



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Accredited with A++ Grade by NAAC in 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (CPE)

Ranked 93rd in NIRF 2022 by the Ministry of Education, Government of India

#163, Brigade Road, Bengaluru - 560025, Karnataka, India

**1.1.1 Curricula developed and implemented have
relevance to the local, national, regional, and global
developmental needs**

AQAR: 2021-2022



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Bachelor of Commerce (Travel & Tourism) Semester III & IV *Syllabus w.e.f. 2015-2016*

Academic year 2021-2022 St. Joseph's College of Commerce

(An Autonomous Institution affiliated to Bangalore City University) Dedicated to Excellence with Relevance

St. Joseph's College, Bengaluru was established in 1882 by the French Missionary Fathers for the purpose of imparting higher education. In 1937, the management of the College was handed over to the Jesuits, a worldwide Religious order going by the name 'Society of Jesus'. The college and its sister institutions are now managed by the Bangalore Jesuit Educational Society (Regd). A department of Commerce was established in the College in 1949. In 1972, this department became an independent college by the name St Joseph's College of Commerce.

Since its inception as an independent institution, the College has shown growth and progress in academics, co-curricular and extra - curricular activities. Besides, there has been a constant effort made by the College to acquire excellence in every aspect of good education. Currently it stands accredited to the National Assessment and Accreditation Council (NAAC) with an 'A++' grade (4th Cycle). In February 2010, the College was recognised by the UGC as a "College with Potential for Excellence".

The College aims at the integral formation of its students, helping them to become men and women for others. Though it is a Christian minority institution, the college has been imparting liberal education to the students of all denominations without any discrimination. St. Joseph's College of Commerce is affiliated to Bengaluru City University and became autonomous in September 2005. The motto of the college is Fide et Labore or 'Faith and Toil' and the college attempts to inculcate the motto in every student through its various Programmes.

The College is committed to providing quality education to its students. It offers Bachelor of Commerce and Bachelor of Business Administration, a three year under graduate degree Programme, and Master of Commerce, a two year Post Graduate Programme. Highly qualified staff members, excellent infrastructure of the college like spacious classrooms, good library and computer lab facilities helps to promote academic excellence.

B.COM (TRAVEL & TOURISM) PROGRAMME MATRIX

Semesters Contents	I	II	III	IV	V	VI	TOTAL
	Part A : Languages						
English and Business Comm.	2 Hrs./ 2cr	2 Hrs./ 2cr	2 Hrs./ 2cr	2 Hrs./ 2cr	-	-	
Language	2 Hrs./ 2cr	2 Hrs./ 2cr	2 Hrs./ 2cr	2 Hrs./ 2cr	-	-	
I	4 Cr	4 Cr	4 Cr	4 Cr	-	-	16
	Part B: Core Courses						
	I	II	III	IV	V	VI	TOTAL
Major Core 4Hrs./3cr	• Financial Accounting • Principles of Management	• Corporate Accounting • Business and Company Law	• Financial Management • Tourism Marketing	• Cost Accounting • Human Resource Management	• Income Tax-I • Management Accounting • Air fare and Ticketing	• Income Tax-II • Operations Research • Banking and Insurance • Air Cargo Management	
Allied Required 4Hrs./ 3cr	• Economics of Tourism • Fundamentals of the Tourism Industry	• Business Statistics • Geography in Travel Planning	• Travel Agency & Tour Operations	• Transport Management			
Major Optional 4Hrs./4 Cr	NA	NA	NA	NA	• Elective1 • Elective2	• Elective3 • Elective4	
Open Electives 4Hrs./3Cr	NA	NA	# 4hr/3Cr (as per the list given)	# 4hr/3Cr (as per the list given)	-	-	
Skill based Major 4 Hrs./ 4Cr	-	-	-	-	Course / Elective Skill based paper	-	
II	12 Cr	12 Cr	12 Cr	12 Cr	21 Cr	20 Cr	89
	Part C: Foundation, skill development, interdisciplinary & Sports						
HRD	1 hr/1 Cr	1 hr/1 Cr	-	-	-	-	
IC	-	2 Cr	-	-	-	-	
EVS	-	-	-	2 Cr	-	-	
Internship	-	-	-	-	-	1 Cr	
Skill Development		Certificate Course – 60 Hrs./2 Cr.		1 Cr Excel		Advance Excel- 1 Cr	
	Tally – 1 Cr						
Field Visit			1 Cr				
III	2 Cr	5 Cr	1 Cr	3 Cr		2 Cr	13
	Part D: Extension and extracurricular activities						
Extension/Extra Curricular & Others		1 Cr		1 Cr		1 Cr	

