

ONLINE
UG PROGRAM



BACHELOR OF BUSINESS ADMINISTRATION

WITH A SPECIALIZATION IN
TRAVEL & TOURISM MANAGEMENT

A university ranked
among the **top 3%**

by  **Times
Higher
Education**



USA, UK & CANADA ACCREDITATIONS



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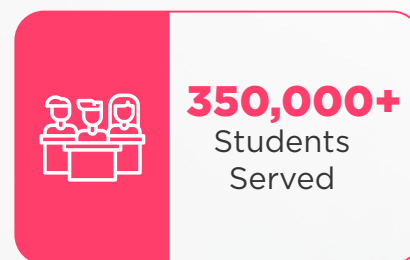
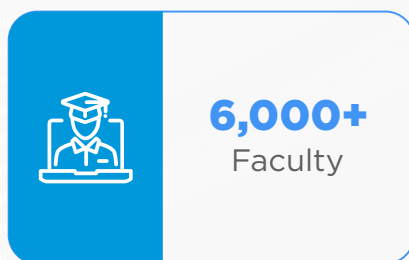
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A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over thirty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 400 UG and PG programs across various disciplines in education.



NATIONAL CAMPUSES

- » NOIDA
- » GURUGRAM
- » GREATER NOIDA
- » JAIPUR
- » LUCKNOW
- » MUMBAI
- » BENGALURU
- » HYDERABAD
- » MOHALI
- » GWALIOR
- » RAIPUR
- » KOLKATA
- » RANCHI
- » PATNA

INTERNATIONAL CAMPUSES

- » LONDON
- » DUBAI
- » SINGAPORE
- » SAN FRANCISCO
- » ABU DHABI
- » MUSCAT
- » MAURITIUS
- » SHARJAH
- » SOUTH AFRICA
- » AMSTERDAM
- » TASHKENT
- » NEW YORK



MESSAGE FROM **FOUNDER PRESIDENT**

Dr. Ashok K. Chauhan

Founder President,
Ritnand Balved Education Foundation (The Foundation of Amity
Institutions and the sponsoring body of Amity Universities)
Chairman, AKC Group of Companies

Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

Today, we are proud that Amity is synonymous with practical, industry focused education, and attracts the best students. The fact that our alumni are working in the best companies across the world is a testament to our extremely talented faculty who inculcate, by example, in each student the spirit of dedication, sincerity and loyalty, and to all the corporates who support our mission with so much enthusiasm.

Each one of our students will be a success story. This is my dream; this is my commitment.



MESSAGE FROM **CHANCELLOR**

Dr. Atul Chauhan

Chancellor,
Amity University Noida

Amity Group of Institutions apart from imparting world-class education, also strives to inculcate good values, and ethics to build and groom the global leaders of tomorrow. We are creating centres of thought leadership across the world, where faculty, scientists, and brilliant students can explore and expand the frontiers of knowledge.

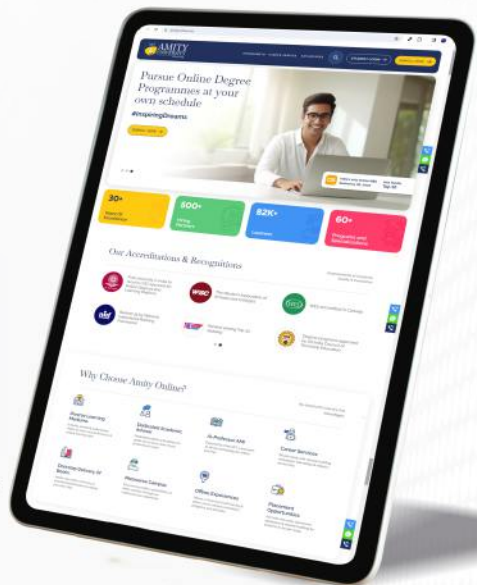
Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

ABOUT AMITY UNIVERSITY ONLINE

Amity University Online stands as a pioneering institution in the realm of digital education, breaking down barriers and providing access to millions worldwide.

Through our platform, we are democratising education, ensuring that regardless of geographical location or socio-economic background, individuals have the opportunity to pursue knowledge and skills vital for their personal and professional growth.

Our commitment to inclusivity and innovation drives us forward, as we continue to expand access to high quality education in the digital age.



Amity University Online, today, offers the largest number of approved online degrees to the largest number of online students across India, reflecting Amity's commitment towards empowering our youth through world-class education, who in turn will ensure a Viksit Bharat.



Years of Excellence



2.5 Lac+

Learners



80+

Programs and Specializations

INDIA'S FIRST UNIVERSITY TO GET APPROVAL TO OFFER ONLINE DEGREES

Post the University Grants Commission (Online Courses or Programs) Regulations, 2018

80+ PROGRAMS AND SPECIALIZATIONS: Bachelors • Masters



MESSAGE FROM
CHAIRMAN

Mr. Ajit Chauhan

Chairman,
Amity University Online

In today's fast-paced and interconnected world, the pursuit of knowledge has never been more accessible. Amity is committed to providing you with a world-class education that transcends geographical boundaries. Whether you are a working professional seeking to advance your career, a dedicated lifelong learner, or someone taking your first steps into higher education, our digital platform is designed to accommodate your needs and aspirations.

