

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Specialization: Tourism & Event Management

Program Structure

Particulars	Details
Program Name	Bachelor of Business Administration (BBA)
Specialization	Tourism & Event Management
Duration	3 Years (6 Semesters)
Eligibility	10+2 or Equivalent from a Recognized Board
Total Credits	132 Credits
Examination Pattern	CBCS (Choice Based Credit System)
Theory Paper Marks	Internal Assessment: 30 Marks + End Semester Examination: 70 Marks = 100 Marks
Practical / Project	Internal: 50 Marks + External Viva: 50 Marks

SEMESTER – I

Subject Code	Subject Name	Credits	Internal	External	Total
BTM101	Principles of Management	4	30	70	100
BTM102	Business Communication	4	30	70	100
BTM103	Fundamentals of Tourism	4	30	70	100
BTM104	Financial Accounting	4	30	70	100
BTM105	Computer Applications in Business	4	30	70	100
BTM106	Environmental Studies	2	30	70	100

Total Credits: 22

SEMESTER – II

Subject Code	Subject Name	Credits	Internal	External	Total
BTM201	Organizational Behaviour	4	30	70	100
BTM202	Business Economics	4	30	70	100
BTM203	Tourism Geography	4	30	70	100
BTM204	Marketing Management	4	30	70	100
BTM205	Hospitality Management	4	30	70	100
BTM206	Personality Development	2	30	70	100

Total Credits: 22

SEMESTER – III

Subject Code	Subject Name	Credits	Internal	External	Total
BTM301	Event Management Fundamentals	4	30	70	100
BTM302	Travel Agency & Tour Operations	4	30	70	100
BTM303	Human Resource Management	4	30	70	100
BTM304	Business Statistics	4	30	70	100
BTM305	Customer Relationship Management	4	30	70	100
BTM306	Field Study Report	2	50	50	100

Total Credits: 22

SEMESTER – IV

Subject Code	Subject Name	Credits	Internal	External	Total
BTM401	Event Planning & Production	4	30	70	100
BTM402	Tourism Marketing	4	30	70	100
BTM403	Hospitality Operations Management	4	30	70	100
BTM404	Digital Marketing for Tourism	4	30	70	100
BTM405	Entrepreneurship Development	4	30	70	100
BTM406	Summer Internship Report	2	50	50	100

Total Credits: 22

SEMESTER – V

Subject Code	Subject Name	Credits	Internal	External	Total
BTM501	International Tourism Management	4	30	70	100
BTM502	Event Sponsorship & Branding	4	30	70	100
BTM503	Airline & Airport Management	4	30	70	100
BTM504	Tourism Policy & Planning	4	30	70	100
BTM505	Financial Management	4	30	70	100
BTM506	Minor Project	2	50	50	100

Total Credits: 22

SEMESTER – VI

Subject Code	Subject Name	Credits	Internal	External	Total
BTM601	Strategic Event Management	4	30	70	100
BTM602	Sustainable Tourism Development	4	30	70	100
BTM603	Tourism Laws & Ethics	4	30	70	100
BTM604	E-Tourism & Travel Technology	4	30	70	100
BTM605	Comprehensive Viva Voce	2	50	50	100
BTM606	Major Project Dissertation	4	50	150	200