



Study Plan for Bachelor of Business Administration (BBA)

Specialization: Tourism and Hospitality

Major: Tourism Management 2019/2020

Sultanate of Oman
Ministry of Higher Education
Directorate General For
The Colleges of Applied Sciences
Academic Programmes Department



سلطنة عمان
وزارة التعليم العالي
المديرية العامة لكليات العلوم التطبيقية
دائرة البرامج الأكاديمية

Bachelor of Business Administration (BBA) Area of Specialization: Tourism and Hospitality Major: Tourism Management

Semester 1

| Course Code and No. | Course Title | Credit Hours | Contact Hours | | Extra Practice | Prerequisites |
|---------------------|---|--------------|---------------|-----------|----------------|-------------------|
| | | | Theory | Practice | | |
| ENAP 1001 | English for Academic Purposes (1) | 4 | 0 | 10 | 0 | |
| BSDR 1001 | Introduction to Economics | 3 | 3 | 0 | 0 | |
| MCCR 1101 | Introduction to Communications | 3 | 3 | 0 | 0 | |
| BSDR 1102 | Business Fundamentals | 3 | 3 | 0 | 0 | |
| <i>MTDR 1104</i> | Mathematics for Business Administration | 2 | 1 | 2 | 0 | <i>(FPMA0901)</i> |
| Total | | 15 | 10 | 12 | 0 | |

Semester 2

| Course Code and No. | Course Title | Credit Hours | Hours Contact | | Extra Practice | Prerequisites |
|---------------------|---|--------------|---------------|-----------|----------------|------------------|
| | | | Theory | Practice | | |
| <i>ENAP 1002</i> | English for Academic Purposes (2) | 4 | 0 | 10 | 0 | <i>ENAP 1001</i> |
| BSDR 1103 | Introduction to Tourism and Hospitality | 3 | 3 | 0 | 0 | |
| BSDR 1004 | Financial Accounting (1) | 3 | 2 | 2 | 0 | |
| ALCR 1101 | Arabic Language Skills | 3 | 3 | 0 | 0 | |
| ICCR 1101 | Islamic Culture | 3 | 3 | 0 | 0 | |
| Total | | 16 | 11 | 12 | 0 | |

Sultanate of Oman
Ministry of Higher Education
Directorate General For
The Colleges of Applied Sciences
Academic Programmes Department



سلطنة عمان
وزارة التعليم العالي
المديرية العامة لكليات العلوم التطبيقية
دائرة البرامج الأكاديمية

Semester 3

| Course Code and No. | Course Title | Credit Hours | Hours Contact | | Extra Practice | Prerequisites |
|---------------------|--|--------------|---------------|-----------|----------------|---------------|
| | | | Theory | Practice | | |
| BSDR 1105 | Introduction to Management | 3 | 3 | 0 | 0 | |
| BSTM 2106 | Tourism and Hospitality Law and Ethics | 3 | 3 | 0 | 0 | BSDR 1103 |
| BSTM 2002 | Tourism Geography | 3 | 3 | 0 | 0 | |
| ENAP 2001 | English for Academic Purposes (3) | 3 | 0 | 8 | 0 | ENAP 1002 |
| BSTM 2003 | Tourism and Hospitality Accounting | 3 | 2 | 2 | 0 | BSDR 1004 |
| Total | | 15 | 11 | 10 | 0 | |

Semester 4

| Course Code and No. | Course Title | Credit Hours | Hours Contact | | Extra Practice | Prerequisites |
|---------------------|---|--------------|---------------|-----------|----------------|---------------|
| | | | Theory | Practice | | |
| BSTM 2001 | Economics of Tourism and Hospitality | 3 | 3 | 0 | 0 | BSDR 1001 |
| BSDR 1107 | Quantitative Methods for Business | 3 | 2 | 2 | 0 | MTDR 1104 |
| BSTM 2104 | Tourism and Hospitality Marketing | 3 | 3 | 0 | 0 | BSDR 1103 |
| ENBS 2004 | English for Specific Purposes (Business Administration) | 3 | 0 | 8 | 0 | ENAP 2001 |
| BSTM 2005 | Hospitality and Tourism Information System | 3 | 3 | 0 | 0 | BSDR 1103 |
| Total | | 15 | 11 | 10 | | |

Sultanate of Oman
Ministry of Higher Education
Directorate General For
The Colleges of Applied Sciences
Academic Programmes Department



سلطنة عمان
وزارة التعليم العالي
المديرية العامة لكليات العلوم التطبيقية
دائرة البرامج الأكاديمية

Semester 5

| Course Code and No. | Course Title | Credit Hours | Hours Contact | | Extra Practice | Prerequisites |
|---------------------|---|--------------|---------------|----------|----------------|------------------|
| | | | Theory | Practice | | |
| BSTM 3009 | Travel and Transport | 3 | 3 | 0 | 0 | |
| BSTM 4014 | Tour Guiding & Visitor Interpretation | 3 | 3 | 0 | 0 | BSTM 2002 |
| BSTM 3010 | Tourism Policy and Planning | 3 | 3 | 0 | 0 | BSDR 1103 |
| BSTM 3007 | Event Management | 3 | 3 | 0 | 0 | BSDR 1103 |
| BSCR 3001 | Entrepreneurship: Creativity and Innovation | 3 | 3 | 0 | 0 | |
| | Elective Course | 3 | | | | |
| Total | | 18 | | | | |

