

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

Curriculum Structure

1st Semester

Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity Online /Offline/Blended	Proposed MOOCs
				L	P	T		
CC	BTHM C101	Basics of Tourism, Principles, Policies & Practice	6	5	-	1	Offline	
	BTHM C102	Cultural Heritage of India	6	4	-	2	Offline	
GE		Any one from GE Basket	6		-		Offline	
AECC	BTHM (HU) A101	English Communication	2	-	-	2	Online	
SEMESTER CREDIT			20					

2nd Semester

Subject Type	Subject Code	Subjects Name	Total Credit Point	Credit Distribution			Mode of Activity Online / Offline /Blended	Proposed MOOCs
				L	P	T		
CC	BTHM C201	Indian History & Culture	6	5	-	1	Offline	
	BTHM C202	Heritage Laws and Regulations	6	5	-	1	Offline	
GE		Any one from GE Basket	6			-	Offline	
AECC	BTHM (HU) A201	Environmental Science	2	2	-	-	Offline	
SEMESTER CREDIT			20					

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3rd Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online / Offline/Blended	Proposed MOOCs
				L	P	T		
CC	BTHM C301	Tourism Planning & Event Management	6	5	-	1	Offline	
	BTHM C302	Tourism Marketing	6	4	-	2	Offline	
	BTHM C303	Transportation Management	6	4	-	2	Offline	
GE		Any one from GE Basket	6	4	-	2	Offline	
SEC	BTHM (HU) A305	Foreign Language (French/Spanish/Chinese)	2	-	-	2	Offline	
SEMESTER CREDIT			26					

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		Any one from GE Basket	6	4	2	-	Offline	
SEC	BTHM (HU) A405	Basics of Business Communication & Soft Skills	2	1	1	-	Offline	
SEMESTER CREDIT			26					

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5th Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online /Offline /Blended	Proposed MOOCs
				L	P	T		
CC- 11	BTHM C501	E-Tourism & Tourism Product	6	5	-	1	Offline	
CC -12	BTHM C502	Public Relation & Tourism Journalism	6	5	-	1	Offline	
DSE-1	BTHM D503	Human Resource Management in Tourism	6	5	-	1	Offline	
DSE-2	BTHM D504	Computer Application in Tourism	6	4	2	-	Offline	
SEMESTER CREDIT			24					

6th Semester

Subject Type	Course Code	Course Name	Credit Point	Credit Distribution			Mode of Activity Online / Offline /Blended	Proposed MOOCs
				L	P	T		
CC- 13	BTHM C601	Strategic Tourism Management & Entrepreneurship Development in Tourism	6	5	-	1	Offline	
CC -14	BTHM C602	Travel Agencies & Organizations in Heritage Tourism	6	5	-	1	Offline	
DSE-3	BTHM D603	Business Laws in Travel & Tourism	6	5	-	1	Offline	
DSE-4	BTHM D681	Internship & Study Tour Report(Based on Industry /Govt. Institution)	6	4	2	-	Offline	
SEMESTER CREDIT			24					