

International Institute of Professional Studies
Course curriculum scheme for MBA (TA) 2 Yrs PG Batch 2018

Code	Subject Name	Code	Subject Name
TA-106C	Principles of Tourism Marketing	TA-201A	French- I
TA-104B	Geography of Indian Tourism	TA-205	Tourism Product of India
TA-101	Fundamentals of Tourism	TA-211	Research Methodology
TA-103C	Quantitative and Statistical Tech.	TA-213	Business Communication and Personality Development
TA-102B	Fundamentals of Management	TA-214	Geography of International Tourism
TA-112B	Accounting and Finance for Tourism	TA-215	Travel Agency Management
TA- 109B	Fundamentals of Computers Application	TA-215A	Consumer Behavior
	Comprehensive Viva		Comprehensive Viva
	7 subjects * 4 credits = 28 credits		7 subjects * 4 credits = 28 credits

Code	Subject Name	Code	Subject Name
TA-313	Airline Management- II	TA-401	French -III
TA -304	International Ticketing	TA-404	Foreign Exchange Management
TA-316	Cargo Management	TA-408	Entrepreneurship
TA-315	Service Marketing Strategies	TA-410	Conference ,Convention and Event Management
TA-307	Hotel Operations and Management	TA-411	E- commerce for Tourism
TA-314	Organizational Behavior	TA-412	Decision Making Skills
TA-301A	French II	TA-405B	MRP
	Comprehensive Viva		Comprehensive Viva
	7 subjects * 4 credits = 28 credits		6 subjects * 4 credits = 24credits

Total Credits (For Batch 2018 onwards) 108credits	
Virtual credits of CV in I,II, III and IV = 4*4 = 16 credits	GRAND
TOTAL = 124 Credits	