



## **Program Structure of BA (Tourism Administration)**

**Level – UG**

**Duration: 3 Years**

### **1. Program Mission**

The program aims at preparing students to work in the dynamic tourism by imparting holistic knowledge of tourism business processes. It also helps to develop a wide range of skills that can be applied to a variety of managerial and entrepreneurial roles in the expanding tourism industry. It aims at making students active industry centric lifelong learners in a diverse community in the globally-connected, technology fueled world as per the principles of Education 4.0 in the futuristic and emerging frontier areas of Tourism knowledge, learning and research.

### **2. Program Educational Objectives**

- i. The Graduates will be able to demonstrate ability to recite the systematic knowledge of Travel and Tourism Industry and will be able to analyze & formulate new products & solutions for real life problems in Travel, Tourism & allied areas.
- ii. The Graduates will be able to Communicate proficiently in all dealings related tourism and critically analyze various issues/problems to develop solutions to improve processes, in tourism services.
- iii. The Graduates will be able to investigate global issues related to Travel industry and explore use of digital systems in capturing information and utilizing it for customer services.
- iv. The Graduates will be able to appraise with learning environment for engaging themselves to update with new knowledge in Tourism.

### 3. Program Structure

#### B.A. (TA) Semester 1

S. No.	Course Code	course title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1		FBL(Arabic/German)	VAC	0	1	0	0	2	0	2
2	TTA114	Tourism Geography	Core Courses	2	1	0	0	2	0	4
3	TTA116	Tourism Principles and Concepts	Core Courses	2	1	0	0	2	0	4
4	TTA117	Transport Operation and Logistics Management	Core Courses	2	1	0	0	2	0	4
5	TTA118	Culture and Heritage Management	Core Courses	2	1	0	0	2	0	4
6	TTA231	Accommodation Management	Core Courses	2	0	0	0	0	0	2
7	BC109	Communication Skills	Communication Skills - I	2	0	0	0	2	0	3
<b>Total Credits Required</b>										<b>23</b>

#### B.A. (TA) Semester 2

S. No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1		FBL	VAC	0	0	0	0	0	0	2
2	TTA110	Essentials of Cargo Management	Core Courses	1	1	0	0	0	0	2
3	TTA119	Managing Tourism Resources	Core Courses	2	1	0	0	2	0	4
4	TTA126	Travel Agency and Tour Operation Management	Core Courses	2	1	0	0	2	0	4
5	TTA128	International Tourism and Leisure Management	Core Courses	2	1	0	0	2	0	4
6	TTA201	Contemporary Issues for International Tourism	Professional Ability Enhancement Courses	3	1	0	0	0	0	4
7	TTA208	Itinerary Design and Tour Packaging	Core Courses	3	1	0	0	0	0	4
8	BC206	Communication Skills - II	value added	2	0	0	0	2	0	3

<b>Total Credits Required</b>	<b>27</b>
-------------------------------	-----------

### B.A. (TA) Semester 3

S. No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1		FBL(Arabic/German)	VAC	0	1	0	0	2	0	2
2	TTA129	Medical & Health Tourism	Employability & Skill Enhancement Courses	3	0	0	0	2	0	4
3	TTA203	Destination Planning and Development	Core Courses	2	1	0	0	2	0	4
4	TTA207	Experiential Tourism Management	Core Courses	2	1	0	0	2	0	4
5	CSIT105	E-Commerce	Industry Specific Courses	2	0	0	0	2	PSDA -2	3
6	TTA226	World Tourism Destination-I (Europe and Americas)	Core Courses	2	1	0	0	2	0	4
7	BS105	Individual Excellence & Social Dynamics	Behavioural Science	2	0	0	0	2	0	3
<b>Total Credits Required</b>									<b>23</b>	

### B.A. (TA) Semester 4

S. No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1		FBL	VAC	0	0	0	0	0	0	2
2	TTA225	Airline Ticketing and CRS	Core Courses	2	1	0	0	2	0	4
3	TTA233	Customer Care and Interpersonal Skills in Tourism	Specialisation Elective Courses	2	0	0	0	2	0	3
4	TTA235	Advertising Tourism Products	Specialisation Elective Courses	1	1	0	0	2	0	3
5	TTA237	World Tourism Destination-II (Asia, Africa and Australia)	Core Courses	2	0	0	0	4	0	4

6	TTA333	Tourist Behaviour and Environment	Core Courses	2	1	0	0	2	0	4
7	BS208	Creativity for Team Excellence	Behavioural Science	2	0	0	0	2	0	3
<b>Total Credits Required</b>										<b>23</b>

