

Master in Business Administration (Tourism)

MBA (T)

Course Structure
2015

Approved by

Board of Studies of Tourism and Hotel Management
Held on September 12, 2015

Submitted by

Institute of Tourism and Hotel Management
Bundelkhand University
J H A N S I

Master in Business Administration (Tourism)
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Course Outline

Semester – I

Sl. No.	New Code	Subject	Int. 30	Ext. 70
1	6311	Conceptual Heritage of Tourism.	30	70
2	6312	Hospitality, Hotels and Hoteliering.	30	70
3	6313	Travel Agency and Tour Operations Business	30	70
4	6314	Principles & Practices of Management	30	70
5	6315	Indian History, Society & Culture	30	70
6	6316	Introduction to Marketing	30	70
7	6317	Business Communication	30	70

Field Trip Visit to any Destination

Semester – II

Sl. No.	New Code	Subject	Int. 30	Ext. 70
1	6318	International Tourism - Trends, Institutions and Emerging Dimensions	30	70
2	6319	Nature Based Tourism Resources and Prevailing Resource Use Pattern in India	30	70
3	6320	MIS and Electronic Data Processing	30	70
4	6321	Research Methodology and Quantitative Techniques	30	70
5	6322	Organisational Behaviour	30	70
6	6323	Airlines Ticketing, Itinerary Preparation and Tour Packaging	30	70
7	6324	Geography of Tourism	30	70
8	60325	Field Trip Report		100

ON THE JOB TRAINING

Semester III

Sl. No.	New Code	Subject	Int. 30	Ext. 70
1	7311	Tourism Policy & Planning	30	70
2	7312	Cultural Tourism Resources of India	30	70
3	7313	Financial Accounting	30	70
4	7314	Market Research and Marketing of Tourism Products	30	70
5	7315	Tourism vis a vis Environment and Ecology	30	70
6	7316	Human Resource Management	30	70
7	7317	Elective : Major : Tour Packaging Operations and Management	30	70
8	7318	Minor (Elect One) <u>Marketing – Service Marketing</u>	30	70
	7319	HRM – Training & Development		
	70320	Training report		100

Semester IV

Sl. No.	New Code	Subject	Int. 30	Ext. 70
1	7321	Strategic Management	30	70
2	7322	Ethical Legal & Regulatory Aspects of Tourism	30	70
3	7323	Financial Management	30	70
4	7324	Entrepreneurship Development	30	70
5	7325	Tourist Transport and Logistics Management	30	70
6	7326	MICE Operations & Management	30	70
7	7327	Elective : Major : Cargo Rating and Operations	30	70
8	7328	Minor (Elect One) <u>Marketing – Tourist Behaviour</u>	30	70
	7329	HRM – Industrial Relations		
9	70330	Dissertation – To be essentially linked to the major area of specialisation		100