Study Scheme & Syllabus of
B. Voc. (Travel and Tourism Management)

Batch 2025 onwards

By
Department of Academics
IKG Punjab Technical University

SEMESTER 1

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVTTM 101-19	Introduction to Tourism	4	0	40	60	100	4
BVTTM 102-19	Travel agency and Tour operator business	4	0	40	60	100	4
BVTTM 103-19	Geography of Tourism	4	0	40	60	100	4
BVTTM 104-19	Business Communication-1	2	0	40	60	100	2
BVTTM 105-19	Tour Escorts and Travel Consultant	4	0	40	60	100	4
BVTTM 106-19	Field Trip and Report(Practical)	0	4	60	40	100	2
BVTTM 107-19	Business Communication - 1(Lab)	0	4	60	40	100	2
BVTTM 108-19	Geography of Tourism (Practical)	0	4	60	40	100	2
BVTTM 109-19	On Job Training Report	180 HRS		200		200	6
Total		18	12	380	620	1000	30

SEMESTER 2

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVTTM 201-19	Introduction to Indian Society & Culture	4	0	40	60	100	4
BVTTM 202-19	Meeting conference and Event Planner	4	0	40	60	100	4
BVTTM 203-19	Basic of Management	4	0	40	60	100	4
BVTTM 204-19	Computer Application in Hospitality & Tourism	2	0	40	60	100	2
BVTTM 205-19	Business Communication II	2	0	40	60	100	2
BVTTM 206-19	Business Communication - 1I(Lab)	0	4	60	40	100	2
BVTTM 207-19	Computer Application (Lab)	0	4	60	40	100	2
EMC-101-25	Entrepreneurship Setup and Launch **	0	4	60	40	100	2
BVTTM 208-19	On Job Training Report	180 HRS		200		200	8
Total		16	8	320	580	900	30

***The department of Higher Education and Languages, Government of Punjab endeavor to AI-powdered entrepreneurship learning platform on the said course. The Institute /Campus shall appoint an assistant professor as faculty coordinator.*

SEMESTER 1

INTRODUCTION TO TOURISM
(BVTTM 101-19)

Unit I

Tourism- Meaning and Scope
Tourist, Visitor, Traveler, Excursionist and Transient - *Definition and Differentiation;*
Concept of Resource, Attraction, Product, Demand, Market and Destination in Tourism;
Components and Elements of tourism;
Interrelationship between Leisure, Recreation and Tourism; Tourism Infrastructure

Unit II:
Factors Influencing the Growth and Development of Tourism.
Motivation for Travel and Tourism; Travel de-motivators; Relevance of Motivation Studies;
Concept of 'Push' and 'Pull' Forces.
Typology of Tourism

Unit III:
Inter disciplinary and Trans Disciplinary Nature of Tourism
Different approaches to study Tourism Chain of distribution in Tourism Unique Features of Tourism Industry
Relevance Tourism Measurement; Measurement Techniques and Their Limitations

Unit IV:
Tourism Impacts: Socio-economic, Cultural and Environmental/Ecological Benefits
Negative Implications of Tourism
Concept of Tourism Carrying Capacity and EIA

References
☐ Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
☐ Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
☐ Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
☐ Dr.Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010
☐ Abrahim, Pizen and Yoel, Mansfiel, Ed. Consumer Behaviour in Travel and Tourism

TRAVEL AGENCY AND TOUR OPERATION BUSINESS
(BVTTM102-19)

Unit-I

Travel Agency and Tour Operations Business : Origin, Definition and Differentiation
Intensification of Travel Trade Services Over the Years
Role and Contribution of Travel Agents and Tour Operators in the Development of Tourism Industry
Changing Trends in Travel Trade Business *vis a vis* Internet Revolution
Growth Prospects

Unit - II

Function of Travel Agencies
Collection and Dissemination of Travel Information, Travel Documentation, Preparation of Itineraries, Planning and Costing of Tours, Ticketing, Product Promotion and other Miscellaneous work
Types of Tour Itineraries
Organizational Structure of a Standard Travel Agency

Unit - III

Functions of Tour Operators
Assembling, Processing and dissemination of information; Liaisoning with Principals; Preparation of Tour Itineraries and Pricing of Tour Package; Pre-tour-arrangements; Tour Operation and Post-tour Management.
Components of Standard Tour Packages