### B.A. (TA) Semester 5

S. No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1	HTSI100	Summer Internship	Supervised Independent Learning/ Non-Teaching Credit Courses	0	0	0	0	0	0	3
2	TTA125	Economics of Tourism	Specialisation Elective Courses	3	0	0	0	2	0	4
3	TTA322	Ethical and Legal Aspects of Tourism Business	Specialisation Elective Courses	2	1	0	0	0	0	3
4	TTA326	Entrepreneurship Development in Tourism	Specialisation Elective Courses	2	1	0	0	0	0	3
5	TTA332	Introduction to Cargo Management	Specialisation Elective Courses	2	1	0	0	0	0	3
6	TTA337	MICE Management	Specialisation Elective Courses	2	0	0	0	2	0	2
7	TTA338	Ecology, Environment & Sustainable Tourism	Specialisation Elective Courses	2	1	0	0	0	0	3
8	ARAB116	Introduction to Arabic Culture & Language	Foreign Business Language	2	0	0	0	0	0	2
9	GRMN136	Introduction to German Culture & Language	Foreign Business Language	2	0	0	0	0	0	2
10	PFE301	Professional Ethics and Social Responsibility	Professional Ethics	0	1	0	0	2	0	2

<b>Total Credits Required</b>	<b>25</b>
-------------------------------	-----------

**B.A. (TA) Semester 6**

S. No.	Course Code	Course Title	Course Type	Credit					Arch/Des Studio	Credit Units
				L	T	PS	FW	SW		
1	HTDS100	Dissertation	Supervised Independent Learning/ Non-Teaching Credit Courses	0	0	0	0	0	0	3
2	TTA334	Managing People in Tourism.	Specialisation Elective Courses	2	1	0	0	0	0	3
3	TTA340	Travel Journalism and Media Operations	Specialisation Elective Courses	2	1	0	0	0	0	3
4	TTA342	Tourism and Hospitality Marketing	Specialisation Elective Courses	2	1	0	0	0	0	3
5	TTA343	Tourism Planning, Policy and Framework	Specialisation Elective Courses	2	1	0	0	0	0	3
6	TTA344	Airport Management	Employability & Skill Enhancement Courses	3	0	0	0	2	0	4
7	ARAB102	Arabic Grammar – I	Foreign Business Language	2	0	0	0	0	0	2
8	GRMN104	German Grammar – I	Foreign Business Language	2	0	0	0	0	0	2
9	SPAN103	Spanish Grammar – I	Foreign Business Language	2	0	0	0	0	0	2
<b>Total Credits Required</b>									<b>20</b>	

**Specialization Electives for Semester 4**

<b>Courses</b>	<b>Lectures (L) Hrs/week</b>	<b>Tutorials (T) Hrs/week</b>	<b>Practical (P) Hrs/week</b>	<b>SW/FW Hrs/week</b>	<b>Total Credits</b>
Customer Care and Interpersonal Skills in Tourism	2	0	0	2	3
Advertising Tourism Products	1	1	0	2	3

### Specialization Electives for Semester 5

<b>Courses</b>	<b>Lectures (L) Hrs/week</b>	<b>Tutorials (T) Hrs/week</b>	<b>Practical (P) Hrs/week</b>	<b>SW/FW Hrs/week</b>	<b>Total Credits</b>
Economics of Tourism	3	0	0	2	4
Entrepreneurship Development in Tourism	2	1	0	0	3
Introduction to Cargo Management	2	1	0	0	3
MICE Tourism	2	0	0	2	3
Ecology, Environment & Sustainable Tourism	2	1	0	0	3
Ethical & Legal Dimension of Tourism & Hospitality	3	0	0	0	3

### Specialization Electives for Semester 6

<b>Courses</b>	<b>Lectures (L) Hrs/week</b>	<b>Tutorials (T) Hrs/week</b>	<b>Practical (P) Hrs/week</b>	<b>SW/FW Hrs/week</b>	<b>Total Credits</b>
Managing People in Tourism	2	1	0	0	3
Travel Journalism and Media Operations	2	1	0	0	3
Tourism and Hospitality Marketing	2	1	0	0	3
Tourism Planning, Policy and Framework	2	1	0	0	3

### Education Outcome Assessment Plan:(as per the University format)

Type	Assessment/PLO
Direct	Comprehensive examinations
	End Semester Examinations
	Viva Voce
Indirect	Exit interviews
	External Reviewers

#### 4. Program Learning Outcomes

- i. Graduates will recognize the new age knowledge of travel products & apply it in designing the services levels.
- ii. Graduates will develop and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making in travel related services.
- iii. Graduates will recognize disruptive technologies related to travel industry, review and apply relevant problem solving methodology to formulate effective solutions.
- iv. Graduates will recognize travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.
- v. Graduates will demonstrate sensitivity to diverse cultural issue related to Travel and Tourism industry.