

**BACHELOR OF BUSINESS ADMINISTRATION
(TOURISM AND TRAVEL MANAGEMENT)
BANNERGHATTA ROAD CAMPUS**



CHRIST
(DEEMED TO BE UNIVERSITY)
BENGALURU · INDIA

► **Duration :** 3 years / 6 semesters

► **Class Timings:** 08.30 AM - 03.30 PM

Objective:

- ◆ To develop professional and academic inputs in students so as to meet the requirements of the ever-changing travel, tourism and hospitality industry

Highlights:

- ◆ Imparting comprehensive knowledge encompassing the areas of travel, tourism and hospitality management
- ◆ Developing necessary professional knowledge and skills in Marketing, Accounting, Finance and Tourism, by adopting learner centered pedagogical practices
- ◆ Regular three years in Christ Deemed to be University or students may opt for transfer in the third year and graduate from a foreign university (Sheffield Hallam University, UK), under credit transfer program
- ◆ Making every business administration graduate eligible for professional studies such as MBA (Tourism Management), MBA (General Management) or any other Master's program in Commerce or Management

Course Structure

SEMESTER I

- ◆ Fundamentals of Tourism
- ◆ Tourism Industry
- ◆ Business Management
- ◆ Financial Accounting
- ◆ Additional English
- ◆ Common Core
- ◆ Travel Writing for the Print Media
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER II

- ◆ Indian Tourism Products and Geography
- ◆ Fundamentals in Hotel Management
- ◆ Corporate Accounting
- ◆ Organizational Behaviour
- ◆ Environmental Studies
- ◆ Holistic Education
- ◆ Travel Media & Communication
- ◆ Skill Development
- ◆ Common Core

SEMESTER III

- ◆ Tourism Marketing
- ◆ Tourism Business Environment
- ◆ Cost & Management Accounting
- ◆ Indian Financial System
- ◆ Entrepreneurship Development
- ◆ Business Economics
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER IV

- ◆ Travel Agency and Tour Operations
- ◆ Financial Management
- ◆ Research Methodology
- ◆ Human Resource Management
- ◆ Banking & Insurance
- ◆ Business Statistics
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER V

- ◆ International Tourism I
- ◆ Taxation Law
- ◆ E-Business
- ◆ Internship
- Elective I**
 - ◆ Security Analysis and Portfolio Management
 - ◆ Global Business Finance
 - ◆ Financial Modeling and Derivatives
- Elective II**
 - ◆ Destination Management
 - ◆ Consumer Behavior in Tourism
 - ◆ Sustainable Tourism

SEMESTER VI

- ◆ International Tourism II
- ◆ Business Law
- ◆ Strategic Management
- ◆ Project
- Elective I**
 - ◆ Strategic Cost Management
 - ◆ Project Appraisal
 - ◆ Mergers and Acquisitions
- Elective II**
 - ◆ Leisure and Recreation Management
 - ◆ Aviation and Transportation Management
 - ◆ Integrated Marketing Communication

Admission Eligibility:

A pass in class 12 (10+2) or equivalent is the minimum eligibility for admission.

Application Mode:

Online Mode/Direct Mode

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B E N G A L U R U · I N D I A

Selection Process:

Process	Particulars	Date	Venue/Centre
SA	Skill Assessment The skill assessment will consist of a test on written skills, communication skills and logical reasoning.	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata
PI	Personal interview	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata
Academic Performance	Assessment of past performance in Class 10, Class 11/12, during the Personal Interview	--	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata