

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Heritage Tourism
(Effective for 2020-2021 Admission Session)
Choice Based Credit System (CBCS)
140 Credit (3-Year UG) MAKAUT Framework w.e.f 2020-21

4th Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online / Offline/Blended	Proposed MOOCs
				L	P	T		
CC	BTHM C401	Tourism Geography	6	5	-	1	Offline	
	BTHM C402	Tourism Management	6	5	-	1	Offline	
	BTHM C403	Tourism Principles and Practices	6	5	-	1	Offline	
GE	GE 4B-0	Any one from GE Basket	6	4	2	-	Offline	
AECC	BTHM (HU) A405	Basics of Business Communication & Soft Skills	2	1	1	-	Offline	
SEMESTER CREDIT			26					

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SEMESTER-IV

Paper: Tourism Geography

Code: BTHMC401

Contacts Hours / Week: Credits: 6

Theory

Objectives:	
<ol style="list-style-type: none"> 1. To understand different geographical features of tourism 2. To give an insight into various holiday destinations, and develop their role as travel professional. 3. To understand the process and linkage responsible for generation of tourism flows. 	
Course Content	
Unit 1	Introduction to Geography – Meaning and definition, scope and contents of geography of tourism – Major land forms – Mountains, Plains, Plateaus and valleys, relationship between tourism and geography, elements of Geography — Major Oceans, Seas, Mountains.
Unit 2	Physical geography of Asia - Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Japan, Nepal (in brief).
Unit 3	Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland
Unit 4	Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World’s continents -destinations on world map.
Unit 5	Major tourist attractions around the world – North America, South America, Europe, Asia, Africa and Australasia.

Suggested Readings:

1. A Geography of Tourism – Robinson HA
2. The Geography of Travel & Tourism – Burton Rosemary
3. The Geography of Travel & Tourism – Boniface B. & Cooper C.
4. Encyclopedia of World Geography

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Paper: Tourism Management

Code: BTHMC402

Contacts Hours / Week: Credits: 6

Theory

Objectives:	
<ul style="list-style-type: none"> • To understand the basic concept and various components of management 	
Course Content	
Unit 1	MANAGEMENT THEORIES AND CONCEPTS- Meaning and definitions of management; Nature, Significance, objectives and functions of management; levels of management; principles of management (Henry Fayol and F.W. Taylor): Role, attributes and qualities of manager; approaches to management
Unit 2	PLANNING AND DECISION MAKING- Nature and purpose of planning; types of plans, planning process, advantages and limitations of planning; Objectives: Nature and types of objectives; Importance of Objectives; Management by objective - Decision-making: process of decision making; decision making techniques; importance and limitation of decision making
Unit 3	ORGANISING & STAFFING - Nature and purpose of organizing; formal and informal organization; Delegation of Authority and responsibility; Decentralization, Methods of decentralization- Staffing: Nature and purpose of staffing; human resource planning; recruitment, selection, training, compensation and performance appraisal.
Unit 4	DIRECTING - Nature and importance of direction; Motivation: meaning & importance; theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation, Hygiene theory, room's Expectancy theory); Leadership: Meaning, theories of leadership (Trait theory, Behavioural theories, Situation theories, The Path Goal Theory, Integrated Leadership Model). Communication: Meaning, process and barriers to communication.

Suggested Readings:

1. Koontz Herold & Weihrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc. Graw Hill Publishers, New Delhi.
2. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
3. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.
4. Sherleker & Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.
5. Herold Koontz, Heinz Weihrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.

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Paper: Tourism Principles and Practices

Code: BTHM C403

Contacts Hours / Week: Credits: 6

Theory

Objectives:	
1. To realize the potential of tourism industry in India	
2. To understand various elements of tourism management	
3. To evaluate the role of various organization of tourism	
Course Content	
Unit 1	Growth and development of tourism in India – Travel and Travelers in ancient India, Travel during Medieval age, the period of European trade, tourism in Independent India
Unit 2	Tourist motivation – Factors – types – push and pull factors – Determinants of tourism – psychological, cultural, economic, personal and social; Barriers to travel
Unit 3	Impact of tourism – Meaning, positive and negative impacts of tourism – Social, cultural, economic and environmental impacts
Unit 4	International conventions – Warsaw convention 1924, Chicago convention 1944, UN declaration, and Manila declaration (general details only)
Unit 5	Profile of Indian Tourism- Nature, Characteristics and Components of Indian Tourism-Role of Department of Tourism-NTO and ITDC in Promoting Indian Tourism

Suggested Readings:

1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi (Vol. 1 & 2)
2. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall. London
3. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
4. Bhatia, A.K. (2010) : International Tourism Management, Sterling, New Delhi
5. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
6. Christopher.J. Hollway; Longman (2012) ; The Business of Tourism, Pearson , New York
7. Babu et al., Tourism Development: Sage publishers , New Delhi

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Paper: Basics of Business Communication & Soft Skills

Code: BTHM A405

Contacts Hours / Week: Credits: 2

Theory

Objectives: 1. To learn the basics of communication needed for tourism industry 2. To understand the basics of business correspondence	
Course Content	
Unit 1	Communication: meaning, definition, scope and principles. Introduction to Business Communication, Basic Forms of Communication, Process of Communication, 7 C's of communication; Mal-functions of communication, Business Etiquette, Technology of Business Communication
Unit 2	Elements of communication, types, effectiveness of communication, barriers of communication. Writing skills: sales and persuasive letters.
Unit 3	Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing
Unit 4	Non-verbal communication: Facial expressions, gazes, stare; Body language, touching; Micro expressions, cognitive factors. Attribution; A brief study of corporate communication, group communication, audience analysis, grapevine. Writing skills: Job application and CV, Report and proposals
Unit 5	Concepts of communication gap and break down. Communication with media through news releases. Communication in an organization through advertising. Concept of whole communication. Vot's model of interdependence in communication.

Suggested Readings:

1. Phillip, Louis (1975) ; Organizational Communication: The Effective Management, Grid, Incorporated
 2. Raman, Meenakshi and Sharma, Sangeeta (2012); Technical Communication: Principles and Practice, OUP India, New Delhi
 3. Ross, Robert D (1977); The Management of Public Relations, Wiley, London
 4. Stephenson, James (1937); Principles and Practice of Commercial Correspondence
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