

MBA (TOURISM) Syllabus

The Programme of study for the MBA (Tourism) shall normally extend over a period of two academic years, each academic year comprising of two semesters, and each semester comprising of sixteen weeks of class work. No student shall normally be permitted to obtain Degree earlier than four semesters.

Medium of Instruction:

The medium of instruction shall be English for all subjects.

Credit details:

- A. There shall be three categories of Papers viz., Compulsory Papers, Specialization Papers, and Open Elective Papers.
- B. Dual Specialization will be offered to the students out of "Tour Packaging & Operation Management", "Event Management", "Hotel Management". The combinations of Dual specializations to be offered to the students will be decided every year by the Departmental Committee after making a trade off between Market Demand & class load of the faculty. In each specialization a student will have to undertake a total of 3 papers under dual specialization, two papers in 3rd and one paper in 4th semester.
- C. Department will offer Open Elective Papers in 2nd and 3rd semester to the students. Students are required to undertake one paper each in both 2nd and 3rd semester. The open elective paper to be offered to the students will be decided every year by the Departmental Committee.
- D. The students shall compulsorily undertake the Practical Tourism during the 2nd semester classes (the exact period of the commencement of practical tourism will be announced by the department every year). The project report in 4th Semester will lead to a dissertation on the basis of 6 weeks training undertaken in a Travel & Tourism organization.
- E. Total credits of MBA (Tourism) Programme is 100

MBA (TOURISM) CREDIT DISTRIBUTION					
Category	Minimum Credit to be covered				Total Credit to be earned
	Semester I	Semester II	Semester III	Semester IV	
CORE PAPERS	28	20	08	08	64
SPECIALIZATION PAPERS	--	--	16	08	24
OPEN ELECTIVE PAPER	--	--	04	--	04
PROJECT REPORT Including Community Engagement Program	--	04	--	02	06
				+	02
TOTAL	28	26	26	20	100

Evaluation:

- A. Each paper would have two components- the first being Internal Assessment Marks and the second being the Semester End Examination Marks. The Internal Assessment marks are based on continuous internal assessment. The total marks for the Internal Assessment would be based on the total credit awarded to the paper. Out of the total marks of 100 (4 Credit) for such a course, 20 marks shall be earmarked for continuous Internal Assessment and remaining 80 marks for the semester end examination. However, in case of project based papers, the distribution of marks will be 80 marks for Project Report and 20 marks for viva-voice. This paper in the 4th Semester will include Social Outreach Program carrying 02 credits.

FIRST SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 101	Management Process & Organizational Behaviour	20	80	100	4	4
MBT- 102	Tourism Economics	20	80	100	4	4
MBT- 103	Tourism Concept & Impacts	20	80	100	4	4
MBT- 104	Indian History Art, Culture & Architecture	20	80	100	4	4
MBT- 105	Geography and International Tourism	20	80	100	4	4
MBT- 106	Transport in Travel & Tourism	20	80	100	4	4
MBT- 107	Communication Skill Development	10	40	50	2	2
MBT- 108	Tourism Resources of West Bengal	10	40	50	2	2

SECOND SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 201	Tourism Products of India	20	80	100	4	4
MBT- 202	Travel Agency & Tour Operations Management	20	80	100	4	4
MBT- 203	Tourism Marketing	20	80	100	4	4
MBT- 204	Information Technology & Tourism	20	80	100	4	4

MBT- 205	Managerial Communication Skill Development	10	40	50	2	2
MBT- 206	Hotel Management	10	40	50	2	2

PROJECT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 207	PRACTICAL TOURISM	20	80	100	4	4

THIRD SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 301	Air Fares & Ticketing	20	80	100	4	4
MBT-302	Sustainable & Eco Tourism	20	80	100	4	4

OPEN ELECTIVE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 303	Computerized Reservation System	10	40	50	2	2
MBT- 304	Tour Guiding and Visitor Interpretation	10	40	50	2	2

SPECIALIZATION

Tour Packaging & Operation Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3101	INTRODUCTION TO TOUR PACKAGE OPERATION	20	80	100	4	4
MBT-3102	PLANNING FOR TOUR PACKAGING	20	80	100	4	4

Event Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3201	UNDERSTANDING EVENT	20	80	100	4	4
MBT-3202	MANAGING EVENT	20	80	100	4	4

Hotel Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3301	FRONT OFFICE & HOUSE KEEPING MANAGEMENT	20	80	100	4	4
MBT-3302	HOTEL OPERATION	20	80	100	4	4

Minor Elective Paper

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT-3501	Adventure Tourism	10	40	50	2	2
MBT-3502	Tourism Entrepreneurship	10	40	50	2	2

FOURTH SEMESTER

CORE PAPERS

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 401	Research Methodology	20	80	100	4	4
MBT- 402	Tourism Policy, Planning & Development	20	80	100	4	4

PROJECT

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 403	Project report & Grand Viva including Social Outreach Program	20	80	100	4	4

SPECIALIZATION

Tour Packaging & Operation Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 4101	MANAGING TOUR PACKAGE OPERATION	20	80	100	4	4

Event Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 4201	DESTINATION MARKETING	20	80	100	4	4

Hotel Management

Paper Code	Name of the Paper	Internal Mark	Semester end Examination Mark	Total Mark	Teaching Hour per Week	Credit
MBT- 4301	RESORT PLANNING & DEVELOPMENT	20	80	100	4	4