

4. Bachelor of Business Administration (Tourism & Hospitality)

Course Outcomes (COs)

CO1: Demonstrate comprehensive knowledge of tourism, hospitality management, destination planning, travel operations, and service management.

CO2: Apply managerial, technological, and communication skills to deliver quality services across tourism and hospitality organizations.

CO3: Analyse tourism trends, customer behaviour, sustainability issues, and operational challenges to develop innovative business solutions.

CO4: Demonstrate professionalism, leadership, intercultural competence, ethical practices, and entrepreneurial capabilities in the tourism and hospitality sector.

CO5: Integrate research, analytical skills, and industry practices to enhance employability and promote sustainable growth in tourism and hospitality enterprises.

Career Opportunities

The programme prepares graduates for leadership and operational roles in tourism, hospitality, travel, aviation, event management, and allied service industries, reflecting the University's emphasis on employability in the tourism and hospitality sector.

Career opportunities include:

- Tourism Officer
- Travel Consultant
- Tour Manager
- Destination Manager
- Hotel Operations Executive
- Front Office Manager
- Guest Relations Executive
- Hospitality Manager
- Airline Customer Service Executive
- Airport Ground Operations Executive
- Cruise Line Executive
- Event Manager
- Convention & Conference Coordinator
- Travel Entrepreneur
- Tourism Marketing Executive
- Resort Manager
- Heritage & Eco-tourism Consultant
- Hospitality Business Consultant
- Higher Studies (MBA Tourism, MTTM, Hospitality Management, Ph.D.)