MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Travel & Tourism Management)-In-house
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

Programme Outcomes:

1) Demonstrate and interpret the management skills to develop, acquire subject knowledge & practical skills in the entire arenas of the tourism industry.
2) Build functional and general tourism management skills to make strategic decision in real world situation.
3) Develop leadership, team-work, team harmony, social soft skills and communicate efficiently in different contexts of tourism industry.
4) Make use of tourism specific entrepreneurial skill and professional behaviour.
5) Apply problem solving and critical analysis within miscellaneous tourism industrial situations.
6) Apply the concepts of sustainability to the local and international practise of tourism by showing sensitivity for diversity and intercultural views.

Curriculum Structure

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA (TTM)-101	Tourism Principles & Practices	5	1		6
2.		BBA (TTM)-102	Principles of Management	5	1		6
3.	GE		GE Any one course from GE Baskets				6
4.	AECC	BBA (TTM)-104	Business Communication	2			2
Total Credit							20

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SEM-2

	Subject Type	Code	Subject Name	Credits			Total Credits
				L	**T**	**P**	
	CC	BBA (TTM)-201	Transport in Travel & Tourism	5	1		6
		BBA (TTM)-202	Travel Agency & Tour Operation Management	5	1		6
	GE		GE Any one course from GE Baskets				6
	AECC	BBA (TTM)-204	Environment & Sustainable Development	2			2
							20

SEM-3

	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
	CC	BBA (TTM)-301	Tourism Products & Destination Management	5	1		6
		BBA (TTM)-302	Introduction to Hospitality in Tourism	5	1		6
		BBA (TTM)-303	Tourism Economics	5	1		6
	GE		GE Any one course from GE Baskets				6
	SEC	BBA (TTM)-305	Foreign Language (French)-I	2			2
							26

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SEM-4

Subject Type	Code	Subject Name	Credits			Total Credits
			L	T	P	
CC	BBA (TTM)-401	Tourism Marketing	5	1		6
	BBA (TTM)-402	Accounts & Finance for Tourism	5	1		6
	BBA (TTM)-403	Organizational Behaviour & HRM in Tourism	5	1		6
GE		GE Any one course from GE Baskets				6
SEC	BBA (TTM)-405	Foreign Language (French)-II	2			2
						26

SEM-5

Subject Type	Code	Subject Name	Credits			Total Credits
			L	T	P	
CC	BBA (TTM)-501	Event Tourism & Public Relations	5	1		6
	BBA(TTM)-502	Entrepreneurship & Community Development in Tourism	5	1		6
DSE	BBA(TTM)-503 A	<u>Specialization Paper-I*</u> Travel Agency & Tour Operation Management I Or MICE Management I Or Airline & Cargo Management I	5	1		6
	BBA (TTM)-503 B					
	BBA (TTM)-503 C					
	BBA (TTM)-594	Study Tour Report ##		1	5	6
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SEM-6

	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
	CC	BBA (TTM)-601	ICT & E-Tourism	5	1		6
		BBA(TTM)-602	Travel Preparation, Safety and Wellness	5	1		6
	DSE	BBA(TTM)-603A	Specialization Paper-II* Travel Agency & Tour Operation Management II Or	5	1		6
		BBA (TTM)-603 B	MICE Management II Or				
		BBA (TTM)-603 C	Airline & Cargo Management II				
		BBA (TTM)-694	Dissertation (Post Industrial Training) ##		1	5	6

* Specialization: Students have to opt for any one specialization amongst three electives.

(Students have to engage in a full-length project with a pre-specified Internal Guide [faculty member] throughout the semester). Industry collaboration is highly encouraged wherever possible.

(At least two-three times progress needs to checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva.