

Department of Tourism and Hotel Management



**North-Eastern Hill University,
Shillong (Meghalaya)**

Syllabus

For

**Master of Business Administration
(Tourism and Travel Management)**

(Approved in the 25th Emergent AC Meeting Held on July 4, 2022)

PROGRAMME STRUCTURE:

The **Master of Business Administration (Tourism and Travel Management)** programme shall be spread over a period of two years comprising of four semesters of extensive study of the tourism and hotel practices with a focus on the foundation, functional areas, specialization specific studies and consolidation of the same. As such the first semester focuses on the fundamentals concerning tourism and hotel management, human resources, managerial decision making, economics principles and communication. The second semester focuses on the functions and activities concerning travel agency and tour operations, accommodation, marketing tourism products and field trip to notable tourism/hospitality centers. The third and fourth semesters are specialization specific and concerns extensive studies in the area, namely, Tourism Management, Hotel Management, Tourism Marketing and Tourism and Hotel Entrepreneurship besides internship after the third semester examination. These areas are specified and included as per the current requirements of study duly defined by the demand of the immediate and extensive market.

The **M.B.A. (TTM)** Syllabus consist **96 Credits** spreading over **31 Courses**. Each Credit (1 Credit= 25 marks) will have 12 contact hours of teaching for theory and 24 contact hours of teaching for practical. Out of **96 Credits, 84 Credits are assigned to the Core Courses and 12 Credits are assigned to the Open Courses**. It is a must that a student earns 12 Credits from the Open Courses. A student can choose any three Open Courses either from those Open Courses offered by the Department or offered by any other Department across the University during the 2nd and the 3rd Semesters or from Massive Open Online Courses (MOOCs) on SWAYAM platform, as per the UGC/ AICTE guidelines, and in accordance with the Regulation on MOOCs of the University, as approved by the Academic Council. The semester wise break-up of papers shall be as follows:

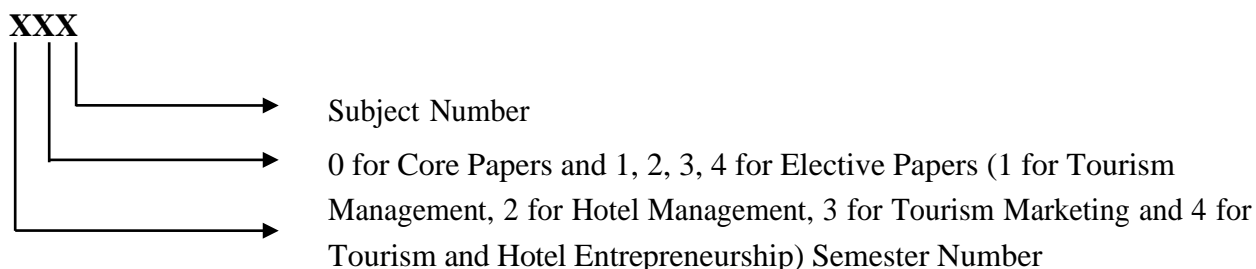
Semester I - 8 Core Papers

Semester II – 6 Core Papers+ 2 Open Papers/ Course

Semester III – 3 Core Papers + 1 Open Paper/ Course+ 4 Elective Papers (two from one specialization & two from other specialization stream)

Semester IV - 2 Core Papers + 4 Elective Papers (two from one specialization & two from other specialization stream) + Internship equivalent to one paper

Subject Paper Coding: Three Digit Numeric Numbers are used in writing subject Paper Codes for MBA (TTM) as **THM – C – XXX** for Core courses or **THM – O – XXX** for open courses. THM is derived from initials of the Tourism and Hotel Management as Department's name and the explanation of XXX is as below:



The Master of Business Administration (Tourism and Travel Management) programme will be governed by RC 21 (Regulation on Master's Degree Programme in Management) under OC- 17 (Ordinance on professional courses).

COURSE STRUCTURE OF MASTER OF BUSINESS ADMINISTRATION (TOURISM AND TRAVEL MANAGEMENT)

SEMESTER – I		
<i>Paper Code</i>	<i>Paper Title</i>	<i>Credits</i>
THM-C-101	Principles and Practices of Tourism	3
THM-C-102	Principles of Management and Organizational Behavior	4
THM-C-103	Hotel Operations and Management	3
THM-C-104	Tourism Geography	3
THM-C-105	Business Communication	2
THM-C-106	Economics for Tourism	3
THM-C-107	Tourism Products of India	3
THM-C-108	Human Resource Management	3
	Total credits of semester - I	24
SEMESTER – II		
THM-O-201	Tourism Products of North East India-I	4
THM-C-202	Tourism Marketing	3
THM-C-203	Travel Agency and Tour Operations Management	3
THM-C-204	Accommodation Management	2
THM-O-205	Accounting and Finance for Tourism and Hotel Business	4
THM-C-206	Research Methodology	3
THM-C-207	Event Management	3
THM-C-208	Field Trip	2
	Total credits of semester - II	24
SEMESTER – III		
THM-C-301	Tour Guiding and Escorting	3
THM-C-302	Food and Beverage Management	2
THM-O-303	Tourism Products of North East India – II	4
THM-C-304	Computer Applications for Tourism and Hotel Business	3
Specializations: Students shall have to undertake four papers of any two electives from the Following:		
	Tourism Management	
THM-C-315	Aviation Management	3
THM-C-316	Tour Packaging Management	3

	Hotel Management	
THM-C-325	Rooms Division Management	3
THM-C-326	Managing Luxury and Hospitality Experiences	3
	Tourism Marketing	
THM-C-335	Tourist Behavior	3
THM-C-336	Contemporary Tourism Marketing Practices	3
	Tourism and Hotel Entrepreneurship	
THM-C-345	Entrepreneurship	3
THM-C-346	Small Business Management	3
	Total credits of semester - III	24
SEMESTER – IV		
THM-C-401	Sustainable Tourism	4
THM-C-402	Tourism Planning	4
THM-C-403	Internship	4
<i>Specializations: Students shall have to undertake four papers of any two electives from the Following:</i>		
	Tourism Management	
THM-C- 414	MICE Management	3
THM-C-415	Transport Operations and Cargo Management	3
	Hotel Management	
THM-C-424	Hotel Purchase and Store Management	3
THM-C-425	Beverage Operations and Management	3
	Tourism Marketing	
THM-C-434	Destination Marketing and Branding	3
THM-C-435	Digital Marketing	3
	Tourism and Hotel Entrepreneurship	
THM-C-444	Business Plan Development	3
THM-C-445	Social Entrepreneurship	3
	Total credits of semester - IV	24
	Total credits for the programme	96