

# M.B.A. (HERITAGE TOURISM MANAGEMENT) (TWO YEARS FULL TIME PROGRAMME)

## SEMESTER I (Odd Semester)

Paper Code	Course	CRC	Credit	Remarks
HTM-101	Exploring India's Ancient Historical Sites	3	3	
HTM-102	Indian Society and Culture	3	3	
HTM-103	Survey of Indian Museums	3	3	
HTM-104	Conceptual Framework of International Tourism	3	3	
HTM-105	Financial Management	3	3	
HTM-106	Introduction to Computer	3	3	
HTM-107	Communication Skills	3	3	
HTM-108	Assignment		3	
HTM-109	Seminar		3	
	Total Valid Credits		24	
HTM-110	Comprehensive Viva (Valid Credits)		2	
	Total Credits		26	



2015-2017

## SEMESTER II (Even Semester)

**SCHOOL OF STUDIES IN TOURISM AND TRAVEL MANAGEMENT,**  
**JIWAJI UNIVERSITY**  
**GWALIOR-474011**

Paper Code	Course	CRC	Credit	Remarks
HTM-201	Understanding Culture	3	3	
HTM-202	Participation and Travel Agent	3	3	
HTM-203	Tourism Policy and Planning	3	3	
HTM-204	Computing and Information System	3	3	
HTM-205	Assignment		3	
HTM-206	Seminar		3	
HTM-207	Marketing Management	3	3	
HTM-208	Assignment		3	
HTM-209	Final Viva		3	
	Total Valid Credits		24	
HTM-210	Comprehensive Viva (Valid Credits)		2	
	Total Credits		26	

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**M.B.A. (HERITAGE TOURISM MANAGEMENT)**  
**(FOUR SEMESTER PROGRAM)**  
**(CBCS - 2015-2016)**

**SEMESTER I (Odd Semester)**

Paper Code	Course	CRC	L	T	P	Credit	Remarks
HTM-101	Exploring India through Historical Period	Core	3		-	03	
HTM -102	Indian Society and Culture	Core	3		-	03	
HTM -103	Survey of Indian Museums and Art Galleries	Core	3		-	03	
HTM -104	Conceptual Framework of Domestic and International Tourism	Core	3		-	03	
HTM -105	Financial Management	Core	3		-	03	
HTM -106	Fundamentals of Computer	Core	2		1	03	
HTM -107	Communication Skills and Public Relation	Core	2		-	02	
HTM -108	Assignment				1	01	
HTM -109	Seminar				1	01	
	<b>Total Valid Credits</b>					<b>22</b>	
HTM -110	Comprehensive Viva (Virtual Credit)				4	04	
	<b>Total Credits</b>					<b>26</b>	

**SEMESTER II (Even Semester)**

Paper Code	Course	CRC	L	T	P	Credit	Remarks
HTM-201	Religion and Philosophy of India	Core	3		-	03	
HTM -202	Understanding Culture, Traditions, Festivals and Fairs of India	Core	3		-	03	
HTM -203	Travel Agency and Tour Operations	Core	3		-	03	
HTM -204	Tourism Policy and Planning	Core	3		-	03	
HTM -205	Computing and Information System in Tourism	Core	2		1	03	
HTM -206	Attraction Management	Core	3		-	03	
HTM -207	Assignment				1	01	
HTM -208	Seminar				1	01	
	<b>Total Valid Credits</b>					<b>20</b>	
HTM -209	Comprehensive Viva (Virtual Credit)				4	04	
	<b>Total Credits</b>					<b>24</b>	

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### SEMESTER III (Odd Semester)

Paper Code	Course	CRC	L	T	P	Credit	Remarks
HTM-301	Indian Dance and Music	Core	3		-	03	
HTM -302	Indian Handicrafts	Core	3		-	03	
HTM -303	Pilgrimages of India	Core	3		-	03	
HTM -304	Heritage Tourism Planning and Management	Core	3		-	03	
HTM -305	Foreign Language (French)* Foreign Language (English)*	C..Elective C..Elective	3		-	03	
HTM -306	Accommodation Management	G.Elective	3		-	03	
HTM -307	Study Tour Report	Core			4	04	
	<b>Total Valid Credits</b>					<b>22</b>	
HTM -308	Comprehensive Viva (Virtual Credit)		-		4	04	
	<b>Total Credits</b>					<b>26</b>	

### SEMESTER IV (Even Semester)

Paper Code	Course	CRC	L	T	P	Credit	Remarks
HTM-401	Understanding Indian Art and Architecture	Core	3		-	03	
HTM -402	Visitors and Destination Management	Core	3		-	03	
HTM -403	Management of Human Resources	Core	3		-	03	
HTM -404	Managerial Process and Organization Behaviour	Core	3		-	03	
HTM -405	Foreign Language (French)* Foreign Language (English)*	C..Elective C..Elective	3		-	03	
HTM -406	Preservation and Conservation of Cultural Property	G.Elective	3		-	03	
HTM -407	Industrial Training	Core			8	08	
	<b>Total Valid Credits</b>					<b>26</b>	
HTM-408	Comprehensive Viva (Virtual Credit)				4	04	
	<b>Total Credits</b>					<b>30</b>	

\*Out of two, student may select any one Centric Elective (C.Elective).

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**MBA(HTM) 101**  
**EXPLORING INDIA THROUGH HISTORICAL PERIOD**

Theory: 60  
Internal: 40  
(Credit : 03)

**UNIT – I**

A general survey of Pre-historic and Proto-historic Age, Sixteen Mahajanpadas and Mauryan Empire.

**UNIT – II**

Early history: Indo – Greek, Saka, Parthian, Shunga, Kushana, Gupta and Vardhana.

**UNIT – III**

Rajputa Period: Pratihara, Pala, Rashtrakuta, Pallava, Chalukya, Chola, Chandella and Chahmana.

**UNIT – IV**

Sultanate Period – Slave, Khalji, Tughluq, Saiyad and Lodhi dynastics.

**UNIT – V**

Mughal Period and British India - Babar, Humaun, Shershah Suri, Akbar, Jahangir, Marathas, Aurangzeb, Shahajahan and a brief history of British India.

**SUGGESTED READING:**

1. H.C. Ray Chaudhary: Political History of Ancient India.
2. Romila Thapar : Ancient India.
3. Vidya Bhavan Series

**MBA(HTM): 102**

**INDIAN SOCIETY AND CULTURE**

Theory: 60  
Internal: 40  
(Credit : 03)

**UNIT – I**

A panoramic view of Indian society through the different stages of evolution such as Varnashram. India's images overseas, how to project India's correct images.

**UNIT – II**

Structure of Indian society: Marriage, Family, Sanskar, Purushartha, Caste and Class.

**UNIT – III**

Communities of faith: Hindu, Muslim, Sikh, Christian, Jain, Buddhist, Tribals.

**UNIT – IV**

Indian Culture and Value Systems: Spiritualism, materialism, humanism and universalism.



