

School of Aviation, Logistics and Tourism Management

Bachelor of Business Administration (BBA) In Tourism and Travel Management

Program Structure

			Sem	ester l	I			
Sl No	Course Title	Course Type	L	Т	P	S	Credits	Course Category
1	Management Essentials	Theory	3	0	0	0	3	Common Core
2	Foundations of Accounting	Theory	3	0	0	0	3	Common Core
3	Core Marketing Concepts	Theory	3	0	0	0	3	Common Core
4	Economics for Business	Theory	3	0	0	0	3	Common Core
5	Fundamental of Tourism	Theory	3	0	0	0	3	Specialisation Core
6	Effective English for Professionals	Blended	2	0	2	0	3	AEC
7	Personal Health and Yoga	Blended	1	0	0	1	2	VAD
	Total Credits						20	
			Sem	ester I	I			
Sl No	Course Title	Course Type	L	Т	P	S	Credits	Course Category
1	People and Organisations	Theory	3	0	0	0	3	Common Core
2	Information Technology for Decision Making	Theory	3	0	0	0	3	Common Core
3	Foundations of Business Analytics	Theory	3	0	0	0	3	Common Core
4	Operations and Supply Chain Management	Theory	3	0	0	0	3	Common Core
5	Tourism Industry Orientation	Theory	3	0	0	0	3	Specialisation Core



Ethical and Legal	Theory	3	0	0	0	3	Specialisation Core
Corporate	Blended	1	0	2	0	3	AEC
Communication- 1							
Indian Constitution	Theory	2	0	0	0	2	VAD
Total Credits						23	
						T a 11.	
							Course Category
	Theory	3	0	0	0	3	Common Core
Managerial Accounting	Theory	3	0	0	0	3	Common Core
and Cost Control							
Statistical Methods for	Theory	3	0	0	0	3	Common Core
Business							
Air Ticketing, GDS & Fare Construnction	Theory	2	0	2	3	3	Major / Minor
Destination Geography	Theory	3	0	0	0	6	Specialisation Elective
(India)							
Tourism Resources of	Theory	3	0	0	0	1	
India							
Tourism Resources World	Theory	3	0	0	0		
Corporate Communication- 2	Blended	1	0	2	0	3	AEC
Environment and Sustainability	Theory	2	0	0	0	2	VAD
Total Credits						23	
		Sem	ester l	V			
Course Title	Course Type	L	Т	V P	S	Credits	Course Category
Business Research	Course Type Theory				S 0		Course Category Common Core
Business Research Methods	Theory	L 3	T 0	P 0	0	Credits 3	Common Core
Business Research Methods Legal Business		L	Т	P		Credits	
Business Research Methods Legal Business Environment	Theory	3 3	T 0	P 0	0	Credits 3	Common Core
Business Research Methods Legal Business Environment Corporate Finance	Theory Theory	3 3	0 0 0	P 0 0 0	0 0	Credits 3 3	Common Core Common Core
Business Research Methods Legal Business Environment Corporate Finance Tour Operations and	Theory	3 3	T 0	P 0	0	Credits 3	Common Core
Business Research Methods Legal Business Environment Corporate Finance Tour Operations and Product Development	Theory Theory	3 3	0 0 0	P 0 0 0	0 0	Credits 3 3	Common Core Common Core
Business Research Methods Legal Business Environment Corporate Finance Tour Operations and	Theory Theory	3 3	0 0 0	P 0 0 0	0 0	Credits 3 3	Common Core Common Core Major / Minor
Business Research Methods Legal Business Environment Corporate Finance Tour Operations and Product Development Management	Theory Theory Theory Theory	3 3 3 2	0 0 0	P 0 0 0 2	0 0 3	Credits 3 3 3 3	Common Core Common Core
	Communication- 1 Indian Constitution Total Credits Course Title People Management in Organisations Managerial Accounting and Cost Control Statistical Methods for Business Air Ticketing, GDS & Fare Construnction Destination Geography (India) Tourism Resources of India Tourism Resources World Corporate Communication- 2 Environment and	and Hospitality Corporate Communication- 1 Indian Constitution Total Credits Course Title People Management in Organisations Managerial Accounting and Cost Control Statistical Methods for Business Air Ticketing, GDS & Theory Fare Construnction Destination Geography (India) Tourism Resources of India Tourism Resources of Theory World Corporate Communication- 2 Environment and Theory Blended	and Hospitality Corporate Communication- 1 Indian Constitution Theory Total Credits Sem Course Title People Management in Organisations Managerial Accounting and Cost Control Statistical Methods for Business Air Ticketing, GDS & Theory Fare Construnction Destination Geography (India) Tourism Resources of India Tourism Resources of Theory World Corporate Communication- 2 Environment and Theory Sustainability Blended 1 Communication- 2 Environment and Theory 2 Communication- 1 Environment and Theory Sustainability	and Hospitality Corporate Communication- 1 Indian Constitution Total Credits Semester I Course Title People Management in Organisations Managerial Accounting and Cost Control Statistical Methods for Business Air Ticketing, GDS & Theory Fare Construnction Destination Geography (India) Tourism Resources of India Tourism Resources Theory World Corporate Communication- 2 Environment and Theory Blended 1 0 0 0 1 0 1 0 2 0 1 0 1 0 2 0 1 0 1	and Hospitality Corporate Communication-1 Indian Constitution Total Credits Course Title People Management in Organisations Managerial Accounting and Cost Control Statistical Methods for Business Air Ticketing, GDS & Theory Fare Construnction Destination Geography (India) Tourism Resources of India Tourism Resources of Theory World Corporate Communication-2 Environment and Theory Slended 1 0 2 Communication-2 Environment and Theory 2 0 0 Communication-1 Communication-2 Environment and Theory Communication-2 Environment and Theory Communication-2 Environment and Theory Communication-2 Environment and Theory Communication-2	and Hospitality Corporate Communication- 1 Indian Constitution Theory Total Credits Semester III Course Title People Management in Organisations Managerial Accounting and Cost Control Statistical Methods for Business Air Ticketing, GDS & Theory Destination Geography (India) Tourism Resources of India Tourism Resources of Theory World Corporate Communication- 2 Environment and Theory Blended 1 0 2 0 0 0 0 0 0 0 0 0 0 0 0 0	and Hospitality Corporate Communication-1 Indian Constitution Theory Zerose Ster III Course Title Course Title People Management in Organisations Managerial Accounting and Cost Control Statistical Methods for Business Air Ticketing, GDS & Theory Fare Construnction Destination Geography (India) Tourism Resources of India Tourism Resources of India Corporate Communication-2 Environment and Theory Blended Theory Corporate Communication-2 Environment and Theory Corporate Communication-1 India Tourism Resources of Communication-2 Environment and Theory Corporate Communication-2 Environment and Theory Corporate Communication-1 Corporate Communication-2 Environment and Theory Corporate Communication-2 Environment and Theory Corporate Communication-2 Environment and Theory Corporate Communication-2



