**BHARATHIAR UNIVERSITY: COIMBATORE-641 046**

**B.A. TOURISM & TRAVEL MANAGEMENT CURRICULUM (CBCS pattern)**

**(Affiliated Colleges)**

*(For the students admitted during the academic year 2021 – 22 onwards)*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Part** | **Course Code** | **Title of the Course** | **Credits** | **Hours** | | **Maximum Marks** | | |
| **Theory** | **Practical** | **CIA** | **ESE** | **Total** |
| **FIRST SEMESTER** | | | | | | | | |
| I | 11T | **LANGUAGE – I** | 4 | 6 | - | 50 | 50 | 100 |
| II | 12E | **ENGLISH – I** | 4 | 6 | - | 50 | 50 | 100 |
| III | 13A | **CORE : I - INTRODUCTION TO**  **TOURISM** | 4 | 5 | - | 50 | 50 | 100 |
| III | 13B | **CORE : II - PRINCIPLES OF**  **TOURISM MANAGEMENT** | 4 | 5 | - | 50 | 50 | 100 |
| III | 1AA | **ALLIED PAPER : I - INFORMATION, COMUNICATION AND**  **AUTOMATION – 1 (Full theory paper)** | 3 | 6 | - | 30 | 45 | 75 |
| IV | 1FA | **ENVIRONMENTAL STUDIES #** | 2 | 2 | - | - | 50 | 50 |
|  |  | **Total** | **21** |  |  |  |  | **525** |
| **SECOND SEMESTER** | | | | | | | | |
| I | 21T | **LANGUAGE – II** | 4 | 6 | - | 50 | 50 | 100 |
| II | 22E | **ENGLISH – II** | 4 | 6 | - | 50 | 50 | 100 |
| III | 23A | **CORE : III – ECONOMICS OF**  **TOURISM** | 4 | 5 | - | 50 | 50 | 100 |
| III | 23B | **CORE : IV – TRAVEL**  **MANAGEMENT** | 4 | 5 | - | 50 | 50 | 100 |
| III | 2AP | **ALLIED PAPER : II - INFORMATION, COMMUNICATION AND AUTOMATION – 2 (Fully**  **Practical)** | 3 | - | 6 | 30 | 45 | 75 |
| IV | 2FB | **VALUE EDUCATION HUMAN**  **RIGHTS #** | 2 | 2 | - | - | 50 | 50 |
|  |  | **Total** | **21** |  |  |  |  | **525** |
| **THIRD SEMESTER** | | | | | | | | |
| III | 33A | **CORE : V – FOREIGN**  **LANGUAGE FOR COMMUICATION FRENCH – I** | 4 | 5 | - | 50 | 50 | 100 |
| III | 33B | **CORE : VI – INDIAN GEOGRAPHY** | 4 | 5 | - | 50 | 50 | 100 |
| III | 33C | **CORE : VII – TOURISM**  **MARKETING** | 4 | 5 | - | 50 | 50 | 100 |
| III | 33D | **CORE : VIII – LANGUAGE FOR**  **COMMUNICATION – SPOKEN ENGLISH FOR TOURISM** | 4 | 5 | - | 50 | 50 | 100 |
| III | 3AA | **ALLIED PAPER : III – INDIAN**  **CULTURAL HERITAGE** | 4 | 5 | - | 50 | 50 | 100 |
| IV | 3ZA | **SKILL BASED SUBJECT: I –**  **TRAVEL DOCUMENTATION** | 2 | 2 | - | 20 | 30 | 50 |
| IV | 3FA  3FD | **TAMIL @/ ADVANCED TAMIL # (OR) NON – MAJOR ELECTIVE : I – YOGA FOR HUMAN EXCELLENCE # / WOMEN’S RIGHTS #** | 2 | 2 | - | 50 | | 50 |
|  |  | **Total** | **24** |  |  |  | | **600** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **FOURTH SEMESTER** | | | | | | | | |
| III | 43A | **CORE : IX – FOREIGN**  **LANGUAGE FOR COMMUNICATION – FRENCH**  **- II** | 4 | 5 | - | 50 | 50 | 100 |
| III | 43B | **CORE : X – ECOLOGY,**  **ENVIRONMENT AND TOURISM** | 4 | 5 | - | 50 | 50 | 100 |
| III | 43C | **CORE : XI – INDIAN TOURIST PANORAMA** | 4 | 5 | - | 50 | 50 | 100 |
| III | 43D | **CORE : XII – TOURISM AND ADVERTISING** | 4 | 5 | - | 50 | 50 | 100 |
| III | 4AA | **ALLIED PAPER : IV – TRAVEL AGENCY AND TOUR OPERATIONS** | 4 | 5 | - | 50 | 50 | 100 |
| IV | 4ZB | **SKILL BASED SUBJECT: II – COMMUNICATIVE ENGLISH** | 2 | 2 | - | 20 | 30 | 50 |
| IV | 4NM | **SKILL BASED SUBJECT: III –**  Naan Mudhalvan – Office Fundamentals Fundamentals <http://kb.naanmudhalvan.in/>  Bharathiar\_University\_(BU) | 2 | 2 | - | 20 | 30 | 50\*\* |
| IV | 4FA  4FE | **TAMIL @ /ADVANCED TAMIL#**  **(OR)NON–MAJOR ELECTIVE : II – GENERAL AWARENESS** | 2 | 2 | - | 50 | | 50 |
|  |  | **Total** | **26** |  |  |  | | **650** |
| **FIFTH SEMESTER** | | | | | | | | |
| III | 53A | **CORE : XIII – HOSPITALITY MANAGEMENT** | 4 | 6 | - | 50 | 50 | 100 |
| III | 53B | **CORE : XIV – HISTORY OF INDIAN ARTS** | 4 | 6 | - | 50 | 50 | 100 |
| III | 53C | **CORE : XV – TOURISM POLICY AND PLANNING** | 4 | 6 | - | 50 | 50 | 100 |
| III | 57A | **CORE : XVI – INDUSTRIAL**  **TRAINING (SKILL ORIENTED PROGRAMME)** | 4 | 5 | - | 100 | - | 100 |
| III | 53A | **ELECTIVE - I** | 4 | 4 | - | 50 | 50 | 100 |
| IV | 5ZC | **SKILL BASED SUBJECT : III – TOUR GUIDING** | 2 | 3 | - | 20 | 30 | 50 |
| IV | 5NM | **SKILL BASED SUBJECT : III –**  Naan Mudhalvan- (Adobe Visual  Design)  <http://kb.naanmudhalvan.in/> Bharathiar\_University\_(BU) | 2 | 2 |  | 20 | 30 | 50\*\* |
|  |  | **Total** | **24** |  |  |  |  | **600** |
| **SIXTH SEMESTER** | | | | | | | | |
| III | 63A | **CORE : XVII – HUMAN RESOURCE MANAGEMENT** | 4 | 6 | - | 50 | 50 | 100 |
| III | 63B | **CORE : XVIII – DESTINATION MANAGEMENT** | 4 | 6 | - | 50 | 50 | 100 |
| III | 63C | **CORE : XIX – E - TOURISM** | 4 | 6 | - | 50 | 50 | 100 |
| III | 6EA | **ELECTIVE - II** | 4 | 5 | - | 50 | 50 | 100 |
| III | 6EV | **ELECTIVE - III** | 4 | 4 | - | 50 | 50 | 100 |
| IV | 6ZD | **SKILL BASED SUBJECT : IV – TAMIL NADU TOURISM** | 2 | 2 |  | 20 | 30 | 50 |
| IV | 6NM | **SKILL BASED SUBJECT : VI –**  Naan Mudhalvan- IBM Skill build  <http://kb.naanmudhalvan.in/> Bharathiar\_University\_(BU) | - | 2 | - | 20 | 30 | 50\*\* |
| V | 67A | **EXTENSION ACTIVITIES @ SWACHH BHARAT INTERNSHIP PROGRAMME** | 2 | - | - | 50 | - | 50 |
|  |  | **Total** | **26** |  |  |  |  | **650** |
|  |  | **Grand Total** | **140** |  |  |  |  | **3550** |

**NOTE:**

$ - Includes 50 marks/30 marks/40% continuous internal assessment for core & allied, skill – based paper and practical’s respectively.

* English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.

\*\* Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.

@ - No university examinations, only continuous internal assessment # - No continuous internal assessment, only university examinations

* - Two unaccounted additional credits for Swachh Bharat Internship Programme through NSS

**List of elective paper (student can choose any one of the papers as electives provided the chosen elective paper has resource to teach)**

ELECITIVE – I A) EVENT MANAGEMENT

* 1. ENTREPRENEURSHIP DEVELOPMENT
  2. TRAVEL AND TOURISM INDUSTRY 4.0

ELECITIVE – II A) ADVENTURE TOURISM

B) AIRPORT FORMALITIES

` C) CUSTOMER RELATIONSHIP MANAGEMENT

ELECITIVE – III A) PROJECT WORK

\*\* PROJECT REPORT – **80 MARKS** AND VIVA VOCE – **20 MARKS**

1. ORGANISATIONAL BEHAVIOUR FOR TOURISM
2. TOURISM IMPACTS