

BBA (Travel & Tourism Management)

Semester 1

1. Principles of Management
2. Business Economics-I
3. Business Mathematics
4. Computer Fundamentals
5. Financial Accounting
6. Computer Lab
7. Communicative English
8. Fundamentals of Travel and Tourism

Semester 2

1. Business Organization
2. Business Economics-II
3. Quantitative Techniques & Operation Research in Management
4. Data Base Management System
5. Cost Accounting
6. Personality Development and
7. Communication Skills-II
8. DBMS Lab

Semester 3

1. Organizational Behavior
2. Indian Economy
3. Marketing Management
4. Computer Application-I
5. Management Accounting
6. Minor Projects & Presentations
7. Computer Application Lab-I
8. Management of Travel Agency

Semester 4

1. Human Resource Management
2. Business Environment
3. Marketing Research
4. Computer Application-II
5. Business Laws
6. Taxation Laws
7. Computer Application Lab-II
8. Ecology, Environment & Tourism

Semester 5

1. Values & Ethics in Business
2. Sales & Customer Relationship Management
3. Foreign Language (French)
4. Management of Information System
5. Financial Management
6. Summer Training Report & Viva-Voce
7. Marketing in Service Industry Airlines,
8. Travel, Tours and Hotel

Semester 6

1. Trends in Travel & Tourism & Laws
2. Project Trips Planning & Evaluation
3. Entrepreneurship Development
4. International Business Management
5. Air Ticketing and Foreign Exchange Management
6. Project Report & Viva-Voce