Unit - IV

Scope and Essence of Linkages and Integrations in Travel Trade Functions
Role and Relevance of TAAI, IATO, ATTOI and Adventure Tour Operators Association of India in the context of Travel Trade Business
Types of Travel Agencies - IATA, Non IATA and GSA Procedure for recognitions of Travel Agency and Tour operations

References

- Syratt Gweda, Manual of Travel Agency Practice, Butterworth Hienmann, London 1995
- Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996
- NegiJagmohan, Travel Agency and Tour Operation : Concepts and Principles, Kanishka, New Delhi 1997
- Medlik S, Dictionary of Travel, Tourism & Hospitality(1993) Butterworth-Heinemann, Oxford(U.K.)
- Foster, D.(2010) The Business of Travel Agency, Pitman,
- Dhiman. M.C. and Chauhan, V. (2019) . International Travel Agency and Tour Operation Management, IGI Global USA.
- Geo, Chack, (1990). Professional Travel Agency Management: (Prentice Hall, London,.
- Mohinder Chand , (2006) Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi,
- IATA, IATO, TAAI manual./
- Jag Mohan, Negi, (1990) Travel Agency and tour operation, Kanishka Publication New Delhi,

GEOGRAPHY OF TOURISM
(BVTTM-103)

Unit-I Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Location Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones. Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, and Transportation & Communication.

Unit-II
Map reading, scale of the map and measurement of the distance on map, use of conventional
signs and symbols in maps and signs especially significant for tourism sector Study of
climatic, drainage, transport availability maps (road, air, water, and railway) of India.

Unit-III
Asia and Europe: General geographical features; physiographic, climate, vegetation. Main countries,
capitals & their tourist attractions.
Other countries: General geographical features of given countries with information about physiographic, climate, vegetation & tourist attractions of USA (only 5 Places) South Africa, Australia

Unit-IV
Climate and Seasons of India, Local state as an attractive tourist destination, Main Tourist attractions
of India-focus USPs .Location of important physiographic features on the map of India. Location of important tourist cities, national parks, wildlife sanctuaries; cultural, historical and religious tourist spots in India

References
☐   Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
☐   Williams, Stephen: Tourism geography, Routledge, 1998.
☐   Lewis, Mark: Singapore, Rough Guides, 2003.
☐   McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
☐   Encyclopaedia of Indian Natural History – Hawkins R E
☐   Geography of Tourism – Robinson H
☐   Tourism Development and Resource conservation- Jagmohan Negi
☐   Indian Wildlife- Grewal, Bikram

BUSINESS COMMUNICATION- 1
(BVTTM-104)

Unit 1: Business Communication
Need; Purpose; Nature; Models; Barriers to communication; overcoming the barriers.

Unit 2: Listening Skills
Definition; Levels and types of listening; Listening barriers; Guidelines for effective listening; Listening computerization and note taking.

Unit 3: Effective Speaking
Polite and effective enquiries and responses; Addressing a group ; Essential qualities of a good speaker ; Audience analysis ;Defining the purpose of a speech, organizing the ideas and delivering the speech.

Unit 4: Non-Verbal Communication
Definition and Importance; Kinesics: Body movements, facial expressions, posture, eye contact etc.; Proxemics: The communication use of space; Para language: Vocal behaviour and its impact on verbal communication; Communicative use of artefacts– furniture, plants, colors,

Unit 5: Telephone Handling
The nature of telephone activity in the hotel industry; The need for developing telephone skills; Developing telephone skills.

Suggestive Reading:

• Mitra, Barun K- Personality Development and Soft Skills, Oxford university press, New Delhi 2015

• Raman, Meenakshi -Business Communication 2nd edition Oxford university press, New Delhi 2015

• Karan Pal-Business Management & Organizational Behaviour, I.K. International, N. Delhi 2011

• Onkar, R.M.-Personality Development & Career Management, S.Chand& Company, New Delhi 2011

• Mukerjee, HorySankar - Business Communication: connecting at work-, Oxford university press, New Delhi 2014

TOURS ESCORTS AND TRAVEL CONSULTANT
(BVTTM 105-19)

Unit I:

Travel Agency and Tour Operation business: Concept of Travel Agencies and tour Operators; History; Present status and future prospects of Travel Agency Business,. The Indian Travel Agents and Tour Operators-an overview. Travel Agency and Tour Operators: Linkages and arrangements with hotels, Airlines and Transport Agencies and other segments of Tourism Plants.