IV		1 Cr		1 Cr		1 Cr	03
Total	18 Cr	22 Cr	17 Cr	20 Cr	21 Cr	23 Cr	121

Outcome Based Education (OBE) B.Com (Travel & Tourism)

Program Educational Objectives (PEO)

Our B.Com (Travel & Tourism) program will produce graduates who will:

1. Competent, creative, and highly valued professionals and executives in the industry, academia or the government
2. Flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, leadership and team work opportunities, all affording sustainable management careers
3. Able to act with global, ethical, societal, ecological and commercial awareness as is expected of practicing accounting/ management professionals and to adapt to a rapidly changing hospitality and tourism industrial environment
4. Able to display/ possess professional competence to pursue higher studies, research, life-long learning for continuous growth and development
5. Socially responsible and value driven citizens, committed to sustainable development.

Programme Outcomes (PO):

PO1 - Demonstrate an understanding of every dimension of business environment to predict the character of future business environment

PO2 - Propose and implement appropriate decisions in all areas of business management especially finance, marketing, human resource and operations

PO3 - Demonstrate the diverse knowledge of business, corporate laws and their applicability in business, finance and audit

SJCC/B.Com - Travel & Tourism/3 & 4 Sem/2021-22/P-10

PO4 - Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option

PO5 - Develop broad-based business skills and knowledge, development of general and specific capabilities to meet the current and future expectation of the business and industry, economy at the national and global level.

PO6 - Fulfill educational entrance requirements of relevant provisional bodies and enable him/her to devise a career plan in professional accounting.

PO7 - Plan, organise, co-ordinate, direct and control both business enterprise and non – governmental organisations

PO8 - Appreciate significance of sustainable development practices

PO9 - Achieve higher levels of proficiency and self-actualization through the pursuit of life-long learning

PO10 - Create, select and apply appropriate techniques, resources, modern management and IT tools (including prediction and modeling) to complex management activities with an understanding of the limitations

Programme Specific Outcomes (PSOs)

PO11 - Demonstrate adequate preparation for career development through a solid foundation in the tourism and hospitality industry

PO12 - Demonstrate knowledge of multicultural perspectives to meet the needs of the tourism industry



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#163, Brigade Road, Bengaluru - 560025, Karnataka, India

Bachelor of Commerce (Travel & Tourism) Semester I & II

*Syllabus as per National Education Policy 2020 Curriculum Framework
w.e.f., 2021-2022*

Academic year 2021-2022 St. Joseph's College of Commerce

(An Autonomous Institution affiliated to Bangalore City University)

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The college management was later transferred to the Jesuits. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a 'College with Potential for Excellence' in the year 2010. In 2011 SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 74th in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2021 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

The college offers diverse programmes in Commerce and Business Administration. Under Commerce Studies it offers B.Com, B.Com (Professional- International Accounting and Finance), B.Com (BPS- Industry Integrated), B.Com (Travel and Tourism), B.Com (Analytics), B.Com (Professional - Strategic Finance), M.Com (Finance & Taxation/ Marketing & Analytics), M.Com (International Business) & M.Com (Financial Analysis). Under Business Administration it

offers BBA, BBA (Entrepreneurship) and BBA (Professional- Finance and Accountancy). The college also offers six one-year Post Graduate Diploma programmes.

ABOUT THE DEPARTMENT

The B.Com Department of St. Joseph's College of Commerce has efficiently streamlined all its courses to reflect an interdisciplinary approach to understanding the contemporary business environment. Its aim is to construct a strong foundation in core subjects such as Accounting, Taxation, Economics, Statistics, Auditing along with a choice of Cost Accounting, Finance, Marketing and Human Resources, studied in the fifth and sixth semester. The courses are challenging, yet, rewarding for students with high aspirations. Our students have been sought after by employers for their excellent knowledge, skills and attitude, giving them an edge over their peers from other institutions. The B.Com Programme of the college is rated amongst the top 10 in the country. (India Today, AC Nielson Survey 2016).

