



School of Aviation, Logistics and Tourism Management

Bachelor of Business Administration (BBA)

In

Tourism and Travel Management

Program Structure

Semester I								
Sl No	Course Title	Course Type	L	T	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	
Semester II								
Sl No	Course Title	Course Type	L	T	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

6	Ethical and Legal Dimension of Tourism and Hospitality	Theory	3	0	0	0	3	Specialisation Core
7	Corporate Communication- 1	Blended	1	0	2	0	3	AEC
8	Indian Constitution	Theory	2	0	0	0	2	VAD
	Total Credits						23	
Semester III								
Sl No	Course Title	Course Type	L	T	P	S	Credits	Course Category
1	People Management in Organisations	Theory	3	0	0	0	3	Common Core
2	Managerial Accounting and Cost Control	Theory	3	0	0	0	3	Common Core
3	Statistical Methods for Business	Theory	3	0	0	0	3	Common Core
4	Air Ticketing, GDS & Fare Construncion	Theory	2	0	2	3	3	Major / Minor
5,6	Destination Geography (India)	Theory	3	0	0	0	6	Specialisation Elective
	Tourism Resources of India	Theory	3	0	0	0		
	Tourism Resources World	Theory	3	0	0	0		
7	Corporate Communication- 2	Blended	1	0	2	0	3	AEC
8	Environment and Sustainability	Theory	2	0	0	0	2	VAD
	Total Credits						23	
Semester IV								
Sl No	Course Title	Course Type	L	T	P	S	Credits	Course Category
1	Business Research Methods	Theory	3	0	0	0	3	Common Core
2	Legal Business Environment	Theory	3	0	0	0	3	Common Core
3	Corporate Finance	Theory	3	0	0	0	3	Common Core
4	Tour Operations and Product Development Management	Theory	2	0	2	3	3	Major / Minor
5,6	Destination geography (World)	Theory	3	0	0	0	6	Specialisation Elective
	Religious Tourism	Theory	3	0	0	0		

	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						23	
Semester V								
SI No	Course Title	Course Type	L	T	P	S	Credits	Course Category
1	Corporate Strategy	Theory	3	0	0	0	3	Common Core
2	Corporate Ethics and Governance	Theory	3	0	0	0	3	Common Core
3	Entrepreneurial Mindset and Skills	Theory	3	0	0	0	3	Common Core
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 & Government Policy	Theory	3	0	0	0		
8	Innovation Management and Design Thinking	Theory	2	0	0	0	2	VAD
	Total Credits						23	
Semester VI								
SI No	Course Title	Course Type	L	T	P	S	Credits	Course Category
1	Internship						5	Internship
2	Industrial Research Project						3	Project
	Total Credits						8	
Semester VII								
SI No	Course Title	Course Type	L	T	P	S	Credits	Course Category
1	Introduction to Research Tools and Platforms	Comprehensive	2	0	1	1	4	Common Core
2	Global Geopolitics	Theory	3	0	0	0	3	Common Core
3	Systematic Literature Review	Comprehensive	2	0	1	1	4	RSC

4	Tourism Impacts and Crisis Management in Tourism	Theory	3	0	0	0	3	Specialisation Core
5	Advertising Management in Tourism	Theory	3	0	0	0	3	Specialisation Core
6	Integrated Marketing Communication in Tourism	Theory	3	0	0	0	3	Specialisation Core
	Total Credits						20	
Semester VIII								
Sl No	Course Title	Course Type	L	T	P	S	Credits	Course Category
1	Research Dissertation and Industrial Project	Project	0	0	0	0	11	Common Core
2	R for Research	Blended	2	0	2	0	3	Common Core
3	Innovative Practices in Tourism Management	Theory	3	0	0	0	3	Specialisation Core
4	Revenue Management and Pricing	Theory	3	0	0	0	3	Specialisation Core
	Total Credits						20	
	Total Credits offered for the BBA (Hons with Research Program)						160	