

दिल्ली विश्वविद्यालय

UNIVERSITY OF DELHI

Bachelor of Arts (Vocational Studies) Tourism Management

(Effective from Academic Year 2019-20)



Revised Syllabus as approved by

Academic Council

Date:

No:

Executive Council

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate
Women's Education Board and School of Open Learning**

Preamble

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (VS) Tourism Management offers updated subject knowledge and skills for continuous academic and professional growth in the field of tourism. Through this discipline, student will attain professional and technical skills to effectively integrate knowledge with practice.

The University of Delhi hopes the LOCF approach of the programme B.A. (VS) Tourism Management will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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1. INTRODUCTION TO PROGRAMME

Tourism is a socio-economic phenomenon, it has enormous economic implications; it is an important means of peace, harmony, socio-economic development, cultural integration entrepreneurship and employment generations. It promotes sustainable development and environmental conservation simultaneously. Intellectuals and researchers both, from developed & developing countries have appropriately acknowledged the necessity of tourism education. The success of tourism industry depends upon the effective & efficient trained human resource. The proper education of tourism discipline can create the effective and efficient tourism professional. This course attempts to discuss the various facets of tourism education. Tourism is the amalgamation of the various industries and disciplines so this course creates a better understanding of different fields of tourism education like transportation industry, hospitality industry, management of various tourism business and other connected disciplines and industries. It's an emerging field of higher study, policy makers, administrators, researchers become more aware about the impacts of tourism education. Imparting proper tourism education results in increased employment opportunities, high level public awareness and change in taste and preferences. Indian tourism is enriched with varied and vast tourism resources, it needs professionally trained human resource to develop and promote the Indian tourism products to the global market. In present scenario Tourism industry and education both are the major concerns of the world. Developing nations and least developed nations both are attempting to project their tourism in the knowledge based society. Managerial skills in tourism industry are the need of hour in present time to cater the needs of experienced, enriched and technology equipped tourists.

2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING

2.1 Nature and extent of the B.A. (VS) Tourism Management

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Tourism is multidisciplinary in approach, tourism students study about Sociology to know why do people travel? Does a consumer's social position have any influence on his decision about the type of product he is going to buy? What is the role of education in choosing a type of holiday? Are tourism products or tourist destinations subject to fashion? How important is disposable income of potential tourists? Tourism students study Economics to understand the Input-output analysis; Tourism Satellite Accounts; yield management; political constraints and incentives including taxation policies; Tourism takes the help of Psychology to know the types of tourists; dealing with "difficult clients"; psychological barriers to travelling. Characterise people who prefer to travel in groups and those who travel independently. Why should they be handled in a different way? Tourism as a fashion; changing visitors' tastes and preferences; Anthropology is also a part of tourism education which explain the different phenomenon like dealing with clients according to their types; solving problems. It takes the help of Political Science to know about the political stability; foreign affairs and diplomacy; types of barriers to travel; How can a government intervene (incentive and disincentive policies)? Visa policy (time demanding, costly, etc.); currency policy (unfavourable exchange rates, day limits, extra charges); customs policy can

be either incentive. Geography helps understanding the tourist regions according to the WTO; characteristic features of regions and their strengths and weaknesses; proximity; accessibility; climate; risks; level of development; etc. Tourism also takes the help of Ecology to develop the understanding about sustainable development of tourism, carrying capacities, Limits of Acceptable Change; zoning; site planning; landscaping; architectural design of buildings; Visitor Management Systems (controlling visitor flow); waste management; ecological means of transport within the destination; Agriculture: Rural tourism; accommodation at farm houses (at operating farms); supply of local products; Parks and Recreation: Attractions; holiday centres; theme parks; animation in resorts; Urban and Regional Development: National heritage; tourism in historic town centres; tourist flow management; carrying capacities of a region, see also ecology; Discuss the links between the level of tourism and the infrastructure of the region. Which institutions and local authorities are vital for the development of the tourism industry? Discuss the benefits of tourism as an important job generator for local population. Different functional areas of management are also useful for tourism study like Marketing which helps in understanding Supply-side and demand-side oriented market research; niche markets; target groups; advertising; promotional campaigns; in-house marketing; role of “word-of-mouth” marketing; loyalty programmes; special offers; ability of decision-makers to market and promote the destination effectively; Tourism Law helps in understanding Customer protection, contracts, documents, insurance policies laws related to hotel and frontier formalities. Business studies is useful in understanding the Structure of companies; competence; types of management; chains versus independent establishments and globalisation versus national identity; forms of ownership; human resources- recruitment, training; Transportation is useful in understanding the accessibility; transport infrastructure; types of transport and their specifics; fleet planning; types of travel documents; loyalty programmes and their consequences for the number of passengers; Hotel and Restaurant Administration is useful to understand specific features of running a hotel or an independent restaurant; types of rates; occupancy; specific features of jobs in hospitality; specific requirements on labour force, see also: business; Education: Types of schools; in-house training courses; certificates and their compatibility

2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VS) Tourism Management

The overall aims of bachelor's degree programme in tourism are to:

- i. Interpret practical, theoretical and personal skills required for management roles within a variety of international hotel and tourism organisations.
- ii. Synthesise strategic, organisational and marketing processes of a commercial hospitality enterprise within the context of the global nature of the business.
- iii. Cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions.
- iv. Confidently debate, research and synthesise theories while evaluating organisational learning.
- v. Critically analyse different multilateral institutions and transnational organisations including an evaluation of their impacts involved in international tourism and heritage tourism management

3. GRADUATE ATTRIBUTES IN SUBJECT

3.1 Lifelong Learning

Update their subject knowledge and skills for continuous academic and professional growth.

3.2 Disciplinary Knowledge

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

3.3 Communication Skill

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

3.4 Cooperation/Team work

A graduate entrepreneur uses his creativity and applies strategic thinking to create effective business plans along with creative social opportunities to strengthen his coursework and build his professional network with real-world experience.

3.5 Information/digital literacy

Demonstrates basic knowledge of computers and use of software's such as word, excel & power point.

3.6 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

3.7 Research-related skills

To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

3.7 Problem solving

As a student in the program, one learns to work effectively as both a member and a leader in team problem-solving and decision-making situations, incorporate the perspectives and contributions of individuals from diverse groups to create inclusive work environments, demonstrate professional preparation and conduct to meet professional standards in business settings, and employ multiple mediums of communication in a variety of business settings to express, assimilate, and analyse information and ideas to facilitate collaboration and achieve goals.

3.8 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

4. Qualification Description

Bachelor's degrees in Tourism are awarded to students who have demonstrated:

- A systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline.
- An ability to deploy accurately established techniques of analysis and enquiry within a discipline.
- Conceptual understanding that enables the student:
 - To devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline
 - To describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.
- An appreciation of the uncertainty, ambiguity and limits of knowledge.
- The ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).

Holders of the qualification will be able to:

- Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects
- Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem
- Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

And holders will have:

- The qualities and transferable skills necessary for employment requiring:
 - The exercise of initiative and personal responsibility
 - Decision-making in complex and unpredictable
 - The ability needed to undertake appropriate further training of a professional

5. Programme Learning Outcome in Course

Graduates of the Bachelor of Tourism Management will be able to:

1. Context of Tourism
 - Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
 - Critique tourism practices for their implications locally and globally.

2. Knowledge of Tourism

- Interpret and evaluate tourism as a phenomenon and as a business system.
- Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
- Identify and assess relationships and networks relative to building tourism capacity.

3. Professional Skills

- Apply relevant technology for the production and management of tourism experiences.
- Plan, lead, organize and control resources for effective and efficient tourism operations.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
- Develop and evaluate tourism policy and planning initiatives.

4. Ethics and Values

- Demonstrate commitment to ethical practices of tourism.
- Actively engage in the world as global citizens.
- Practice empathy and respect for diversity and multicultural perspectives.
- Apply principles of sustainability to the practice of tourism in the local and global context.

5. Communication

- Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.
- Value and practice active listening, critical thinking, and critical reading.
- Distinguish and produce forms of communication relevant to academia, business, government, and industry.
- Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

6. Critical Thinking & Problem Solving

- Apply problem solving and critical analysis within diverse contexts.

7. Leadership & Teamwork

- Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

6. STRUCTURE OF IN B.A (VS) Tourism Management

B.A. (Vocational Studies) Tourism Management			
Three-Year (6-Semester)			
<u>Course Structure Under LOCF</u>			
B.A. (VS) Tourism Management			
<u>Semester – I</u>			Credits
TM 1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	4
1.2	English I / MIL I	Core Discipline	6
1.3	History of Tourism-I	Core Discipline	6
1.4	Fundamentals of Management	Core Discipline	6
<u>Semester – II</u>			
TM 2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)	4
2.2	MIL I / English I	Core Discipline	6
2.3	History of Tourism-II	Core Discipline	6
2.4	Entrepreneurship and Small Business	Core Discipline	6
<u>Semester – III</u>			
3.1	English/ MIL II	Core Discipline	6
3.2	Concepts and Impacts of Tourism	Core Discipline	6
3.3	Tourism Marketing	Core Discipline	6
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	4
<u>Semester – IV</u>			
4.1	MIL II / English II	Core Discipline	6
4.2	Profile of Modern Tourism	Core Discipline	6
4.3	Managerial Accounting and Finance in Tourism	Core Discipline	6
4.4	Business Communications and personality Development	Skill Enhancement Course (SEC)	4
<u>Semester – V</u>			
5.1	Tourism Undertaking	Elective Core – Discipline Based	6
5.2	Internship Project / Project	Elective Core – Generic	6
5.3	5.3.1-Corporate Laws	Elective Core – Generic	6
	Or		
	5.3.2 Culture in Indian Subcontinent I		
5.4	Airport Handling	Skill Enhancement Course (SEC)	4
<u>Semester – VI</u>			

6.1	Procedure and Operation in the Tourism Business	Elective Core – Discipline Based	6
6.2	6.2.1 Globalization Or	Elective Core – Discipline Based	6
	6.2.2 Conservation and Preservation of Nature and Culture		
6.3	6.3.1 Business Law Or	Elective Core – Generic	6
	6.3. 2 Culture in Indian Subcontinent II		
6.4	6.4.1-E-Commerce Or 6.4.2- Business Tourism and Hospitality	Skill Enhancement Course (SEC)	4

B.A. (VS) Tourism Management
Semester I
Paper: TM 1.1
Environmental Studies/ Language: English/Hindi/Modern Indian Language
Ability Enhancement Compulsory Course - (AECC) Credit:4

Duration: 3 hours

Marks: 100

Lectures: 60

***Course Contents to be Provided by Respective Concerned
Department**

**B.A. (VS) Tourism Management
Semester I
Paper: TM 1.2
English I/ MIL I
Core Discipline - (CD) Credit:6**

Duration: 3 hours

Marks: 100

Lectures: 60

***Course Contents to be Provided by Respective Concerned
Department**

B.A. (VS) Tourism Management
Semester I
Paper: TM 1.3
History of Tourism-I
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

- Develop perceptions of people and the world.
- Understand the concepts of motivation and determinants of travel, tourism, holiday and leisure in tourism historicity.
- Study the evolution of diverse cultural milieu and traditions in the ancient and medieval world and their impact on tourism practices and products.
- Knowledge of world tourist attractions of the past and to develop an appreciation of the ancient and medieval heritage.
- Learn the historical evolution of hospitality sector and travel related services.
- Critical evaluation of the role of state, governance, patronage and associations in the expansion of tourism and travel in the ancient and medieval world.

Course Learning Outcomes

There are various academic outcomes of the paper entitled History of Tourism. Methodologically speaking History and Tourism are interrelated and interwoven in multiple ways. Nevertheless, some of outcomes could be surmised in following manners:

CO1: The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives as well as understanding the idea of Travelling and Tourism in historical context. This knowledge will give them insights into the functioning of the Tourism sector in the contemporary world and society.

CO2: This course will demonstrate the knowledge of various civilizations, urbanism and cultural traits to situate the development of travelling and Tourism in chronological contexts. It would explain the development of various traditions, practices and pilgrimages and would enable the students to understand the cultural root of the development of modern sport tourism as well.

CO3: This course will inculcate organizing capability and virtues required to lead the group and organization in an effective and efficient manner.

CO4: The students will learn critical analysis of the historical events and narratives. Students would be able to find the job opportunity in the field of cultural studies & practices.

Contents

Unit 1: 15

History of Tourism as a new discipline- Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for History of Tourism. Primary and Secondary sources for studying History of Tourism, Chronological Division of History of Tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval world -Megasthenes, Hsuan Tsang, Ibn Battuta and Marco Polo.

Unit 2: 15

The Concept of Tourism: An Overview- Tourism- Definition, Types and Determinants, Difference between Travel and Tourism, Concepts of Excursion, Holiday, Sightseeing, Tourists and Mass Tourism, Tourism Products – definition and characteristics.

Unit 3: 15

Idea of Tourism as a cultural practice Ancient Civilizations -Social- Economic conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece (case studies of Giza, Ziggurat of Ur, Sanchi, Terracotta army of Shaanxi, Rome and Athens).
Medieval Civilizations
Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world, Seven Wonders of the ancient and medieval World, Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Royal Tourism and Educational tours.

Unit 4: 15

Concept of Discovery and Touristic Patterns-
Urbanization- Rome and Varanasi, interlinking of politics, religion, trade, entertainment and tourism.
Trade Routes- Silk Route, Spice Route and Incense Route.
Cultural Interactions, Diffusion and experimentation, Birth of new art forms, music, Theatre and Sculpture

Practical

Study visit to a museum / heritage site is mandatory to understand the finer nuances of history, travel and tourism.

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Additional Resources:

Classical Readings

Historical Text

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Course learning outcome	Teaching and Learning Process	Assessment Methods*
3	1	15	The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives as well as understanding the idea of Travelling and Tourism in historical context. This knowledge will give them insights into the functioning of the Tourism sector in the contemporary world and society.	Class lectures, PPTs, critical essays, articles, books and discussions.	Assignments, projects, presentations, class tests.
3	2	15	This course will demonstrate the knowledge of various civilizations to situate the development of travelling and Tourism in chronological context. It would explain the development of various traditions, practices and traits as the cultural roots of the development of world tourism as well.	Class lectures, PPTs, Books, seminars, films and documentaries.	Assignments, quiz, article reviews and MCQs.
3	3	15	This course will inculcate organizing capability and virtues required to lead the group and organization in an effective and efficient manner.	Class lectures, PPTs. Interaction with Urban planners, Pilgrimage tourism policy makers and planner, visit to heritage cities.	Assignments, Presentations Heritage video making, Group discussions/oral tests.
3	4	15	The students will learn critical analysis of the historical events and narratives. Students	Class lectures, PPTs Discussions, visit to museums, Screening of Documentaries.	Assignments, Travelogue

			would be able to find the job opportunity in the field of cultural studies & practices.		writing presentations, Mapping, book review.
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***The assessment methods listed here are indicative and may vary.**

Keywords

History, Travel, Tourism, Chronology, Culture, Evolution, Diffusion, Heritage, Civilization, Ancient, Medieval, Travellers, Travelogue, Urbanization, Pilgrimage, Empires, Religion

B.A. (VS) Tourism Management
Semester I
Paper: TM 1.4
Fundamentals of Management
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

- To acquaint the students with the Principles, functions and practice of management and provide them practical exposure giving stories of success/failure businessmen.
- To acquaint the students with the basics of Commerce and Business; concepts and functions of Business Organization and provide them practical exposure of entrepreneurial role in business using commerce lab work and assignments.

Course Learning Outcomes

CO1: To make students aware of concept of Commerce, trade and business and alternative sources of financing.

CO2: To provide students with adequate knowledge of alternatives forms of organizations and factors influencing the choice of suitable form of business.

CO3: To discuss the basic concept of Joint Stock Company and its basic requirements.

CO4: To make students understand the basic concepts of Management, Leadership and planning its relevance for Tourism sector.

CO5: To acquaint students with meaning, features and principles of Organization.

Contents

Unit 1: 12
Concepts: Business, trade, industry and commerce – Business: Features of business – Trade: Classification, Aids to Trade – Industry: Classification – Commerce - Relationship between trade, industry and commerce - Business Organization: Concept - Functions of Business. Sources of finance: Long Term, Short Term.

Unit 2: 12
Business Organization: Forms of Business Organization – Classification – Factors influencing the choice of suitable form of organization. Sole Proprietorship: Meaning – Characteristics – Advantages & Disadvantages. Partnership: Meaning – Characteristics – Kinds of partners -- Rights and obligations of partners. Joint Hindu Family Business: Characteristics – Advantages and limitations. One Person Company-Advantages and Limitations.

Unit 3: 12

Joint Stock Company: Meaning – Characteristics – Advantages - Kinds of Companies – Difference between private and public companies – Promotion of A Company: Stages - Promoters – Characteristics – Registration – Capital subscription – Commencement of Business – Preparation of Important documents: Memorandum of Association: Significance, Clauses – Articles of Association: Contents – Prospectus: Meaning and Contents. Meetings: types and procedure to hold.

Unit 4: 12

Management: Meaning – Significance- Management Vs Administration – Functions of management – Levels of Management – Skills of management – Leadership: Leader Vs Manager - Traits of successful Leaders - Scientific Management: Features - Fayol's Principles of Management. Planning: Meaning – Significance – Types of Plans.

Unit 5: 12

Organizing: Meaning – Features – the process of organization – Principles of organization - Elements of organizations – Organization chart. Delegation of authority: Meaning - Elements – Principles – Types – Difficulties in delegation – Guidelines for making delegation effective. Centralization – Decentralization: Meaning – Differences between delegating and decentralization. Selection and recruitment, Motivation and its techniques.

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Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 3	I	12	Students will be able to understand the concept of Business, commerce and trade and relationship between them. Functions of business and sources of finance.	Theory classes on the topic business, commerce and trade with examples. Discussion on various sources of finance to support business.	Class Assignment and student's presentation on relevant topics.
4 to 6	2	12	Students will have acquired the knowledge on basic forms of business organization and its influencing factors.	Theory classes to understand different forms of business organizations. Different case studies will also be discussed.	Interactive and question-answer sessions. Telling practical relevance of the study, using illustrations.
7 & 8	3	12	Students will have acquired in-depth knowledge of Joint stock company, Promoters, Memorandum of Association, Articles of Association and Prospectus.	Theory classes with relevant case studies. Power Point presentation will also be used to make understand the topic. Practical examples to be put before the students.	MCQ on MOA, AOA and Prospectus.
9 & 10	4	12	Students will get information on Management and administration. Functions, level and skills of Management. Information on leadership and scientific management. Fayol's Principles of Management will also be discussed.	Interactive discussion on What is management and how management work in administration. Using Group Discussion method and Problem solving method in tutorial classes	Pupils presentation and question answer session.
11 & 12	5	12	Students will make aware of Organization. Principles and	Detailed discussion on concept of organization. Difference between	Class test and Viva-voce on relevant topic.

			elements of organization. Delegation and decentralization of authority.	Delegation and decentralization of authority.	
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***The assessment methods listed here are indicative and may vary.**

Keywords

Trade, Sole proprietorship, Joint Hindu Family, Joint stock Company, Leadership

**B.A. (VS) Tourism Management
Semester II
Paper: TM 2.1
Language: English/ Hindi/ Modern Indian Language/ Environmental Studies
Ability Enhancement Compulsory Course - (AECC) Credit:04**

Duration: 3 hours

Marks: 100

Lectures: 60

***Course Contents to be Provided by Respective Concerned
Department**

**B.A. (VS) Tourism Management
Semester II
Paper: TM 2.2
MIL I/ English I
Core Discipline - (CD) Credit:6**

Duration: 3 hours

Marks: 100

Lectures: 60

***Course Contents to be Provided by Respective Concerned
Department**

B.A. (VS) Tourism Management
Semester II
Paper: TM 2.3
History of Tourism-II
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

- Develop perceptions of people and the world in modern and contemporary period.
- Understand the concepts of motivation and determinants of travel, tourism, holiday and leisure in tourism modernity.
- Study the evolution of diverse cultural milieu and traditions in the modern and contemporary world and their impact on tourism practices and products.
- Knowledge of world tourist attractions of the modern and contemporary period and to develop an appreciation of its heritage.
- Learn the modern and contemporary concepts of hospitality sector and travel related services.
- Critical evaluation of the role of state, governance, patronage, regulatory bodies and associations in the phenomenal expansion of tourism and travel in the modern and contemporary world.

Course Learning Outcomes

There are various academic outcomes of the paper entitled History of Tourism. Methodologically speaking History and Tourism are interrelated and interwoven in multiple ways. Nevertheless, some of outcomes could be surmised in following manners:

CO1: The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives. This knowledge will give them insights to understand the contemporary world and society.

CO2: This paper will impart the required skills to understand tourism industry.

CO3: This course will inculcate organizing capability and virtues required to lead the group and organization in an effective and efficient manner.

CO4: The students will learn critical analysis of the historical events and narratives. Students would be able to find the job opportunity in the field of cultural studies & practices.

Contents

Unit 1:

15

Major Socio-Cultural Processes and Development of Tourism in Modern Age
Sea Voyages, Vasco De Gama and Columbus, Renaissance, Grand Tours, Reformation,
French Revolution, Industrial Revolution, Imperialism, Nationalism and National
Movements in Asia (including Japan) Socialism and growth of Tourism in the modern
period.

Unit 2: 15
Tourism Boom in the 19th and 20th centuries
1. Rise of International Tourism, World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry.
2. Tourist boom between the World Wars, Tourism and Economy and Crises, Social Changes, Transport and Technological Advances, Air Tourism, Gender and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services Organizations and Civil Aviation

Unit 3: 15
Tourism Phenomena after Second World War
Long Hauls, Tremendous expansion of Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit 4: 15
Tourism as a Globalized System
The Expansion of Tourism and Globalization, New Approaches to Travel and Tourism, Revolution in accommodation sector, Gender and Tourism, Tourism and Five-year Plans in India, SWOT analysis of National Tourism Policy 2002, Hospitality sector, emergence of different types of hotels, motels, inns and theme based resorts and restaurants.

Practical

Study visit to a travel company office is mandatory to observe travel operations and gain first-hand experience.

References

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2. Holden, A (Ed) *Tourism Studies and the social sciences*. Abington, UK: Routledge. 2005
3. Löfgren, Orvar. *On Holiday: A History of Vacationing*. Berkeley: University of California Press, 1999.
4. Towner, John. "Approaches to Tourism History," *Annals of Tourism Research* 15, no. 1 (1988): 47-62.
5. Réau, Bertrand. "Commentary: The Historical Social Science of Tourism." *Journal of Tourism History* 6, nos. 2-3 (August-November 2014): 210-222.
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33. K Kinnaird, D Hall (ed) 1994. *Tourism a Gender Analysis*. Wiley
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35. Pubby, V 1988. *Simla: Then and Now Summer Capital of Raj*. New Delhi; Indus Publishing Company

Additional Resources:

1. James Boswell, *Boswell on the Grand Tour: Germany and Switzerland*, edited by Frederick Pottle. New York: McGraw Hill, 1953. First published 1764.

2. Edward Gibbon, *Memoirs of My Life and Writings*. Boston, MA and London: Ginn & Co., 1898.
3. Johann Wolfgang von Goethe, *Goethe's Letters from Switzerland and Travels in Italy*. New York: Worthington, 1885.
4. Samuel Johnson and James Boswell. *A Journey to the Western Islands of Scotland and A Journal of a Tour to the Hebrides*, edited by Peter Levi. New York: Penguin, 1984. First published 1775 and 1786.
5. Tobias Smollett, *Travels through France and Italy*, edited by Frank Felsenstein. Buffalo, NY: Broadview, 2011. First published 1766.
6. Mary Wollstonecraft, *Letters Written in Sweden, Norway, and Denmark*, edited by Tone Brekke and Jon Mee. Oxford: Oxford University Press, 2009. First published 1796 in London by J. Johnson.

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no-	Hours	Course learning outcome	Teaching and learning Process	Assessment Methods*
3	1	15	The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives. This knowledge will give them insights to understand the contemporary world and society.	Class lectures, PPTs, critical essays, articles, books and discussions.	Assignments, projects, presentations, class tests.
3	2	15	It will enable students to understand the context and causality to comprehend the development of Tourism industry in the 19 th and 20 th century. It will give them insights to expand the idea of various dimensions of tourism.	Class lectures, PPTs, Book reviews, seminars, films and documentaries.	Assignments, quiz, class tests, MCQ, debates.

3	3	15	Students will be able to critically engage in understanding the historical context in which Tourism evolved after the Second World War.	Class lectures, ppts, interaction with tourism policy makers and planners, visit to eminent travel agencies.	Assignments, presentations, visit reports.
3	4	15	Students will be able to explain the various facets of Globalization and its relationship with the growth of Tourism. They will be in position to comprehend the development of hospitality sector in India and in the Global contexts.	Class lectures, PPTs, discussions.	Class tests, assignments.

***the assessment methods listed here are indicative and may vary.**

Keywords

Movements, Renaissance, Humanism, Reason, Liberty, Equality, Fraternity, Nationalism, Democracy, Revolution, Feminism, Gender, Change, Continuity, Industry, Reform, Globalization, Adventure

B.A. (VS) Tourism Management
Semester II
Paper: TM 2.4
Entrepreneurship and Small Business
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

The objectives of the course are: to orient the learner toward entrepreneurship as a career option, develop creative thinking and behaviour for effectiveness at work and in life, to make the students aware about the various entrepreneurial skills and the importance of entrepreneurship in successful running of enterprises, to understand the importance of writing of a proposal and its significance and to develop critical thinking to every aspect of business and industry.

Course Learning Outcomes

CO1: Knowledge of basic concept of entrepreneurship, dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.

CO2: Understanding of entrepreneurship and micro, small and medium enterprises, concept of business groups and role of business houses and family business in India, the contemporary role models in Indian business: their values, business philosophy and behavioural orientations, conflict in family business and its resolution, managerial roles and functions in a small business, entrepreneur as the manager of his business, the need and the extent of professionalization of management in small business.

CO3: Conversant with public and private system of stimulation, support and sustainability of entrepreneurship, requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, role of industries/entrepreneur's associations and self-help groups, the concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

CO 4: Enable to write the business plan/project proposal, contents of business plan/ project proposal, designing business processes, identifying location, layout, operation, planning & control and able to present the project for appraisal by external agencies, such as financial/non- financial institutions.

CO5: Able to make preliminary contracts with the vendors, suppliers, bankers, principal customers. Also capable of operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Basic awareness of manual and computerized office systems and procedures, introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Contents

<u>Unit 1:</u>	10
Meaning, elements, determinants and importance of entrepreneurship, Entrepreneurship and creative response to the society' problems, Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.	
<u>Unit 2:</u>	10
Entrepreneurship and Micro, Small and Medium Enterprises, Concept of business groups and role of business houses and family business in India, The contemporary role models in Indian business: their values, business philosophy and behavioural orientations, Conflict in family business and its resolution, Managerial roles and functions in a small business, Entrepreneur as the manager of his business, the need and the extent of professionalization of management in small business.	
<u>Unit 3:</u>	10
Public and private system of stimulation, support and sustainability of entrepreneurship, Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.	
<u>Unit 4:</u>	15
Sources of business ideas and tests of feasibility, Significance of writing the business plan/project proposal, Contents of business plan/ project proposal, Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered), Project submission/presentation and appraisal thereof by external agencies, such as financial/non- financial institutions.	
<u>Unit 5:</u>	15
Mobilizing resources for start-up, Accommodation and utilities, Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis, Basic awareness of inventory methods, Basic awareness about the need for and means of environment (eco) friendliness and energy management, Organization of business office. Basic awareness of manual and computerized office systems and procedures, Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.	

References

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2. Desai, Vasant, Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. McGraw Hill.
4. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
5. Jain, Arun Kumar. Competitive Excellence: Critical Success Factors. New Delhi: Viva Books Limited
6. Panda, Shiba Charan. Entrepreneurship Development. New Delhi, Anmol Publications.
7. Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
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9. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.

Teaching and learning process, Assessment methods and Teaching Plan

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (2 weeks)	Knowledge of basic concept of entrepreneurship, dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (2 weeks)	Understanding of entrepreneurship and micro, small and medium enterprises, concept of business groups and role of business houses and family business in India, the contemporary role models in Indian business: their values, business philosophy and behavioral orientations, conflict in family business and its resolution, managerial roles and functions in a small business, entrepreneur as the manager of his business, the need and the extent of professionalization of management in small business.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (2 weeks)	Conversant with public and private system of stimulation, support and sustainability of entrepreneurship, requirement, availability and access to finance, marketing assistance,	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments,

	technology, and industrial accommodation, role of industries/entrepreneur's associations and self-help groups, the concept, role and functions of business incubators, angel investors, venture capital and private equity fund.	study, Project, Expert lecture from industries and companies, Tutorial	Presentation, evaluation of project
4 (3 weeks)	Enable to write the business plan/project proposal, contents of business plan/ project proposal, designing business processes, identifying location, layout, operation, planning & control and able to present the project for appraisal by external agencies, such as financial/non-financial institutions.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
5 (3 weeks)	Able to make preliminary contracts with the vendors, suppliers, bankers, principal and customers. Also capable of operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Basic awareness of manual and computerized office systems and procedures, introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

Keywords

Entrepreneurship, Project Proposals, Preliminary Contracts, Venture Capital, Operations Management

**B.A. (VS) Tourism Management
Semester III
Paper: TM 3.1
English II/ MIL II
Core Discipline - (CD) Credit:6**

Duration: 3 hours

Marks: 100

Lectures: 60

***Course Contents to be Provided by Respective Concerned
Department**

B.A. (VS) Tourism Management
Semester III
Paper: TM 3.2
Concepts and Impacts of Tourism
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

The module will give an overview of the world's largest and fastest growing industry groupings. It focuses on various aspects which help the students in acquiring both theoretical and practical knowledge. The course is designed in a manner that trains the students by imparting skills that are mandatory in travel and tourism industry.

Course Learning Outcomes

After completing this course, the learners would be able to:

CO1: understand the concepts and typology of tourism.

CO2 delineate the various impacts generated by tourism.

CO3: know the demand and supply characteristics of tourism and also explains the different motivational theories related to tourism.

Contents

Unit 1: 20
Definition and concept of tourism. Leisure and Recreation, Excursionist, Business tourism, VFR, Mass tourism, Adventure tourism, Sports tourism, Rural tourism, Tourism education, Typology of tourism, Tourism statistics, Difference between visitors, tourists and excursionist, Tourism as an industry.

Unit 2: 20
Tourism impacts- Political, Social, Cultural, Environment and Economic, Tourism multiplier, National and International concerns and problems.

Unit 3: 20
Demand- Supply Characteristics, Concepts, Definition and indicators of demand, Measuring demand for tourism, International and Domestic tourism, Technological progress and Globalisation, Concept and Resources for Ecotourism, Motivation for tourism.

References

1. Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
2. Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.

3. Kamra, Krishan, Basics of Tourism: Theory, Operation, Kanishka Publishers, New Delhi, 2002.
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6. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
7. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi, 2010.

Additional References:

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2. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi, 2010

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1	20	The student will be able to acquire a basic understanding of the concepts and typology of tourism.	Discussion and Power point Presentation on concept of tourism typology of tourism , typology of travellers, tourism statistics and various aspects of tourism industry.	Student presentations, class quiz and projects on various tourism related issues of the unit.
5 to 8	2	20	The student will be able to understand the various impacts like economic, ecological and sociocultural, generated by tourism.	Teaching through PPTs and various videos available on internet about the the various impacts generated by tourism.	Class test, Assignments, seminar.
9 to 12	3	20	The student would be able to know the demand and supply characteristics of tourism and also explains the different motivational theories related to tourism.	Lectures will be supplemented with case studies and real examples of demand and supply in the various sectors of tourism and travel industry. Theories of motivation would be made clear through PPT's & Videos.	MCQ on the topic, Questions on Case study would be evaluated.

***Assessment tasks listed here are indicative and may vary.**

Keywords

Leisure, Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Adventure Tourism, Sports Tourism, Rural Tourism. Tourism education, Typology of Tourism, Tourism Statistics, Visitors, Tourists, excursionist, Tourism Impacts, Tourism multiplier, Demand-Supply Measuring demand for Tourism, Technological progress, Globalization, Ecotourism, Motivation for tourism.

B.A. (VS) Tourism Management
Semester III
Paper: TM 3.3
Tourism Marketing
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

The module includes the operation techniques of tourism marketing. It enables basic knowledge of marketing principals, study to suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

Course Learning Outcomes

After completing this course, the learners would be able to:

CO1: Understand the basic knowledge of the concepts of marketing like needs, wants, demands, market and marketing. Explain the concept of market segmentation & need for market research in tourism industry. List the phases of a destination according to the life cycle theory.

CO2: Apprehend the ingredients of marketing mix including its expanded versions. It also gives an insight into pricing methods - the factor influencing the pricing decision, pricing objectives and pricing policies.

CO3: Understand the concept of destination planning and diversification; destination marketing. This unit also focuses on the marketing in new digital age - E - Business, E-Commerce and E-Marketing.

Contents

<u>Unit 1:</u>	20
Core concepts in marketing, Needs, Wants and Demands, Products, Customer value and satisfaction, Quality, Exchange and transactions, Markets and marketing, Segmentation of tourism market- Concept, Justification, Importance and Bases, Market research- Methods, Research problem areas, Marketing research in the tourism industry, Tourism life cycle.	
<u>Unit 2:</u>	20
Tourism marketing mix- 8 P's, Methods of pricing, Factors influencing the pricing decisions, Pricing objectives, Pricing policies, Service characteristics of tourism, Unique features of tourism demand and Tourism product, Branding and Packaging, Conditions that support branding.	
<u>Unit 3:</u>	20
Destination planning and Product diversification, Destination marketing, Marketing strategy in the new digital age- E-business, E-Commerce and E-marketing, Complementary marketing, Role of media in promotion of tourism, T.V. / Radio, Newspaper, Travel	

magazines, Documentaries, Guide books, Travel writers, Electronic. Tourism promotion: Advertising, Public relations, Sales promotion and Personal selling.

Reference

1. Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.
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3. Middleton- Victor T.C Marketing in Travel and Tourism, Oxford, 1994
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6. Nama Kumari and Rama Swami- Marketing Management

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1.	20	Students will gain the basic knowledge of the concepts of marketing like needs, wants, demands, market and marketing, market segmentation & need for market research in tourism industry.	Theory classes to understand the concepts of marketing. Illustrative and PowerPoint presentation on marketing segmentation and need of market research in tourism industry.	Class quizzes, multiple choice questions and student presentation on the various concepts.
5 to 8	2	20	Students will have able to explain the ingredients of the marketing mix, including its expanded versions. Students will get inside into pricing methods - the factor influencing the pricing decision, pricing objectives and pricing policies.	Theory classes to understand the concepts of marketing mix, Pricing methods. Illustrative and PowerPoint presentation on characteristics of tourism product and Branding & Packaging.	MCQ on marketing mix & pricing methods. Group presentation on Characteristics of tourism product.
8 to 12	3	20	Students will have able to explore the concept of destination planning and diversification; destination marketing. Students will also be acquainted with the marketing in new digital age -	Theory classes and interactive discussion on Destination Planning and Product Diversification. Destination Marketing. Marketing	Assignment related to topic covered and class test.

			E - Business, E-Commerce and E-Marketing.	strategy in the new digital Age-E-Business, E-Commerce and E-Marketing. Complementary Marketing. Role of Media in promotion of Tourism	
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***Assessment tasks listed above are indicative and may vary.**

Keywords

Concepts of Marketing, Needs, Wants, Demands, Customer value & satisfaction, quality, exchange, Transactions, Segmentation, Market Research, Tourism life cycle, Tourism Marketing Mix, Pricing, Branding, packaging, Destination Planning, Product Diversification. Destination Marketing, Digital Age-E-Business, E-Commerce, E-Marketing. Complementary Marketing, Tourism Promotion.

B.A. (VS) Tourism Management
Semester III
Paper: TM3.4
Computer Concepts and Software Packages
Skill Enhancement Course - (SEC) Credit:4

Duration: 3 hours

Marks: 100

Lectures: 40

Course Objective (2-3)

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems.

Course Learning Outcomes

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology

Contents

<u>Unit 1: Basic Concepts</u>	05
Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.	
<u>Unit 2: Components of Computers</u>	05
Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.	
<u>Unit 3: Operating System</u>	05
Need and functions of an operating system, graphic user interface and character user interface, types of operating system - (Batch Operating system, Real-time operating system, Time sharing operating system, distributed operating system and Multiprogramming operating system) Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.	
<u>Unit 4: Introduction to Networks and Internet</u>	07
Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and Wi-Fi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology	
<u>Unit 5: Office Applications</u>	13
Meaning and applications of word processing, spreadsheets and presentation, MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement. MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc.	
<u>Unit 6: Latest developments</u>	05
Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS	

Practical

Time: 60 Minutes

Maximum Marks: 25

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) ONLY	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

References:

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jai
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers

Teaching Learning Process, Assessment Methods and Teaching Plan

Week	Unit Number	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them appropriately to achieve a task	A thorough discussion is undertaken to demonstrate the functioning of a computer system.	A combination of MCQs and assignments can be used to assess the

					The student can understand the functioning of a computer system	students' understanding
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the latest development in the field of computer and technology	A Discussion is undertaken to discuss the latest developments and examples are discussed through PPTs, case studies, etc.	MCQs and viva voce

***Assessment methods listed here are indicative and may vary**

Keywords

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Tourism Management
Semester IV
Paper: TM 4.1
MIL II/ English II
Core Discipline - (CD) Credit:6**

Duration: 3 hours

Marks: 100

Lectures: 60

***Course Contents to be Provided by Respective Concerned
Department**

B.A. (VS) Tourism Management
Semester IV
Paper: TM 4.2
Profile of Modern Tourism
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

This module will give an overview of tourism industry and different related organisations. It also enables them to understand the basic concept and environment of modern tourism. It focuses on seasonality problems and measures to counter it, motivation and nature of consumption, principle of resort development, mass tourism and new destinations.

Course Learning Outcomes

After completing this course, the learners would be able to:

CO1: Apprehend the concept of domestic tourism and international tourism further it clarifies the transport policy, heritage policy and commercial policy.

CO2: To understand the seasonality in Indian tourism season. Further it inspects the impacts of terrorism and communalism on tourism. It also explains the special interest tourism and its resources like wildlife, national parks and other Eco tourism resources.

CO3: Explains the motivation and nature of consumption of tourism products and services further it focuses on the concept of private public partnership in tourism sector small and medium enterprises in tourism industry and principles of development.

Contents

<u>Unit 1:</u>	20
Tourism policy and Services- concept of tourism policy, National Tourism Policy of India, Health and Medical tourism, Emerging trends and new thrust areas of tourism, 7th Five Year Plan and Tourism, 11th Five Year Plan and Tourism, Development of Tourism in 12th Five Year Plan, Future prospects of tourism in India.	
<u>Unit 2:</u>	20
Seasonality- Indian tourism seasons, Tourism and Terrorism, Tourism and Communalism, Fairs and Festivals, Counter seasonal policy, Special interest tourism and its resources, Wildlife sanctuaries and National parks, Wildlife tourism.	
<u>Unit 3:</u>	20
Motivation and nature of Consumption, Tourism products and services, Salient features of tourism product, Public sector and private sector partnership in tourism sector, Small and Medium enterprises in the tourism industry, Principles of resort development, Mass tourism and new destinations.	

References

1. Abraham, Pizen and YoelMansfiel, Ed. Consumer Behaviour in Travel and Tourism
2. Butterworth and HeinemanBurkhardt and Medlik -Tourism Past Present and Future.
3. Jones and Radcllfe” Leisure and Tourism- Longman Harlem
4. K. Ghimire” The Native Tourist”- Earthscan, London,
5. Pearce and Butler Ed. “Contemporary Issues in Tourism Development- Routledge, London.
6. Robinson- “The Geography of Tourism”

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1to 4	1.	20	Students will understand the various tourism Policy, Five Year Plans. Medical Tourism. Emerging trends and new thrust area of Tourism. Students will have familiar with the future prospects of Tourism in India.	A discussion on overview of tourism planning and policy, Heritage and cultural policy. Medical tourism and future prospect of tourism in India.	MCQ on the topic
5 to 8	2	20	The students will have gathered detailed information on Seasonality, Tourism Related Issues, Special interest tourism and its resources. Wild Life Tourism.	Lectures are supplemented with case studies and real examples of tourism and terrorism, Communalism, case study on wild life sanctuaries.	Students group presentation on Various topics.
8 to 12	3	20	Students will become aware of Motivation and it’s application in tourism industry, tourism Products and services, Public sector and Private Sector partnership in tourism along with principle of resort development.	Theory classes and interactive discussion on motivational theories, tourism products and it’s features. PowerPoint presentation on PPP (Public-private-partnership) model and resort development principle.	Multiple choice questions and assignments related to topic covered.

*Assessment tasks listed above are indicative and may vary.

Keywords

Domestic Tourism, National Tourism Policy, Medical Tourism. Emerging trends, New thrust area of Tourism, Five year plans, Seasonality, Terrorism, Communalism, Counter seasonal policy, Wildlife tourism, Motivation, Consumption. Tourism Products, Services, Public sector and Private Sector partnership in tourism sector. Small and medium enterprises, resort development, Mass Tourism, New Destinations.

B.A. (VS) Tourism Management
Semester IV
Paper: TM 4.3
Managerial Accounting and Finance in Tourism
Core Discipline - (CD) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

- To give knowledge about the double entry system of accounting and the method of preparing financial statements.
- To give basic knowledge about raising of funds and managing them efficiently.
- To help the students in acquiring analytical skills to enable them to take managerial decisions.

Course Learning Outcomes

CO1: will get acquainted with the financial statements, their components and how information from business transactions is translated into these statements.

CO2: will gain knowledge about accounting for non- profit organisations, hotels and travel organisations.

CO3: will acquire basic knowledge of mechanised system of accounting.

CO4: will acquire the basic knowledge required for managing finances in the short term and the long term.

CO5: will gain an overview of the specialised financial institution for the tourism sector- "Tourism Finance Corporation of India ltd"

CO6: will learn techniques to enable them to make decisions.

Contents

Unit 1: Introduction to Accounting 16
Financial Accounting: Nature, scope and limitations. Basic Concepts and Conventions.
Accounting Process: From recording of transactions to preparation of final accounts.
Subsidiary books, Bank Reconciliation statement.

Unit 2: Depreciation Accounting 12
Meaning of depreciation, causes, need for providing depreciation. Straight line method and diminishing balance method of providing for depreciation.
Accounting for Non-profit organizations. Accounting for hotels and travel organisations. Mechanised system of accounting. Cash flow Statement.

Unit 3: Basics of financial management 12

Meaning, scope and objectives of financial management.

Capital Budgeting- meaning, importance, techniques- ARR, PB, NPV, IRR, PI.

Working capital management – concept, determinants of working capital. Estimation of working capital.

Unit 4: Financial planning 12

Sources of finance: Short term, medium term and long term sources of finance.

Tourism Finance Corporation of India: Objectives and functions.

Capital structure: Meaning, determinants. Cost of capital and optimum capital structure.

Budgeting: Meaning of budgets, objectives of budgeting. Types of budgets.

Unit 5: Managerial Decision making 08

Financial statement analysis, Ratio analysis.

Cost-volume-profit analysis

References

1. Anthony and Reece, Management Accounting Principles: Text and cases
2. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
3. T. S Grewal, Introduction to Accounting, S. Chand and Co., New Delhi.
4. Surender Singh, Rajeev Kaur, Basic Financial Management, Mayur Paperbacks, Noida.
5. Surender Singh, Management Accounting, PHI Learning Pvt ltd, Delhi.
6. Khan and Jain, Management Accounting, McGraw Hill Education Pvt Ltd, Chennai.

Additional References

1. S.N. Maheshwari, Suneel K Maheshwari, Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
2. S.N. Maheshwari, Sharad K Maheshwari, Accounting for Management, Sultan Chand & sons., New Delhi.
3. Prasanna Kumar J.P, Linda N Daniel, Mruthyunjaya V Pagad , Cost and Financial management for Hotels ,McGraw Hill Education Pvt Ltd, Chennai.

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching and learning activities	Assessment Methods
3.2	1.	16	Students will get acquainted with the financial statements, their components and how information from business transactions is translated into these statements.	Class lectures about basics of accounting and accounting process. Interactive discussion about GAAP, concepts	MCQ and Home Assignments.

				conventions and accounting Standards	
2.4	2.	12	Students will gain knowledge about accounting for non-profit organisations, hotels and travel organisations. They will also acquire basic knowledge of mechanised system of accounting.	Class lectures with the help of illustrations and numerical problems. Power point presentations.	MCQ, class test with numerical problems.
2.4	3.	12	Students will acquire the basic knowledge required for managing finances in the short term and the long term.	Interactive discussion about financial management and its scope. Class lectures with the help of illustrations and numerical problems.	MCQ, home assignment and oral test.
2.4	4.	12	Students will get knowledge about capital structure and various sources of finance. They will also gain an overview of budgeting and the specialised financial institution for the tourism sector- "Tourism Finance Corporation of India ltd"	Class lectures with the help of illustrations and numerical problems. Interactive discussion about various sources of finance.	MCQ, quiz and class test.
1.6	5.	8	Students will learn different techniques to enable them to make managerial decisions.	Class lectures will be supplemented with case studies and illustrations of analysis of financial statement of actual companies.	Class test and Power point presentations.

***Assessment methods listed here are indicative and may vary.**

Keywords

Accounting, Profit and loss Account, Balance sheet, Cash flow statement, Financial, management, Capital Budgeting, Capital, Capital structure, Break-even point, Ratios.

B.A. (VS) Tourism Management
Semester IV
Paper: TM 4.4
Business Communication and Personality Development
Skill Enhancement Course - (SEC) Credit:4

Duration: 3 hours

Marks: 100

Lectures: 48

Course Objective (2-3)

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and business communication, as also to use electronic media for business communication.

Course Learning Outcomes

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

Content

Unit 1: 04
Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2: 08
Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3: 04
Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.

Unit 4: 12
Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.

Unit 5: 20
Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

References

1. R. C Bhatia. *Business Communication*. Ane Books Pvt Ltd, New Delhi
2. Department of English, University of Delhi. 2009. *Business English*. New Delhi: Pearson Publication, 2011.
3. Scot, O. *Contemporary Business Communication*. Biztantra, New Delhi
4. Cholij, Mark and Geetha Nagaraj. *English Basics: A Companion to Grammar and Writing*. Cambridge, UK: Cambridge UP, 2004.
5. Tickoo M.L, A.E. Subramaniam and P. R. Subramaniam. *Intermediate Grammar, Usage and Composition*. 1976. New Delhi: Orient Blackswan, 2012
6. Lesikar, R.V & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Co Ltd. New Delhi
7. McGraw E.H., S.J. *Basic Managerial Skills for All*. Fourth Edn. Prentice Hall of India Pvt. Ltd, New Delhi.
8. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
9. Bovee, and Thill, *Business Communication Today*, Pearson Education
10. Shirley Taylor, *Communication for Business*, Pearson Education
11. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
12. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
13. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
14. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
15. Stephen R. Covey; *The seven habits of highly effective people*

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.	Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.	Quiz Class tests Presentations Assignments
2	2.	08	Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally	Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power	Exercises Class tests Presentations Assignments

			employed in work spaces.	point presentations, reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises Class tests Presentation Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to nonverbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two word charade, etc.	Quiz Presentations Role plays Class tests containing multiple choice questions and grammatical exercises Assignments
5	5.	20	Greater acquaintance with soft skills including social and professional etiquette	Lecture on the fundamentals and structure of presentation, presentation skills, usage of	Quiz

			<p>leading to personality development and increased confidence. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.</p>	<p>presentation tools, multimedia and usage of vocabulary and grammar while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, PowerPoint presentation and classroom exercises.</p>	<p>Class tests</p> <p>Presentations</p> <p>Assignments</p>
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***Assessment methods listed here are indicative and may vary**

Keywords

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

B.A. (VS) Tourism Management
Semester V
Paper: TM 5.1
Tourism Undertaking
Elective Core-Discipline Based (EC) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

The learning objectives of this module is to enable the students to describe the key characteristics of the travel services sector, define key travel services terminology, identify key travel services and organisations in India and abroad and to explain the importance of freedoms of air and open skies policy.

Course Learning Outcomes

After completing this course, the learners would be able to:

CO1: Apprehend the concept of various Modes of transport in India, to aim at providing few case studies of Air India and other important International Airlines.

CO2: To gain knowledge about the operations and modus operandi of the travel agency and Tour operation business units, which are working as the intermediaries in the tourism industry. To provide an understanding of the procedures of setting up a travel agency and its functions.

CO3: To aim at providing knowledge about roles and functions of the various national and international organisations of tourism along with freedoms of air and open Sky policy.

Contents

Unit 1: 20
Modes of transport- Rail, Road, Air and sea, Elements of transportation, Political influences on transport for tourism, Regulation of competitions, Role of Railways in promotion of domestic tourism, Important tourist trains in India, Case study of Air India and a few important International Airlines Accommodation and Caterings- Types of Hotel, Procedure of categorisation and classification of hotels, Accommodation and the tourism, product quality issues, New concepts and development in accommodation.

Unit 2: 20
Definition of Travel agency and Tour operators, Itinerary making and Costing, Approval of travel agency by department of tourism Government of India, Rules and Regulations for approval, Classification of Travel agents and Forms of organisations, Functions of Travel agency and Tour operators, Tour planning.

Tourism organisations and their role in Tourism development, Local- DTTDC, RTDC, MPSTDC. National- IATO, TAAI, ITDC. International- IATA, ICAO, UNWTO, Freedom of Air, Open Skies policy.

References

1. Achariya “Civil Aviation and Tourism Management”
2. Mill and Morrison- “The Tourism System”
3. Murphy- “Transport and Distribution”
4. Jagmohan Negi -Travel Agency Operations and Concepts and Principles
5. S. P. Singh-Travel Tourism Management
6. Hollander S. - Passenger Transportation (Michigan: Michigan State University)

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1.	20	The students will be acquainted with the knowledge of various modes of transportation. They will acquire knowledge about Accommodation and Catering- Types of hotel, procedure of categorization and classification of hotels,	Theory classes on Modes of transportation and their importance in tourism industry, Accommodation and their types. Discussion on role of Railways in promotion of tourism.	Class test on relevant topics.
5 to 8	2.	20	The students will become aware of Travel Agency and Tour Operators, Itinerary making and costing, Approval of Travel Agency by Department of Tourism, Govt. of India	Theory classes and detailed discussion on Travel Agency and Tour Operators, Approval of Travel Agency. Students will have practical knowledge of itinerary Making.	Home assignment on making itinerary and project on Various topics.
8 to 12	3	20	The students will have acquired in-depth knowledge of various National and International Tourism Organizations and their role in Tourism Development.	Illustrative PowerPoint presentations to explain the role of various tourism organisations in the development of tourism.	Quiz on various Organisations.

***Assessment tasks listed above are indicative and may vary.**

Keywords

Transportation, Accommodation, Catering, Quality issues, Travel Agency and Tour Operators, Itinerary, Tour planning, DTTDC, RTDC, MPTDC, IATO, TAAI, ITDC, IATA, ICAO, UNWTO, Freedoms of air, Open skies policy.

B.A. (VS) Tourism Management
Semester V
Paper: TM 5.2
Internship Project / Project
Elective Core – Generic (GE) Credit:6

(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)

Course Objective (2-3)

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

Part A

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

Part B

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

Course Learning Outcomes

Part A-

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire

CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

Part B-

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

Part A: Theory-Business Research Methodology

Max. Marks: 50

Time Duration: 2 Hours

Total Lectures: 24

<u>Unit 1:</u> Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered	04
<u>Unit 2:</u> Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire	06
<u>Unit 3:</u> Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation	10
<u>Unit 4:</u> Report writing: significance, steps, layout, types of Reports, contents, Referencing	04

Part B: Internship/ Project Report

Max Marks 50

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

References

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2nd edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edition), SPSS in simple steps, dreamtech Press

Teaching Learning Process, Assessment Method and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
Part A			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands- on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
Part B			
5.(12 weeks)	Prepare a project report relating to a well-defined area of research problem identified by the student and approved by the supervisor	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them identify research areas, research gaps and topic for project reports	Continuous feedback and progress to be assessed during the course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one

			internal and one external.
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Key words:

- Unit 1: Research Problem, Research gap, objectives
- Unit 2: Literature Review, Sampling design, primary data, secondary data, questionnaire
- Unit 3: Data Analysis, Interpretation, Descriptive statistics
- Unit 4: Report writing, Referencing

B.A. (VS) Tourism Management
Semester V
Paper: TM 5. 3. 1
Corporate Laws
Elective Core – Generic (GE) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

Course Learning Outcomes

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

Contents

Unit 1: Introduction

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

Unit 2: Documents 12
Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

Unit 3: Share Capital 12
Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

Unit 4: Management 16
Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.
Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

Unit 5: Winding up of companies 08
Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

References

7. Kuchhal MC “Company law” Mahavir Publications
8. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
9. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
10. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

Additional References:

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning outcomes	Teaching and learning Process	Assessment methods
1 st and 2 nd week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 rd to 5 th week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA - 21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 th and 7 th week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 th to 10 th week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the annual report of some companies.	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.

			convening and conducting of company meetings.		
11 th and 12 th week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

***Assessment tasks listed here are indicative and may vary.**

Keywords

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

B.A. (VS) Tourism Management
Semester V
Paper: TM 5. 3. 2
Culture in Indian Subcontinent I
Elective Core – Generic (GE) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective

This course is designed for vocational students to understand the Indian cultural traditions and heritage from ancient to contemporary times. It highlights the plurality of Indian culture through the medium of language, literature, music, dance and architecture. This paper will acquaint the students with their culture and its finer nuances for the tourism industry. It would also further help in tourism and policy making.

Course Learning Outcomes

CO1: Helps in better understanding of Indian history and its relationship with development of tourism industry.

CO2: Helps in the preparation of competitive exams from tourism stream.

CO3: Also helps in the preparation of projects and assignments on history based subjects during training and internship with tourism based work profile.

CO4: In long run, this course facilitates their comprehension of the tourism industry better and further policy making of the same.

Contents

Unit 1: 15

Definitions of Culture and its various aspects:

- I. Perspective on Cultures: Indian Cultural tradition: An overview
- II. Plurality of Cultures: Social Content of Culture, Patriarchy and Gender issues.

Unit 2: 15

Language and Literature, Sanskrit: Kavya - Kalidasa's Meghdoot , Prakrit:GathaSaptasati, Development of vernacular language and literature, Indo-Persian Literature: Amir Khusro's works, Urdu poetry and prose: Ghalib, Hindi prose and poetry : Bharatendu Harishchandra , Mahadevi Verma

Unit 3: 15

performing=" arts, =" hindustani,=" carnatic=" classical=" music=" ,devotional=" music:=" bhakti and sufi : Mira Bai, Tuka Ram, Namdev, Nanak, Chaitanya Mahaprabhu, Classical and Folk Dance: Vishnu Narayan Bhatkhande and his contributions , Theatre: Classical, Folk, Colonial and Modern

Architecture: Meanings, form and Function, Urbanisation. Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple; Fort –Agra and Golconda forts; Palace-*Dargah* at Fatehpur Sikri; Colonial – Lutyen’s Delhi, Victoria Terminus (Chhartrapati Shivaji Terminus Railway Station, Mumbai), Victoria Memorial (Kolkata)

Practical

visit to a museum/ historical site.

References

1. Asher Catherine, (ed.): Perceptions of India’s Visual Past, AIIS, Delhi, 1994. • Asher Catherine, Architecture of Mughal India.
2. Basham A.L., The Wonder that was India. Volume I, New Delhi.
3. Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
4. Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
5. Deva, B.C., An introduction to Indian Music, Delhi, 1973. B.A. (VS) Tourism Management CBCS
6. Maxwell, T.S., Image: Text and Meaning: Gods of South Asia, OUP, Delhi.
7. Tillotson G, Havelis of Rajasthan.
8. Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press, • New Jersey, N.D.
9. Cohn. Bernard, India: The Social Anthropology of a Civilization in Bernard Cohn Omnibus,
10. OUP, 2004. • VatasayanaKapila; Indian Classical Dance, Publications Divisions, New Delhi, 1974 (in Hindi Translation)

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no-	Hours	Course learning outcome	Teaching and learning Processes	Assessment Methods
1-3	1	15	Idea of Indian culture in the formation of policy making. Genders sensitize the students for helping them work with different NGO related jobs.	Interactive sessions in the class and content writing on the above mentioned topic.	Oral Presentation and question-answer sessions
4-6	2	15	Enable the students to have an understanding about the evolution of various Indian	Poetry reading sessions, enactment of some acts from the relevant dramas.	Power Point Presentation and evaluation

			languages and related literature.		
7-9	3	15	Encourage the students to understand the rich cultural heritage of India through classical dance and music	Take them for different dance, music related cultural festivals. Classroom workshop, showcase the biography of the dancers and musicians, screening of related documentaries/ short films/ movies.	Project Report and evaluation
10-12	4	15	Helping the students in appreciating the architectural forms and the changing patterns from ancient times till modern times.	Visit to different architectural sites like Qutub Minar complex, Taj Mahal, Rashtrapati Bhawan etc.	Class Tests

***Assessment tasks listed here are indicative and may vary.**

Keywords

Culture, Plurality, Traditions, Heritage, Theatre, Music, Dance, Ancient, Medieval

B.A. (VS) Tourism Management
Semester V
Paper: TM 5. 4
Airport Handling
Skill Enhancement Course (SEC) Credit:4

Duration: 3 hours

Marks: 100

Lectures: 48

Course Objective

The course exposes students to knowledge on Airport Handling. It equips them with skills of how to manage embarkation and disembarkation process enabling them to become an effective airport executive. The students will get the essential skills in the handling of documentations for facilitation purpose.

Course Learning Outcomes

After completing this course, the learners would be able to:

CO1: Understand the Air Geography of tourism in which students will be able to learn the concepts of time zones and calculations of flying time, elapsed time and ground time in airline industry.

CO2: Explain the role and functions of different national and international organisations of aviation industry.

CO3: Understand airfare calculation, global indicators. Further It will develop the understanding of the contents of official airline guide (OAG).

CO4: Understand the various international frontier formalities like passport, visa, custom regulations and health regulations. Further the course contents enable the students to understand the travel information manual (TIM), airport handling procedure and passenger needing special attention in airline industry.

CO5: Delineate the concept of plastic money and digital transactions in air travel, classes of air travel and process of embarkation and disembarkation at airport.

Contents

Unit 1: 10
Air Geography- IATA areas, Sub areas, Sub regions, Time calculation- GMT variations, Concept of Standard Time and Daylight-saving time, Calculation of elapsed time, Flying time and Ground time.

Unit 2: 10
Aviation organisation: AAI, IATA and ICAO: Functions, Role, relevance in the Aviation sector.

Unit 3: 10
Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, Global Indicator, Familiarization with air tariff, Currency regulations.

Unit 4: 10
Familiarization with TIM, Passport, Visa, Custom Regulations, Health regulations and Airport Tax, Passengers needing special attention.

Unit 5: 08
Credit Cards- Concept, Types, Benefits and Different types of credit cards, Fare construction- Passenger ticket, Embarkation and Disembarkation Process, Mixed class journey, Around The World fares (RTW), Special fairs.

References:

1. JagmohanNegi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi,
2. Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub, USA
3. R. Doganis, 'Airport Business'
4. K.Sikdar, All you wanted to know about airlines functions
5. Journal of Air Transport Management by Elsevier Science
6. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

Additional References:

1. OAG, Consultant, IATA, Geneva
2. Air Tariff Book.

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1to 3	1	10	The student will be able to Understand the Air Geography of tourism in which students will be able to learn the concepts of time zones and calculations of flying time, elapsed time and ground time in airline industry.	Class lectures, PPT's & Map reading to develop understanding of air geography. Videos related to different time zones on the earth will be shown to the students. Calculation of flying time, elapsed time and ground time will be explained through various real life examples and numerical.	Presentations on IATA areas, class quiz and assignments on various topics of air geography.
4 and 5	2	10	The student will be able to explain the role and functions of different national and international	Teaching through PPTs and Class Lectures.	Class test, seminar.

			organisations of aviation industry.		
6 to9	3	10	The student would be able to know the airfare calculation, global indicators. Further It will develop the understanding of the contents of official airline guide (OAG).	Lecture will be supplemented with map to understand the various global Indicators of aviation geography. PPT's and videos on OAG.	MCQ on the fare calculation and G.I's, Case studies on various airlines.
10 and 11	4	10	The students would be able to understand the various international frontier formalities like passport, visa, custom regulations and health regulations. Further the course contents enable the students to understand the travel information manual (TIM), airport handling procedure and passenger needing special attention in airline industry.	Class lectures, Discussion, and workshop on various aspects of Frontier formalities.	Group presentation, and MCQ
12 and 13	5	08	The students will be able to delineate the concept of plastic money and digital transactions in air travel, classes of air travel and process of embarkation and disembarkation at airport.	Theory classes and interactive discussion on Plastic money, digital transaction, Videos on embarkation and disembarkation.	Quiz and class test.

***Assessment tasks listed here are indicative and may vary.**

Keywords

IATA areas, GMT variation, standard time, Daylight saving time, calculation of elapsed time, flying time, ground time, AAI, IATA and ICAO, city code, airport code, airline designated code, minimum connecting time, global indicator, TIM, Passport, Visa, Custom Regulations, Health Regulations, Airport Tax, Embarkation, Disembarkation Process. Mixed class journey, around the world fares (RTW).

B.A. (VS) Tourism Management
Semester V
Paper: TM 6.1
Procedure and Operations in the Tourism Business
Elective Core-Discipline Based (DSE) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective

The students will understand the conceptual meaning of travel business and its operation. The module is also aimed to describe the role of information technology in tourism, GATS, issues relating to tourism laws and escorting ethics.

Course Learning Outcomes

CO1: The first unit outlines the process of facilitation, C.R.S. and G.D.S.

CO2: The second unit explains the difference between travel agency and tour operator, functions of a travel agency, organisation structure of travel agency.

CO3: The third unit goes on to explore the concept of various hotel procedures and international agreements like GATS.

Contents

Unit 1: 20
Facilitation - Passport, Visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programs. CRS and GDS. GITs and FITs.

Unit 2: 20
Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business, Difference between travel agent and tour operator, Functions of travel agency, Organisational structure and various departments of a travel agency, Principles of managements and its application in travel trade.

Unit 3: 20
Tour operational techniques - departure, hotel procedures, aboard the coach, activities in the bus, the driver relationship, meeting individual needs, group identification, shopping, sight-seeing, special interest, free time, emergency procedures, finance and accounting. Tourism trade and consumer protection acts, issues relating to tourism laws and legislation, international agreements viz. GATS, tour escorting ethics.

References

1. Bull, A. The Economics of Travel and Tourism, Longman: UK.
2. Jagmohan Negi-Travel Agency & Tour Operations
3. IATO Manuals and reports.
4. Report of National Committee on Tourism, Know India, 1988.

5. National Action Plan, 1992.
6. Various Reports of United Nations World Tourism Organizations.
7. Bezbaruah, M.P. Indian Tourism beyond the Millennium, Gyan Publication, New Delhi, 1999

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1	20	The student will be able to Understand the process of facilitation, C.R.S. and G.D.S.	Class lectures, PPT's & for theoretical part. Videos and training on software's of reservation will make the student user friendly with the cutting edge technology of the tourism industry.	Presentations on IATA areas, class quiz and assignments on various topics of air geography.
5 to 8	2	20	The student will be able to explain the difference between travel agency and tour operator, functions of a travel agency and organisation structure of travel agency.	Teaching through PPTs and Class Lectures. Interactive discussion over functioning and structure of the travel agency and tour operators.	Class test, seminar.
9 to 12	3	20	The student would be able to know the concept of various hotel procedures and international agreements like GATS.	Lecture will be supplemented with the videos and case studies to understand the various procedures and departments of a hotel. Further PPT and lectures will be delivered on various international laws like GATS	MCQ on various international laws and presentation and Case studies on hospitality industry.

***Assessment tasks listed here are indicative and may vary.**

Keywords

Frontier Formalities, Tourist Facilitation, Ticketing procedures, Alliances and Loyalty programs. CRS and GDS. GITs and FITs, IT in Tourism, Tourism Intermediaries, Tourism Products, Travel Agency, Tour Operation Techniques, Tourism Products.

B.A. (VS) Tourism Management
Semester VI
Paper: MM 6.2.1
Globalization
Elective Core – Discipline Based (DSE) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

Course Learning Outcomes

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

CO1: It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

CO2: It gives an understanding of not only economic but also social impact of globalization.

CO3: It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

CO4: It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.

CO5: The course makes the students avail of existing global organizations that govern the process of globalization.

Contents

Unit 1: 09
Meaning and contents of globalization.
Comparative analysis of past and present of globalization.

Unit 2: 15
Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.
Distribution of benefits of globalization shared by developing and developed countries.

<u>Unit 3:</u> Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.	10
<u>Unit 4:</u> Critique of globalization: globalization and neo-liberalism. Decline in authority of nation state and reduction of policy space. The way forward-stress on local/ regional/ national than global economy. Environment and globalization.	16
<u>Unit 5:</u> Global governance: IMF, World Bank, WTO. Role of WTO in global governance. Missing institutions.	10

References

1. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
2. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
3. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
7. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
8. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
9. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
10. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
11. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
12. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
13. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
14. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hou rs	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.	Theory classes on concept of globalization. Discussion on how globalization has changed over a period	Multiple choice questions, class test
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussions and Presentations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussions and power point presentations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

***Assessment tasks listed here are indicative and may vary**

Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.

B.A. (VS) Tourism Management
Semester VI
Paper: TM 6.2.2
Conservation and Preservation of Nature and Culture
Elective Core – Discipline Based (DSE) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective

A crucial course for undergraduates of all streams, this course addresses the contemporary environmental themes and concerns. Important themes of nature are environment history, impact of colonialism on forests and rivers, resource use and conflict, development, vulnerability & disaster. The objective of this course is to develop an understanding and appreciation of culture in South Asia built around diverse regions, languages, religions and traditions.

Course Learning Outcomes

CO1: It will enable students to garner the historical knowledge of colonial and post-colonial objectives in environmental policy making and governance in South Asia (India).

CO2: It will inculcate knowledge about natural resources (rights, control & vulnerability) mainly forests and water. Additionally, it discusses about the city & its environment.

CO3: It will give insights into various traditions, religions, languages, cultures of India and the role of State.

CO4: It will provide knowledge about the values of tangible & intangible heritage and the World Heritage Movement. Students will be able to decipher the role of government in the conservation and preservation of heritage.

CO5: It will inculcate knowledge of laws related with Heritage, Environment and Intellectual property.

Contents

Unit 1: 12
Approaches to environmental history, The emergence of a field and its multi-disciplinary orientations South Asian landscapes, Environmental thought and environmentalism, Colonialism and environmental change.

Unit 2: 12
The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

Unit 3: 12
Defining National and Regional Culture, Rediscovering Religion, Tradition and Myth, Language, Literature and State, Unity in Diversity

Unit 4: 12
Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement, Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

Unit 5: 12
Intellectual Property Rights and Human Rights, Development of International Environmental Law, Indian Environmental laws, Heritage laws.

References

1. Arnold, David and Ramachandra Guha, eds. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford University Press, 2001.
2. Mahesh Rangarajan & K. Sivaramakrishanan, eds. India's Environmental History vol.I &II. Permanent Black 2012.
3. Burke III, Edmund, and Kenneth Pomeranz, eds. The Environment and World History. Berkeley: University of California Press, 2009.
4. Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006
5. Geertz, Clifford. The Interpretation of Cultures. New York, 197
6. Barbara T. Hoffman, Art and cultural heritage: law, policy, and practice, Cambridge University Press, 2006
7. Mourrison Kathleen D, Daroji Valley; Landscape History, Place & the making of Dryland Reservoir System, 2009,

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching and Learning Process	Assessment methods*
2.4	1	12	The students will gain the historical knowledge of colonial and post-colonial objectives in environmental policy making and governance in South Asia (India).	Theory classes, lectures & interaction on Historical writings, the colonial rule and its impact on environment & socio-economic consequences.	Student presentations on the basis of various articles, debates. Class tests. Cultural mapping of South Asia.
2.4	2	12	It will inculcate knowledge about natural resources (rights, control & vulnerability) mainly forests and water. Additionally, it	Teaching through PPTs and audio-visual resources about the concept of environment & associated vulnerabilities, a case	Assignments, Group Discussion, Workshops, Seminars and video making.

			discusses about the city & its environment.	study of Bhopal & Bhuj.	
2.4	3	12	Will give insights into various traditions, religions & cultures of India and the role of State.	Lecture, Demonstration, Visit to heritage sites & nature walks, screening of documentaries.	Assignments, MCQs Project report, Study trip, Book review.
2.4 (excluding mid sem. break)	4	12	It will provide knowledge about the values of tangible & intangible heritage and the World Heritage Movement. Students will be able to decipher the role of government in the conservation and preservation of heritage.	Class lectures, Cultural events, interaction with government and NGOs related with nature tourism & culture-heritage tourism.	Assignments, Class Test, Visit report of museum/fair/monument.
2.4	5	12	It will inculcate the knowledge of laws related with Heritage, Environment and Intellectual property.	Class Lectures, Discussion & case studies, Interaction with Heritage and environmental Government and non-governmental agencies.	Assignments, Class test, moot court.

***The assessment methods listed here are indicative and may vary.**

Keywords

Nature, Culture, Conservation, Environmentalism, Religion, Landscape, Language, Literature, Diversity, Heritage, Tangible, Intangible, Disaster, International Law, Intellectual Property Rights, Human Rights

B.A. (VS) Tourism Management
Semester VI
Paper: TM 6.3.1
Business Law
Elective Core – Generic (GE) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective (2-3)

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

Course Learning Outcomes

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

Contents

Unit 1: The Indian Contract Act, 1872 20

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

Unit 2: The Indian Contract Act, 1872: Specific Contracts 10

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit 3: The Sale of Goods Act, 1930 12

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Consumer Protection Act-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

Unit 4: LLP 2008 and Negotiable Instruments Act

12

The Limited Liability Partnership Act, 2008:

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

The Negotiable Instruments Act, 1881:

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

Unit 5: Information Technology Act 2000:

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

References

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag "Business Law" Sage Texts, New Delhi.
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

Additional References

1. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

Note: Latest edition of text books may be used.

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5 to 6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.
7 to 8	12	3.	The students will be able to distinguish between condition and warranty, Performance of contract of sale and	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples.	Student presentations, MCQ and assignments.

			rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	Further the lecture will focus on the different concepts of Consumer Protection Act.	
9 to 10 (with mid break)	12	4.	The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

***Assessment tasks listed here are indicative and may vary.**

Keywords

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

B.A. (VS) Tourism Management
Semester VI
Paper: TM 6.3.2
Culture in Indian Subcontinent- II
Elective Core – Generic (GE) Credit:6

Duration: 3 hours

Marks: 100

Lectures: 60

Course Objective

This course is designed for vocational students to understand the Indian cultural traditions from ancient to contemporary times. It explains classical and popular art forms, communication and patronage. This paper will acquaint the students with their culture and its finer nuances for the tourism industry. It would also further help in tourism and policy making.

Course Learning Outcomes

CO1: Helps in better understanding of Indian history and its relationship with development of tourism industry.