SJCC/B.Com (Travel & Tourism)/1 & 2 Sem/2021-22/P-11
B.COM (Travel & Tourism)

PROGRAMME MATRIX AS PER NATIONAL EDUCATION POLICY

Course Category	I	II	III	IV	V	VI	VII	VIII	TOTAL
Part A : Languages									
AECC 3 Hrs/3 Cr	Lan 1	Lan 1	Lan 1	Lan 1	-	-	-	-	
	Lan 2	Lan 2	Lan 2	Lan 2	-	-	-	-	
I	6 Cr	6 Cr	6 Cr	6 Cr	-	-	-	-	24
Part B: Core Courses									
Discipline Specific Core Course 4 Hrs/4 Cr	Financial Accounting	Corporate Accounting	Financial Management	Cost Accounting	Management Accounting	Income Tax 2	Corporate Tax	Event Management & MICE Tourism	
	Principles of Management	Business & Company Law	Banking & Insurance	Human Resource Management	Income Tax 1	Air Cargo Management	Ethical Business and Legal Environment of Tourism	Tourism Analysis for policy Decision Making	
	Fundamentals of Tourism	Geography and Transport in Travel Planning	Tourism Marketing	Travel Agency & Tour Operators	Air Fare & Ticketing	-	Information Technology and Communication for Tourism	-	
Open Electives Course (OEC) 3 Hrs/ 3 Cr	Choice of Course	Choice of Course	Choice of Course	Choice of Course	-	-	-	-	
Discipline Specific Elective 3 Hrs/3 Cr	-	-	-	-	Elective Paper	Elective Paper	Elective Paper	Elective Paper	
	-	-	-	-	-	Elective Paper	-	Elective Paper (Optional)	
	-	-	-	-	-	Elective Paper	-	Elective Paper (Optional)	
SEC - SB 2 Cr	Choice of Course	-	Choice of Course	-	Choice of Course	Choice of Course	-	-	

VEC 3 Cr	-	-	-	-	Choice of Course	Choice of Course	Choice of Course	Choice of Course	
Research Methodology 3 Cr	-	-	-	-	-	-	Research Methodology	-	
Research Project/Interns hip 6 Cr	-	-	-	-	-	-	-	Research Project/Inter nship (Optional)	
II	17 Cr	15 Cr	17 Cr	15 Cr	20 Cr	22 Cr	21 Cr	20 Cr	147
Part C: Foundation and Ability Enhancement Course									
SEC - VB 2 Cr	Psychological Well being	-	Choice of Course	-	Choice of Course	-	-	-	
AECC 2 Cr	-	Environmental Studies	-	Indian Constitution	-	-	-	-	
III	2 Cr	2 Cr	2 Cr	2 Cr	2 Cr	-	-	-	10
Part D: Extension and Extracurricular Activities									
SEC - VB 2 Cr	-	Extension Activities 1 Cr	-	Extension Activities 1 Cr	-	Extension Activities 1 Cr	-	-	
		Extracurricular Activities 1 Cr		Extracurricular Activities 1 Cr		Extracurricular Activities 1 Cr			
IV	-	2 Cr	-	2 Cr	-	2 Cr	-	-	6
Total	25 Cr	25 Cr	25 Cr	25 Cr	22 Cr	24 Cr	21 Cr	20 Cr	187

Outcome Based Education (OBE) B.Com (Travel & Tourism)

Program Educational Objectives (PEO)

Our B.Com (Travel & Tourism) program will produce graduates who will:

PEO1: Be competent, creative and highly valued professionals in industry, academia, or government.

PEO2: Adapt to a rapidly changing environment with newly learnt and applied skills and competencies, become socially responsible and value driven citizens, committed to sustainable development.

PEO3: Act with conscience of global, ethical, societal, ecological and commercial awareness with sustainable values as is expected of professionals contributing to the country.

PEO4: Able to continue their professional development by obtaining advanced degrees in accounting and other professional fields.

Programme Outcomes (PO):

After the completion of the B.Com (Travel & Tourism) Programme, the student will be able to:

PO1: Disciplinary and Inter - disciplinary Knowledge

Demonstrate the understanding of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

PO2: Decision making Skill

Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate all the possible solutions and picks one that shows their understanding of the problem and the outcomes.

PO3: Integrated problem-solving and Research

Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation.

PO4 Critical thinking Skill

Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems.

PO5 Creative thinking Skill

Develop, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work.

PO6: Usage of Modern Technology and Tools

Use tools and technologies of digital nature, communication/ networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy.

PO7 Leadership and team work

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

PO8 Ethical Conduct & Sustainability Practices

Act responsibly and sustainably at local, national, and global levels.

SJCC/B.Com (Travel & Tourism)/1 & 2 Sem/2021-22/P-16

PO9 Collaboration & Networking Skill

Work collaboratively and respectfully as members and leaders of diverse teams.

PO10 Self-directed and Life – Long learning

Create goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.

Programme Specific Outcomes (PSOs)

PSO11 Design/Develop Solutions:

Design solutions for complex tourism related problems and develop processes that meet the requirements of the changing Travel & Tourism Industry.

PSO12 Developing Industry Related Expertise:

Apply the discipline specific, particularly entrepreneurial skills required to establish a successful career in the fields of travel, tourism and hospitality.