

CURRICULUM

B.B.A. (T&H)
(w. e. f 2016-2017)

UNDER CHOICE BASED CREDIT SYSTEM



KAZI NAZRUL UNIVERSITY
ASANSOL, WEST BENGAL

Kazi Nazrul University

Curriculum for BBA (T & H)

(6 Semesters Pattern)

With effect from 2016-2017 academic session and onwards



There will be six semesters in the three- year B.B.A (T & H). The Curriculum consists of 14 Core Courses (C), 2 Ability Enhancement Compulsory Courses (AECC), 2 Skill Enhancement Courses (SEC) and 4 Discipline Specific Elective (DSE) Courses and 4 Generic Elective (GE) courses. Each course is of 100 marks except AECC and SEC Courses. L stands for Lecture Hour, T for Tutorial Hour and P for Practical Hour.

SEMESTER I

CourseCode	Course Title	Course Type	(L-T-P)	Credit	Marks
	Fundamentals of Travel and Tourism	C-1	5-1-0	6	100
	Front office Management	C-2	5-1-0	6	100
	Principles and Practices of Management	GE-1	5-1-0	6	100
	Environmental Studies	AECC-1	4-0-0	4	50
Total				22	350

SEMESTER II

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
	Travel Agency Operations Management	C-3	5-1-0	6	100
	Accommodation Operation and Management	C-4	5-1-0	6	100
	Communication and Skill Development	GE-2	5-1-0	6	100
	English/ MIL	AECC-2	2-0-0	2	50
Total				20	350

SEMESTER- III

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
	Geography of Tourism	C-5	5-1-0	6	100
	Airlines and Air Ticketing	C-6	5-1-0	6	100
	Food and Beverage Management-I	C-7	5-1-0	6	100
	Cultural Heritage of India	GE-3 (Anyone to be chosen)	5-1-0	6	100
	Tourism Resources of India				
	Business English Communication	SEC-1 (Anyone to be chosen)	2-0-0	2	50
	Entrepreneurship Development				
Total				26	450

SEMESTER- IV

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
	Computer Application in Tourism	C-5	5-1-0	6	100
	Destination Marketing	C-6	5-1-0	6	100
	Food and Beverage Management-II	C-7	5-1-0	6	100
	Human Resource Management in Travel and Hospitality Industry	GE-4 (Anyone to be chosen)	5-1-0	6	100
	Adventure Tourism				
	Foreign Language	SEC-1 (Anyone to be chosen)	2-0-0	2	50
	Accounts and Finance in Tourism				
Total				26	450

SEMESTER- V

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
	Tour Package operation and Management-I	C-11	5-1-0	6	100
	Practical Tourism (Field Study Trip and Report)	C-12	4-0-4	6	100
	Any Two from Five	DSE-1	5-1-0	6	100
	DSE Group A	DSE-2	5-1-0	6	100
	Sustainable and Eco-Tourism				
	Resort Management				
	Facility & Event Management				
	Service Marketing				
	Business Informatics in Tourism				
Total				24	400

SEMESTER- VI

Course Code	Course Title	Course Type	(L-T-P)	Credit	Marks
	Tour Package operation and Management-II	C-13	5-1-0	6	100
	Industrial Training/ On the job Training	C-14	4-0-4	6	100
	Any Two from Five	DSE-3	5-1-0	6	100
	DSE Group B	DSE-4	5-1-0	6	100
	Sustainable & Eco-Tourism				
	Resort Management				
	Event Management				
	Service Marketing				
	Business Informatics in Tourism				
Total				24	400
GRAND TOTAL				142	2400