

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 - II(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

Semester 3

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
		L	T	P	Int.	Ext		
BVTTM 301-19	Itinerary Preparation and Tour Packaging	3	1	4	40	60	100	4
BVTTM 302-19	Itinerary Preparation and Tour Packaging	0	0	4	60	40	100	2
BVTTM 303-19	Health, hygiene and medical protocols	3	1	0	40	60	100	4
BVTTM 304-19	Health, hygiene and medical protocols	0	0	4	60	40	100	2
BVTTM 305-19	Tour Guiding & Interpretation	3	1	0	40	60	100	4
BVTTM 306-19	Tour Guiding & Interpretation	0	0	4	60	40	100	2
BVTTM 307-19	Tourism Laws	4	0	0	40	60	100	4
BVTTM 308-19	Basic Accountancy	4	0	0	40	60	100	4
BVTTM 309-19	Tourism Business Economics	3	0	0	40	60	100	3
EMC-102-25	Entrepreneurship (Marketing Basics)	0	0	4	60	40	100	2
BMPD 302-18	Mentoring and professional development	1	0	0	25	0	25	1
	TOTAL	21	3	20	445	480	925	32

SEMESTER 1

INTRODUCTION TO TOURISM

(BVTMM 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
- • Abraham, Pizen and Yoel, Mansfiel, Ed. Consumer Behaviour in Travel and Tourism

TRAVEL AGENCY AND TOUR OPERATION BUSINESS (BVTMM102-19)

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

- Syrratt Gweda, Manual of Travel Agency Practice, Butterworth Hienmann, London 1995
- Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996
- Negi Jagmohan, 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 (BVTMM-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 (BVTMM-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 behavior 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 (BVTMM 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, Plymouth.
2. Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth 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 (BVTMM 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, Vasant Panchami, Baisakhi, Pooram, Onam, Ugadi, Dusshera, Deepawali, Holi, Bihu, Easter, Muharram, Christmas, Mahavir Jayanti, Navroz, Kumbha Mela, Surajkund Crafts Mela, Rath Yatra at Puri, Ganesh Festival, Magh Mela 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, Odissi, Mohiniattam, Manipuri, Kathakali, Kathak and other forms – Folk Dances: Garbha, Bhangra, 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: Bharatiya Vidya Bhavan)
Nilakanta Sastri, 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 (BVTMM 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.
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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, Tata McGraw -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 Dining 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, seminar's 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. Sun India
- 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 customers
- 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
 - 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

Wee k	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](#)

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.*

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 (BVTMM-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*

SEMESTER 3

ITINERARY PREPARATION AND TOUR PACKAGING (BVTMM 301-19)

Unit I

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation - limitations and constraints. Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary - Seasonal Itinerary-Product based itinerary-All-inclusive itinerary.

Unit II

Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari. Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

Unit III

Tour Packaging – Definition – Types - Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Liaisoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria, Case study of promotion of popular tour packages by leading tour operators.

Unit IV

Costing a Tour: Components, Considerations- Types of Costs- Cost sheet, FIT Costing and Group Costing, Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc., Pricing Strategies and Distribution Mechanism. Product Oriented Package Tours and Special Interest Tours: Adventure tours-MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours- Rural/Village tour.

REFERENCES:

- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Chunn, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall
- D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.
- Fay Betsy, Essentials of Tour Management New Jersey:

ITINERARY PREPARATION AND TOUR PACKAGING - PRACTICAL (BVTTM 302-19)

- Preparing itineraries for local, regional, national and international destinations
- Preparation for itineraries for niche segments like religious tourism, adventure tourism, business tourism, rural tourism, wildlife tourism, cultural tourism etc.
- Tour package designing
- Practical exercises related to Cost sheet designing, costing of tour package
Practical exercises related to pricing of tour package, types

HEALTH, HYGIENE AND MEDICAL PROTOCOLS

BVTHM 303-19

Objective: The subject aims to provide basic concepts of health and hygiene with link to give a clean environment that will help in understanding the basic concepts of health, hygiene and various medical protocols for increasing food hygiene, ensuing customer health safety, concern for nutritional value of food, help in stopping the transmission of diseases and enabling working as per set medical protocols. It also provides an outline of first aid concepts and basic emergency procedures including contagious disease control and prevention.

