

## Introduction

Content: 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.

### Learning Outcome based approach to Curriculum Planning

>> Aims of Bachelor's degree programme in (CBCS) B.A.(VOCATIONAL STUDIES) TOURISM MANAGEMENT

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

Interpret practical, theoretical and personal skills required for management roles within a variety of international hotel and tourism organisations.

Synthesise strategic, organisational and marketing processes of a commercial hospitality enterprise within the context of the global nature of the business.

Cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions.

Confidently debate, research and synthesise theories while evaluating organisational learning.

Critically analyse different multilateral institutions and transnational organisations including an evaluation of their impacts involved in international tourism and heritage tourism management.

### Learning Outcome based approach to Curriculum Planning

>> Nature and extent of the B.Sc/B.A./B.Com Programme

Content: 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

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Graduate Attributes in Subject

>> Lifelong learning

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

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Graduate Attributes in Subject

>> Disciplinary knowledge

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

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Graduate Attributes in Subject

>> Communication Skills

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

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Graduate Attributes in Subject

>> Information/digital literacy

Content: demonstrates basic knowledge of computers and use of softwares such as word, excel & power point.

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Graduate Attributes in Subject

>> Leadership readiness/qualities

Content: Leadership while working constructively, cooperatively, effectively, and respectfully with others. [teamwork, lifelong learning, self-motivation]

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Graduate Attributes in Subject

>> Cooperation/Team work

Content: Ability to work constructively, cooperatively, effectively and respectfully as part of a team.

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Graduate Attributes in Subject

>> Self-directed learning

Content: Demonstrate a well-developed ability to acquire new knowledge and new skills, the capacity for self-directed activity and the ability to work independently.

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## Graduate Attributes in Subject

>> Moral and ethical awareness/reasoning

Content: Knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community.

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Graduate Attributes in Subject

>> Multicultural competence

Content: Respect for diversity and have an appreciation of the cultural, legal, social and environmental factors that affect, and are affected by, business operations. [global perspective, cultural understanding]

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Graduate Attributes in Subject

>> Problem solving

Content: To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.

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Graduate Attributes in Subject

>> Research-related skills

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

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Qualification Description

Content: 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

Programme Learning Outcome in course

Content: 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.

## Concept and Impacts of Tourism

(TM 3.2)

Core Course - (CC) Credit:6

### 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

This module divided into three units.

- The first unit outlines the concepts and typology of tourism.
- The second unit explains the various impacts generated by tourism.
- The third unit goes on to explore the demand and supply characteristics of tourism and also explains the different motivational theories related to tourism.

## Unit 1

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

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

## Unit 3

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.
4. Bhatia, A.K. International Tourism Marketing, Sterling, New Delhi, 2008
5. Dr. S. K. Kabia-Tourism and Environment
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

Students learn from various formats such as: Lectures, Tutorials, Workshops, Seminars, simulation, role plays and Online activities- To show videos of different destinations to enhance the destination knowledge of students.

## Assessment Methods

The types of assessment used will depend on the unit and the program. Assessment methods may include: Internal and external examinations, assignments essays, practical work, participate in seminars, class quizzes, project, presentations

## 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.

## Entrepreneurship and Small Business (TM 2.4) Core Course - (CC) Credit:6

### Course Objective(2-3)

The objectives of the course are: to orient the learner toward entrepreneurship as a career option, develop creative thinking and behavior 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 aspects of business and industry.

### Course Learning Outcomes

- The study of this course will not only enhance the knowledge of entrepreneurship but will also develop the entrepreneurial skills.
- The course will motivate the students to become an entrepreneur and will also help in identifying means for financing, locations, procurement of raw material, drafting of proposals for fulfilling the various requirements, identifying the roles of industry association and self help groups for mutual cooperation etc.

- The knowledge of basic computer education and usage of it for recording and developing management information system will make them more competitive in global environment. Increase the productivity and quality with efficiency reduce the costs associated with it and enhances the goodwill of the business. The course focuses on this direction too.
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## Unit 1

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.

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## Unit 2

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.

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## Unit 3

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.

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## Unit 4

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.

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## Unit 5

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.

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## References

1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
  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.
  8. SIDBI Reports on Small Scale Industries Sector.
  9. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
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## Teaching Learning Process

Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorials

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## Assessment Methods

Quiz, problem solving exercise, presentations, assignments, class tests and end-semester examination constitute the different components of the overall assessment. Moreover, students are provided feedback on their work with a view to improve their academic performance.