As the landscape of education evolves, so do we. Our esteemed faculty, staff, and state-of-the-art technology are here to support your educational journey. From interactive online programs and courses to digital libraries and academic forums, you'll have access to a wealth of resources that will enhance your learning experience.

At Amity, we're not just preparing you for a career; we're empowering you to make a positive impact on this world. So, whether you're ready to take the next step in your career or explore new horizons, we invite you to join us at Amity University Online and embark on a journey of discovery and growth.



MESSAGE FROM **VICE CHANCELLOR**

Prof. Dr. Balvinder Shukla

Amity University, Noida

Amity University Online epitomizes an unwavering pursuit of excellence, cutting-edge innovation, and transformative learning. Rooted in knowledge, research, and comprehensive education, your learning journey at Amity Online is tailored to transcend knowledge barriers and shape your destiny.

At Amity Online, we embrace a legacy of brilliance that empowers you with industry-centric skills, knowledge and expertise to achieve success confidently through lifelong learning and values.



MESSAGE FROM **GROUP DIRECTOR**

Prof. Abhinash Kumar

Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty.

Designed to suit both graduate students and working professionals, our programs adhere to UGC's stringent criteria and we are at par with the campus programs.



MESSAGE FROM **DIRECTOR**

Ms. Monica Agarwal

Amity University Online

Amity University Online is dedicated to redefining education through innovation and excellence. Our meticulously crafted programs cater to the dynamic needs of learners, equipping them with industry-relevant skills and an unwavering commitment to growth.

Our aim is to inspire curiosity, ignite potential, and deliver a learning experience that goes beyond the ordinary. Therefore we focus on academic excellence, innovation and holistic development which creates a pathway for success, achievement, and lifelong impact.

ABOUT PROGRAM

BACHELOR OF BUSINESS ADMINISTRATION

WITH A SPECIALIZATION IN TRAVEL & TOURISM MANAGEMENT

LEARNING EFFORTS: 12/15 HRS A WEEK

DURATION: 3 YEARS | **CREDITS:** 127

ACCELERATE YOUR CAREER SUCCESS WITH

AMITY'S ONLINE BBA WITH A SPECIALIZATION IN TRAVEL & TOURISM MANAGEMENT

This program is a UGC-entitled, three-year undergraduate program (6 semesters), meticulously designed for aspiring professionals in the global travel, tourism, and hospitality industries. For the aspirants looking to enter the world of airlines, hotels, travel agencies, or tourism boards, this flexible online program offers a strategic blend of business acumen and specialized tourism insights to help them lead confidently in this dynamic sector.

The curriculum integrates core business disciplines such as marketing, finance, human resources, organizational behavior, and operations management, with focused studies in tourism-related areas such as international tourism trends, sustainable tourism practices, destination management, and travel operations. The program ensures students are not only grounded in management principles but also immersed in the practical realities of the travel and tourism domain.

Throughout the program, learners engage in interactive coursework, case studies, and capstone projects—guided by a global faculty with rich industry experience. The online format ensures flexible access, while maintaining high standards of academic excellence and industry relevance.



KEY HIGHLIGHTS



Global Tourism Insights

Explore international travel trends, sustainable tourism practices, and strategic destination management frameworks.



Industry-Relevant Curriculum

A well-balanced mix of business fundamentals and travel & tourism specialization.



Flexible Learning

Learn at your pace with Amity Online's cutting-edge digital learning platform.



Real-World Exposure

Apply knowledge through practical case studies, industry projects, and capstone experiences.



Expert-Led Learning

Gain real-time insights from seasoned faculty and professionals from the travel industry.



Virtual Networking Opportunities

Connect with global peers, alumni, and tourism industry experts to expand your professional network.



Career Support Services

Benefit from dedicated placement assistance, resume-building sessions, and interview preparation to launch your dream career.

PROGRAM CURRICULUM

SEMESTER 1

- Accounting Fundamentals
- Amity Online Business Communication
- Amity Online Management Foundation
- Amity Online Principles of Marketing
- Amity Online Business Statistics

SEMESTER 3

- Principles of Organizational Behaviour
- Essentials of Production & Operations Management
- Research Methods for Managers
- Tourism Principles and Concepts
- Introduction to Aviation & Airport Management

SEMESTER 5

- Marketing in Digital Age
- Professional Ethics
- Business Strategy
- Managing Customer Relationship
- Customer Care and Interpersonal Skills in Tourism
- Airline Ticketing and CRS
- International Tourism and Leisure Management

SEMESTER 2

- Fundamentals of Financial Management
- Environmental Studies
- Fundamentals of Human Resource Management
- IT Applications in Business
- Individual Excellence & Social Dynamics

SEMESTER 4

- Fundamentals of Entrepreneurship
- Principles of Consumer Behaviour
- Operations Research
- Culture and Heritage Management

SEMESTER 6

- Dissertation
- Medical & Health Tourism
- Travel Agency and Tour Operation Management
- World Tourism Destination

