



Srinivas Nagar, Mukka- 574 146, Mangalore, Phone: 0824-2477456
(Private University Established by Karnataka Govt. ACT No.42 of 2013. Recognized by UGC,
New Delhi & Member of Association of Indian Universities, New Delhi)
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BBA (AVIATION, TRAVEL AND TOURISM MANAGEMENT)

Duration: 4 years, Eight semesters. (Admissions open for the batch 2022-23)

Eligibility: Pass in 10 + 2 / 12th Standard with minimum 50% marks.

Admission needs valid score in SUAT.

The classes will be held at the Institute of Aviation Studies, in City Campus, Pandeshwara, and Mukka Campus, Surathkal, Mangalore, 574146.

BBA Programme was previously offered by Srinivas Institute of Management Studies (SIMS), Pandeshwara, Mangalore since 2006 recognized by **AICTE**, New Delhi and Accredited with 'A' Grade by **NAAC**.

About BBA (Aviation, Travel and Tourism Management):

The **Bachelor of Business Administration (BBA)** in Aviation, Travel and Tourism Management is an Undergraduate Programme designed for those who are seeking to prepare themselves for managerial responsibilities. This will help them to develop their ability to recognize and solve problems and to understand the role of business in the ever-changing scenario. BBA in Aviation, Travel and Tourism Management is a three-year graduate programme. A degree in Aviation, Travel and Tourism Management provides individuals with the education necessary to oversee the departments of Airlines, Airports, and Indian and International Travel and Tourism. Students will gain an in-depth understanding of the complexities involved in Aviation and Tourism economics, finance and regulatory issues.

Special Features

- ✘ Classes will be held between 9.00 am to 2.00 pm with half an hour break during week days.
- ✘ E-Study material will be provided from the college for every subject according to the syllabus.
- ✘ Industry oriented syllabus with special focus on experimental learning.
- ✘ Mini project in each semester.
- ✘ Innovations in examination system with opportunity for personal seeing of evaluated papers. 50% weightage of marks on continuous evaluation and 50% weightage on semester end exam. Make-up exams in every semester to avoid year loss.
- ✘ Placement support and research-oriented projects for every student. Focus on smart skill development & training on competitive exams.
- ✘ Opportunity to visit various Domestic, National, and International Airports, Sea ports, Travel and Tourism Agencies and to work with them.
- ✘ Separate Hostel & Transport facility for Boys & Girls. International
- ✘ Airport visits in Foreign Country.
- ✘ Training Programmes.
- ✘ Bharatanatyam and Event Management Classes.
- ✘ Online Class Support based on requirements and situation.

Career Opportunities

Security Handling, Air Cargo Management, Customer Service Management, Customer Relationship Management, Passenger Reservations & Ticketing, Revenue Management, Airline Sales & Marketing, Flight/Data Analysis, Loyalty Programs Management, Tourist Guide, Travel and Tourism Entrepreneur, Tourism development etc. They are allowed to pursue MBA and other relevant post-graduation.

Programme Structure:

SEMESTER 1		SEMESTER 2	
Sl. No	Subjects	Sl. No	Subjects
1.	Professional English I (AECC)	1.	Professional English II (AECC)
2.	Introduction to Aviation Management (DSC)	2.	Cabin Crew Management (DSC)
3.	Business Accounting- I (DSC)	3.	Business Accounting II (DSC)
4.	Fundamentals of Management (DSC)	4.	Managerial Mathematics and Statistics (DSC)
5.	Open Elective: Cyber Crime And Cyber Law (OE) OR Open Elective : Modern Banking (OE)	5.	Open Elective: Food and Beverage Management (OE) OR Open Elective: Landscapping (OE)
6.	Employability Skill Enhancement Programme-I (SEC)	6.	Human Rights and Environmental Studies (SEC)
7.	Health & Wellness / Social & Emotional Learning (SEC)	7.	Health & Wellness / Social & Emotional Learning (SEC)
8.	Employability Skill Enhancement Programme-II (SEC)	8.	Employability Skill Enhancement Programme - III (SEC)
SEMESTER 3		SEMESTER 4	
1.	Professional English III (AECC)	1.	Professional English IV (AECC)
2.	Micro Economics (DSC)	2.	Macro Economics (DSC)
3.	Financial Management (DSC)	3.	Corporate Accounting (DSC)
4.	Aviation Resource Management (DSC)	4.	Aviation safety & Security Management (DSC)
5.	Open Elective: Intellectual Property Rights (OE) OR Open Elective: Consumer Protection Law (OE)	5.	Open Elective: Operations Research OR Open Elective: Management Information System
6.	Constitution of India (SEC)	6.	Flight Catering (SEC)
7.	NSS/Physical Education (SEC)	7.	Employability Skill Enhancement Programme -V (SEC)
8.	Employability Skill Enhancement Programme - IV (SEC)	8.	Employability Skill Enhancement Programme - VI (SEC)

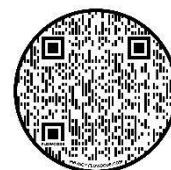
SEMESTER 5		SEMESTER 6	
Sl. No	Subjects	Sl. No	Subjects
1.	Legal Aspects of Business (DSC)	1.	Internship in Aviation Industry or any Travel Agency (DSC)
2.	Cost Accounting (DSC)		
3.	Entrepreneurship Development (Experimental Learning) (DSC)		
4.	Fundamentals of Tourism Management (DSC)		
5.	Tourism Product & Package Planning (DSC)		
6.	Tourism Policy & Sustainable Practices (DSC)		
7.	Cyber Security/ Ethics and Self Awareness (SEC)		
SEMESTER 7		SEMESTER 8	
1.	Organisational Behaviour (DSC)	1.	Research on the Core Area (DSC)
2.	Business Research Methods (DSC)		
3.	Export And Import Policies (DSC)		
4.	International Business and Trade (DSC)		
5.	Supply Chain Management (Experimental Learning) (DSC)		
6.	Project with reference to Aviation Industry (DSC)		

*DSC-Discipline Core

*OE- Open Elective

*SEC-Skilled Enhancement Courses

*AECC- Ability Enhancement Compulsory Courses



ADMISSIONS OPEN 2023-2024