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## Keywords

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

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## Fundamentals of Management (TM 1.4) Core Course - (CC) Credit:6

### 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.
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### Course Learning Outcomes

- To make students aware of concept of Commerce, trade and business and alternative sources of financing.
  - To provide students with adequate knowledge of alternatives forms of organizations and factors influencing the choice of suitable form of business.
  - To make students understand the basic concepts of Management and Leadership and its relevance for Tourism sector
  - To acquaint students with meaning and importance of planning, organizing and decision making.
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### Unit 1

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.

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### Unit 2

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.

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### Unit 3

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.

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### Unit 4

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.

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### Unit 5

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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### References

1. Govindarajan and Natarajan: Principles of Management, PHI
2. Bhushan YK: Business Organization and Management, Sultan Chand
3. RK Sharma and Shashi K Gupta: Industrial Organization and Management, Kalyani
4. CB Gupta: Industrial Organization and Management, Sultan Chand
5. Sherlekar: Business Organization and Management, Himalaya
6. Talloo: Business Organization and Management, Tata
7. Subba Rao P: Management and Organizational Behavior, Himalaya
8. Satyaraju & Parthasarathy: Management- Text & Cases, PHI
9. Chandra Bose: Principles of Management & Administration, PHI
10. Aryasree & Murthy: Industrial Organization and Management, Tata McGraw Hill
11. Surendar & Madhavi: Industrial Organization & Management, Himalaya
12. Bhatia RC: Business Organization & Management, Ane Books
13. Robins SP: Management, PHI
14. Rao VSP: Management, Excel
15. Gupta CB: Entrepreneurship Development in India, Sultan Chand
16. Prasad LM: Management, Sultan Chand
17. Dubrin: Essentials of Management, Cengage

18. Moshal: Organization and Management, Galgotia

#### Additional References:

1. Gupta CB: Entrepreneurship Development in India, Sultan Chand
2. Bhatia RC: Business Organization and Management, Ane Books
3. Prasad LM : Management, Sultan Chand
4. Subba Rao P: Management and Organizational Behavior, Himalaya

## History of Tourism (TM 1.3) Core Course - (CC) Credit:6

### 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 the outcomes could be surmised in following manners:

#### 1. The diverse structure of historical knowledge

Students would be equipped with diverse historical knowledge encompassing places, events, experiences and narratives. The historical knowledge will give them insights to understand the present world and society from a variety perspective. The knowledge of past could be used to explain and situate the complex cultural matrix which essentially constitutes the tool of study of Tourism.

#### 2. Professional Skills

The knowledge of the subject will carve the required skills among students to understand the complex contour of tourism industry. It will create an organising capability and virtues required to lead the group and the organisation in an effective and efficient manner.

#### 3. Ethics and Values

In a highly commodified and capitalised world it is essential to give emphasis on the ethical and

value embedded knowledge. The course deals with the complex historical evolution of society and tourism and therefore substantially teaches about values and ethics which are fundamental components in making of human being. Therefore the students will be able to learn the ethical values from the gleanings of issues, events and historical examples of the individual and society.

4. Critical thinking : The students will greatly benefited by pedagogical exercise of the discipline which immensely deals with critical analysis of the historical events and narrative. It will thus help them to learn the critical analysis of situations and conditions.

Job opportunity : There is plenty of opportunity one may avail. The advantage of History as a part of syllabus empowers student to find the job opportunity in the field of cultural industry, heritage, museums and travel journalism both print and electronic media. Tourism as interdisciplinary subject is being introduced in institutions of high learning in India and abroad, hence it holds a multitude number of employ-ability in educational institutions. It provides a broad opportunity in the diverse sector of Tourism industry.

## Unit 1

### 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.

#### 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 2

### 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 3

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, Theater and Sculpture

## Practical

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

## References

Kosher, Rudy, ed. *Histories of Leisure*. Oxford: Berg, 2002.

Holden, A (Ed) *Tourism Studies and the social sciences*. Abington, UK: Routledge. 2005

Löfgren, Orvar. *On Holiday: A History of Vacationing*. Berkeley: University of California Press, 1999.

Towner, John. "Approaches to Tourism History," *Annals of Tourism Research* 15, no. 1 (1988): 47-62.

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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- J. Christopher Holloway "The Business of Tourism".
- Maisels "Early Civilisations of the Old World"- Business Books Communication, 1978
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- Nisbet "Social Change and History"- Oxford University Press, 1972

Nora Starr. "Viewpoint"- Prentice Hall, 1997

Ratnagar "Trading Encounters"- Oxford University Press. New Press, 2004

T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978

Urry, J (1990), The Tourist Gaze : Leisure and Travel in contemporary Societies. Sage  
Publication: London

Aitchison , C and F. Jordon (1998) , Gender, Space and Identity: Leisure, Culture and Commerce .  
Eastbourne

K Kinnaird , D Hall (ed) 1994. Tourism a Gender Analysis. Wiley

Himanshu Prabha Ray. 1987. Monastery and Guild: Commerce under Satavahana. Oxford  
University Press.

\_\_\_\_\_. 1995. The Winds of change: Buddhism and Maritime Links of Early South Asia. OUP

### Additional Resources:

Classical Readings  
Historical Text

## Teaching Learning Process

Teaching learning methods involve an array of techniques such as interactive class lectures and tutorials. The audio visual sources are extensively used to generate and create interest in the curriculum. Study tours, field trips to historical-cultural sites and interaction with various achievers related with the tourism studies are important aspects of learning. The aim is to engage and exchange the universal structure of episteme through the multiple and diverse pedagogical tools.

## Assessment Methods

Students are assessed on the basis of presentations, assignments, group discussions, debates, project reports, class quiz, class test, study tour reports and travelogue writing.

## Keywords

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

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## History of Tourism (TM 2.3) Core Course - (CC) Credit:6

### Course Objective(2-3)

- Objectives
  - 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.
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### 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 the outcomes could be surmised in following manners:

#### 1. The diverse structure of historical knowledge

Students would be equipped with diverse historical knowledge encompassing places, events, experiences and narratives. The historical knowledge will give them insights to understand the present world and society from a variety of perspectives. The knowledge of the past could be used to explain and situate the complex cultural matrix which essentially constitutes the tool of study of Tourism.

#### 2. Professional Skills

The knowledge of the subject will carve the required skills among students to understand the complex contour of the tourism industry. It will create an organising capability and virtues required to lead the group and the organisation in an effective and efficient manner.

#### 3. Ethics and Values

In a highly commodified and capitalised world it is essential to give emphasis on the ethical and value embedded knowledge. The course deals with the complex historical evolution of society and tourism and therefore substantially teaches about values and ethics which are fundamental components in making of human being. Therefore the students will be able to learn the ethical

values from the gleanings of issues, events and historical examples of the individual and society.

4. Critical thinking : The students will greatly benefited by pedagogical exercise of the discipline which immensely deals with critical analysis of the historical events and narrative. It will thus help them to learn the critical analysis of situations and conditions.

Job opportunity : There is plenty of opportunity one may avail. The advantage of History as a part of syllabus empowers student to find the job opportunity in the field of cultural industry, heritage, museums and travel journalism both print and electronic media. Tourism as interdisciplinary subject is being introduced in institutions of high learning in India and abroad, hence it holds a multitude number of employ-ability in educational institutions. It provides a broad opportunity in the diverse sector of Tourism industry.

## Unit 1

### 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

### 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

### 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.

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## Unit 4

### 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.

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### Practical

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

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- Marglin Stephen (1990) *The golden age of capitalism* , 1 edn., New York : Oxford University Press .
- Maston T.W (1993) *Social policy in th Third Reich, The working class and "the national community"*, England : Oxford .Burkhardt and Madlik 'Tourist Past,Present and Future': Butterworth Heinemann, several editions
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K Kinnaird , D Hall (ed) 1994. *Tourism a Gender Analysis*. Wiley

Aiken , R. 1994. *Imperial Belvederes :The Hill station of Malaya*: Oxford University Press

Pubby, V 1988. *Simla : Then and Now Summer Capital of Raj*. New Delhi; Indus Publishing Company

### Additional Resources:

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

Edward Gibbon, *Memoirs of My Life and Writings*. Boston, MA and London: Ginn & Co., 1898.

Johann Wolfgang von Goethe, *Goethe's Letters from Switzerland and Travels in Italy*. New York: Worthington, 1885.

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.

Tobias Smollett, *Travels through France and Italy*, edited by Frank Felsenstein. Buffalo, NY: Broadview, 2011. First published 1766.

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

Teaching learning methods involve an array of techniques such as interactive class lectures and tutorials. The audio visual sources are extensively used to generate and create interest in the curriculum. Study tours, field trips to historical-cultural sites and interaction with various achievers related with the tourism studies are important aspects of learning. The aim is to engage and exchange the universal structure of episteme through the multiple and diverse pedagogical tools.

