

Master of Business Administration (MBA) – Tourism and Travel Management

Duration: 2 Years (4 Semesters)

Total Credits: 100

Marks Distribution: Internal 30 + External 70 = 100 Marks

Semester I

TTM101 - Principles of Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM102 - Managerial Economics | Credits: 4 | Internal:30 | External:70 | Total:100

TTM103 - Financial Accounting | Credits: 4 | Internal:30 | External:70 | Total:100

TTM104 - Organizational Behaviour | Credits: 4 | Internal:30 | External:70 | Total:100

TTM105 - Business Communication | Credits: 3 | Internal:30 | External:70 | Total:100

TTM106 - Business Statistics | Credits: 3 | Internal:30 | External:70 | Total:100

TTM107 - Introduction to Tourism Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM108 - Travel Geography | Credits: 4 | Internal:30 | External:70 | Total:100

Semester II

TTM201 - Human Resource Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM202 - Financial Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM203 - Tourism Marketing | Credits: 4 | Internal:30 | External:70 | Total:100

TTM204 - Travel Agency and Tour Operations | Credits: 4 | Internal:30 | External:70 | Total:100

TTM205 - Hospitality Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM206 - Air Ticketing and Reservation Systems | Credits: 4 | Internal:30 | External:70 | Total:100

TTM207 - Research Methodology | Credits: 3 | Internal:30 | External:70 | Total:100

TTM208 - Tourism Policy and Planning | Credits: 3 | Internal:30 | External:70 | Total:100

Semester III

TTM301 - Strategic Tourism Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM302 - International Tourism | Credits: 4 | Internal:30 | External:70 | Total:100

TTM303 - Event and Convention Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM304 - Sustainable Tourism Development | Credits: 4 | Internal:30 | External:70 | Total:100

TTM305 - Customer Relationship Management | Credits: 3 | Internal:30 | External:70 | Total:100

TTM306 - Tourism Economics | Credits: 3 | Internal:30 | External:70 | Total:100

TTM307 - Destination Management | Credits: 4 | Internal:30 | External:70 | Total:100

TTM308 - Summer Internship Report | Credits: 4 | Internal:30 | External:70 | Total:100

Semester IV

TTM401 - E-Tourism and Digital Travel Services | Credits: 4 | Internal:30 | External:70 | Total:100
TTM402 - Tourism Entrepreneurship | Credits: 4 | Internal:30 | External:70 | Total:100
TTM403 - Heritage and Cultural Tourism | Credits: 4 | Internal:30 | External:70 | Total:100
TTM404 - Tourism Analytics and Forecasting | Credits: 4 | Internal:30 | External:70 | Total:100
TTM405 - Eco-Tourism Management | Credits: 3 | Internal:30 | External:70 | Total:100
TTM406 - Project Management | Credits: 3 | Internal:30 | External:70 | Total:100
TTM407 - Major Research Project | Credits: 6 | Internal:30 | External:70 | Total:100
TTM408 - Viva Voce | Credits: 2 | Internal:30 | External:70 | Total:100