

**Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)**

**Syllabus of BBA in Heritage Tourism
Effective from academic session 2023-2024
Curriculum Structure**

1st Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC- 1	BTHM C101	Basics of Tourism, Principles, Policies&Practice	5	4	-	1	Offline
	CC -2	BTHM C102	Cultural Heritage of India	5	4	-	1	Offline
Minor	MO -1	MIC101	Computer Fundamental	3	2	-	1	Blended Mode
Interdisciplinary	GE -1		Any one from GE Baskets. Basket A or D	3	2	-	1	Offline
Ability Enhancement	AECC-1	AECC101	English and Professional Communication	2	2	-	-	Offline
Skill Enhancement	SEC-1	SEC181	Life Skills and Personality Development	2	2	-	-	Online /Sessional
Common Value Added (Sessional)	CVA-1	VAC181A	Yoga	2	2	-	-	Sessional
SEMESTER CREDIT				22				

2nd Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC-3	BTHM C201	Indian History & Culture	5	4	-	1	Offline
	CC-4	BTHM C202	Heritage Laws and Regulations	5	4	-	1	Offline
Minor	MO -2	MIC201	Management Information System	3	2	-	1	Blended Mode
Interdisciplinary	GE-2		Any one from GE Baskets. Basket B or E	3	2	-	1	Offline
Ability Enhancement	AECC-2	AECC201	Modern Indian Languages and Literature	2	2	-	-	Offline
Skill Enhancement	SEC-2	SEC201	IT Skills	2	2	-	-	Online / Sessional
Common Value Added (Sessional)	CVA-2	VAC281D	Environmental Studies	2	2	-	-	Sessional
SEMESTER CREDIT				22				

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3rd Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC-5	BTHM C301	Tourism Planning & Event Management	5	4	-	1	Offline
	CC-6	BTHM C302	Tourism Marketing	5	4	-	1	Offline
Minor	MO -3	MIC301A/B	Word and Power Point Spreadsheet Application with Excel	4	3	-	1	Blended Mode
Interdisciplinary	GE -3		Any one from GE Baskets. Basket C or F	3	2	-	1	Offline
Ability Enhancement	AECC-3	AECC301	The Constitution, Human Rights and Law	2	2	-	-	Offline
Skill Enhancement	SEC-3	SEC301	Understanding Basics of Cyber Security / Foreign Language (French)	2	2	-	-	Online / Sessional
SEMESTER CREDIT				21				

4th Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity Online / Offline/Blended
					L	P	T	
Major	CC-7	BTHM C401	Tourism Geography	4	3	-	1	Offline
	CC-8	BTHM C402	Tourism Management	4	3	-	1	Offline
	CC -9	BTHM C403	Tourism Principal & Practices	5	4	-	1	Offline
Minor	MO-4	MIC401 A	Basics of Operating System	4	3	-	1	Blended Mode
	MO-5	MIC402 A	Graphic Design with Photoshop and Illustrator	4	3	-	1	
Ability	AECC-4	AECC401	Society Culture and	2	2	-	-	Offline

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Enhancement			Human Behavior					
SEMESTER CREDIT				23				

5th Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC-10	BTHM C501	E-Tourism & Tourism Product	5	4	-	1	Offline
	CC-11	BTHM C502	Public Relation & Tourism Journalism	5	4	-	1	Offline
Minor	MO -6	MIC501 B	Introduction to Computer Network	4	3	-	1	Blended Mode
	MO -7	MIC502	E-Commerce and Application	4	3	-	1	
Skill Enhancement	SEC-4	SEC581	Internship to started after exam of 4 th semester(Semester Break) and completed within 5 th sem (weekends)	4				Online / Sessional
SEMESTER CREDIT				22				

6th Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC-12	BTHM C601	Strategic Tourism Management & Entrepreneurship Development in Tourism	5	4	-	1	Offline
	CC-13	BTHM C602	Travel Agencies & Organizations in Heritage Tourism	5	4	-	1	Offline
	CC-14	BTHM C603	Tourism Recourses & Management	4	3	-	1	Offline
Minor	MO-8	MIC601A	Web Development with HTML and CSS	4	3	-	1	Blended Mode
	MO-9	MIC602A	Internet and Networking	4	3	-	1	
SEMESTER CREDIT				22				

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7th Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC-15	BTHM C701	MICE Tourism	5	4	-	1	Offline
	CC-16	BTHM C702	Principals of Management	5	4	-	1	Offline
	CC-17	BTHM C703	Tourism Resources of India	4	3	-	1	Offline
Minor	MO -10	MIC701B	Introduction to Cyber Security and Cyber laws	4	3	-	1	Blended Mode
	MO -11	MIC702A	Digital Marketing	4	3	-	1	
SEMESTER CREDIT				22				

8th Semester

	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC-18	BTHM C 801	Tour Operation & Management	5	4	-	1	Offline
	CC-19	BTHM C 802	Wild Life & Adventure Tourism	5	4	-	1	Offline
Skill Enhancement	SEC-5	SEC881	Research Project	12				Online / Sessional
SEMESTER CREDIT				22				