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

Model curriculum structure for 4 year UG programs of "BBA in Heritage Tourism"

SEM	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online / Sessional)	Common Value added Course (Sessional)	Total Credits
Sem I	CC- 1: Basics of Tourism, Principles, Policies & Practice (5 credits) CC -2: Cultural Heritage of India (5 credits) (2 Sub x 5 credits)	M01:Computer Fundamental (3 credits)	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2credits)	Yoga / Health & Wellness / Sports / Physical Fitness and Wellness / Community Services (2credits)	22
Sem II	CC-3: Indian History & Culture (5 credits) CC-4: Heritage Laws and Regulation (5 credits) (2 Sub x 5 credits)	M02: Management Information System (3 credits)	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2credits)	IT Tools for Business / Monetizing Social Media or Design Thinking (2 credits)	Critical Thinking / NSS / Mental Health / Environmental Studies (2 credits)	22
Sem III	CC-5: Tourism Planning & Event Management CC-6: Tourism Marketing (2 Sub x 5 credits)	M03: Word and Power Point & Spread sheet Application with Excel (4 credits)	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21

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Sem IV	CC-7: Tourism Geography (4 credits) CC-8: Tourism Management (4 credits) (2sub x 4 credits) CC -9: Tourism Principal & Practices (5 credits) (1sub x 5 credits)	M04: Basics of Operating System/ Database Management with SQL/ PHP Programming & Web Development (4 credits) M05: Graphic Design with Photoshop and Illustrator/Unix And Shell Programming/ Advanced Excel & Data Analytics (4 credits)		Society Culture and Human Behavior / Universal Human Values (UHV) (2 credits)		**23**
Sem V	CC-10: E-Tourism & Tourism Product (5 credits) CC-11: Public Relation & Tourism Journalism 5 credits) (2sub x 5 credits)	M06: Cloud Computing / Introduction to Computer Network (4 credits) M07: E-commerce and Application (4 credits)			Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends) (4 credits)	**22**
Sem VI	CC-12: Strategic Tourism Management & Entrepreneurship Development in Tourism CC-13: Travel Agencies & Organizations in Heritage Tourism	M08: Web Development with HTML and CSS (4 credits) M09: Internet and Networking / ERP (4 credit)				**22**

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	(2subx 5 credits) CC -14: Tourism Recourses & Management (1sub x 4 credits)						
Sem VII	CC-15: MICE Tourism (5 credits) CC-16:Principals of Management (5 credits) (2sub x 5 credits) CC-17: Tourism Resources of India (4 credit) (1subx 4 credit)	M10: Software Project Management / Introduction to Cyber Security and Cyber Laws (4 credits) M11: Digital Marketing / Data Analysis and Interpretation (4 credits)					**22**
Sem VIII	CC-18: Tour Operation & Management (5 credits) CC-19: Wild Life & Adventure Tourism (5 credits) (2sub x 5 credits)				Research Project (12 credits)		**22**
	19 sub - 91 credits	**11sub – 42 credits**	**3sub –09 credits**	**4sub–08 credits**	**3 sub & Internship & Project -22 credits**	**2sub–4credits**	**176**

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Note:

1. Normally all 5 credit courses will be either theory (3) + practical (2) {100+100 marks] or theory (4) + tutorial (1) [100 marks]

2. Normally all 4 credit courses will be either theory (3) + tutorial (1) or   theory (4) [100 marks]

3. Normally all 3 credit courses will be theory (3) – Inter disciplinary (5 to 6 baskets) [100 marks]

4. Normally all 2 credit courses AEC/SEC/CVA would be theory or online course

5. 7/8th semester Major subjects could include Projects in core, if required

6. 100 / 200 / 300 / 400 level should be maintained as per UGC document

7. For online course (Skill Enhancement Course) credits=30 hours.