

Shri Vaishnav Vidyapeeth Vishwavidyalaya
Shri Vaishnav School of Management
MBA (Tourism Management)
Choice Based Credit System (CBCS) (2021-2023)

SEMESTER - IV

S. No.	COURSE CODE	COURSE NAME	Examination Scheme					Teaching Scheme/Week			CREDITS	TOTAL MARKS
			THEORY			PRACTICAL		Th	T	P		
			End Sem University Exam (60%)	Two Term Exam (20%)	Teachers Assessment* (20%)	End Sem University Exam** (60%)	Teachers Assessment*** (40%)					
1		Major Specialization (Elective 1)	60	20	20	0	0	3	0	0	3	100
2		Major Specialization (Elective 2)	60	20	20	0	0	3	0	0	3	100
3		Major Specialization (Elective 3)	60	20	20	0	0	3	0	0	3	100
4		Major Specialization (Elective 4)	60	20	20	0	0	3	0	0	3	100
5	MBA1407	Major Research Project	0	0	0	60	40	0	0	0	4	100
6		Generic Elective-III	60	20	20	0	0	3	0	0	3	100
7	MBA1408	Comprehensive Viva	0	0	0	50	0	0	0	0	2	50
8		MOOCs	0	0	0	50	0	0	0	0	2	50
			300	100	100	160	40	15	0	0	23	700

*Teacher Assessment shall be based following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

**MRP Viva- External (30 Marks); Guide (20 Marks); Report (10 Marks) Jointly by External and Guide

*** MRP Internal - Synopsis Presentation (20 Marks); Mid-Sem Presentation (20 Marks)

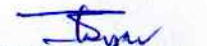
*MOOCs Online/Offline Certification Course (Min. 10 Hrs) of 2 CREDITS (50 Marks) to be done/completed in the duration of whole MBA Program.


Chairperson
Board of Studies

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Chairperson
Faculty of Studies

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Controller of Examinations
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore


Vice Chancellor

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
MBA(Tourism Management) Scheme w.e.f. 2021

LIST OF ELECTIVES

Semester III	Semester IV
✓ MBAT301 Travel and Tourism Management	MBAT401 Destination Marketing
✓ MBAT302 Tourism Products and Services	MBAT402 Hospitality & Aviation Management
✓ MBAT303 Destination Planning and Development	MBAT403 Travel Geography
✓ MBAT304 Tourism in India	MBAT404 Travel Agency & Tour Operation Management
MBAT305 Tourism Marketing	MBAT405 Tourism Economics
MBAT306 Sustainable Ecotourism	MBAT406 Tourism Entrepreneurship

