

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

(Established by Government of Gujarat)

School of Commerce and Management
Revised Syllabus for
Bachelor of Business Administration (BBAAT)
June-2020

BBAAT Programme

Revised Syllabus 2020 Onwards
(As per UGC Model Curriculum)



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"Jyotirmay" Parisar, Opp. Shree Balaji Temple, S. G. Highway,
Dr. Babasaheb Ambedkar Open University Road, Chharodi,
Ahmedabad-382 481 - Website : www.baou.edu.in

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Introduction

Dr. Babasaheb Ambedkar Open University is unique, being the only state distance mode-open University of Gujarat, established by the Government of Gujarat. The prime objective of the University is to equip its learners with knowledge, skills and competencies associated with employability through flexible, learner-centred and technology enhanced way following the basic principles of open and distance education.

Bachelor of Business Administration (Air Travel Management) is designed for students wishing to pursue career in the travel & tourism industry, as well as those wishing to familiarise themselves with passenger service, travel agencies, airline offices etc. It is about managing a company's strategic approach to travel (travel policy), the negotiations with all vendors, day-to day operation of the corporate travel programme, traveler safety & security, credit card management and T&E data management.

Objectives

- ✓ To provide the knowledge and enhance the skills of learners regarding general management as well as management techniques related to the Air Travel Industry.
- ✓ To make learners, confident and impart managerial skills to the learners in the Air Travel Management field, which has grown tenfold in last three years.
- ✓ Develop knowledge, understanding and practical skills within revenue generating outlets of the Air and Travel Industry;
- ✓ It will prepare learners for further research and to pursue higher studies in this line
- ✓ Help the learners to seek career avenues in the various sectors
- ✓ Apply transversal approach of all the different sectors in Aviation and Tourism Industry, and the opportunity to acquire specialist expertise in a given field
- ✓ Explain the various management requirements of the fast growing Air Travel & Tourism industry in India and other parts of the world.

Course Code	Course Name	Credit
First Year		
BBAATR-101	Introduction to Hospitality Management	4
BBAATR-102	English For Hotel & Tourism Industry	4
BBAATR-103	Principles Of Management	4
BBAATR-104	Geography of Tourism-I	4
BBAATR-105	Front Office Management	4
BBAATR-106	Flight Catering	4
BBAATR-107	Principles and Practices of Tourism	4
BBAATR-108	Air Hostess and Cabin Crew Management	4
BBAATR-109	Computer Reservation System (Practical + Theory)	4
Total Credit		36
Second Year		
BBAATR-201	Travel Agency And Tour Operations	4
BBAATR-202	Airfare & Ticketing Part-1 (Practical+Theory)	4
BBAATR-203	Aviation Hazards	4
BBAATR-204	French Language	4
BBAATR-205	Airline And Tourism Marketing	4
BBAATR-206	Cargo And Logistics Management	4
BBAATR-207	Hospitality Law	4
BBAATR-208	Industrial Training (logbook, WTO, Project Manual)	4
Total Credit		34
Third Year		
BBAATR-301	Indian Tourism Product	4
BBAATR-302	Air Transportation & Disaster Management	4
BBAATR-303	Passanger Management	4
BBAATR-304	Business Communication & Soft Skills	4
BBAATR-305	Airport Operation & Management	4
BBAATR-306	Airfare & Ticketing Part-2 (advanced) (Practical+Theory)	4
BBAATR-307	Research Project + Presentation	4
Total Credit		30
Total Credit Point		100

Outline of the Programme

- The code for this programme is BBAAT.
- For every year and for every course the codes will be different.
- This programme is divided into three years namely, First Year, Second year and Third year.
- The student is entitled to get 4 credits of one course.
- The whole BBAAT programme will have a total of 100 credits.
- The programme is alienated in to 3 parts.
 - Core Course.
 - Soft Skills Course.
 - Industrial Training
- Eligibility for Admission: 10+2 or equivalent examination passed (in any stream) from a Council/University recognized by UGC.
- Duration of Programme: Minimum 3 years and Maximum 8 years.
- Programme fee: Rs. 15000/- per year
- Centers: Recognized/Approved study centers of University
- SLM (Self learning Material): It will be provided to all Enrolled students.
- Counseling sessions: Saturday and Sunday at all approved centers.
- Students are required to submit two assignments to the study center for the evaluation purpose. For their assignment's submission, they must follow the deadlines assigned by the university.
- Yearly Exams: January/ February & June/ July

Assessment

Assessment of Student	
Continuous Evaluation	Based on the Assignment (30%)
Yearly Exams	Based on Yearly Exams (70%)
Standard of Success	To pass 35% marks in Assignment and Yearly Evaluation

Facilities

- ❖ Counselling sessions at the respective Learner Support Centre.
- ❖ ICT Support: ICT support is a major component of any ODL system of education. Our University has as such given emphasis on this. Some ICT-based support systems provided by the University for the learners of are listed below:
 - Website: www.baou.edu.in
 - E - Self Learning Material
 - Swadhyaya TV
 - VANDE Gujarat — Dedicated VANDE Gujarat Channel Number 16
 - Virtual Classroom
 - Online Admission

- Secured Examination
- Cash-Less Campus
- ASK-ME kiosk
- Educational Apps

Programme Outcomes

- The Bachelor of Business Administration (Air Travel Management) Programme would enable the learners to develop knowledge, understanding and practical skills within revenue generating outlets of the Air and Travel Industry.
- It will prepare learners for further research.
- The programme will help the learners to seek career avenues in the various sectors.
- The programme will provide the learners a solid grounding in the travel agency and ticketing considerations necessary for their successful management.
- It give them a transversal approach of all the different sectors in Aviation and Tourism Industry, and the opportunity to acquire specialist expertise in a given field.



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