Unit II:

How to Set Up a Travel Agency? – Various types of organizations: Proprietorship, Partnership, Private Limited and Limited. Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. IATA rules and regulations, Basis of approval of a Travel Agency. Study of various fiscal and nonfiscal incentives available to travel agencies and tour operators business.

Unit III:

Travel Terminology and Travel Trade Organization: Current and Popular Travel Trade Abbreviations and other terms for supporting sources. Travel Agency Manuals, ABC, TIM, and other relevant manuals. Travel organizations: Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), International Air Transport Association (IATA).

Unit IV:

Function of a Travel Agent and Tour Operator: Understanding the functions of a Travel Agent, travel information and counseling to the tourists, reservation, ticketing, documentation, handling business/corporate clients including Conference and Conventions, sources of income: commission, service charges.

Market research and tour package formulation, assembling, processing and disseminating information on destinations, preparation of itineraries. Handling of tour file, sources of income for tour operation.

Unit V:

Organization structure, Management and Products of leading Travel Agencies of India: Case Study of Kuoni. SOTC, Thomas Cook, Orbit; Le Passage, Make My Trip, ITDC& GMVN.

Suggested Readings:
1. Holloway, K.C., The Business of Tourism (1983), Mac Donbald and Evans, Plymounth.
2. Syratt Gwenda, Manual of Travel Agency Practice, Buutterworth Heinmann, London, 1995
3. Susan Webster, Travel Operating Procedures (Second Edition),- Van Nostrand Reinhold New York.
4. Fuller-Travel Agency Management, South-Vestern Publishing Co.
5. Chand Mohinder, Travel Agency Management, Anmol Publication Delhi. Gupta S.K., International Airfare & Ticketing, U

FIELD TRIP AND REPORT
(BVTTM 106-19)

There will be a field visit of six to ten days duration specific destination during the semester period duly approved by the Director. All students are required to submit the field study tour reports of their field visits in the department 15 days before the second semester Viva-voce examination. The Viva-voce shall be conducted on the basis of theory papers and field visits and marks shall be awarded both by Internal and External examiners. The aggregate of both the examiners shall be awarded to the candidates there upon.

BUSINESS COMMUNICATION PRACTICAL
(BVTTM 107)

Taking notes , practice of addressing groups, practice of delivering speech, how to use Kinesics , practice of telephone handling, how to communicate on phone, role plays

GEOGRAPHY OF TOURISM (Practical)
(BVTTM-108)

- Map reading, scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India.
- Study of Important Tourist Destinations of India and Abroad and also design Itineraries.

SEMESTER 2

INTRODUCTION TO INDIAN SOCIETY AND CULTURE
(BVTTM 201)

Unit-I

Culture & Civilization - Definition according to UNESCO; Outline of Indian History - Ancient History: Indus valley Civilization; Vedic culture: Pre Aryan and Aryan Culture - Medieval History: specially Akbar (indo-Islamic Synthesis) Mughal Emperor – Modern History: Western influence

Unit-II

Philosophy, Principle, Doctrines, Scriptures, Sects, Rituals, Customs and Practices, Etiquettes

and manners, and fairs and festivals, and popular destinations in India of various religions of India such as Hinduism, Jainism, Buddhism, Islam and Christianity – World Heritage Sites of India

Unit-III

Major Traditional, Cultural and Tourism Fairs and Festivals in North

India and South India Like Pongal, Makarsankranti, VasantPanchami, Baisakhi, Pooram, Onam, Ugadi, Dusshera, Deepawali, Holi, Bihu, Easter, Muharram, Christmas, MahavirJayanti, Navroz, KumbhaMela, Surajkund Crafts Mela, RathYatra at Puri, Ganesh Festival, MaghMela etc.

Unit-IV

Architecture, Sculpture and Painting: Hindu Architecture, Buddha and Jain Architecture and other forms of Architecture (Indo-Islamic, Indo-Persian, Indo-Arabic etc.) - Schools of Art (Amravati, Gandhara, and Mathura), Cave, Sittanavasal, Aihole, Mughal, Rajasthani, Pahari, Kishangarh Paintings

Music: Basics-Hindustani and Karnataka style Major differences; Gharanas – Dance: Classical-Bharatnatyam, Kuchipudi, Oddisi, Mohiniattam, Manipuri, Kath Kali, Kathak and other forms – Folk Dances: Garbha, Bhangada, Bihu, Chau, Rasleela, Kathi, Kolattam and other forms – Handicrafts of India

