

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Tourism & Travel Management) (3 years)
Semester: VI
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: December-2020

Paper Code: UM06ABBT21	Total Credits: 30
Title of Paper: INDUSTRIAL EXPOSURE TRAINING	
Objective: The paper aims at providing basic understanding and excelling in core competencies at all major operative departments of a leading and reputed travel/tourism organization and also to enhance skill sets for employability and entrepreneurship.	

Theory: Credit - 3

Unit	Description in Detail	Weight age (%)
I	<p>As per Training Programme Designed followed by Training Report and Presentation during Semester End Examination. Training Report of Sixth Semester Industrial Exposure Training to be prepared and presented before duly constituted panel comprising of: Institute Representative (Training and Placement Co-coordinator) Industry Representative(External Examiner appointed by the University) Immediately after the End -Term Examination of Fifth Semester or in any case prior to the commencement of Sixth Semester each student shall undergo a Industrial Exposure Training of 16 productive weeks duration in the following Departments of a tourism unit or travel agency of National or Global repute.</p> <ol style="list-style-type: none"> 1. Documentation Department 2. Marketing / Sales Department 3. MICE / Event 4. Travel Agency Operations / Ticketing 5. Tour Operations etc. <p>After the completion of training the students shall immediately be submitting an Industrial exposure training report within a week time. Training Report Presentation will be during Semester End Examination. This Report shall carry eight hundred marks. Evaluation shall be done on the basis of the presentation given by the student to the Board of Examiner, which shall be comprised of Training and Placement Co-ordinator or Subject Teacher/s and an external examiner appointed by the University. Training Report to be submitted as per specifications and format (to be Collected from the college). Daily Log Book and Performance Appraisal will be essential documents while evaluating student.</p> <p>The students can undertake final placement offer from the industry subjects to the students are done with their examination of SEM VI Viva Voce examination conducted by the Sardar Patel University.</p>	100%