Unit 1	Health Determinants and Standards - Individual health parameters Determinants of Health, Key health indicators, Importance and Source of Public-health Data, Health status in India: Standards, Occupational health: Labour Law and ESI International Agencies in Public Health: Role of Public, Private and NGO in Health sector The Global Health Council, The Global Network for Neglected Tropical Diseases, The Global Alliance for TB Drug Development, The International AIDS Vaccine Initiative, Malaria Vaccine Initiative World Health Organization (WHO) and Centre for Disease Control and Prevention (CDC) Understanding various types of diseases and their spread Contagious and Non contagious diseases (SARS, HIV, COVID 19 etc), symptoms, precaution measures including kitchens, workplace, public places etc. Contagious diseases and its prevention through social distancing, using PPE's, maintaining hygiene standards, using proper sanitization techniques etc Elements of an effective housekeeping program. Handling and disposing waste
Unit 2	Understanding Personal hygiene, Health: Definition, Determinants of health, mental health, Maintaining health, Role of science in health, Role of public health, Self-care strategies, Hygiene: Concept of hygiene, Home and everyday life hygiene Personal Hygiene: History of hygienic practices, principles, Excessive body hygiene, Sanitization: definition and concepts of sanitization, hand washing techniques, planning for the improvement of personal hygiene. Health and medical Audit: Understanding health and medical audit of hotels, Aviation and tourism establishments. Reviewing most common unsafe places, acts/conditions, Creating SOPs for managing common unsafe acts on daily and periodic basis.
Unit 3	Food Hygiene Food Hygiene & Kitchen Safety: Cooking & baking, hygiene, Disinfection and sterilization, Food preparation, Temperature, Food poisoning Contamination, Cooking and reheating food, balance diet Nutrients: Carbohydrates, Fiber, Fat, Essential fatty acids, Protein, Minerals, Macrominerals, Trace minerals Vitamins, Water Other nutrients: Antioxidants, Phytochemicals, Intestinal bacterial flora. SOPs for Control of Food Poisoning and Intoxication
Unit 4	First Aid and First Aid Box

	Aims of first aid & the role of a manager, Incident management, communicating with a patient, Contents of a first aid kit, Life Saving Skills: Primary survey, The recovery position / safe airway position, The chain of survival, Cardiopulmonary Resuscitation (CPR), Using an Automated External Defibrillator (AED), Choking, Bleeding, Medical Protocols Introduction to Quality and Patient safety: including Basic emergency care and life support skills, WHO and ICMR guidelines for the prevention of infectious control, Infection prevention and control measures of following diseases: air born, water born and food borne illness (tuberculosis, cholera) influenza, hepatitis. Basic Immunization/vaccination of staff.
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HEALTH, HYGIENE AND MEDICAL PROTOCOLS – LAB BVTHM 304-19

Aims /learning Objectives: Students are able to classify, identify, and learn the health and hygiene practices in their day today life.

1. To demonstrate safe code of practice for personal hygiene and sanitation.
 2. To demonstrate the clanging and sterilization of surface and utensils.
 3. To demonstrate the various safety codes used to prevent communicable and infectious disease.
 4. Formulation and preparation of low-cost disinfectant and sterilizing agent.
 5. Preparation of audio-visual aids like charts, posters, models related to health and nutrition.
 6. Conduct of survey on health and hygiene practices among high- and low-income groups.
 7. Study and demonstration of instruments used in health and hygiene practices.
 8. Demonstration of Hand-washing technique.
 9. Formulation and preparation of low-cost nutritious recipe.
 10. Demonstration of Physical examination of spoiled/contaminated food sample.
 11. Measurement of Body temperature, Heartbeats, Pulse rates and Blood pressure.
 12. Case study on recent disease outbreak viz HIV, HEPATITIS, COVID-19 etc.
 13. Demonstration of medically important entomological specimens.
 14. Collection and interpretation of local data on disease prevalence.
 15. Field visits.
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TOUR GUIDING & INTERPRETATION (BVTTM 305-19)

Unit I

Tour Guiding: Concept-History-Dimensions and Present Status, Role and Responsibilities of Tour Guide, Code of Conduct for tour guides, Personal hygiene and grooming checklist for tour guides, Principles of Tour Guiding, Occupational Skill Standards -How to develop tour guiding skills.

Unit II

Dealing with tourist arrivals and departures, Communication for tour guiding-Language – Posture and Presentation, Roadblocks in Communication, Speaking faults, Body language.