References:
Basham, A.L, Cultural History of India (Oxford: Clarendon)
Panikkar, K.M., Essential Features of Indian Culture (Bombay: BharatiyaVidyaBhavan)
NilakantaSastri, K.A., A History of South India
Vidyarthi, M.L., Indian Culture through the ages
Kundra D.N., History of India, Navdeep Publications, Delhi

MEETING, CONFERENCE AND EVENT PLANNER
(BVTTM 202)

UNIT 1	**Introduction to Meeting, conference and event planning** : An overview of the event industry Skills required for an event planner Different types of events religious, musical, sporting, personal and private, political and government, commercial and business, corporate, special events and leisure events , Understanding customers demand and clients needs regarding the dates, location and type of event/ conference/meeting Understand the purpose of the event/conference/ meeting Identifying the target audience for whom the event /conference/meeting is held Understanding the budget constraint from the customers Type of allied services required like catering, accommodation, provision of stalls, registration counters etc. Identifying the audio visual requirements Understanding the type of stage and set up and Entertainment services required Creation of a draft budget and estimating the costs as per customer requirements and expectations Provision of rough estimate to customers offering various suggestions to the customers to help them decide on their needs handling enquiries from other customers
UNIT 2	**Conference/ meeting planning:** Identifying the purpose of the conference/ meeting Identification of location Collecting resources based on requirement Creating a contract with the customer listing all the requirements Understanding the needs of the customer in relation to Identifying the target market on to the support services required, Sending invitations to guests Identifying accommodation, catering, audio visual requirements Arranging for registration signs, badges, presentation and support material Arranging for security, car parking, valet parking if required Arranging for media if required Coordination with the customer service staff Inspection of facilities and logistics Planning the budget sheet, costing for all services, Identifying the aims and objectives presented by the clients for the event Understanding the theme of the event Setting specific benchmarks / standards according to event management company policy for developing event/conference/ meeting Collecting relevant data from all the key areas that support the event/ conference/ meeting according to customer requirement Conducting a feasibility study for the viability of the event
UNIT 3	**Event organizing:** Planning an event proposal Communicating with the . customer about the constraints from the other stakeholders that affect the event Suggesting innovative and creative ways of planning the event by improving and adding on to the customer requirements and expectations Creation of an event team which will support the event planner Communicating with the event team and colleagues in the company regarding the event Planning for approvals, licenses and insurances Planning for any legal requirements for the event in accordance with the company policy Budgeting for the event with estimated costs Planning for event marketing Planning for event sponsorship if required.

UNIT 4	**Event/conference / meeting implementation and evaluation :** Confirmation of the planned arrangements with the client Inspection of the facilities after the set up and design Supervising the event preparation Communicating with the event team for any changes Update the customer of the plans Maintain a detailed list of accounts to be submitted at the end to the customer Monitor the progress of the event Preparation of checklists to see if the event is progressing as scheduled Record the details of the events for future reference Supervise the closing activities Coordinate with the cleaning team Collect the payment from the client Collect feedback from the customer Handling customer complaints Making a report of the event for company.

BASIC OF MANAGEMENT
(BVTTM 203)

Unit I

Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.

Unit II

Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, process of decision making, limitations.

Unit -III

Organizing- meaning process of organizing, levels of organizing, span of management, forms - line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization.

Unit -IV

Motivation and theories of motivation, Leadership traits and styles.
Communication process and barriers, Controlling process, techniques and, feedback

References

- V-Eannlce& Harold Koontz(2010) : Management: A Global and Entrepreneurial
- Perspective. Tata McGraw -Hill, New Delhi.
- Ghuman, Karminder& K. Aswathappa (2012): Management: Concept, Practice & Case,TataMcGraw -Hill, New Delhi.
- Kase , F. L. and Rasonu, J.E. (2000), Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'.
- Chandra Bose (2010) . Principles of Management & Administration, Prentice Hall of India
- Koontz &Wrihrich(2005). Essential of Management Tata Mc Graw – Hill Publishing Co. Ltd.

COMPUTER APPLICATION IN HOSPITALITY & TOURISM
(BVTTM 204)

Unit No. 1: MS Word

☐ Create a project report for starting a new interior design company using MS Word

Unit No. 2: MS Excel

☐ Perform Calculations and create relevant charts and insert in the project report created.

Unit No. 3: MS PowerPoint

☐ Prepare a PowerPoint presentation based on the project report.

Unit No. 4: Internet

☐ Browse various interior design company websites, create an E-mail ID.