Semester 6

| Course Code and No. | Course Title | Credit Hours | Hours Contact | | Extra Practice | Prerequisites |
|---------------------|----------------------------------|--------------|---------------|----------|----------------|---------------|
| | | | Theory | Practice | | |
| BSDR 1006 | Human Resource Management | 3 | 3 | 0 | 0 | BSDR 1105 |
| BSTM 3011 | Sustainable Tourism Development | 3 | 3 | 0 | 0 | BSTM 3010 |
| BSTM 3012 | Tour Operations | 3 | 2 | 2 | 0 | |
| OECR 1101 | Omani Economy | 2 | 2 | 0 | 0 | |
| RMCR3101 | Introduction to Research Methods | 3 | 3 | 0 | 0 | |
| | Elective Course | 3 | | | | |
| Total | | 17 | | | | |

Summer

| Course Code & No | Course Title | Credit Hours | Contact Hours | | Extra Practice | Prerequisites |
|------------------|--------------|--------------|---------------|----------|----------------|---------------|
| | | | Theory | Practice | | |
| BSIN 3101 | Internship | 0 | 0 | 0 | | |

Sultanate of Oman
Ministry of Higher Education
Directorate General For
The Colleges of Applied Sciences
Academic Programmes Department



سلطنة عمان
وزارة التعليم العالي
المديرية العامة لكليات العلوم التطبيقية
دائرة البرامج الأكاديمية

Semester 7

| Course Code and No. | Course Title | Credit Hours | Hours Contact | | Extra Practice | Prerequisites |
|---------------------|---|--------------|---------------|----------|----------------|---------------|
| | | | Theory | Practice | | |
| BSTM 4113 | Destination Management and Marketing | 3 | 3 | 0 | 0 | BSTM 2104 |
| MCCR 4101 | Interpersonal Skills | 2 | 2 | 0 | 0 | |
| BSTM 4015 | Ticketing and Airline operations | 3 | 2 | 2 | 0 | BSTM 3009 |
| BSBA 3111 | Business Communication and Public Relations | 3 | 3 | 0 | 0 | |
| | Non BA Elective Course (1) | 3 | | | | |
| | Major Elective Course (3) | 3 | | | | |
| Total | | 17 | | | | |

Semester 8

| Course Code and No. | Course Title | Credit Hours | Hours Contact | | Extra Practice | Prerequisites |
|---------------------|--|--------------|---------------|----------|----------------|---------------|
| | | | Theory | Practice | | |
| BSTM 4016 | Airport Operations | 3 | 3 | 0 | 0 | BSTM 3009 |
| BSTM 3108 | Consumer Behavior in Tourism and Hospitality | 3 | 3 | 0 | 0 | BSTM 2104 |
| BSPJ 4002 | Tourism Project | 3 | 1 | 4 | 0 | RMCR3101 |
| | Non BA Elective Course (2) | 3 | | | | |
| | Major Elective Course(4) | 3 | | | | |
| Total | | 15 | | | | |

Sultanate of Oman
Ministry of Higher Education
Directorate General For
The Colleges of Applied Sciences
Academic Programmes Department



سلطنة عمان
وزارة التعليم العالي
المديرية العامة لكليات العلوم التطبيقية
دائرة البرامج الأكاديمية

Electives for Business Major Students:

| Course Code and No. | Course Title | Credit Hours | Contact Hours | | Extra Practice | Prerequisite |
|---------------------|---|--------------|---------------|----------|----------------|--------------|
| | | | Theory | Practice | | |
| BSSC 3002 | Operations Management | 3 | 3 | 0 | 0 | BSDR 1107 |
| BSBA 2003 | Organizational Behavior | 3 | 3 | 0 | 0 | |
| BSBA 4014 | Innovation Management and New Product Development | 3 | 3 | 0 | 0 | |
| BSHM 3004 | Cabin Crew Management | 3 | 3 | 0 | 0 | |
| BSMK 4012 | Customer Relationship Management | 3 | 3 | 0 | 0 | BSTM 2104 |
| BSHM 3003 | Hospitality Management | 3 | 3 | 0 | 0 | |
| BSBA 4116 | Economy of GCC Countries | 3 | 3 | 0 | 0 | BSDR 1001 |
| BSHM 4008 | Resort and Recreation Management | 3 | 3 | 0 | 0 | BSDR 1103 |
| BSHM 4006 | Hospitality and Tourism Investment Analysis | 3 | 2 | 2 | 0 | BSDR 1102 |
| BSBA 4115 | Strategic Management | 3 | 3 | 0 | 0 | BSDR 1105 |
| BSBA 4018 | Small Business Management | 3 | 3 | 0 | 0 | BSCR 3001 |
| BSAC 2003 | Financial Accounting (2) | 3 | 2 | 2 | 0 | BSDR 1004 |
| BSBA 3110 | International Business Environment | 3 | 3 | 0 | 0 | |



Electives for non business major students

| Course Code & No | Course Title | Credit Hours | Prerequisite |
|------------------|---|--------------|--------------|
| BSDR 1105 | Introduction to Management | 3 | |
| BSBA 4115 | Strategic Management | 3 | BSDR 1105 |
| BSDR 1103 | Introduction to Tourism and Hospitality | 3 | |
| BSTM 3007 | Event Management | 3 | BSDR 1103 |
| BSBA 4014 | Innovation and New Product Development | 3 | |
| BSMK 2102 | Marketing | 3 | |
| BSMK 4009 | E- Marketing | 3 | BSMK 2102 |
| BSBF 3010 | Principles of Islamic Banking | 3 | |

Summary of Credit Hours per Semester (BBA in Tourism)

| Semester | Credit Hours |
|--------------------|--------------|
| 1 | 15 |
| 2 | 16 |
| 3 | 15 |
| 4 | 15 |
| 5 | 18 |
| 6 | 17 |
| 7 | 17 |
| 8 | 15 |
| Grand Total | 128 |