

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

Programme Objective

- To provide students with a comprehensive understanding of the travel and tourism industry, its various sectors, and their interrelationships.
- To develop students' knowledge and skills in key areas such as tourism marketing, destination management, hospitality operations, and travel planning.
- To foster critical thinking and problem-solving abilities to address challenges and emerging trends in the travel and tourism industry.
- To equip students with the necessary tools and techniques to effectively manage and lead tourism organizations, including sustainable tourism practices.
- To enhance students' cultural sensitivity and cross-cultural communication skills to cater to diverse populations and provide quality service to travelers.

Graduate Attributes in BBA in Travel and Tourism Management

The graduate attributes in BBA in Travel and Tourism Management are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a BBA in Travel and Tourism Management graduate will be able to demonstrate through learning various courses are listed below:

a. Disciplinary Knowledge

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of the Travel and Tourism Management.

b. Communication skills

- i. Ability to communicate long standing unsolved problems in Travel and Tourism Management;
- ii. Ability to show the importance of Travel and Tourism Management as precursor to various travels and allied domains.

c. Critical Thinking

- i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of Travel and Tourism Management and relevant domains;
- ii. Ability to examine the results and apply them to various problems appearing in different branches of Travel and Tourism Management.

d. Problem solving

- i. Capability to deduce a travel and tourism and associate problem and apply the classroom learning into practice to offer a solution for the same.
- ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion;
- iii. Able to comprehend solutions to sustain problems originating in the travel and tourism and allied affairs.

e. Research Related Skills

- i. Ability to search for, locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic;
- ii. Ability to identify the developments in various branches of Commerce and Business.

f. Information and Communication Technology (ICT) digital literacy

Capability to use various technical ICT tools (like spreadsheet, PowerPoint) for exploring, analysis, and using the information for analytical purposes and demonstration as well as presentation.

g. Self-directed Learning

Capability to work independently in diverse projects and ensure detailed study of various facets of Travel and Tourism.

h. Moral and Ethical Awareness/Reasoning

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information;
- ii. Ability to manage self and various social systems.

i. Lifelong learning

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Sports.

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Programme Learning Outcomes of BBA in Travel and Tourism Management

- PO 1 To acquire a deemed knowledge and a comprehensive understanding of the selected disciplinary or interdisciplinary spheres of study in much border canvas of context, their various domains of learning, their relevant connections with the fields of study and the recent growth and expansion linked with the selected disciplinary/interdisciplinary spheres of study.
- PO 2 The necessity for procuring knowledge connected to practice profession and procedure for the sake of executing highly skilled tasks corresponding to the chosen areas of learning, enshrining knowledge needed for creating self-employment steps, and knowledge with a proper mental faculty indispensable for entrepreneurship comprising the chief elements of the creation of enterprise, improved product growth or a novel setup of organization.
- PO 3 To develop the skills in the domains pertaining to specialization in the particular disciplinary or interdisciplinary spheres of learning in a comprehensive multidisciplinary canvas including a broad range of practical skills and updates, with unfixed routine and non-routine references corresponding to the particular areas of learning.
- PO 4 To harness the capability to extract the best from what has been imbibed, learnt, transfigure the concepts the practical situations and make a relevant application gained competencies in novel contexts rather than simply replicate the curriculum-based knowledge to create remedies to particular problems.
- PO 5 Upon completion of the course, students will be able to demonstrate a comprehensive understanding of the travel and tourism industry, including its historical development, current trends, and future prospects.
- PO 6 Students will be able to analyse and evaluate the impacts of tourism on destinations, economies, and communities, and propose strategies for sustainable tourism development.
- PO 7 Students will acquire practical skills in tourism marketing, including market research, segmentation, branding, and promotional strategies, to effectively attract and retain tourists.
- PO 8 Upon completion of the course, students will have the ability to design and manage travel itineraries, considering factors such as transportation, accommodation, attractions, and customer preferences.
- PO 9 Students will develop cross-cultural communication skills, enabling them to provide excellent customer service to diverse groups of travelers, understand and respect different cultural norms, and handle challenging situations professionally.

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Programme Outcomes for Core Courses

	Programme Outcomes	DS C-1	DS C-2	DS C-3	DS C-4	DS C-5	DS C-6	DS C-7	DS C-8	DS C-9	DS C-10	DS C-11	DS C-12	DS C-13	DS C-14	DS C-15	DS C-16	DS C-17	DS C-18	DS C-19
1	Values for life and character building	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Disciplinary knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Communication skills	✓	✓		✓		✓		✓	✓	✓	✓		✓	✓	✓				✓
4	Critical thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Analytical Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Research related skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	Cooperation/ Teamwork	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	Scientific Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10	Reflective Thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11	Information /Digital Literacy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12	Self-directed Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13	Moral and Ethical Awareness/ Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
14	Leadership Readiness/Qualities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
15	Lifelong learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
16	Professional Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Legend: DSC-1: Tourism Principles & Practices; DSC-2: Tourism Geography; DSC-3: Tourism Law and Ethics; DSC-4: Tourism Marketing; DSC-5: Tourism Economics; DSC-6: Tourism Products; DSC-7: Accounts & Finance for Tourism; DSC-8: Introduction to Hotel Operations; DSC-9: Field Trip & Report Writing; DSC-10: Travel Agency & Tour Operation Management; DSC-11: ICT & E-Tourism; DSC-12: Tourism Organization and Travel Documentation; DSC-13: Tourism Planning and Policy; DSC-14: Entrepreneurship in Tourism; DSC-15: Eco Tourism; DSC-16: Tour Package Operation; DSC-17: Research Methodology; DSC-18: International Tourism; DSC-19: Transport In Travel & Tourism.

