

**POKHARA UNIVERSITY**  
**Bachelor of Business Administration in Travel and Tourism (BBA-TT)**

**Curricular Structure (Revised, 2018)**

The Bachelor of Business Administration in Travel and Tourism (BBA-TT) program of Pokhara University provides students with foundational knowledge and practical skills in various areas of business administration, and travel and tourism. The BBA-TT is a four-year program structured in eight semesters. A student needs to complete 123 credit hours of course work, project work and internship for graduation.

Semester I			Semester II		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
ENG 101	English I	3	ENG 102	English II	3
MTH 101	Business Mathematics I	3	MTH 102	Business Mathematics II	3
TTM 101	Fundamentals of Travel and Tourism	3	TTM 103	Travel Agency Management and Operations	3
PSY 101	General Psychology	3	MGT 111	Principles of Management	3
MIS 101	Computer and IT Applications	3	ECO 101	Introductory Microeconomics	3
			ACC 123	Financial Accounting	3
Semester III			Semester IV		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
ENG 203	Business Communication	3	FAT 206	Fares and Ticketing	3
STT 101	Business Statistics	3	STT 201	Data Analysis and Modeling	3
TTM 102	Geography and International Tourism	3	MGT 211	Fundamentals of Organizational Behavior	3
MKT 241	Principles of Marketing	3	HTM 101	Hospitality Management	3
ECO 201	Introductory Macroeconomics	3	MIS 203	E-Business for Tourism	3
			SOC 101	Fundamentals of Sociology	3
Semester V			Semester VI		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
RCH 311	Business Research Methods	3	MGT 314	Management of Human Resource	3
LAW 291	Legal Aspects of Business and Technology	3	TPD 308	Tourism Products Development	3
FIN 131	Essentials of Finance	3	NSE 207	Nepalese Socio-Cultural Environment	3
ACM 106	Accommodation Management	3	PRJ 493	Project Work	3
MGT 311	Fundamentals of Operations Management	3	MGT 311	Events and Logistic Management	3
			FBS 105	Food and Beverage Service	3
Semester VII			Semester VIII		
Course Code	Course Description	Credit Hours	Course Code	Course Description	Credit Hours
INT 391	Internship	9	MGT 312	Fundamentals of Entrepreneurship	3
			MGT 412	Strategic Management	3
			ACM 304	Air Cargo Operations Management	3
				Elective I	3
				Elective II	3

<b>Elective</b>	<b>(Any TWO courses from the following list)</b>	<b>(6 Credit Hours)</b>
SEC 302	Service Marketing	3
DMT 306	Destination Marketing	3
FRL 309	Foreign Language	3
TPR 312	Tourism Public Relations	3
ECT 311	Eco-Tourism	3
SQM 313	Service Quality Management	3