

SYLLABUS
(Academic Year 2021 - 2024)

FOR THE DEGREE

OF

BACHELOR OF BUSINESS ADMINISTRATION (HOSPITALITY & TOURISM OPERATIONS)
[BBA (Hospitality & Tourism operations)]

SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

DEPARTMENT OF HOTEL MANAGEMENT



MANIPAL UNIVERSITY
JAIPUR



SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

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PROGRAM DETAILS

INTRODUCTION

BBA (Hospitality & Tourism Operations) is a dual specialization program for both Hospitality and Tourism aspirants and would impart the skills and knowledge to adopt essential roles within the leisure industry, hotels, resorts, travel & tourism, airlines, cruise lines, banks, event management and other service sectors.

1. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

The expected outcome of the BBA (HOSPITALITY & TOURISM OPERATIONS) program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

- [PO1] Hospitality and Tourism Knowledge: Understand the knowledge of hospitality and tourism operations.
- [PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality & tourism problems reaching substantiated conclusions using principles of management
- [PO3] Design/development of solutions: Design solutions for complex hospitality and tourism related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- [PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex hospitality & tourism activities with an understanding of the limitations.
- [PO6] Tourism and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional practice.
- [PO7] Environment and Sustainability: Understand the impact of the hospitality and tourism in societal and environmental contexts and demonstrate the knowledge of need for sustainable development.
- [PO8] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality and tourism practice.
- [PO9] Individual and Teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- [PO10] Communication: Communicate effectively on tourism activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- [PO11] Project Management and Finance: Demonstrate knowledge and understanding of the tourism and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO12] Lifelong learning: Recognize the need and have the preparation and ability to engage in independent and lifelong learning.
- [PSO1] Recall and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality and tourism.
- [PSO2] Apply the knowledge gained to manage and evaluate functional systems in hospitality and tourism operations.
- [PSO3] Prepare the undergraduate candidates for entry level management positions and entrepreneurship in the hospitality & tourism industry.
- [PSO4] Demonstrate an ability to lead and manage the professional tourism operations engaged production and delivery of hospitality & tourism product and service.

2. PROGRAMME NOMENCLATURE

2.2 The program shall be called **Bachelor of Business Administration (Hospitality & Tourism operations)**, which is abbreviated as **BBA (Hospitality & Tourism operations)**.



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2.3 The BBA (Hospitality & Tourism Operations) courses will be abbreviated as **HT**.

3. DURATION OF THE COURSE

3.4 03 academic years spread over 06 semesters.

3.5 Credit requirement for the award of BBA (Hospitality & Tourism Operations) degree: 120 credits.

3.6 Maximum duration for a student complying with the Degree: N+2 years (Where N is the total duration of the program) i.e. (3 + 2) 5 years from date of first registration for his/her first semester.

4. ELIGIBILITY FOR ADMISSION

4.5 Admission to the BBA (Hospitality & Tourism Operations) course is open to all candidates who possess a Pre-University education [10+2] or equivalent level of education recognized by this University/Board.

4.6 Those who secure 40 percent aggregate marks in a 10+2 level from a recognized Board/University are eligible to apply for the program.

4.7 NRI/Foreign students are admitted based on their eligibility.

4.8 The selection for the BBA (Hospitality & Tourism Operations) course is based on merit and the performance during the interview conducted by MUJ.

5. DRESS CODE

5.1 As per the grooming standards approved by the School of Hotel Management.

6. ATTENDANCE REQUIREMENT

6.4 All students must attend every lecture, tutorial and practical class.

6.5 A student with less than 75% attendance in individual courses shall not be permitted to write the end semester examination in that course and will be given **DT** letter grade in the course. Attendance of lectures, tests and tutorials all count towards the calculation of this attendance percentage.

6.6 The aggregate percentage of attendance of the student during the semester will be entered in his/her grade sheet of that semester.

7. EVALUATION SCHEME

7.7 Credit Based System: Evaluation is made using a Credit Based System in which the course is assigned a definite number of credits. The course theory and practical is expressed in terms of certain number of credits. The number of contact hours defines the credits. Number of contact hours for Lectures & Tutorials is equal to the number of credits and in case of Practical; one credit is assigned to every two contact hours per week.

7.8 The academic performance of a student is evaluated internally by the course instructor/s concerned.

7.9 The student performance in each theory, practical and project course is evaluated out of a maximum of 100 marks of which 60 marks are for in-semester and 40 marks for the end semester assessments.

7.10 The in-semester assessment in theory subjects is based on sessional tests, assignments, quizzes, case presentations, seminars, etc.

