



**MANIPAL UNIVERSITY
JAIPUR**

(University under Section 2(f) of the UGC Act)

School of Hospitality and Tourism Management

Department of Hotel Management

COURSE STRUCTURE

Bachelor of Business Administration - Hospitality & Tourism Operations 2024-27

Total Credits: 126

FIRST SEMESTER						SECOND SEMESTER					
Code	Course Name	L	T	P	C	Code	Course Name	L	T	P	C
HTO1101	Fundamentals of Hospitality Operations	3	1	0	4	HTO1201	Hospitality & Tourism Economics	3	0	0	3
HTO1102	Tourism Resources of India	3	1	0	4	HTO1202	Introduction to Airlines Industry	3	0	0	3
HTO1103	Tourism Concepts & Impacts	3	0	0	3	HTO1203	Travel Agency & Tour Operations	3	0	0	3
HTO1104	Corporate Grooming & Etiquette	3	0	0	3	HTO1204	Cruise Operations	2	0	0	2
LLC1111	English Communication for Hospitality and Tourism	3	0	0	3	CHY1003	Environmental Science	3	0	0	3
HOM2134	Computer Applications in Hospitality & Tourism	0	0	2	1	LLC2019	French for Beginners - I	3	1	0	4
HTO1171	Project Work – I	0	0	4	2	HTO1271	Project Work - II	0	0	4	2
						*****	Open Elective	3	0	0	3
		15	2	6	20			20	1	4	23
Total Contact Hours (L + T + P)		23				Total Contact Hours (L + T + P) + OE		22 + 03 = 25			
THIRD SEMESTER						FOURTH SEMESTER					
Code	Course Name	L	T	P	C	Code	Course Name	L	T	P	C
HTO2101	Airline Ticketing & Fare Construction	3	1	0	4	HOM3201	Digital & Offline Marketing in Hospitality	4	0	0	4
HTO2102	Destination Management & Planning	3	1	0	4	HOM3202	Hospitality Human Resource Management	3	0	0	3
HOM4101	Entrepreneurship	4	0	0	4	HOM3203	Hospitality Facility Planning	3	0	0	3
HOM4102	Hospitality Organizational Behaviour	3	0	0	3	HOM3204	Safety, Security and Travel Documentation	3	0	0	3
HOM4103	Accounting & Financial Management	3	0	0	3	HOM3231	Personality Development	0	2	2	3
HTO2171	Project Work - III	0	0	4	2	HTO224X	Discipline Specific Elective - I	3	1	0	4
						XXXXXX	Open Elective	3	0	0	3
		16	2	4	20			19	3	2	23
Total Contact Hours (L + T + P)		22				Total Contact Hours (L + T + P) + OE		21 + 03 = 24			

FIFTH SEMESTER						SIXTH SEMESTER					
Code	Course Name	L	T	P	C	Code	Course Name	L	T	P	C
HTO3101	Logistics in Hospitality & Tourism	2	1	0	3	HTO3271	Professional Internship	0	0	40	20
HTO3102	Strategic Management	3	0	0	3						
HTO3103	Revenue Management	2	1	0	3						
HOM4104	Market Research & Analytics	3	0	0	3						
HTO314*	Discipline Specific Elective - II	3	1	0	4						
HTO3171	Dissertation	0	0	8	4						
		13	3	8	20			0	0	40	20
Total Contact Hours (L + T + P)		24				Total Contact Hours (L + T + P)		40			

Discipline Specific Electives

Elective - I for Semester IV						Elective - II for Semester V					
Code	Course Name	L	T	P	C	Code	Course Name	L	T	P	C
HTO2241	Rooms Division Operations – I	3	1	0	4	HTO3141	Rooms Division Operations – II	3	1	0	4
HTO2242	MICE Operations – I	3	1	0	4	HTO3142	MICE Operations – II	3	1	0	4
HTO2243	Itinerary Preparation & Tour Packaging	3	1	0	4	HTO3143	Air Cargo Operations	3	1	0	4
						HTO3144	Google Digital Marketing & E-commerce	3	1	0	4



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