

Manywar Kanshiram Institute of Tourism Management

Proposed Structure UG- BBA-Tourism 4 Years

| Year | Semester | Paper | Major1 | Credits | Paper' | Major 2 | Credits | Paper'' | Minor | Credits | CC/VC | Credits | Total Credits | Award |
|----------------------|----------|--------------------------------|---|-----------|--------|-------------------------------------|---------|---------------|--|---------|------------------------|-----------|---------------|-------------|
| 1 | 1 | 1 | Principles of Management | 4 | 1' | Fundamentals of Tourism | 4 | 1'' | Computer & IT Applications | 4 | CC1 | 4 | 24 | Certificate |
| | | 2 | Tourism Industry Orientation | 4 | 2' | Business Communication | 4 | | | | | | | |
| | 2 | 3 | Organizational Behaviour | 4 | 3' | Tourism Resources of U.P. | 4 | 2'' | Quantitative Techniques | 4 | VC1 | 4 | | |
| | | 4 | Destination Geography (India) | 4 | 4' | Cultural Tourism | 4 | | | | | | | |
| 2 | 3 | 5 | Tourism Resources of India | 4 | 5' | Marketing Management | 4 | 3'' | Personality Development for Service Industry | 4 | CC2 | 4 | 24 | Diploma |
| | | 6 | Travel Agency Management | 4 | 6' | Human Resource Management | 4 | | | | | | | |
| | 4 | 7 | Tourism Resources of the World | 4 | 7' | Customer Relationship Management | 4 | 4'' | Communicative English | 4 | VC2 | 4 | | |
| | | 8 | Destination Geography (World) | 4 | 8' | Basics of Accounting and Finance | 4 | | | | | | | |
| 3 | 5 | 9 | Entrepreneurship & Family Business | 4 | 9' | Religious Tourism | 4 | | | | Internship/ Assignment | 4 | 24 | Degree |
| | | 10 | Surface Transport Systems | 4 | 10' | Hotel Management | 4 | | | | | | | |
| | | 11 A | Inbound & Domestic Tour Operations & Management | 4 | | | | | | | | | | |
| | | 11 B | Outbound Tour Operations & Management | | | | | | | | | | | |
| | 6 | 12 | New Distribution Technology in Tourism Business | 4 | 11' | Legal Issues for Tourism Businesses | 4 | | | | Minor Project | 4 | 24 | |
| | | 13 | Travel Writing | 4 | 12' | Managerial Economics for Tourism | 4 | | | | | | | |
| | | 14 A | Airline Operations & Management | 4 | | | | | | | | | | |
| | | 14 B | Cargo Operations & Management | | | | | | | | | | | |
| 4 | 7 | 15 | Tourism Development & Government Policies | 4 | | | | | | | Research Methodology | 4 | 24 | |
| | | 16 | Tourism Impacts, Sustainability & Ethics | 4 | | | | | | | | | | |
| | | 17 | International Tourism Trends and Issues | 4 | | | | | | | | | | |
| | | 18 A | Wildlife & Adventure Tourism | 4 | | | | | | | | | | |
| | | 18 B | Wellness & Medical Tourism | | | | | | | | | | | |
| | | 19 A | MICE Tourism | 4 | | | | | | | | | | |
| | 19 B | Special Interest Tourism (SIT) | | | | | | | | | | | | |
| 8 | | | | | | | | Major Project | 24 | 24 | | | | |
| Total Credits | | | | 76 | | | | 48 | | | 16 | 52 | 192 | |

Bachelor of Business Administration (Tourism)

| | |
|-----------------------------------|--|
| Duration | 04 Year (02 Semester per Year) |
| Affiliation | Lucknow University |
| Eligibility | Intermediate |
| Registration Fee | Rs. 500/- |
| Course Fee | Rs. 25,000/- per Semester |
| Examination Fee | Rs. 4000/- per Semester |
| Enrollment Fee | Rs. 1000/- (Only 1st Semester) |
| Hostel Facility Available: | |