



**DEPARTMENT  
OF  
TOURISM  
BBA**

## **ADMISSION OPEN FOR KERALA UNIVERSITY FYUGP 2024-25**

1. Discipline Specific Core
2. Discipline Specific Elective
3. General Foundation Courses
  - Multi Disciplinary Courses
  - Ability Enhancement Courses
  - Value Added Courses
  - Skill Enhancement Courses

Contact Us

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**APPLY NOW**

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# BBA

# Management

Semester	Category	Course
I	DSC	Fundamentals of Management
	DSC	E-Commerce and Cyber Law
	DSC	Environmental Management
II	DSC	Marketing Management
	DSC	Managerial Economics
	DSC	Business Ethics and Corporate Governance
III	DSC	Human Resources Management
	DSC	Entrepreneurship and Start Up Eco-system
	DSC	Event Management
	DSE	Tourism Principles and Practices
IV	DSC	Financial Management
	DSC	Corporate Regulations
	DSE	Tourism Law and Ethics
V	DSC	Operations Management
	DSC	Management information system
	DSC	Customer Relationship Management
	DSE	World Tourism Geography
	DSE	Tourism Products in India
VI	DSC	Research Methodology
	DSC	International business
	DSC	Statistics for Business Decisions
	DSE	Travel Agency and Tour Operations Management
	DSE	Hospitality Management
VII	DSC	Statistics for Research
	DSC	Business Policy and Strategic Management
	DSE	Sustainable Tourism

**Discipline Specific Core**  
**Discipline Specific Elective**

**General Foundation Courses**  
**Multi Disciplinary Courses**  
**Ability Enhancement Courses**  
**Value Added Courses**  
**Skill Enhancement Courses**

Semester	Category	Subject
I	AEC	English Grammar and Communication
	AEC	Hindi Kahani
	MDC	Organisational Behaviour
II	AEC	English Grammar and Communication
	AEC	Hindi Cinema
	MDC	Service marketing
III	MDC	Kerala in Context
	VAC	Skills For Managers
IV	VAC	Career Planning and Development
	VAC	Goods and Service Tax – Theory and Practices
	SEC	Digital Marketing
V	SEC	Computerized Accounting
VI	SEC	Income tax assessment and filing

**Kerala Institute of Tourism and Travel Studies(KITTS)**

**UNDER DEPARTMENT OF TOURISM, GOVERNMENT OF KERALA**

**RESIDENCY COMPOUND, THYCAUD P.O. TVM - 14**

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