

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Travel & Tourism Management)
Effective from academic session 2023-24

Model curriculum structure for 4 year Non-AICTE UG programs for BBA (Travel & Tourism Management)

Sem	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online /Sessional)	Common Value added Course (SESSIONAL)	Total credits
I	TOURISM PRINCIPLES & PRACTICES (5 credits) 4L+1T TOURISM GEOGRAPHY (5 credits) 4L+1T	Computer Fundamental (3 credits)	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22
II	TOURISM LAW AND ETHICS (5 credits) 4L+1T TOURISM MARKETING (5 credits) 4L+1T	Management Information System (3 Credit)	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2 credits)	IT Tools for Business (2 credits)	Critical Thinking / NSS/ Mental Health/ Environmental Studies (2 credits)	22
III	TOURISM ECONOMICS (5 credits) 4L+1T TOURISM PRODUCTS (5 credits) 4L+1T	Word and PowerPoint & Spreadsheet Application with Excel (4 credits)	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21

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IV	<p>ACCOUNTS & FINANCE FOR TOURISM (5 credits) 4L+1T</p> <p>INTRDUCTION TO HOTEL OPERATIONS (4 credits)</p> <p>FIELD TRIP & REPORT WRITING (4 credits)</p>	<p>Database Management with SQL (4 credits)</p> <p>Graphic Design with PhotoShop & Illustrator (4 credits)</p> <p>2L+2P</p>		<p>Society Culture and Human Behavior (2 credits)</p>			23
V	<p>TRAVEL AGENCY & TOUR OPERATION MANAGEMENT (5 credits) 4L+1T</p> <p>ICT & E-TOURISM (5 credits) 4L+1T</p>	<p>Cloud Computing (4 credits) 2L+2P</p> <p>E-commerce and Application (4 credits)</p>			<p>Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends) (4 credits)</p>		22
VI	<p>TOURISM ORGANIZATION AND TRAVEL DOCUMENTATION (5 credits) 4L+1T</p> <p>TOURISM PLANNING AND</p>	<p>Web Development with HTML and CSS (4 credits) 2L+2P</p>					22

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	POLICY (5 credits) 4L+1T ENTREPRENEURSHIP IN TOURISM (4 credits)	Internet and Networking (4 credits)					
VII	ECO TOURISM (5 credits) 4L+1T TOUR PACKAGE OPERATION (5 credits) 4L+1T RESEARCH METHODOLOGY (4 credits)	Software Project Management (4 credits) Digital Marketing (4 credits)					22
VIII	INTERNATIONAL TOURISM (5 credits) TRANSPORT IN TRAVEL & TOURISM (5 credits)			Research project 12 credits			22
	19 sub - 91 credits	11 sub – 42 credits	4 sub – 08 credits	3 sub & Int & Proj - 22 credits	2 sub – 4 credits		176

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