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L T P - Indicates Theory Lectures (L), Tutorial (T) and Practical (P) classes per week.

1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-I							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-1	BBATTMC101	Tourism Principles & Practices	4	1	0	5
2	DSC-2	BBATTMC102	Tourism Geography	4	1	0	5
3	MINOR-1	MIC101	Computer Fundamental	3	0	0	3
4	GE-1		Anyone from GE Basket A/D	3	0	0	3
5	AEC-1	AECC101	English & Professional Communication	2	0	0	2
6	SEC-1	SEC181	Life Skills and Personality Development	2	0	0	2
7	VAC-1	VAC181	Choose any one from following: VAC181A - Yoga VAC181B - Health & Wellness VAC181C - Sports	0	0	2	2
Total Credits							22

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Semester-II							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-3	BBATTMC201	Tourism Law and Ethics	4	1	0	5
2	DSC-4	BBATTMC202	Tourism Marketing	4	1	0	5
3	MINOR-2	MIC201	Management Information System	3	0	0	3
4	GE-2		Anyone from GE Basket B/E	3	0	0	3
5	AEC-2	AECC201	Modern Indian Languages/English Language	2	0	0	2
6	SEC-2	SEC201	IT Skills	2	0	0	2
7	VAC-2	VAC281	Choose any one from following: VAC281A - Critical Thinking VAC281B - NSS VAC281C - Mental Health VAC281D - Environmental Studies	0	0	2	2
Total Credits							22

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Semester-III							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-5	BBATTMC301	Tourism Economics	4	1	0	5
2	DSC-6	BBATTMC302	Tourism Products	4	1	0	5
3	MINOR-3	MIC301	Word, PowerPoint and Spreadsheet Application.	2	0	2	4
		MIC391	Word, PowerPoint and Spreadsheet Application Lab				
4	GE-3		Anyone from GE Basket C/F	3	0	0	3
5	AEC-3	AECC301	The Constitution Human Rights and Law	2	0	0	2
6	SEC-3	SEC301	Understanding basics of cyber security	2	0	0	2
Total Credits							21

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Semester-IV							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-7	BBATTMC401	Accounts & Finance for Tourism	4	1	0	5
2	DSC-8	BBATTMC402	Introduction to Hotel Operations	3	1	0	4
3	DSC-9	BBATTMC403	Field Trip & Report Writing	0	1	3	4
4	MINOR-4	MIC401	Basics of operating system / Database Management with SQL	3	1	0	4
5	MINOR-5	MIC402 MIC491	Graphic Design with Photoshop and Illustrator Graphics design with Photoshop and Illustrator Lab	2	0	2	4
6	AEC-4	AECC401	Society Culture and Human Behaviour	2	0	0	2
Total Credits							23

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1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-V							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-10	BBATTMC501	Travel Agency & Tour Operation Management	4	1	0	5
2	DSC-11	BBATTMC502	ICT & E-Tourism	4	1	0	5
4	MINOR-6	MIC501	Cloud Computing	2	0	2	4
		MIC591	Cloud Computing Lab				
5	MINOR-7	MIC502	E-commerce and Application	3	1	0	4
6	SEC-4	SEC581	Internship	0	0	4	4
Total Credits							22

Semester-VI							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-12	BBATTMC601	Tourism Organization and Travel Documentation	4	1	0	5
2	DSC-13	BBATTMC602	Tourism Planning and Policy	4	1	0	5
3	DSC-14	BBATTMC603	Entrepreneurship in Tourism	3	1	0	4
4	MINOR-8	MIC601	Web Development with HTML and CSS	2	0	2	4
		MIC691	Web Development with HTML and CSS Lab				
5	MINOR-9	MIC602	Internet and Networking	3	1	0	4
Total Credits							22

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1L Earns 1 credit | 1P Earns 1 credit | 1T Earns 1 Credit

Semester-VII							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-15	BBATTMC701	Eco Tourism	4	1	0	5
2	DSC-16	BBATTMC702	Tour Package Operation	4	1	0	5
3	DSC-17	BBATTMC703	Research Methodology	3	1	0	4
4	MINOR-10	MIC701	Software Project Management	3	1	0	4
5	MINOR-11	MIC702	Digital Marketing	3	1	0	4
Total Credits							22

Semester-VIII							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	DSC-18	BBATTMC801	International Tourism	4	1	0	5
2	DSC-19	BBATTMC802	Transport In Travel & Tourism	4	1	0	5
3	SEC-5	SEC881R SEC881H	Research Project or Dissertation OR Capstone Project/Industrial Project (Applicable for students opting for Honors without Research Track)	4	0	8	12
Total Credits							22