## Assessment Methods

Students are assessed on the basis of presentations, assignments, group discussions, debates, project reports, class quiz, class test, study tour reports and travelogue writing.

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## Keywords

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

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## Managerial Accounting and Finance in Tourism (TM 4.3) Core Course - (CC) Credit:6

### 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.
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### Course Learning Outcomes

- After completing the course, the students
  - will get acquainted with the financial statements, their components and how information from business transactions is translated into these statements.
  - will gain knowledge about accounting for non-profit organisations, hotels and travel organisations .
  - will acquire basic knowledge of mechanised system of accounting.
  - will acquire the basic knowledge required for managing finances in the short term and the long term.
  - will gain an overview of the specialised financial institution for the tourism sector- "Tourism Finance Corporation of India Ltd"
  - will learn techniques to enable them to make decisions.
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### Unit 1

Introduction to  
Accounting

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.

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## Unit 2

Depreciation Accounting :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.

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## Unit 3

Basics of financial management .

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.

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## Unit 4

Financial planning

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.

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## Unit 5

Managerial Decision making

Financial statement analysis , Ratio analysis .

Cost-volume-profit analysis

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## 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

The teaching learning process will be student focussed to help students gain requisite knowledge. A variety of approaches will be adopted. Formal lectures will be supplemented with less formal tutorials in small groups. This will enable students to develop written and oral communication skills, problem solving skills, ability to reason and analyse.

Lectures will be augmented by presentations, quizzes, oral tests, interactive discussions, case studies etc

## Assessment Methods

Appropriate assessment methods will be used to evaluate progress towards the course learning outcomes. Internal assessment will be based on assignments, projects, tests, presentations, quizzes and oral tests. Semester end assessment will be based on university written examination.

## Keywords

Accounting, Profit and loss Account, Balance sheet, Cash flow statement, Financial, management,

Capital Budgeting, Working capital, Capital structure, Break-even point, Ratios.

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Profile of Modern Tourism  
(TM 4.2)  
Core Course - (CC) Credit:6

### Course Objective(2-3)

This module will give an overview of tourism industry and different related organisations. It also enable 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.

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### Course Learning Outcomes

This module will give an overview of tourism industry and different related organizations. It also enable 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.

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### Unit 1

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.

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### Unit 2

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.

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### Unit 3

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.

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### 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

Students learn from various formats such as: Lectures, Tutorials, Workshops, Seminars, simulation, role plays and Online activities- To show videos of different destinations to enhance the destination knowledge of students.

### Assessment Methods

### 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.

Tourism Marketing  
(TM 3.3)  
Core Course - (CC) Credit:6

### 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.

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## Course Learning Outcomes

The module includes the operations techniques of tourism marketing. This module is further divided into three units.

- The first unit imparts 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.
  - The second unit explains 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.
  - The third unit goes on to explore 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.
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### Unit 1

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.

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### Unit 2

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.

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### Unit 3

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.

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## References

- Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.
- Brigs, Susan- Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.
- Middleton- Victor T.C Marketing in Travel and Tourism, Oxford, 1994
- Brunt, Paul- Market Research in Travel and Tourism, Butterworth Heinemaun, 1997.
- Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)
- NamaKumari and Rama Swami- Marketing Management

## Teaching Learning Process

Students learn from various formats such as: Lectures, Tutorials, Workshops, Seminars, simulation, role plays and Online activities- To show videos of different destinations to enhance the destination knowledge of students.

## Assessment Methods

The types of assessment used will depend on the unit and the program. Assessment methods may include: Internal and external examinations, assignments essays, practical work, participate in seminars, class quizzes, project, presentations

## 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.

Conservation And Preservation Of Nature And Culture  
(TM 6.2.2)  
Discipline Specific Elective - (DSE) Credit:6

## Course Objective(2-3)

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.

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### Course Learning Outcomes

- The paper delves deep in the historical and contemporary terrain to evoke and address issues and concerns related with culture and nature.
  - It enables students to garner the historical knowledge of colonial and post colonial objectives in policy making and governance in India. The issues and perspectives ranging from traditional environmental thought, modern environmentalism, politics of control over natural and cultural resources, disasters and vulnerability, national, regional and tribal identities vis-a-vis development of human and Environmental law would provide students an incisive and analytical thought process.
  - The undergraduate students will be able to gain general knowledge and will be aptly able to integrate variety of issues to develop an insight to understand the present and future context of society and nation. For tourism students knowledge of laws related with Heritage, Environment, Intellectual property are crucial as they can play very significant role in the conservation and preservation of unique heritage of India.
  - This course is exclusively designed for the tourism students. Additionally this course would enable them to develop the style of articulation which is desirable skills in the field of sustainable and eco friendly tourism.
  - This course will ignite original, creative and independent thinking among the students, crucial for every good citizen. Studying this course will help the students to join a number of professional fields besides tourism such as law, journalism, education, management, development sector, NGOs, etc.
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### Unit 1

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.