Suggested Readings:

- Arora, Ashok &Bansal, Shefali. (2000). Computer Fundamentals. New Delhi: Excel Books.
- Chauhan, S, Saxena, A, & Gupta, K (2006). Fundamentals of Computer. NP: Laxmi
- Publications
- Sinha, Pradeep Kumar & Sinha, Priti. (2007). Computer Fundamentals. New Delhi: BPB Publication.
- Stallings, William. (2007). Computer Networking with Internet Protocols and Technology.
- Delhi: Pearson Education.
- Narang, R (2011). Database management systems.
- Ramakrishnan, R &Gehrke, J (2002). Database Management Systems. ND: McGraw-Hill
- Leon, Alexis & Leon, Mathews.(2006). Fundamentals of Database Management Systems.
- Chennai: Vijan Nicole.
- Kumar, P. S. G. (2004). Information and Communication. Delhi: B. R. Publication.
- Prasher, R. G. (2003). Information and its Communication. Ludhiana : Medallion Press
- Crumlish, Christian. (2007). the ABCs of the Internet. New Delhi: BPB Publications.

BUSINESS COMMUNICATION-II
(BVTTM 205)

Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

Unit II
Etiquettes & Manners

Social & Business Dinning Etiquettes, Social &Travel Etiquettes

Unit III
Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

Unit IV Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place

Unit V
Group Discussion

Team Behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

Unit VI
Telephone conversation

Introduction, Objectives, Job Description of Telephone operator,

Unit VII Presentation

Presentation skills, seminars skills role – play

Unit VIII
Electronic Communication Techniques E mail, Fax , Answering Internal Phones **Main text**

Reference books
- Chhabra,Sandhya.(2012).Personality Development and Communication Skills. Sunindia
- Thill, John. (2006).Business Communication Essentials. Pearson
- Sinha Ashok k (2017).Dimensional Personality Development .New Delhi :Galgatia
- Publishing Company

BUSINESS COMMUNICATION II (LAB)
(BVTTM 206)

- Conversation skills
- Public speaking
- Extempore
- Group discussion
- Service role plays of customer handling with created restaurant environment
- Role plays of situation handling focused on in hotel issues Motivation
- Interpersonal skills
- Anger management
- Case studies of different types of customer
- Time Management
- Team Building
- Interview Skills
- Practicing Telephonic conversation

COMPUTER APPLICATION (LAB)
(BVTTM 207)

- MS Word document-entering text, saving, editing and printing the document, formatting a document, special effects, shortcut keys, creating tables
- MS Excel document- parts of worksheet, navigation in a worksheet, creating a spreadsheet, simple formulas, editing data, saving and exiting a worksheet, aligning text, making
  - graphs/charts, printing and page adjustments How to search for a webpage
  - Creating an email account
  - Sending/receiving an email
  - Online banking

EMC-101-25	L	T	P
Entrepreneurship Setup and Launch	0	0	4

Introduction:
This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

Learners Objective:
1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

Outcome: By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning, growth mindset development**, and **identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins, peer collaboration, and locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action, reflection, and collaboration. By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

Semester Syllabus:

Format: 12 weeks, 4 hours/week | 2 credits
Revenue Target: ₹10,000

Week	Learning Goal	Measurable Outcome
1	Understand what entrepreneurship is and who can be an entrepreneur	Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community
2	Connect personal identity to entrepreneurship (strengths, interests, struggles)	Students create a "value map" showing how a skill/interest/problem from their life could become a business opportunity
3	Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services	Students explore 1–2 examples from each domain and share one they're most curious to try and why
4	Choose a path and generate a basic business idea	Students write down a clear offer (what, for whom, why) and one way to reach their

			customer
5	Take first real action: message, post, pitch, or sell		Students reach out to or serve 1 real potential customer and record what happened
6	Reflect on first attempt and share with peers		Students share their result, a challenge faced, and one idea to improve next time
7	Improve and try again: aim for first ₹100		Students apply a change, try again, and aim to make their first ₹100 or get meaningful response
8	Learn how to identify and understand your target customer		Students talk to 2 potential customers or observe them and list 3 insights about their needs
9	Learn how to serve your target audience better		Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need
10	Explore core entrepreneurial values (resilience, honesty, effort)		Students reflect on 1 value they're building and show it in a business task or peer story
11	Focus on earning and staying consistent		Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)
12	Reflect on earnings, grit, and how to keep going		Students record total earnings, one resilience moment, and one support system or habit they'll continue with

Weekly Component:

Component	Duration	Description
Learning Module	~1.5 hrs	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1–2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real-life stories, and tools to deepen understanding at their own pace

Evaluation Criteria

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks including reflections, activities, quizzes etc.	40%
Target Completion	Performance-based evaluation on hitting **revenue or profit targets** (e.g., generating ₹10,000 revenue)	30%
Final Project	A comprehensive project based on the semester's theme	30%

Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

INTRODUCTION: Could *You* Be an entrepreneur?
When people hear "entrepreneur," they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, "I can solve this," - you've already taken your first step.
Component 1: Learning Module (~1.5 hours) Unit 1:
What is Entrepreneurship?
1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

Simple Slide/Visual Aid Tip:
A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.
<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

MCQ 1

Q: What best describes entrepreneurship?
A. Getting a job in a company
B. Solving problems for others and earning from it ■
C. Studying business in college
D. Buying expensive things

Feedback:
1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.
 Problem she saw: Expensive or generic rakhis in the market; no personal touch.
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.
 Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.
 Problem she saw: Office workers struggled to find affordable, homemade meals.
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.
 Problem he saw: His cousin needed help with math, but good learning resources were hard to access.

MCQ

Q: Which of these can be a form of entrepreneurship?
A. Making reels on skincare tips and selling homemade face packs ■
B. Buying new clothes from malls
C. Studying engineering
D. Playing games without sharing or streaming

Feedback:

1. *Correct! Sharing useful tips + selling a product = solving a need!*
2. *Try again! Entrepreneurship is about creating value and helping others.*

Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

Component 2: Action Lab (~2 hours) Task Find & Learn from 2 Entrepreneurs Near You

Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
   a) What do they do?
   b) How do they earn?

c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

Final Deliverable
Learner submits:
1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)
   → Submitted in the submissions tab. Supplementary Resources (Optional)
1. Danny O'Neill - Getting started | Entrepreneurship | Khan Academy
2. The Better India – Stories of local entrepreneurs

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Week 2: Can I Be an entrepreneur?

INTRO – What Makes an entrepreneur?
You don't need a suit, a degree, or a lot of money to be an entrepreneur.
You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

Component 1: Learning Module (~1.5 hours) Unit 1: What Makes an entrepreneur?
Key Concepts:
1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

Real-Life Examples:
1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

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Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

"What can I offer?"

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

What is a Value Map?

A Value Map connects three simple things:

A. **What people around you need**
   → *Look around: is there something people often struggle with or something that could be better?*

B. **What you *enjoy* or are *willing to try***
   → *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*
   → *Even if you're just curious about something: that's enough to begin.*

C. **What solution you can create**
   → *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

Visuals:

3 overlapping circles:
   1. "People Need"
   2. "I Can"
   3. "My Offer"

Examples:

1. **People Need → Affordable meals**
   I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service
      2. **People Need → Study tips in Punjabi I Can → Speak clearly + love teaching**
   My Offer → 3-minute video tips on Instagram

MCQ

Q: What's the first step to being an entrepreneur?

A. Waiting for the perfect idea
B. Solving a problem with your skills ■
C. Buying a shop
D. Studying for years

Feedback:

1. Correct! Entrepreneurs start by solving small problems using what they already have.
2. Try again! It's not about waiting: it's about starting.

Reflection Prompt

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

Component 2: Action Lab (~2 hours)

Task: Create Your Personal Value Map Steps (checklist in app):

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

Final Deliverable (Submitted in App):

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

Supplementary Resources (Optional)

1. "Start with Why" by Simon Sinek
2. 10 Characteristics of Successful Entrepreneurs | Business: Explained

ON JOB TRAINING
(BVTTM-208)

- **Property:** TRAVEL AGENCIES
- **Department Division**: 60 Days in various divisions of Travel Agency
- **Appraisal form:** Students are required to get I.T Appraisal forms from the respective travel Agency
- **Log book:** on daily basis students are required to make entries in the log book as per the assigned duties and responsibilities carried out on daily basis.
- **Training Report:** Students are required to make two copies of training report(hard and soft) covering the following chapters
    - *Chapter I-Introduction to Travel Agency*
    - *Chapter II-Introduction to City*
    - *Chapter III-Travel Agency operations-Hierarchy, Duties and Responsibilities, Tariff, SOP-Bookings, Registration, Ticketing*
    - *Chapter IV-Suggestions & Conclusions*
    - *Annexure*