

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Travel & Tourism Management)
Effective from academic session 2023-24

Model curriculum structure for 4 year Non-AICTE UG programs for BBA (Travel & Tourism Management)

Sem	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online /Sessional)	Common Value added Course (SESSIONAL)	Total credits
I	TOURISM PRINCIPLES & PRACTICES (5 credits) 4L+1T TOURISM GEOGRAPHY (5 credits) 4L+1T	Computer Fundamental (3 credits)	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22
II	TOURISM LAW AND ETHICS (5 credits) 4L+1T TOURISM MARKETING (5 credits) 4L+1T	Management Information System (3 Credit)	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2 credits)	IT Tools for Business (2 credits)	Critical Thinking / NSS/ Mental Health/ Environmental Studies (2 credits)	22
III	TOURISM ECONOMICS (5 credits) 4L+1T TOURISM PRODUCTS (5 credits) 4L+1T	Word and PowerPoint & Spreadsheet Application with Excel (4 credits)	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Travel & Tourism Management)
Effective from academic session 2023-24

IV	<p>ACCOUNTS & FINANCE FOR TOURISM (5 credits) 4L+1T</p> <p>INTRODUCTION TO HOTEL OPERATIONS (4 credits)</p> <p>FIELD DATA ANALYSIS (4 credits)</p>	<p>Database Management with SQL (4 credits)</p> <p>Graphic Design with PhotoShop & Illustrator (4 credits)</p> <p>2L+2P</p>		Society Culture and Human Behavior (2 credits)			23
V	<p>TRAVEL AGENCY & TOUR OPERATION MANAGEMENT (5 credits) 4L+1T</p> <p>ICT & E-TOURISM (5 credits) 4L+1T</p>	<p>Cloud Computing (4 credits) 2L+2P</p> <p>E-commerce and Application (4 credits)</p>			Internship to be started after exam of 4 th sem (sem break) and completed within 5 th sem (weekends) (4 credits)		22
VI	<p>TOURISM ORGANIZATION AND TRAVEL DOCUMENTATION (5 credits) 4L+1T</p> <p>TOURISM PLANNING AND</p>	<p>Web Development with HTML and CSS (4 credits) 2L+2P</p>					22

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Travel & Tourism Management)
Effective from academic session 2023-24

	<p>POLICY (5 credits) 4L+1T</p> <p>ENTREPRENEURSHIP IN TOURISM (4 credits)</p>	Internet and Networking (4 credits)					
VII	<p>ECO TOURISM (5 credits) 4L+1T</p> <p>TOUR PACKAGE OPERATION (5 credits) 4L+1T</p> <p>RESEARCH METHODOLOGY (4 credits)</p>	<p>Software Project Management (4 credits)</p> <p>Digital Marketing (4 credits)</p>					22
VIII	<p>INTERNATIONAL TOURISM (5 credits)</p> <p>TRANSPORT IN TRAVEL & TOURISM (5 credits)</p>			Research project 12 credits			22
	19 sub - 91 credits	11 sub – 42 credits	4 sub – 08 credits	3 sub & Int & Proj - 22 credits	2 sub – 4 credits		176

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Travel & Tourism Management)
Effective from academic session 2023-24