



A-2

SYLLABUS

(Academic Year 2023 - 2026)

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**

Dean
Faculty of Management & Commerce
Manipal University Jaipur



Al Datta
(MOD, SHTM)

BBA (Hospitality & Tourism operations): Program Details

PROGRAM EDUCATION OBJECTIVES:

- [PEO1] Demonstrate technical competency and leadership to become professionals or entrepreneurs, leading to a successful career in the field of hospitality, tourism, and other service sectors
- [PEO2] Demonstrate commitment towards sustainable development for the betterment of society
- [PEO3] Pursue lifelong learning opportunities to improve and expand their technical, professional, and personal skills

PROGRAM OBJECTIVES:


- [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.

PROGRAM SPECIFIC OBJECTIVES:

- [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.

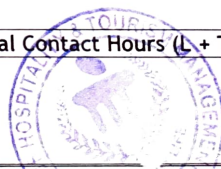



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Bachelor of Business Administration (Hospitality & Tourism Operations) Course Structure - 2022 - 25

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					
			14	3	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			



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FIFTH SEMESTER					SIXTH SEMESTER								
III	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	20
Total Contact Hours (L + T + P)			24			Total Contact Hours (L + T + P)			40				

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
						HT3143	Google Digital Marketing & E-commerce	3	1	0	4

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