Unit III

Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing, linking commentary with what to be seen, managing difficult situations, Handling Complaints, First Aid: Importance and General procedures.

Unit IV

Visitor interpretation: Concept-Principles and Types, how to develop good interpretation skills-Popular understanding of a place, Nature interpretation.

References

Negi Jagmohan, *Tourist Guide and Tour Operations: Planning*

**TOUR GUIDING & INTERPRETATION - PRACTICAL
(BVTTM 306-19)**

- Grooming, personal hygiene and dressing
- Verbal and nonverbal communication skills
- Body posture and presentation skills
- Handling of microphone and mike
- Knowledge of First aid box
- Handling questions and answers
- Handling difficult situations like medical, fire, accidents and other emergencies
- Skills for commentary
- Mock tour guiding with groups in destinations like nature based, architectural, heritage, religious and adventure destinations and feedback sessions

TOURISM LAWS

(BVTTM 307-19)

Unit I

- A. Indian Contract Act; 1972
- B. Partnership Act; 1932
- C. Companies Act; 1956
- D. Agencies

Unit II

- A. Consumer Protection Act & tourism
- B. MRTP Act, Applicable tourism as consumers
- C. FEMA - 1999
- D. Foreigner's Act

Unit III

- A. Passport Act
- B. Tourism bill of rights
- C. Travel insurance, passport, visa & health

Unit IV

- A. Custom & currency regulations
- B. World cultural & natural heritage, 1972 UNESCO
- C. Ethics in tourism, Barmuda Agreement

References

- The Business of Travel agency Operation & administration – D.L.Foster
- The Indian Travel agents – Malik, harish & Chandra

BASIC OF ACCOUNTANCY (BVTMM 308-19)

Unit I

Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP). Recording of transactions: Voucher system; Accounting Process.

Unit II

Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.

Unit III

Final Accounts: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four): Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation.

Unit IV

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break-even Analysis, Budgetary Control.

References:

- Sharma, R.K. and Shashi K. Gupta, Management Accounting, Kalyani Publisher, Ludhiana.
- Gupta, R.L., Booking keeping & Accounting, Sultan Chand, New Delhi
- Grewal T.S., Introduction to Accounting, S. Chand

Tourism Business Economics (BVTTM 309-19)

Unit-1

Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, Scope and Application of Managerial Economics. Economy and tourism economics, tourism economic functions.

Unit-2

Demand for tourism Concepts and definitions of demand for tourism Consumer behaviour and tourism demand, determinants Measuring the demand for tourism.

Unit-3

Economics of Production Analysis: Return to scale, Law of Returns and Production Function, Concept of Profit and Breakeven Analysis. Characteristics of the tourism supply Economic, Types and gauges of the tourism supply.

Unit-4

Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

References:

Chopra O.P., Managerial Economics, Tata MC Graw Hill. Mehta P.L., Managerial Economics, Sultan Chand New Delhi.

Aggarwal H.S., Micro Economics, Ane Books. Jeoldean, Managerial Economics: Prentice Hall of India.

Semester Snapshot - Semester 3
Entrepreneurship 102/201 (Marketing Basics)
570-102-25

Introduction

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

Semester 2 Curriculum

Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
Recap	Recap and Introduction	Revise what you learned in Semester 1 and plan what you will do in Semester 2	1	Revise first 12 milestones of Semester 1	Watch a video on "Semester 1 summary"
					Download 12 summary cards of Semester 1 milestones
					Write 3 key learnings of Semester 1
					Write 3 things you will improve in semester 2
					Attempt Semester 1 Recap Quiz
			2	Set your goals for Semester 2	Learn how to 4X your revenue in Semester 02 using Marketing
					Read how famous brands use marketing to increase revenue
					Set your marketing goals
					Attempt Semester 2 Readiness Quiz

Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 14: WhatsApp Community Marketing

