



SINGHANIA UNIVERSITY

(Established by the Govt. of Rajasthan & recognized as per section 2f of UGC Act, 1956)
Pacheri Bari, Distt. Jhunjhunu (Rajasthan) - 333515

BBA in TOURISM & HOSPITALITY MANAGEMENT SYLLABUS : SEMESTER PATTERN

S.NO.	PAPER CODE	SUBJECT NAME	IM	EM	CREDIT
SEMESTER I					
1	BBATH11	BUSINESS ORGANIZATION	25	75	5
2	BBATH12	FUNDAMENTALD OF TRAVEL & TOURISM	25	75	5
3	BBATH13	BUSINESS MATHEMATICS	25	75	5
4	BBATH14	BUSINESS ACCOUNTING	25	75	5
5	BBATH15	BUSINESS COMMUNICATION - I	25	75	5
6	BBATH16	BUSINESS COMPUTING	25	75	5

SEMESTER II					
1	BBATH21	ORGANIZATIONAL BEHAVIOUR	25	75	5
2	BBATH22	BUSINESS ECONOMICS - I	25	75	5
3	BBATH23	BUSINESS STATISTICS	25	75	5
4	BBATH24	IATA TRAVEL & TOURISM	25	75	5
5	BBATH25	INDIA CULTURAL HERITAGE : TOURISM PERSPECTIVE	25	75	5
6	BBATH26	FUNDAMENTALS OF HOSPITALITY MANAGEMENT	25	75	5

SEMESTER III					
1	BBATH31	MARKETING MANAGEMENT	25	75	5
2	BBATH32	RESEARCH METHODOLOGY & REPORT WRITING	25	75	5
3	BBATH33	FOREIGN LANGUAGE (FRENCH)	25	75	5
4	BBATH34	FINANCIAL MANAGEMENT	25	75	5
5	BBATH35	BUSINESS ECONOMICS - II	25	75	5
6	BBATH36	HUMAN RESOURCE MANAGEMENT	25	75	5

SEMESTER IV					
1	BBATH41	BUSINESS COMMUNICATION - II	25	75	5
2	BBATH42	BUSINESS LAW	25	75	5
3	BBATH43	MARKETING COMMUNICATION	25	75	5
4	BBATH44	CONSUMER BEHAVIOUR & MARKET RESEARCH	25	75	5
5	BBATH45	TRAVEL AGENCY & TOUR OPERATION	25	75	5
6	BBATH46	PRATICAL : TOUR OPERATION	25	75	5
7	BBATH47	FRONT OFFICE MANAGEMENT	25	75	5

		SEMESTER V			
1	BBATH51	ESSENTIALS OF STRATEGIC MANAGEMENT	25	75	5
2	BBATH52	CUSTOMER RELATIONSHIP MANAGEMENT	25	75	5
3	BBATH53	INTERNATIONAL TOURISM	25	75	5
4	BBATH54	FOOD AND BEVERAGE MANAGEMENT	25	75	5
5	BBATH55	DISSERTATION - I	25	75	5
6	BBATH56	SUMMER INTERNSHIP	25	75	5

		SEMESTER VI			
1	BBATH61	MARKETING OF AIRLINES & CRUISE	25	75	5
2	BBATH62	MARKETING OF HOTELS, RESORTS & TOURS	25	75	5
3	BBATH63	ENTREPRENEURSHIP AND VENTURE MANAGEMENT	25	75	5
4	BBATH64	ADVENTURE TOURISM	25	75	5
5	BBATH65	DISSERTATION - II	25	75	5