

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

Semester VII								
	Subject Type	Subject Code	Subjects Name	Credit Point	Credit Distribution			Mode of Activity(Online / Offline/Blended)
					L	P	T	
Major	CC-15	BTHMC701	MICE Tourism	5	4	-	1	Offline
	CC-16	BTHMC702	Principles of Management	5	4	-	1	Offline
	CC-17	BTHMC703	Tourism Resources of India	4	3	-	1	Offline
Minor	MO -10	BTHM C704	Introduction to Cyber Security and Cyber laws	4	3	-	1	Blended Mode
	MO -11	BTHMC705	Digital Marketing	4	3	-	1	
	SEMESTER CREDIT			22				

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Detailed Syllabus

Subject Type: CC-15

Subject Name: MICE Tourism

Subject Code: BTHMC701

Total Credits: 5

Credit Distribution (L-T-P): 4-1-0

Total Contact Hours: 75

Maximum Marks: 100 (End Semester Exam: 70 & Continuous Assessment: 30)

Course Objectives

1. To introduce students to the concept, scope, and significance of MICE Tourism.
2. To develop understanding of planning, organizing, and managing MICE events.
3. To familiarize students with infrastructure, marketing, and operational aspects of MICE destinations.
4. To provide knowledge of budgeting, logistics, and risk management in MICE tourism.
5. To enhance managerial skills required for professional event management in the tourism sector.

Course Outcomes (COs)

After completion of the course, students will be able to:

CO1: Explain the concept, components, and importance of MICE Tourism.

CO2: Analyze the role of MICE tourism in economic and heritage destination development.

CO3: Plan and organize meetings, conferences, exhibitions, and events effectively.

CO4: Apply marketing strategies and budgeting techniques for successful MICE operations.

CO5: Evaluate challenges and future trends in the MICE tourism industry.

Subject Name: MICE Tourism	
Subject Code: BTHMC701	
Course Content	
Unit 1	Introduction to MICE Tourism • Meaning, Concept and Evolution of MICE • Components of MICE: Meetings, Incentives, Conferences, Exhibitions • Importance and Economic Impact of MICE Tourism • Growth and Development of MICE Tourism in India and Abroad • Role of Government and Private Sector Hours allotted:15
Unit 2	Planning and Organizing MICE Events

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	• Event Planning Process • Types of Meetings and Conferences • Site Selection and Venue Management • Event Logistics and Scheduling • Stakeholders in MICE Industry Hours allotted:15
Unit 3	Marketing and Promotion of MICE Tourism • Marketing Strategies for MICE • Destination Branding and Positioning • Role of Technology in MICE Promotion • Digital Marketing and Social Media in Event Promotion • Customer Relationship Management (CRM) in MICE Hours allotted:15
Unit 4	Financial and Operational Management • Budget Preparation and Cost Control • Sponsorship and Fundraising • Risk Management and Crisis Handling • Legal and Ethical Issues in Event Management • Evaluation and Post-Event Reporting Hours allotted:15
Unit 5	MICE and Heritage Tourism Integration • Role of Heritage Sites in MICE Tourism • Sustainable Practices in MICE • Cultural Events and Festivals as MICE Products • Case Studies of Successful MICE Destinations (India & International) Hours allotted:15

Recommended Readings

1. Swarbrooke, J., & Horner, S. (2016). *Business Travel and Tourism*. Routledge, London.
2. Rogers, T. (2013). *Conferences and Conventions: A Global Industry*. Routledge, London.
3. Fenich, G. G. (2019). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. Pearson Education.
4. Davidson, R., & Cope, B. (2003). *Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel*. Pearson Education.
5. Shone, A., & Parry, B. (2013). *Successful Event Management: A Practical Handbook*. Cengage Learning.
6. Getz, D. (2012). *Event Studies: Theory, Research and Policy for Planned Events*. Routledge.
7. Holloway, J. C., Humphreys, C., & Davidson, R. (2012). *The Business of Tourism*. Pearson Education.
8. Negi, J. (2004). *Event Management in India*. Rajat Publications.
9. Bhatia, A. K. (2006). *The Business of Tourism Management*. Sterling Publishers.

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10. Ministry of Tourism, Government of India. *India Tourism Statistics* (Latest Edition).

Subject Name: Principles of Management

Subject Code: BTHMC702

Credit Distribution: (Lecture–4, Tutorial–1, Practical–0)

Total Contact Hours: 75

Total Credits: 5

Maximum Marks: 100 (End Semester Exam: 70 & Continuous Assessment: 30)

Course Objectives

The course aims to:

1. Develop understanding of basic concepts, principles, and functions of management.
2. Familiarize students with classical and modern management theories.
3. Enhance managerial skills required in tourism and heritage sector organizations.
4. Provide knowledge of planning, organizing, staffing, directing, and controlling functions.
5. Prepare students for supervisory and managerial roles in tourism and hospitality industries.

Course Outcomes (COs)

After completion of the course, students will be able to:

CO1: Explain fundamental concepts and evolution of management thought.

CO2: Apply management functions in tourism and heritage organizations.

CO3: Analyze leadership, motivation, and communication processes in organizations.

CO4: Demonstrate understanding of decision-making and control techniques.

CO5: Evaluate contemporary management challenges in tourism sector.

Subject Name: Principles of Management	
Subject Code: BTHMC702	
Course Content	
Unit 1	Introduction to Management • Meaning, Nature and Scope of Management • Management as Science, Art and Profession • Levels of Management • Functions of Management • Development of Management Thought ○ Classical Theory (Taylor, Fayol) ○ Neo-Classical Theory ○ Modern Management Approaches

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	Hours allotted:15
Unit 2	Planning and Decision Making • Meaning and Importance of Planning • Types of Plans • Planning Process • Decision Making: Meaning and Process • Techniques of Decision Making • Forecasting and its importance in Tourism Hours allotted:15
Unit 3	Organizing and Staffing • Meaning and Principles of Organization • Types of Organization Structure • Line, Functional, Line & Staff • Delegation and Decentralization • Staffing Process • Recruitment and Selection in Tourism Sector Hours allotted:15
Unit 4	Directing and Leadership • Meaning and Elements of Direction • Leadership: Meaning and Styles • Motivation: Theories (Maslow, Herzberg) • Communication Process • Barriers to Communication • Supervision Hours allotted:15
Unit 5	Controlling • Meaning and Importance of Control • Control Process • Types of Control • Budgetary and Non-Budgetary Control • Performance Evaluation in Tourism Organizations Hours allotted:15

Recommended Readings

1. Koontz, H., Weihrich, H., & Cannice, M. V. *Essentials of Management: An International and Leadership Perspective*. McGraw Hill Education.
2. Robbins, S. P., & Coulter, M. *Management*. Pearson Education.
3. Robbins, S. P., DeCenzo, D. A., & Bhattacharya, S. *Fundamentals of Management: Essential Concepts and Applications*. Pearson India.
4. Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. *Management*. Pearson Education.
5. Tripathi, P. C., & Reddy, P. N. *Principles of Management*. McGraw Hill Education (India).

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6. Gupta, C. B. *Management: Theory and Practice*. Sultan Chand & Sons.
7. Drucker, P. F. *The Practice of Management*. Harper Business.
8. Prasad, L. M. *Principles and Practice of Management*. Sultan Chand & Sons.
9. Khanka, S. S. *Management: Concepts and Practices*. S. Chand Publishing.
10. Jones, G. R., & George, J. M. *Contemporary Management*. McGraw Hill Education.

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Subject Name: Tourism Resources of India

Subject Code: BTHMC703

Credit Distribution: (Lecture-3, Tutorial-1, Practical-0)

Total Credits: 4

Total Contact Hours: 60

Maximum Marks: 100 (End Semester Exam: 70 & Continuous Assessment: 30)

Course Objectives

1. To provide comprehensive knowledge about the major tourism resources of India.
2. To develop understanding of natural, cultural, historical, and man-made tourism resources.
3. To familiarize students with India's heritage wealth and its tourism potential.
4. To analyze the role of tourism resources in economic development and sustainable tourism.
5. To develop skills in identifying and promoting tourism resources responsibly.

Course Outcomes (COs)

After successful completion of the course, students will be able to:

CO1: Identify and classify various tourism resources of India.

CO2: Explain the significance of cultural, historical, and natural tourism resources.

CO3: Analyze the tourism potential of different regions of India.

CO4: Evaluate the role of heritage conservation in sustainable tourism development.

CO5: Apply knowledge of tourism resources in tour planning and destination promotion.

Subject Name: Tourism Resources of India	
Subject Code: BTHMC703	
Course Content	
Unit 1	Introduction to Tourism Resources • Concept and Definition of Tourism Resources • Classification of Tourism Resources • Natural vs. Man-made Resources • Tangible and Intangible Heritage • Tourism Resource Mapping • Role of Tourism Resources in Destination Development Hours allotted:15
Unit 2	Natural Tourism Resources of India

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	• Physiographic Divisions of India • Mountains (Himalayas), Hill Stations • Rivers and Water Bodies (Ganga, Brahmaputra, Backwaters of Kerala) • Beaches and Coastal Tourism (Goa, Andaman & Nicobar) • Deserts (Rajasthan) • Wildlife Sanctuaries and National Parks • Biosphere Reserves and Ecotourism Hours allotted:15
Unit 3	Cultural and Historical Tourism Resources • UNESCO World Heritage Sites in India • Monuments and Architectural Heritage (Taj Mahal, Qutub Minar, Khajuraho, Konark) • Forts, Palaces, and Temples • Museums and Art Galleries • Religious Tourism (Char Dham, Varanasi, Ajmer Sharif, Golden Temple) • Fairs and Festivals (Kumbh Mela, Durga Puja, Pushkar Fair) • Handicrafts, Cuisine, Folk Art and Performing Arts Hours allotted:15
Unit 4	Contemporary and Emerging Tourism Resources • Adventure Tourism Resources • Medical and Wellness Tourism (Ayurveda, Yoga) • Rural and Village Tourism • Heritage Hotels and Palace Tourism • Film Tourism • Cruise Tourism • Smart Tourism Destinations • Sustainable Use of Tourism Resources Hours allotted:15

Recommended Readings

1. **A.K. Bhatia** – *Tourism Development: Principles and Practices* (Sterling Publishers).
2. **A.K. Bhatia** – *The Business of Tourism: Concepts and Strategies* (Sterling Publishers).
3. **S. K. Bhatia** – *Tourism in India: History and Development* (Deep & Deep Publications).
4. **Romila Chawla** – *Tourism in India* (Sonali Publications).
5. **M. L. Jhingan** – *Environmental Economics* (for eco-tourism and sustainable resource context).
6. **Ministry of Tourism, Government of India** – *India Tourism Statistics* (Latest Edition).
7. **India Tourism Development Corporation (ITDC)** – Official Publications and Reports.
8. **Arun Kumar & N. Meenakshi** – *Tourism Management* (Vikas Publishing).
9. **Sampad Kumar Swain & Jitendra Mohan Mishra** – *Tourism: Principles and Practices* (Oxford University Press).
10. **UNESCO World Heritage Centre** – Official Website and Documentation (for World Heritage Sites in India).

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11. **Ministry of Culture, Government of India** – Publications on Cultural and Heritage Resources.
12. **R.K. Sharma** – *Cultural and Heritage Tourism in India* (Commonwealth Publishers).