



BBA Tourism & Hospitality

Course Modules & Program Study Plan

Semester I			Semester II		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Principles of Management	3	1	Managing People & Organization	4
2	Managerial Economics	4	2	Marketing Management	4
3	Accounting for Managers	4	3	Cost and Management Accounting	4
4	Business Communication	3	4	Analytics using Computer Applications	2
5	Customer Service Skills & Personal Branding	3	5	World Destinations	3
6	Fundamentals of Tourism and Hospitality	3	6	Contemporary Culture and Global Cultural Theories	3
7	Arabic Language	4	7	History of Bahrain	3
Total		24	Total		23

Semester III			Semester IV		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Operations Management	3	1	Strategic Management -Tourism and Hospitality	4
2	Corporate Finance	4	2	Entrepreneurship-Hospitality Business & Innovation	4
3	Hotel and Lodging management	3	3	Sustainable Tourism Management	2
4	Hospitality & Tourism Marketing	3	4	Corporate Governance and Business Ethics	4
5	Research Methods in Management	4	5	International Tourism policy planning & Development	3
6	Project Management	3	6	Logistics and Cargo Management	3

7	Human Rights	2			
	Total	22			Total
					20

Semester V			Semester VI		
S.No.	Modules	Credits	S.No.	Modules	Credits
1	Service Quality Management	3	1	International Business Management	4
2	Tourism Law and Ethics	2	2	Events Planning & MICE	3
3	Global Cruise Industry	3	3	The Resort and Spa management	3
4	Work Integrated Learning Project	12	4	ML & AI in tourism	4
			5	Travel and Tour Operations Management	3
			6	Hotel & Hospitality Operations Management	3
	Total	20		Total	20

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