

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of BBA(Travel & Tourism Management)**  
**(Effective for 2021-2022 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG)**

**Programme Outcomes:**

- 1) PO1: To provide adequate fundamental understanding about management studies among the students and to develop language abilities of students to inculcate writing skills and business correspondence as well as to help students acquire subject knowledge & practical skills in the entire major arenas of the industry.
- 2) PO2: To develop and implement functional and general management skills to make strategic decision in real situation.
- 3) PO 3: To develop industry related culture and behaviour and to enhance student's competencies.
- 4) PO 4: To identify and assess different business problems using analytical and creative tools, and integrative abilities and to solve business problems in an ethical manner.
- 5) PO5: To develop leadership, team-work, team harmony, social soft skills and communicate efficiently in different contexts.
- 6) PO6: To facilitate the students' to go for professional courses and to develop professional behaviour and entrepreneurial skills.
- 7) PO 7: To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
- 8) PO8: To understand finance and other core business components which help them to encourage for new entrepreneurial development.
- 9) PO 9: To develop adequate industrial knowledge and innovative thinking to design and plan appropriate action plan for long run survival in corporate industry.

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**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
<b>Total Credit</b>							<b>20</b>

**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
<b>Total Credit</b>							<b>20</b>

**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
<b>Total Credit</b>							<b>26</b>

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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		<u>Specialization Paper-I*</u>				
		BBA(TTM)-503 A	Travel Agency & Tour Operation Management I	5	1		6
		BBA (TTM)-503 B	Or MICE Management I				
	BBA (TTM)-503 C	Or Airline & Cargo Management I					
		BBA (TTM)-594	Study Tour Report ##		1	5	6
							24

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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		<u>Specialization Paper-II*</u>	5	1		6
		BBA(TTM)-603A	Travel Agency & Tour Operation Management II				
		BBA (TTM)-603 B	Or 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 be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva.