

SARDAR PATEL UNIVERSITY

Programme: BBA (Honours) (Tourism & Travel Management) (3 Years Duration)

SEMESTER – III

Syllabus with effect from: June 2016

Course Type	Course Code	Name of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing	Total/Passing	Total/Passing
Foundation Courses	UM03FBBT02	Business Etiquettes and Managerial Communication	T+P	3	2	40/10	60/24	100/40
Elective Foundation (Extension) (Any One)	UM03EBBT02	Corporate Citizenship	T	3	2	40/10	60/24	100/40
	UM03EBBT03	Time Management	T	3	2	40/10	60/24	100/40
Core Course	UM03CBBT07	Marketing Management for H & T	T	3	2	40/10	60/24	100/40
	UM03CBBT08	World History for Tourism	T	3	2	40/10	60/24	100/40
	UM03CBBT09	Basic Airfares & Ticketing	T	3	2	40/10	60/24	100/40
	UM03CBBT10	Computerized Reservation System - Basic	T+P	3	2	40/10	60/24	100/40
	UM03CBBT11	Emerging Trends in Tourism	T+P	3	2	40/10	60/24	100/40
	UM03CBBT12	Tourism Geography Domestic - II	T+P	3	2	40/10	60/24	100/40