

BSA 1102	Principles of Accounting	4
BBA 1104	Business Communication Skills	3
BTM 1101	Principles of Transport & Logistics Mgt	4
BBC 1102	Information & Communication Technology 1	5
		20
<b>Semester Two</b>		
COM 1202	Business Law	4
BBS 1201	Quantitative Methods	4
BBA 1203	Principles of Management	4
BBE 1204	Business Economics	4
BTM 1201	Logistics & Distribution Management	4
		20
<b>YEAR TWO Semester One</b>		
BTM 2101	Services Operations Management	4
BBS 2101	Business Statistics	4
BBC 2102	Information & Communication Technology 2	5
BTM 2102	Cost Elements in Transport & Logistics	4
BTM 2103	Transport Marketing	4
		21
<b>Semester Two</b>		
COM 2215	Financial Management	4

BBE 2202	Managerial Economics	3
BBS 2201	Business Research Skills	2
BTM 2204	Principles of Transport Planning	4
BTM 2202	Statistical Analysis for the Transport Industry	4
		17
<b>Recess Semester</b>		
BTM 2301	Field Attachment & project work	5
		5
<b>YEAR THREE Semester One</b>		
BTM 3105	Strategic Analysis & Decision Making	3
BTM 3101	Transport Policies & Analysis	2
BHR 3105	Human Resource Management	3
BTM 3102	Transport Investment & Finance	4
BTM 3103	Current Transport Operations	4
		16
<b>Semester Two</b>		
BTM 3201	Customs Clearing & Forwarding	4
BTM 3202	Logistics Planning & Regulations	4
BTM 3203	Business Transport Ethics	4
BTM 3204	Transport Law	4
BTM 3205	Transport & the Society	4
		20

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## **BACHELOR OF TRAVEL AND TOURISM MANAGEMENT.**

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### **Aim and Objectives**

The overall objective of the programme is to provide students with knowledge, skills and appropriate attitudes in tourism and travel management in order to enable them to effectively participate in the development of tourism and travel businesses to exploit fully the benefits Tourism and Travel Industry.

### **Specific Objectives**

- i. To enable students to Set up and run successful businesses in the Travel and Tourism sector
- ii. Provide students with comprehensive managerial skills in the area of Travel and Tourism
- iii. Present tools and techniques which can enable students to plan, design, and organize Travel and Tourism products the local and international markets
- iv. To equip students with knowledge and skills to enable them take up leadership functions in any area of Travel and Tourism business
- v. To give students with a sound and extensive basis for the study of tourism and travel, by developing relevant knowledge, understanding tourism and travel and transferable skills
- vi. To develop in students with vision, leadership, strategic thinking and political awareness in order to develop

- the tourism and travel profession and its goals
- vii. To provide students with a range of personal attributes relevant to the world beyond higher education, to enable you to engage in lifelong learning, to consider ethics and values, and to contribute to the wider community

### Programme Structure

CODE	Course Name	CU
BTT 1101	Introduction to Travel and Tourism	4
BTT 1102	Hospitality Facilities Planning and Mgt	4
BBA 1105	Business Communication Skills	4
BBC 1102	Information Communication Technology	5
BBA 1106	Business Administration	4
		21
<b>Semester Two</b>		
BTT1204	Community Tourism Planning and Mgt	4
BTT 1207	International Tourism	4
BBA 1203	Principles of Management	4
BBE 1203	Business Economics	3
COM1202	Business Law	4
		19
<b>Year Two</b>		
<b>Semester One</b>		<b>CU</b>
BTT 2103	Tour operations management	4
BTT 2108	Principles of Tour Guiding	3
BBS 2101	Business Statistics	4
BSA 2101	Principles of Accounting	4
BBC 2102	Business Computer Software Applications	4
<b>Electives (Choose any one)</b>		
BLH2102	French I	2
BLH2101	Kiswahili I	2
	Audited	
BLH2104	Chinese I	-
BLH2105	German I	-
		21
<b>Semester two</b>		
BTT 2204	Tourism Product Development	4

BTT 2231	Travel and Tourism Marketing	4
BTT 2232	Travel Agency Management	4
BBS 2204	Business Research Skills	3
FIN 2215	Financial Management	4
	Electives (Choose any one)	
BLH 2202	French II	2
BLH 2201	Kiswahili II	2
	Audited	
BLH 2204	Chinese II	-
BLH 2205	German II	-
		21
<b>Recess Semester</b>		
BTT 2332	Industrial Training and Report	5
<b>YEAR THREE Semester one</b>		
BTT 3102	Sustainable Tourism Development	4
BTT 3102	Airlines Reservation System	4
BTT 3103	Tourism Entrepreneurship Development	3
BBA 3111	Strategic Management	4
BHR 3104	Principles of Human Resource Management	4
BLH 3135	French III	2
BLH 3136	Kiswahili III	2
<b>Audited</b>		
BLH 3137	Chinese III	-
BLH 3138	German III	-
		21
<b>Semester two</b>		
BTT 3231	Customer Care in Travel and Tourism	4
BTT 3240	Tourism and Travel Law	4
BTT 3232	Uganda Tourism Product/ fieldwork	4
BTT 3233	Travel Behavior Management	4
BTT 3243	Tourism Business Ethics	3
<b>Electives (Choose any one)</b>		
BLH 3202	French IV	2
BLH 3201	Kiswahili IV	2
	Audited	
BLH 3204	Chinese IV	-
BLH 3205	German IV	-