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	Foreign Exchange Management	Theory	3	0	0	0		
7	Community Service Project	Project	0	0	0	2	2	Project
8	Corporate Readiness	Blended	1	0	2	0	3	AEC
	Total Credits			ı		I	23	
			Sen	ıester	V			
Sl No	Course Title	Course Type	L	Т	P	S	Credits	Course Category
1	Corporate Strategy	Theory	3	0	0	0	3	Common Core
2	Corporate Ethics and	Theory	3	0	0	0	3	Common Core
	Governance	,						
3	Entrepreneurial	Theory	3	0	0	0	3	Common Core
	Mindset and Skills	-						
4	Project Management	Theory	3	0	0	0	3	Common Core
5	MICE Tourism	Theory	3	0	0	0	3	Major / Minor
6,7	Hotel Management	Theory	3	0	0	0	6	Specialisation Elective
	Cultural Tourism	Theory	3	0	0	0		
	Tourism Development	Theory	3	0	0	0		
	& Government Policy							
8	Innovation	Theory	2	0	0	0	2	VAD
	Management and							
	D : ml : 1 :							
	Design Thinking							
	Total Credits						23	
			Sem	ester '	VI		23	
Sl No		Course Type	Sem	ester '	VI P	S		Course Category
Sl No	Total Credits	Course Type				S		Course Category Internship
	Total Credits Course Title	Course Type				S	Credits	
1	Total Credits Course Title Internship	Course Type				S	Credits 5	Internship
1	Total Credits Course Title Internship Industrial Research	Course Type				S	Credits 5	Internship
1	Total Credits Course Title Internship Industrial Research	Course Type				S	Credits 5	Internship
1	Total Credits Course Title Internship Industrial Research Project	Course Type	L		P	S	Credits 5 3	Internship
1	Total Credits Course Title Internship Industrial Research Project	Course Type Course Type	L	T	P	S	Credits 5 3	Internship
1 2	Total Credits Course Title Internship Industrial Research Project Total Credits		L	T ester V	P		Credits 5 3 8	Internship Project
1 2 SI No	Total Credits Course Title Internship Industrial Research Project Total Credits Course Title	Course Type	Sem L	ester \	P	S	Credits 5 3 8 Credits	Internship Project Course Category
1 2 SI No	Total Credits Course Title Internship Industrial Research Project Total Credits Course Title Introduction to	Course Type	Sem L	ester \	P	S	Credits 5 3 8 Credits	Internship Project Course Category
1 2 SI No	Total Credits Course Title Internship Industrial Research Project Total Credits Course Title Introduction to Research Tools and	Course Type	Sem L	ester \	P	S	Credits 5 3 8 Credits	Internship Project Course Category
1 2 SI No 1	Total Credits Course Title Internship Industrial Research Project Total Credits Course Title Introduction to Research Tools and Platforms	Course Type Comprehensive	Sem L 2	ester V	P VII P 1	S 1	Credits 5 3 8 Credits 4	Internship Project Course Category Common Core



4	Tourism Impacts and	Theory	3	0	0	0	3	Specialisation Core
	Crisis Management in							
	Tourism							
5	Advertising	Theory	3	0	0	0	3	Specialisation Core
	Management in							
	Tourism							
6	Integrated Marketing	Theory	3	0	0	0	3	Specialisation Core
	Communication in							
	Tourism							
	Total Credits		· I	1		<u> </u>	20	
			Seme	ster V	III			
Sl No	Course Title	Course Type	L	Т	P	S	Credits	Course Category
1	Research Dissertation	Project	0	0	0	0	11	Common Core
	and Industrial Project							
2	R for Research	Blended	2	0	2	0	3	Common Core
0								
3	Innovative Practices in	Theory	3	0	0	0	3	Specialisation Core
3	Innovative Practices in Tourism Management	Theory	3	0	0	0	3	Specialisation Core
4		Theory	3	0	0	0	3	Specialisation Core Specialisation Core
	Tourism Management	,						
	Tourism Management Revenue Management	,						