7.11 The overall performance of a student in a course is expressed in terms of Letter Grade (CGPA).

7.12 Evaluation of Project (research, internship, and any assigned report): A project on Industry Exposure Training/Internship/Dissertation topic will be carried out by the students in a group as designed in curriculum. The evaluation of the project work will be based on the quality of the report and students' performance in a viva-voce.

8. PERFORMANCE REQUIREMENTS

8.3 A student shall obtain a minimum of 'E' grade in all the mentioned courses.

8.4 A student shall also secure minimum CGPA of 5.0 for completion of the course.

9. ELECTIVE SPECIFICATIONS

9.1 **Open Electives:** Open Electives (OE) are of 3 credits each and are audit courses. It is mandatory for a student to clear OE courses. Students are offered with OE courses, where they can suggest their preferences in II & IV semester.

9.2 **Discipline Specific Electives:** Students are offered with Program Elective courses in IV & V semesters. A DSE is offered if there are minimum 10 students in a particular course.

10. REQUIREMENT FOR GRADUATION:

10.1 If he/she has fulfilled all minimum requirements of study and earned the number of credits specified in the prescribed course of study

10.2 Paid all the dues to the University.



Bachelor of Business Administration (Hospitality & Tourism Operations) Course Structure - 2021 - 24

Year	FIRST SEMESTER					SECOND SEMESTER						
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	HT1101	Fundamentals of Hospitality Operations	3	1	0	4	HT1201	Hospitality & Tourism Economics	3	0	0	3
	HT1102	Cultural Heritage of Indian Tourism	3	1	0	4	HT1202	Introduction to Airlines Industry	3	0	0	3
	HT1103	Hospitality Information System	2	1	0	3	HT1203	Travel Agency & Tour Operations	3	0	0	3
	HT1104	Corporate Grooming & Etiquette	3	0	0	3	HT1204	Cruise Operations	2	0	0	2
	LN1110	English Communication for Hospitality and Tourism	3	0	0	3	CY1003	Environmental Science	3	0	0	3
	HA2134	Computer Applications in Hospitality & Tourism	0	0	2	1	LN2007	French for Beginners - I	3	1	0	4
	HT1171	Project Work - I	0	0	4	2	HT1271	Project Work - II	0	0	4	2
							*****	Open Elective				
			15	2	6	20			17	1	4	20
	Total Contact Hours (L + T + P)		23				Total Contact Hours (L + T + P) + OE		22 + 3 = 25			
II	THIRD SEMESTER					FOURTH SEMESTER						
	HT2101	Airline Ticketing & Fare Construction	3	1	0	4	HA3201	Digital & Offline Marketing in Hospitality	4	0	0	4
	HT2102	Destination Management & Planning	3	1	0	4	HA3202	Hospitality Human Resource Management	3	0	0	3
	HA4101	Entrepreneurship	4	0	0	4	HA3203	Hospitality Facility Planning	3	0	0	3
	HA4102	Hospitality Organizational Behaviour	3	0	0	3	HA3204	Safety, Security and Travel Documentation	3	0	0	3
	HA4104	Accounting & Financial Management	3	0	0	3	HA3231	Personality Development	0	2	2	3
	HT2171	Project Work - III	0	0	4	2	HT224*	Discipline Specific Elective - I	3	1	0	4
							*****	Open Elective				
			16	2	4	20			16	3	2	20
	Total Contact Hours (L + T + P)		22				Total Contact Hours (L + T + P) + OE		21 + 3 = 24			
III	FIFTH SEMESTER					SIXTH SEMESTER						
	HT3101	Logistics in Hospitality & Tourism	2	1	0	3	HT3271	Professional Internship	0	0	40	20
	HT3102	E-Commerce & Aggregation	2	1	0	3						
	HT3103	Revenue Management	2	1	0	3						
	HA4105	Market Research & Analytics	3	0	0	3						
	HT314*	Discipline Specific Elective - II	3	1	0	4						
	HT3171	Dissertation	0	0	8	4						
				12	4	8	20			0	0	40
	Total Contact Hours (L + T + P)		24				Total Contact Hours (L + T + P)		40			

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Discipline Specific Elective - I					Discipline Specific Elective - II						
Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
HT2241	Rooms Division Operations – I	3	1	0	4	HT3141	Rooms Division Operations – II	3	1	0	4
HT2242	MICE Operations – I	3	1	0	4	HT3142	MICE Operations – II	3	1	0	4
HT2243	Itinerary Preparation & Tour Packaging	3	1	0	4	HT3143	Air Cargo Operations	3	1	0	4



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