

**Vishwakarma University (VU), Pune**

**Bachelor of Business Administration (Hospitality & Tourism Management) (BBA HTM)**

**4 Years – 8 Semesters Full Time Programme**

**Effective from AY 2026 – 2027**

**Programme Structure (NEP)**

**Choice Based Credit System (CBCS) and Grading System Outcome-Based Education**

**SEMESTER I**

Principles of Hospitality and Tourism
Introduction to Digital Literacy and Cyber Awareness
Fundamentals of Business Organization
Business Etiquette
English (VU Level)
Emotional and Moral Development
Indian Culture and Tourism

**SEMESTER II**

Destination Geography (India)
Hospitality Operations
Productivity Tools
Business Process Automation & Workflow Management
Human Skills for Business Excellence
Indian Vision For Human Society
Environmental Studies
Transport Management

**SEMESTER III**

Marketing Management
Destination Geography (World)
Data Management and Visualization
Digital Business Management
Leadership & Strategic Skills
Gig Economy in Service Management
Rural Business Outreach & Social Entrepreneurship

## SEMESTER IV

Travel Agency & Tour Operations
Tour Packaging & Itinerary Planning
Digital Communication and Presentation Tools
Service Quality in Hospitality Management
Modern Indian Language (VU Level)
Central Reservation Systems
Field Project

## SEMESTER V

Human Resource Management
Sales and Negotiations in Service Industry
Research Methodology
E Tourism
Restaurant and Food Service Management
Social Media & Digital Platforms
Destination Management

## SEMESTER VI

Regenerative Hospitality
Strategic Management
Ethics and Legal Framework for Hospitality
Digital Marketing
Resort Management
Minor Track Project
Guest Experience Management

## SEMESTER VII

<b>Honors Track</b>	<b>Research Track</b>
Trends in Hospitality and Tourism	IPR and Innovation Management
Aviation Management	Design Thinking for Tourism Innovation
Tourism Analytics and Big Data Applications	Tourism Analytics and Big Data Applications
Cruise Line Management	Cruise Line Management
AI and Virtual Tourism	AI and Virtual Tourism
Luxury Hospitality Management	Luxury Hospitality Management
Major Project	Research Project-1

## SEMESTER VIII

<b>Honors Track</b>	<b>Research Track</b>
Entrepreneurship Development	Entrepreneurship Development
Cyber Security , Ethics and Regulations	Digital marketing for Tourism
Revenue Management	Revenue Management
Major Project	Research Internship
Internship	Research Project-2