CO2: Helps in the preparation of competitive exams from tourism stream.

CO3: Also helps in the preparation of projects and assignments on history based subjects during training and internship with tourism based work profile.

CO4: In long run, this course facilitates their comprehension of the tourism industry better and further policy making of the same.

Contents

Unit 1: 15
Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural and Fresco paintings: Ajanta caves, Bagh caves, Alchi Murals, Post Classicism – Pallava – Chola: Chola Bronzes

Unit 2: 20
Early Medieval idiom- Illustrated texts: Jaina and Pala manuscripts, Horoscopes. Medieval idiom- Mughal paintings, painters and illustrated texts. Late Medieval idiom - An overview of school of paintings from 18th century CE onwards. Modern – company school, Ravi Varma, Bengal School, Amrita Shergil and Progressive Artists.

Unit 3: 10
Popular Culture a) Folk Lore and Oral tradition of *Kathas*, narratives, legends and proverbs, Linkages of bardic and literary traditions. b) Festivals, fairs and fasts; Links with *tirtha*, pilgrimage and localities. c) Textile and Crafts; the Culture of Food.

Unit 4: 10
Communication, Patronage and Audiences: a) Court Merchant groups and communities. b) Culture as Communication.

Nationalism and the issue of Culture; Institutions of Cultural Practices: Colonial and Post-Colonial.

Practical

visit to a museum / historical site.

References

1. Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956
2. Bussagli M and Srivaramamurthy C.: 5000 Years of Indian Art, New York, n.d. History and Culture of the Indian People, Bharatiya Vidya Bhavan Series.
3. Huntington Susan L: The Art of Ancient India, Tokyo New York, 1985.
4. Kramrisch, Stella, The Art of Mukherji: Folk Art of India
5. Rizvi, S.A.A.: The Wonder that Was India: Volume II., New Delhi.
6. Huntington Susan L: The Art of Ancient India, Tokyo New York, 1985. History and Culture of the Indian People, Bharatiya Vidya Bhavan Series.
7. Mukherji: Folk Art of India
8. Rizvi, S.A.A.: The Wonder that Was India: Volume II., New Delhi. Mitter Partha: Art and Nationalism in Colonial India, OUP, Delhi
9. Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992. Mitter Partha: Art and Nationalism in Colonial India, OUP, Delhi.
10. Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992.
11. Mitter Partha: Much Maligned Monsters, Oxford, 1977
12. Mitter Partha: Art and Nationalism in Colonial India, OUP, Delhi.

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No	Hours	Course learning outcome	Teaching and learning Process	Assessment Methods
1-3	1	15	Help the students in the understanding of different styles of painting present during ancient times.	visit to various museums, archaeological cave sites, screening of related documentaries	Power Point Presentations
4-7	2	20	Help the students to understand the Indian culture through the rich cultural heritage of painting from ancient to modern times and the various stages of evolution associated with them.	Take the students to museums that show case paintings, documentaries/ films on the famous painters.	Project Preparation and evaluation on various topics
8 & 9	3	10	Make the student understand the rich cultural through the	Visit to cultural fairs like Pushkar, Surajkund etc.	Prepared report (textual and visual) and their evaluation.

			intangible sources like food, textile. Make them also familiar with the concept of <i>Tirtha yatras</i> . Explain the regional textile and food variations like Chanderi from Madhya Pradesh, Katha from West Bengal, Dhokla from Gujrat and Idli from Tamil Nadu.etc.		
10 &11	4	10	Establish an understanding with the students as to how communication plays the most essential role in the decimation of culture across boundaries.	Power point presentation from students to evaluate how they understand communication as a method of cultural understanding. Conduct quiz	Class Tests
12	5	05	To make the students understand how nationalism is integral to the emergence of the new cultural practices during national movement and post-independence.	Showcasing documentaries of the various state sponsored institutions that act as patrons for the cultural practices, visit to related museums and exhibitions.	Class Tests

Keywords

Visual Past, Frescos and Mural paintings, Pallava and Chola Bronzes, Mughal Paintings, Miniatures, Manuscripts, Pilgrimage, Craft, Food, Textiles Colonial and Post-Colonial

B.A. (VS) Tourism Management
Semester VI
Paper: TM 6.4.1
E-Commerce
Skill Enhancement Course (SEC) Credit:4

Duration: 3 hours

Marks: 100

lectures: 48

Course Objective (2-3)

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In addition, student become familiar with mechanism for conducting business transactions through electronic means

Course Learning Outcomes

CO1: To enable the students to tell about E-Commerce its meaning, nature, concepts, types, and reasons for transacting online, e-commerce business models.

CO2: Students will be able to explain technologies used in E-commerce, dynamics of World Wide Web and internet.

CO3: Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000.

CO4: Students will be able to recognize E- Payments system including models and methods, digital signatures, payment gateways, and risks involved in E-payments.

CO5: Students will be able to understand about online business transactions, online marketing, E-tailing, online services, auctions, online portal and online learning.

Contents

Unit 1 10
Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorising major E-commerce business models), forces behind e-commerce.

Unit 2 08
Technology: Technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 3 10
Security and encryption: Need and concepts, The E commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication,

protecting networks and protecting servers and clients), Information Technology Act 2000 (meaning and provisions)

Unit 4

10

E- Payments system: Models and methods of E - payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit 5

10

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment).

References

1. Management Information System: Jawadekar
2. Management Information System: Laudon & Laudon
3. The Essential Guide to Knowledge management: Amrit Tiwana
4. The GIS Book: George B. Karte.
5. Internet (Use of Search Engines Google & yahoo etc.)
6. E - Commerce: Milind Oka
7. E - Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies - Ashok Agarwal

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
2.5	1	10	To enable the students to tell about E-Commerce its meaning, nature, concepts, types, advantages, disadvantages and reasons for transacting online, e-commerce business models.	Lecture to discuss E-Commerce, and related concepts.	Student PPTs
2	2	08	Students will be able to explain technologies used in E-commerce, dynamics of world wide web and internet.	Lecture and discussion in detail about E – Commerce technology and www.	Assignment

2.5	3	10	Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000 (meaning and provisions)	Lecture and PPTs to discuss security environment and IT Act 2000	Questing & answering in class
2.5	4	10	Students will be able to recognize E- Payments system including models and methods of E - payments, digital signatures, payment gateways, online banking, risk involved in E-payments.	Discussion in detail on various methods on E payments	Class test
2.5	5	10	Students will be able to understand about Online business transactions its meaning, purpose, advantages and disadvantages, online marketing, E-tailing, online services , auctions, online portal, online learning.	Discussion and PPTs on online business transactions including online auction, E – tailing online learning.	Questing & answering in class

Key Words

E-Commerce, Information Technology Act, 2000, E-Payment Gateways, E-tailing

B.A. (VS) Tourism Management
Semester VI
Paper: TM 6.4.2
Business Tourism and Hospitality
Skill Enhancement Course (SEC) Credit:4

Duration: 3 hours

Marks: 100

lectures: 48

Course Objective (2-3)

The objective of this module is to make the students aware about the various aspects of business tourism and hospitality. The course will deal with various aspects of event management, hotel operation and MICE. The module is also prescribed to appraise students about the tourism resources of important countries like US, Australia, South Africa and important European countries.

Course Learning Outcomes

This Module is prescribed to apprise students about the important departments of a classified hotel and to understand various aspects related to accommodation and MICE market. After reading this module student will learn about hospitality industry and will be able to handle the MICE market. Students will also learn the activities of various departments of a hotel. This module will help the students in serving the burgeoning Mice sector which requires professionally trained young man powers.

CO1: The first unit outlines the structure of business tourism further it explains the role of travel agency in the management of conference. It also explains the history and functions of ICPB and ICCA.

CO2: The second unit explains and investigates the definition of MICE and Theming & event design

CO3: The third unit goes on to explore the concept of hotel industry. It explains the various functions and customer handling by the different departments of a hotel. further Some cases of different countries are discussed.

Contents

Unit 1: 16
Business Travel, Categories of Business Travel. Business Tourism Market. Role of Events in the promotion of Tourism. Types of Events - Cultural, Festival, Religious and Business. Role of Travel agency in the management of conferences. History and functions of ICPB and ICCA.

Unit 2: 16
Concept of MICE, Introduction of Meetings, Conferences/Conventions and Exhibitions. Staging Events- Theming and event design, choice of venue, audience. The Stage -Power, Lights, Sound. Audio-visual, Catering and Hospitality.

Unit 3:

16

Role of Hospitality in Development of Tourism Industry. Departments of Hotel Operations and Room Division Viz. Front Office, House Keeping, Food and Beverage. Customer Satisfaction and Customer Handling.

Lessons to be learnt from other countries experiences with special reference to Switzerland, South Africa, China, US, Australia and France.

References

1. Amid. M.M. Tourism and Hotel Industry in India. 1976
2. Conard Lashley Hospitality Management
3. Brain Cooper and Brain Floody Caper – Start and run Profitable Restaurants.
4. Sudhir Andrews- Front Office
5. Hall and Sharples- Food Tourism
6. Jagmohan Negi- Hospitality Management

Additional References:

1. Alastair. M. Morrison – Hospitality and Travel Marketing (Ney York: Delemer)

Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1	16	The student will be able to Understand the structure of business tourism further it explains the role of travel agency in the management of conference. Learning outcomes will create the awareness about some organisations of MICE industry like ICPB and ICCA.	Class lectures, PPT's & interactive sessions on various categories of business tourism, conference management by travel agency and functions and history of ICPB and ICCA.	Presentations on IATA areas, class quiz and assignments on various topics of air geography.
5 to 8	2	16	The student will be able to explain the definition of MICE and theming & event design -	Teaching through PPTs and Class Lectures. Videos related to theming and event designing will be shown to the students.	Class test, seminar. Group Presentations, workshop on event designing.
9 to 12	3	16	The student would be able to explore the concept of hotel	Lecture will be supplemented with class discussion and	MCQ on the hotel procedures and various Case study

			industry. It explains the various functions and customer handling by the different departments of a hotel. further Some cases of different countries are discussed.	case studies of hospitality industry of various countries including India.	related to the hotel industry.
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***Assessment tasks listed here are indicative and may vary.**

Keywords

MICE, ICPB and ICCA, Events, Meetings, Hospitality, Exhibition, Convention, Symposium, Conference, Seminar, Incentive Tours, Housekeeping, Front Office, Rooms Division, Food and Beverages.