BBA (Hons/Research) — Tourism & Hospitality Management

Dr. Babasaheb Ambedkar Marathwada University (BAMU) | Vasantrao Naik Mahavidyalaya, Chhatrapati Sambhajinagar

NEP 2020 | AICTE BBA Model Curriculum 2024 | OBE Framework | CCFUP

Full Semester-Wise Course Scheme

SEMESTER I — Year 1: Foundational Level (NCrF 4.5) | Total Credits: 20			
Code	**Course Title**	**Category**	**Cr**
TTA-101	Principles of Management	Core (DSC)	4
TTA-102	Financial Accounting	Core (DSC)	4
TTA-103	Business Communication-I	AEC-1	2
TTA-104	Professional Ethics (UHV)	VAC-1	2
TTA-105	Business Economics	MDC-1	3
TTA-106	Tourism Technology Foundations: GDS, Booking Portals & IT Lab	SEC-1	3
TTA-INT1	Regional Hub Visit	Experiential	2
		Semester Total Credits	**20**

SEMESTER II — Year 1: Foundational Level (NCrF 4.5) | Total Credits: 20			
Code	**Course Title**	**Category**	**Cr**
TTA-201	Business Statistics	Core (DSC)	4
TTA-202	Managerial Economics	Core (DSC)	4
TTA-203	Foreign Language-I	AEC-2	2
TTA-204	Indian Constitution	VAC-2	2
TTA-205	Tourism Geography	MDC-2	3
TTA-206	Tourism Data Visualisation: Excel, Power BI & Dashboard Reporting	SEC-2	3
TTA-INT2	Summer Internship — I	Experiential	2
		Semester Total Credits	**20**

SEMESTER III — Year 2: Intermediate Level (NCrF 5.0) | Total Credits: 24			
Code	**Course Title**	**Category**	**Cr**
TTA-301	Marketing Management	Core (DSC)	4

TTA-302	Human Resource Management	Core (DSC)	4
TTA-303	Organisational Behaviour	Core (DSC)	4
TTA-304	IKS — Archaeological Heritage	VAC-3	2
TTA-305	Environmental Science	MDC-3	3
TTA-306	Python Analytics for Tourism & Hospitality Data	SEC-3	3
TTA-307	Foreign Language-II	AEC-3	2
TTA-INT3	Heritage Walk & Field Study	Experiential	2
		Semester Total Credits	**24**

SEMESTER IV — Year 2: Intermediate Level (NCrF 5.0) | Total Credits: 24

Code	Course Title	Category	Cr
TTA-401	Financial Management	Core (DSC)	3
TTA-402	Operations Management	Core (DSC)	3
TTA-403	Business Law	Core (DSC)	3
TTA-404	Sustainable Heritage Management	Tourism DSE	4
TTA-405	PMS/POS Software Lab	SEC4	3
HM-301	Principles of Food Production	Minor	4
TTA-406	Regional Language (Marathi)	AEC-4	2
TTA-407	Human Values & Ethics	VAC-4	2
TTA-INT4	Summer Internship — II	Experiential	2
		Semester Total Credits	**24**

SEMESTER V — Year 3: Professional Level (NCrF 5.5) | Total Credits: 22

Code	Course Title	Category	Cr
TTA-501	Strategic Management	Core (DSC)	3
TTA-502	International Business	Core (DSC)	3
TTA-503	Research Methodology	Core (DSC)	3
TTA-504	Pilgrimage Tourism	Tourism DSE	4
TTA-505	Destination Digital Marketing, OTA Management & Tourism CRM	SEC-5	3
HM-302	Food & Beverage Service Management	Minor	4
TTA-INT5	Pilgrimage & Wellness Audit	Experiential	2
		Semester Total Credits	**22**

SEMESTER VI — Year 3: Professional Level (NCrF 5.5) | Total Credits: 23			
Code	**Course Title**	**Category**	**Cr**
TTA-601	Corporate Finance	Core (DSC)	3
TTA-602	Business Ethics	Core (DSC)	3
TTA-603	Destination Branding	Tourism DSE	4
TTA-604	Facility Planning	Tourism DSE	4
TTA-605	Revenue Management & Yield Optimisation for Tourism	SEC-6	3
HM-303	Nutrition & Therapeutic Menu	Minor	4
TTA-INT6	Summer Internship — III	Experiential	2
		Semester Total Credits	**23**

SEMESTER VII — Year 4: Honours Track (NCrF 6.0) | Total Credits: 23			
Code	**Course Title**	**Category**	**Cr**
TTA-701	Front Office Ops & CRM	Tourism DSE	4
TTA-702	Event & MICE Management	Tourism DSE	4
TTA-703	Advanced Decision Science	Advanced Core	2
TTA-704	Consulting Mandate (MASSIA)	Experiential	2
TTA-705	Tourism Crisis Management & Destination Recovery Simulation	SEC-7	3
HM-304	Restaurant & Catering Service	Minor	4
HM-305	Food Safety & HACCP	Minor	4
		Semester Total Credits	**23**

SEMESTER VIII — Year 4: Honours Track (NCrF 6.0) | Total Credits: 23			
Code	**Course Title**	**Category**	**Cr**
TTA-801	Advanced Strategic Management	Advanced Core	4
TTA-803	Honours Dissertation	Research	8
TTA-804	Industry Internship	Experiential	4
TTA-805	Industry 4.0 & Smart Tourism Technologies	SEC-8	3
HM-306	Accommodation Ops & Entrepreneurship	Minor	4
		Semester Total Credits	**23**

Category-Wise Credit Summary

Category	Credits	AICTE Norm
Core Major DSC	52	40–50 cr
Tourism DSE	24	—
Hospitality Minor	24	18–22 cr
SEC — Skill Enhancement	24	20–22 cr
MDC	9	12–15 cr
AEC	8	8–10 cr
VAC	8	6–8 cr
Advanced Core	6	—
Experiential / Research	26	—
PROGRAMME TOTAL	**181**	**—**

Skill Enhancement Courses (SEC) — Programme Summary

All SEC courses carry 3 credits each. Total SEC = 24 credits (8 courses).

Sem	Code	Course Title	Cr
I	TTA-106	Tourism Technology Foundations: GDS, Booking Portals & IT Lab	3
II	TTA-206	Tourism Data Visualisation: Excel, Power BI & Dashboard Reporting	3
III	TTA-306	Python Analytics for Tourism & Hospitality Data	3
IV	TTA-405	PMS/POS Software Lab	3
V	TTA-505	Destination Digital Marketing, OTA Management & Tourism CRM	3
VI	TTA-605	Revenue Management & Yield Optimisation for Tourism	3
VII	TTA-705	Tourism Crisis Management & Destination Recovery Simulation	3
VIII	TTA-805	Industry 4.0 & Smart Tourism Technologies	3
		Total SEC Credits	**24**