



Program Schemes for MBA Tourism, Hospitality and Aviation

Cluster: Management

Institute: UITHM

Department: Tourism

Type of Program: PG

First Year				Second Year			
	Course Name	Course Category	Credits		Course Name	Course Category	Credits
	Semester-1	Management Concepts and Organizational Behaviour	Program Core		3	Semester-3	Aviation, Hospitality and Tourism Laws
Marketing Skills in Hotel, Tourism and Airlines		Program Core	3	Retail Management	Program Core		2
Economic Analysis for Business Decision		Program Core	3	Soft Skills	Skills Enhancement		1
Concepts of Aviation Industry		Program Core	3	Tourism Aptitude	Ability Enhancement		1
Concepts of Hospitality Industry		Program Core	3	Computerized Reservation System (A / G)	Program Core		2
Tourism Principles and Practices		Program Core	3	Summer Training Report and Viva Voce	Project		1
Communication Skills in Tourism and Hospitality		Skill Enhancement	1	Tourism / Hospitality / Aviation Project – I	Project		2
Workshop on Professional Grooming & Etiquette		Skill Enhancement	1	Facility Planning and Management	Program Elective		3
				Hotel Marketing	Program Elective		3
Semester-2	Human Resource Management	Program Core	3	Semester-4	Quick Service Restaurant Operations	Program Elective	3
	Special Interest Tourism	Program Core	3		Tourism Products of India	Program Elective	3
	Customer Relationship Management	Program Core	3		Travel Agency and Tour Operations	Program Elective	3
	Accounting and Finance in the Organization	Program Core	3		Tourism Innovation and Entrepreneurship	Program Elective	3
	Basic Statistics and Research Methodology	Program Core	3		Air Cargo Management	Program Elective	3
	Heritage, Culture and Sustainable Development	Program Core	3		Airport Airside Operation	Program Elective	3
			Airport Management and Terminal operations	Program Elective	3		
			Open Elective	Open Elective	3		
			Dissertation	Project	12		
			On the Job Training	Core	24		
			Hotel and Resort Management	Program Elective	3		
			Hospitality Operations Management	Program Elective	3		
			Designing Food and Beverages Experiences	Program Elective	3		

Practical Lab (Front Office, Tourism Management & Aviation)	Program Core	1	Tourism Circuit & Itinerary preparation	Program Elective	3
Basics Skills of Information System & Technology	Ability Enhancement	1	Meetings, Incentives, Conferences and Exhibitions	Program Elective	3
Professional Communication Skills - 1	Ability Enhancement Course	1	Itinerary Planning and Costing	Program Elective	3
General Proficiency (Co-Curricular)	Ability Enhancement	1	Aviation Network Operation and Scheduling	Program Elective	3
Travel Blogging	Ability Enhancement	2	Aviation Business Environment	Program Elective	3
Aviation Catering and Menu Management	Ability Enhancement	2	Airlines operations Management	Program Elective	3
Food Blogging	Ability Enhancement	2			

Elective Basket Name			
Semester	Course Name	Course Category	Credits
2	Travel Blogging	Employability Enhancement	2
2	Aviation Catering and Menu Management	Employability Enhancement	2
2	Food Blogging	Employability Enhancement	2
3	Facility Planning and Management	Major Elective	3
3	Hotel Marketing	Major Elective	3
3	Quick Service Restaurant Operations	Major Elective	3
3	Tourism Products of India	Major Elective	3
3	Travel Agency and Tour Operations	Major Elective	3
3	Tourism Innovation and Entrepreneurship	Major Elective	3
3	Air Cargo Management	Major Elective	3
3	Airport Airside Operation	Major Elective	3
3	Airport Management and Terminal operations	Major Elective	3
4	Hotel and Resort Management	Major Elective	3
4	Hospitality Operations Management	Major Elective	3
4	Designing Food and Beverages Experiences	Major Elective	3
4	Tourism Circuit & Itinerary preparation	Major Elective	3
4	Meetings, Incentives, Conferences and Exhibitions	Major Elective	3
4	Itinerary Planning and Costing	Major Elective	3
4	Aviation Network Operation and Scheduling	Major Elective	3
4	Aviation Business Environment	Major Elective	3
4	Airlines operations Management	Major Elective	3