30	-	-
MIC/Vocational Courses (VOC)										

Value Addition Course (VAC)											
	Environmental Study (To be taken from pool)		2	-	-	2	35	15	-	-	50
Total Credits						24	Total Marks			600	

After successfully completing 1st Year, Certificate in Bachelor of Management Studies (CBMS(II- TT)-48Credits) will be awarded to the students.

*The Summer Internship Report of 4 Credits and 4-6 weeks duration shall be submitted by all the candidates in the manner as specified by the department.

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
	Tourism Marketing		4	-	-	4	70	30	-	-	100
	Organizational Behavior		4	-	-	4	70	30	-	-	100
	Tourism Laws & Legal Framework		3	-	-	3	50	25	-	-	75
MIC/Vocational Courses (VOC)											
	Entrepreneurship & small scale business		4	-	-	4	70	30	-	-	100
Multidisciplinary Courses (MDC)											
	To be taken from Pool		3	-	-	3	50	25	-	-	75
Ability Enhancement Course (AEC)											

	To be taken from Pool		2	-	-	2	-	-	35	15	50
Total Credits						20	Total Marks		500		

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

Semester 4

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
	Financial Management in Tourism		4	-	-	4	70	30	-	-	100
	Tourism Economics		4	-	-	4	70	30	-	-	100
	Digital Marketing & E-tourism		4	-	-	4	70	30	-	-	100
MIC/Vocational Courses (VOC)											
	Human Resource Management		2	-	4	4	70	-	-	30	100
Ability Enhancement Course (AEC)											
	To be taken from Pool		2	-	-	2	-	-	35	15	50
Value Addition Course (VAC)											
	Itinerary Preparation & Tour Package Design		-	-	2	2	-	-	35	15	50
Total Credits						20	Total Marks		500		

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

NOTES:

- After successfully completing 2nd Year, Diploma in BMS(II-TT) will be awarded to the students who have successfully completed Semesters I to IV (minimum 96 credits)

*If any candidate wishes to leave the program after two year, they must notify the department one month before the final exams. They are also required to submit **Industry-Based Professional Capstone Project** (Eg-Operational & Marketing Analysis of a Travel Agency / Hotel / Event Company) and an internship report and complete the 4-credit Internship Certificate.

- The Summer Internship-I Report shall be submitted by all the candidates in the manner as specified by the department.

Semester 5

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
	Apprenticeship		-	-	20	20	-	-	210	90	300
Total Credits						20	Total Marks			300	

Semester 6

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
	Apprenticeship		-	-	40	20	-	-	210	90	300
Skill Enhancement Course (SEC)											
	To be taken from Pool or Equivalent MOOC Course		-	-	2	2	-	-	35	15	50
Total Credits						22	Total Marks				350

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

NOTE:

After successfully completing 3rd Year, Bachelor of Management Studies degree will be awarded to the students.

Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursue 3 year UG Programme without taking exit option.

***Project Report Evaluation will be 50% by the industry and 50% by the institute.