

Bachelor in Business Administration (Tourism)

BBA (T)

Course Structure
2014

Approved by

Board of Studies of Tourism and Hotel Management

Submitted by

Institute of Tourism and Hotel Management
Bundelkhand University

J H A N S I

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Semester – I

Sl. No.	New Code	Subject	Int. 30	Ext. 70
1	1931	Tourism Concepts & Linkages	30	70
2	1932	Introduction to Hospitality, Hotel and Hoteliering	30	70
3	1933	Principles of Management	30	70
4	1934	Introduction to Computer Applications	30	70
5	1935	Communication Skills	30	70
6	1936	Marketing Conceptual Framework	30	70
7		Environmental Studies	20	30

Semester – II

Sl. No.	New Code	Subject	Int. 30	Ext. 70
1	1937	Global Tourism Trends	30	70
2	1938	Introduction to Travel Agency and Tour Operations Business	30	70
3	1939	Tourist Resources of North India	30	70
4	1940	Indian History, Society and Culture	30	70
5	1941	World Geography	30	70
6	1942	Basics of Economics	30	70
7		Human Rights	20	30

Field Trip

Semester III

Sl. No.	New Code	Subject	Int. 30	Ext. 70
1	2931	Growth and Development of Hotel Industry	30	70
2	2932	Transport Operations & Management	30	70
3	2933	Tourist Assets of Southern India	30	70
4	2934	Basics of Accounting	30	70
5	2935	Business Communications	30	70
6	2936	Quantitative Analysis	30	70
7	20937	Field Trip Report		100

Semester IV

Sl. No.	New Code	Subject	Int.	Ext.
			30	70
1	2937	Destination Planning	30	70
2	2938	Airline Ticketing	30	70
3	2939	Tourism Resource Potential of Central India	30	70
4	2940	Air Cargo Management	30	70
5	2941	Organisational Behaviour	30	70
6	2942	Research Methodology	30	70

On the Job Training

Semester V

Sl. No.	New Code	Subject	Int.	Ext.
			30	70
1	3931	Hotel Operations & Management	30	70
2	3932	Marketing research	30	70
3	3933	Tourist Products of Eastern India	30	70
4	3934	Computer Application in Tourism & Hospitality Sector	30	70
5	3935	Tourism Policy and Planning Framework	30	70
6	3936	Strategic Management	30	70
	30937	Training report		100

Semester VI

Sl. No.	New Code	Subject	Int.	Ext.
			30	70
1	3937	Case Studies on organisations, Destinations and Community Participation	30	70
2	3938	Itinerary Preparation & Tour Packaging	30	70
3	3939	Tourist Behaviour	30	70
4	3940	Tourism Impacts	30	70
5	3941	Entrepreneurship Development	30	70
6	3942	Event Management	30	70
7	30943	Dissertation		200