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
15	Use AI to generate content for marketing	Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs	1	Learn what is content marketing	Watch a video on 'what is content marketing'
					Learn which content works for brand awareness or revenue generation
					Write 3 types of content you believe your customers like
					Attempt task 01 quiz
			2	Generate content ideas to attract customers	Learn how to use AI to generate content marketing ideas for your business
					Generate 10 small content ideas to attract your customers
					Discuss the ideas with your users and take feedback
					Shortlist top 3 content ideas to attract customers
					Attempt task 02 quiz
			3	Create your first brand video using AI	Watch a video on "How to use AI tools to create simple short videos"
					Read this guide on how to ask AI to write a video script
					Generate 5 ideas for your AI videos and write them here
					Upload your AI generated video link
					Attempt task 03 quiz
			4	Create a brand poster using AI	Learn how to create a poster using AI
					Write a prompt for the poster will you create using AI
					Upload the AI poster you have

					created
					Post this poster in your WhatsApp community
					Attempt task 04 quiz
			5	Write a blog using AI	Learn how to use prompt engineering to write content for your business
					Read list of topics on which you can write a blog
					Write the topic on which you will write a short blog
					Write the first version of your blog
					Share your blog with your friends and faculty
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
16	Plan your social media marketing strategy	Learn what is social media marketing and how can you execute it to scale your business	1	Learn what is social media marketing	Watch a video on "Introduction to Social media marketing"
					Learn different types of social media marketing
					Read a document on how to use social media marketing to generate revenue
					Write your understanding of social media marketing
					Write one social media marketing idea for your business
					Attempt Task 01 Quiz
			2	Research your competitors	Learn how to research your competitors
					Find your competitors
					Write top 3 things your competitors are posting
					Find one unique gap that you can capture
			3	Finalize your content pillars	Attempt task 02 quiz
					Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
			4	Create your weekly social media plan	Attempt task 03 quiz
					Watch a video on 'how to create a weekly social media plan'
Look at examples of 'social media calendar'					
Create and upload your weekly calendar					
Upload the link of your Instagram Channel					
		Share your experience of doing this milestone			
		Attempt task 04 quiz			

Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to build trust	Identify 2 happy customers
					Create a testimonial post with CTA
					Post testimonial on social media
					Post testimonial on the community
					Attempt task 01 quiz
			2	Make people share their problems	Learn how to ask open-ended questions
					List 5 customer problems
					Post these problems in community and social media
					Evaluate top 2 problems customers face
					Encourage people to share their problems
					Attempt task 02 quiz
			3	Help your users with 3-5 days content sprint and generate leads	Brainstorm or use AI to create a solution document for each problem
					Post solution to 1 problem on a daily basis
					DM people to check if your solution is helping them
					Write how many leads did you generate
					Attempt task 03 quiz
			4	Convert leads into sales	Learn how to convert leads into sales
					Soft sell your offering in community and social media
					DM people how can your product help them better
					Follow up after 24 to 48 hours
					Write how many leads you converted into sales
					Share your experience of doing this milestone
					Attempt task 04 quiz

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
18	Make your brand go viral	Design viral marketing campaigns to reach 5X users without spending any money	1	Learn viral marketing	Understand what is virality and how it works
					Read about top 10 viral marketing campaigns in India
					Write 3 reasons why people share content
					Attempt task 01 quiz
			2	Design 2 viral campaigns for your business	Learn 5 types of common viral marketing strategies
					Read 10 viral marketing ideas for your business
					Design 2 viral campaigns for your business
					Take feedback from people and finalize one campaign
					Set your campaign targets
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	Create your campaign launch video or poster
					Create your campaign launch message
					Launch your campaign on your social media platform
					Launch your campaign in your WhatsApp community
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	Share your campaign in other groups and forums
					Measure your campaign performance
					Learn how to improve your campaign
Analyze your campaign and record final metrics					
Enter the summary of your campaign					
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
19	Drive revenue through offline/BTL marketing	Use offline activities to reach local customers and generate sales	1	Understand offline or BTL marketing	Watch a video on what is BTL marketing
					Read about famous BTL marketing campaigns
					Write how you can use BTL marketing for your business
					Attempt task 01 quiz
			2	Pick your offline marketing idea	Learn about common offline tactics for your business
					Write 1 offline marketing idea you can execute
					Design your brand poster for offline marketing
					Create your offline marketing offer or pitch
					Practice your pitch with friends and take feedback
					Attempt task 02 quiz
			3	Execute offline marketing in local market	Identify people or locations in local for offline marketing
					Pitch to at least 10 real customers
					Collect contact details for WhatsApp Community invite
					Close at least one sale
					Write your offline marketing metrics
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
20	Grow through collaboration and affiliation marketing	Use partners and affiliates to reach new audiences and generate sales	1	Understand affiliate marketing and collaboration	Watch a video on what is affiliate marketing
					Read about top collaboration or affiliate marketing campaigns
					Learn 10 common types of collaboration or affiliate marketing for your business
					Pick 3 types that can work for your business
					Attempt task 01 quiz
			2	Design your affiliation model	Learn how to start an affiliation program
					Decide your commission structure
					Write a pitch for partnership
					Attempt task 03 quiz
			3	Finalize one person or business for collaboration	Learn how to find a right partner for collaboration
					Create a list of 5 to 10 people or businesses for collaboration
					Send your partnership pitch to potential partners
					Write the name of one final partner
					Attempt task 03 quiz
			4	Execute the collaboration	Explain how will the partner market your brand
					Post the link or screenshot of successful collaboration
					Respond to new leads within 24 hours
					Close at least one sale
					Attempt task 04 quiz

			5	Measure your collaboration	Write number of leads generated
					Write number of sales closed and revenue generated
					Write what worked and how to improve collaboration
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
21	Run your first ad on Instagram	Learn how to boost posts or run simple video ads to reach new viewers	1	Setup your Meta Business Suite	Watch a video on why to run ads on Meta
					Learn different types of ads
					Read the guide on Meta Ad account setup
					Setup your Meta Ad account
					Attempt task 01 quiz
			2	Design your first paid ad	Watch samples of good ad designs for your business
					Finalize your ad objective
					Upload the final draft of your ad with final copy and creatives
					Attempt task 02 quiz
			3	Define your target audience and budget	Watch a video on 'how to target the right people for ad'
					Define your target audience
					Learn how to decide the right budget for your ad
					Decide your final budget
					Attempt task 03 quiz
			4	Launch your ad	Learn how to create and launch your ad
					Create your ad and review ad preview
					Upload the screenshot of launched ad
					Attempt task 04 quiz
			5	Manage incoming leads from ad	Draft a message for incoming leads
					Send draft message to leads within 24 hours
					Pitch your offer to leads and follow

					up
					Close at least one sale
					Attempt task 05 quiz
			6	Measure your ad performance	Learn metrics to measure ad performance
					Write money spent and leads or impressions
					Mention CPL or CPM
					Write revenue generated and number of sales closed
					Write what worked and how to improve ads in future
					Share your experience of doing this milestone
					Attempt task 06 quiz

Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
22	Use Psychological Triggers to Increase Sales	Learn how to use urgency, pricing, and offers to increase conversions and revenue	1	Understand the psychological triggers	Learn why people buy products
					Share a story of one product you purchased because of a trigger
					Identify buying triggers for your business
					Attempt task 01 quiz
			2	Execute FOMO or urgency marketing	Learn how to create a FOMO or urgency marketing campaign
					Write how will you create FOMO or urgency for your customers
					Create one FOMO/urgency marketing campaign
					Launch your campaign on social media and community
					Attempt task 02 quiz
			3	Execute one offer or discount marketing campaign	Learn how to create offer or discounting marketing campaigns
					Write how will you create an offer/discount campaign
					Create one offer/discount campaign for your customers
					Launch your campaign on social media and community
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
23	Use Data-Driven Marketing to Grow Faster	Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.	1	Analyze your marketing data	Learn how businesses make decisions using data
					List 3 things that worked well and why
					List 3 things that didn't work well and why
					Attempt task 01 quiz
			2	Re-execute top performing campaign	Re-execute top 1-2 campaigns for 1 week
					Write how it helped generate leads or revenue
					Attempt task 02 quiz
			3	Improve one low performing campaign and relaunch it	Pick one low performing campaign and write how to improve it
					Improve the campaign and relaunch it
					Measure its performance and see if it was better
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
24	Plan your next growth phase	Document your 12 weeks of learning and create a 1 month plan to scale and grow your business	1	Review your progress	List all the ideas you executed
					Write which milestone helped you the most and how
					Write which milestone helped you the least and why
					Write your key learnings from this semester
					Create a not-to-do list for your business
					Attempt task 01 quiz
			2	Create your 1 month marketing plan	Learn how to create a 1 month marketing plan
					Set your marketing goal
					Create and upload your 1 month plan to achieve this goal
					Share your experience of doing this milestone
					Attempt final semester quiz

BMPD302-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty in charges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.