

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**3 Years BBA (Tourism & Travel Management) CBCS Structure**

**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           | BBA (TTM)-103 | Indian History & Culture       | 5       | 1 |   | 6             |
| 4.                  | AECC         | BBA (TTM)-104 | Business English               | 2       |   |   | 2             |
| <b>Total Credit</b> |              |               |                                |         |   |   | <b>20</b>     |

**SEM-2**

| Sl.                 | Subject Type | Code          | Subject Name  | Credits |   |   | Total Credits |
|---------------------|--------------|---------------|---|---------|---|---|---------------|
|                     |              |               |   | L       | T | P |               |
| 1.                  | CC           | BBA (TTM)-201 | Accommodation & Transportation                              | 5       | 1 |   | 6             |
| 2.                  |              | BBA (TTM)-202 | Travel Agency, Tour Operation Management and Guiding Skills | 5       | 1 |   | 6             |
| 3.                  | GE           | BBA (TTM)-203 | AR/VR Applications  | 4       |   | 2 | 6             |
| 4.                  | AECC         | BBA (TTM)-204 | Environmental Science & Sustainable Development             | 2       |   |   | 2             |
| <b>Total Credit</b> |              |               |   |         |   |   | <b>20</b>     |

**SEM-3**

| Sl.                 | Subject Type | Code          | Subject Name                                      | Credits |   |   | Total Credits |
|---------------------|--------------|---------------|---|---------|---|---|---------------|
|                     |              |               |   | L       | T | P |               |
| 1.                  | CC           | BBA (TTM)-301 | Tourism Development: Products & Case Studies      | 5       | 1 |   | 6             |
| 2.                  |              | BBA (TTM)-302 | Tourism Planning, Policy & Destination Management | 5       | 1 |   | 6             |
| 3.                  |              | BBA (TTM)-303 | Tourism Economics & Statistics                    | 5       | 1 |   | 6             |
| 4.                  | GE           | BBA (TTM)-304 | Principles of Geography                           | 5       | 1 |   | 6             |
| 5.                  | SEC          | BBA (TTM)-305 | Foreign Language (French)-I                       | 2       |   |   | 2             |
| <b>Total Credit</b> |              |               |   |         |   |   | <b>26</b>     |

## SEM-4

| Sl.          | Subject Type | Code          | Subject Name                              | Credits |   |   | Total   |
|--------------|--------------|---------------|---|---------|---|---|---------|
|              |              |               |   | L       | T | P | Credits |
| 1.           | CC           | BBA(TTM)-401  | Service Marketing                         | 5       | 1 |   | 6       |
| 2.           |              | BBA (TTM)-402 | Accounts & Finance for Tourism            | 5       | 1 |   | 6       |
| 3.           |              | BBA (TTM)-403 | Organizational Behaviour & HRM in Tourism | 5       | 1 |   | 6       |
| 4.           | GE           | BBA (TTM)-404 | Computer Application                      | 4       |   | 2 | 6       |
| 5.           | SEC          | BBA (TTM)-405 | Foreign Language (French)-II              | 2       |   |   | 2       |
| Total Credit |              |               |   |         |   |   | 26      |

## SEM-5

| Sl.          | Subject Type | Code          | Subject Name  | Credits |   |   | Total   |
|--------------|--------------|---------------|---|---------|---|---|---------|
|              |              |               |   | L       | T | P | Credits |
| 1.           | CC           | BBA (TTM)-501 | Multimedia in Tourism                               | 4       |   | 2 | 6       |
| 2.           |              | BBA(TTM)-502  | Specialization Paper*-I                             | 5       | 1 |   | 6       |
| 3.           | DSE          | BBA(TTM)-503  | Community & Entrepreneurship Development in Tourism | 5       | 1 |   | 6       |
| 4.           |              | BBA (TTM)-504 | Study Tour Report                                   |         |   | 6 | 6       |
| Total Credit |              |               |   |         |   |   | 24      |

## SEM-6

| Sl.          | Subject Type | Code          | Subject Name                            | Credits |   |   | Total   |
|--------------|--------------|---------------|---|---------|---|---|---------|
|              |              |               |   | L       | T | P | Credits |
| 1.           | CC           | BBA (TTM)-601 | MICE Management                         | 5       | 1 |   | 6       |
| 2.           |              | BBA(TTM)-602  | Specialization Paper*-II                | 5       | 1 |   | 6       |
| 3.           | DSE          | BBA (TTM)-603 | Legal & Ethical Issues in Tourism       | 5       | 1 |   | 6       |
| 4.           |              | BBA (TTM)-604 | Dissertation (Post Industrial Training) |         |   | 6 | 6       |
| Total Credit |              |               |   |         |   |   | 24      |

### \* Specialization

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|--|
| A) Travel Agency & Tour Operation Management |
| B) Event Management                          |
| C) Air fare Management                       |
| D) Cargo Management                          |
| E) Niche & Alternative Tourism Management    |