

BBA (Tourism and Travel) Hons. with Research (4 Years)

COURSE STRUCTURE

First Semester

Sl. No.	Course Code	Course Title	Credit Structure					
			L	T	P	S	Credits	Hours
1	HIUA104T	Principles of Management and Organization Behavior	3	0	0	0	3	3
2	K1UC103T	Communicative English	3	0	0	0	3	3
3	I1UA101B	Fundamental of Tourism	2	0	1	0	3	4
4	I1UA102B	Destination Geography (India)	2	0	1	0	3	4
5	I1UA103B	Tourism Industry Orientation	2	0	1	0	3	4
6	I1UA101C	Tourism Resources of India	2	0	2	1	5	9
Total credits							20	

Second Semester

Sl. No.	Course Code	Course Title	Credit Structure					
			L	T	P	S	Credits	Hours
1	I1UA201T	Essentials of Marketing	3	0	0	0	3	3
2	I1UA202T	Basics of Accounting	3	0	0	0	3	3
3	I1UA203T	Business Communication	3	0	0	0	3	3
4	I1UA201B	Computer Applications	2	0	1	0	3	4
5	I1UA202B	Destination geography (World)	2	0	1	0	3	4
6	I1UA201C	Tourism Resources World	2	0	2	1	5	9
ELECTIVE-I								
7	I1UA204T	Aqua Based Adventure	3	0	0	0	3	3
8	I1UA205T	Customer Relationship Management	3	0	0	0	3	3
Total credits							23	

Third Semester

Sl. No.	Course Code	Course Title	Credit Structure					
			L	T	P	S	Credits	Hours
1	I1UA301T	Business Organization	3	0	0	0	3	3
2	I1UA302T	Ethical and Legal Dimension of Tourism and Hospitality	3	0	0	0	3	3
3	I1UA303T	Hotel Management -1	3	0	0	0	3	3
4	I1UA304B	Personality Development and Presentation Skills	2	0	1	0	3	4
5	I1UA305B	Religious Tourism	2	0	1	0	3	4
6	I1UA306C	Cultural Tourism	2	0	2	1	5	9
ELECTIVE-II								
7	XXXXXX	Heritage Conservation and Management	3	0	0	0	3	3
8	XXXXXX	Foreign Exchange Management	3	0	0	0	3	3
Total credits							23	

Fourth Semester

Sl. No.	Course Code	Course Title	Credit Structure					
			L	T	P	S	Credits	Hours
1	I1UA401T	Human Resource Management	3	0	0	0	3	3
2	I1UA401T	Consumer Behavior	3	0	0	0	3	3
3	I1UA403T	Hotel Management-2	3	0	0	0	3	3
4	I1UA401B	Travel Writing	2	0	1	0	3	4
5	I1UA402B	Event Management in Tourism	2	0	1	0	3	4

6	I1UA408C	Air Ticketing, GDS & Fare Construction	2	0	2	1	5	9
ELECTIVE-III								
7	I1UA406T	MICE Tourism	3	0	0	0	3	3
8	I1UA407T	International Tourism Business	3	0	0	0	3	3
Total credits								23
Fifth Semester								
			Credit Structure					
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1	I1UA501T	Cargo Management	3	0	0	0	3	3
2	I1UA502T	Surface Transport Operation	3	0	0	0	3	3
3	I1UA503B	Wellness & Medical Tourism	2	0	1	0	3	4
4	I1UA504B	New Age Tourism	2	0	1	0	3	4
5	I1UA506R	Industrial Exposure Training (I.E.T.)	0	0	6	0	3	12
6	I1UA505C	Tourism Trends & Issues (Domestic and International)	2	0	2	1	5	9
ELECTIVE-IV								
7	XXXXXX	Economics of Tourism	3	0	0	0	3	3
8	XXXXXX	Principle of Airline & Airport Operations Management	3	0	0	0	3	3
Total credits								23
Sixth Semester								
			Credit Structure					
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1	I1UA601T	Business Environment	3	0	0	0	3	3
2	I1UA602T	Entrepreneurship Development in Tourism	3	0	0	0	3	3
3	I1UA603T	Tourism Development & Government Policy	3	0	0	0	3	3
4	I1UA604B	Eco-Tourism	2	0	1	0	3	4
5	I1UA605B	Tour Operations and Product Development Management	2	0	1	0	3	4
6	I1UA606C	Research Project in Travel & Tourism	2	0	2	1	5	9
Total credits								20
Seventh Semester								
			Credit Structure					
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1	XXXXXX	Corporate Planning & Strategic Management	3	0	0	0	3	3
2	XXXXXX	Business Research Methodology	3	0	0	0	3	3
3	XXXXXX	Project Management	2	0	1	0	3	4
4	XXXXXX	Managerial Economics for Tourism	2	0	1	0	3	4
5	XXXXXX	Destination Planning and Development	2	0	1	0	3	4
6	XXXXXX	International Trade Practices, Procedures, and Documentation	2	0	2	1	5	9
Total credits								20
Eighth Semester								
			Credit Structure					
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1	XXXXXX	Project-Based Learning PBL	0	0	40	0	20	
Total credits								20

Total Credit	Sem-1	20
	Sem-2	23
	Sem-3	23
	Sem-4	23
	Sem-5	23
	Sem-6	20
	Sem-7	20
	Sem-8	20
	Total	172