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

OUR ACCREDITATIONS & RECOGNITIONS

Endorsements of Academic Quality and Excellence



**ONLINE MBA
RANKINGS
2024**

**INDIA'S ONLY
ONLINE MBA RANKED
Asia Pacific Top 10**



First university in India to receive UGC approval for Online Degrees and Learning Platform



The Western Association of Schools and Colleges



Ranked 32 by National Institutional Ranking Framework



Ranked among Top 3% Globally



Degree programs approved by All India Council of Technical Education



WES accredited in Canada



First Indian University to be accredited by National Council for Higher Education, Africa



India's first private university to be a member



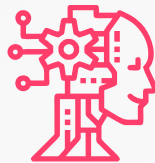
AMITY UNIVERSITY **ONLINE ADVANTAGES**

Top-Notch Online Learner Experience



Top International Faculty

Lectures delivered by top international faculty offer captivating insights with a global perspective.



AI-Professor AMI

AI-Prof. AMI, powered by Chat-GPT 4 and Open AI Tech for 24/7 doubt clearing and support.



Diverse Learning Mediums

Diverse learning options through recorded lectures, audio books, physical books, e-books and more.



Industry-Aligned Curriculum

Program curriculum aligned with industry demand for better employability.



Interactive Faculty Sessions

Engage in a dynamic learning environment with our continuous faculty interaction and dedicated doubt-clearing sessions.



Career Services and Placement Assistance

Career services and placement assistance with multiple hiring partners ensuring opportunities for professional growth.



Remote Proctored Exams

Take exams with ease, integrity and convenience from the comfort of your own space.



Dedicated Academic Advisor

Expert guidance by professionals who support you in your academic journey.



1:1 Industry Mentorship

Elevate your skills and career prospects with tailored insights, cultivating a pathway to professional success.

ON CAMPUS **EXPERIENCE**

EXTENSIVE INTERACTION WITH **FACULTY AND PEERS**

- Campus orientation for new learners in all the Amity University campuses
- Last-minute revision classes at select Amity University campuses
- Guest lecture series on the campuses
- Access to library and programming labs on the campus
- Exam preparation classes
- Access to campus events



CAREER SERVICES

PREPARING YOU TO BECOME JOB-READY

Amity University Online is committed to enhancing your employability by helping you become industry ready. From skills assessments and resume building workshops to mock interviews and placement drives, we provide a range of services to help you succeed. Our goal is to ensure that you are matched with the perfect job that aligns with your aspirations.



Empowering Learners with 1,00,000+ Job Opportunities

ALUMNI WORKING AT



CORPORATE SPEAK

“ I’m pleased to share my positive experience as a student at Amity Online. Pursuing a BBA while working as a cabin crew member with SpiceJet Airlines has its challenges, but Amity Online has truly made it manageable.

The flexibility of the platform, combined with the unwavering support of the faculty, has helped me balance my career and academic aspirations. ”

SHOBHA SHARMA

Cabin Crew at Spicejet Airlines

“ After 15 years in aviation, life was all about deadlines and decisions - learning took a backseat. I never thought I’d return to studies, but Amity University Online made it possible. Despite the gap, I took the leap and I’m evolving every day. To anyone thinking it’s too late: It’s not. If I can do it, so can you. Thank you, Amity Online, for reigniting the learner in me. ”

UTTAM KUMAR

Specialist at Qatar Airways

FAQs

1. What is the BBA in Travel and Tourism Management program?

It is a 3-year (6 semesters) online undergraduate program focused on developing business management skills with specialized knowledge of the travel and tourism industry.

2. What will I learn during the program?

You will gain expertise in business administration, tourism principles, international tourism management, hospitality, leisure management, and customer experience strategies.

3. Who should pursue this program?

This program is ideal for those aspiring to build a career in travel agencies, airlines, hotels, tour operations, event management, or tourism boards.

4. What certifications will I receive?

You will receive a UGC-entitled Bachelor of Business Administration (BBA) degree with a specialization in Travel and Tourism Management from Amity Online.

5. Is the program fully online?

Yes, the program is delivered 100% online with flexible learning, live and recorded sessions, and self-paced study options.

6. Will I work on practical projects during the course?

Yes, the program includes real-world case studies, industry projects, and assignments simulating the travel and tourism business environment.

7. What career opportunities are available after this program?

Graduates can pursue roles like Travel Consultant, Tourism Manager, Hospitality Executive, Event Planner, Destination Manager, and more.

8. What is the eligibility criteria?

Candidates who have passed 10+2 (or equivalent) from a recognized board are eligible to apply.

9. Does Amity Online provide placement assistance for this program?

Yes, Amity Online offers placement support, resume-building guidance, interview preparation, and access to recruiters from the travel, tourism, and hospitality sectors.

10. Can I pursue higher studies after completing this program?

Yes, graduates can opt for MBA, postgraduate diplomas, or other specialized courses in tourism, hospitality, or business management.

OTHER ONLINE PROGRAMS OFFERED

MBA

BCA

BA

MCA

B.COM

BAJMC

M.COM

MAJMC



AMITY
UNIVERSITY
ONLINE

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