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### Unit 2

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

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## Unit 3

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

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## Unit 4

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.

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## References

- Arnold, David and Ramachandra Guha, eds. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford University Press, 2001.
  - Mahesh Rangarajan & K. Sivaramakrishnan, eds. India's Environmental History vol. I & II. Permanent Black 2012.
  - Burke III, Edmund, and Kenneth Pomeranz, eds. The Environment and World History. Berkeley: University of California Press, 2009.
  - 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
  - Geertz, Clifford.. The Interpretation of Cultures. New York, 197
  - Barbara T. Hoffman, Art and cultural heritage: law, policy, and practice, Cambridge University Press, 2006
  - Mourison Kathleen D, Daroji Valley; Landscape History, Place & the making of Dryland Reservoir System, 2009,
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## Teaching Learning Process

Lecture, Demonstration, Power Point Presentation, Assignment, Group Discussion, Workshops, Seminars, Visit to heritage sites, Heritage & nature walk, visit to museums, Cultural events, interaction with governmental and NGO sector engaged with conservation and preservation of nature and culture. The aim is to engage and exchange the universal structure of episteme through multiple and diverse pedagogical tools.

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## Assessment Methods

- Assignment
  - Internal and external examination
  - Project
  - Presentation
  - Class Test
  - Quiz Competition
  - Heritage Video making/Photography Competition
  - Poster Making Manual & Digital Competition
  - Field Survey Reports
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## Keywords

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

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Globalization  
(TM 6.2.1)  
Discipline Specific Elective - (DSE) Credit:6

## 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.

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## 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 is capable of thinking globally and deliver the best available in the global market.

- The course aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.
- The course gives an overview of how the process of globalization has changed over time.
- It gives an understanding of not only economic but also social impact of globalization.
- 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.
- 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.
- The course makes the students avail of existing global organizations that govern the process of globalization.

## Unit 1

Meaning and contents of globalization.

Comparative analysis of past and present of globalization.

## Unit 2

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.

## Unit 3

Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.

## Unit 4

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.

## Unit 5

Global governance: IMF, World Bank, WTO.

Role of WTO in global governance.

Missing institutions.

## References

Unit 1:

- Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
- Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
- Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.

Unit 2:

- Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
- Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
- Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)

Unit 3:

- Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in Asia. Ch. 1 Introduction.
- Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.

Unit 4:

- Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
- Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
- Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
- Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.

Unit 5:

Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).

### Teaching Learning Process

The teaching learning process will consist of lectures, tutorials, PowerPoint presentations, class discussions with the students and group discussion amongst students.

### Assessment Methods

The assessment will be done with the help of class tests, assignments, multiple choice questions based test and viva.

### Keywords

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

Procedure and Operations in The Tourism Business  
(TM 6.1)  
Discipline Specific Elective - (DSE) Credit:6

### Course Objective(2-3)

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.

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### Course Learning Outcomes

This module is divided into three units. The first unit outlines the process of facilitation, CRS and GDS.. The second unit explains the difference between travel agency and tour operator, functions of a travel agency, organisation structure of travel agency. The third unit goes on to explore the concept of various hotel procedures and international agreements like GATS.

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#### Unit 1

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.

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#### Unit 2

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.

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#### Unit 3

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.

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## 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
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## Teaching Learning Process

Students learn from various formats such as: Lectures, Tutorials, Workshops, Seminars, simulation, role plays and Online activities- To show videos of different destinations to enhance the destination knowledge of students

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## Assessment Methods

The types of assessment used will depend on the unit and the program. Assessment methods may include: Internal and external examinations, assignments essays, practical work, participate in seminars, class quizzes, project, presentations

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## 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.

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Tourism Undertaking  
(TM 5.1)  
Discipline Specific Elective - (DSE) Credit:6

### 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.

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### Course Learning Outcomes

This module is divided into three units.

- First unit focuses on various Modes of transport in India, it also focuses few case studies of Air India and other important International Airlines. It also clarifies different modes of accommodation and Catering
  - Second unit clarifies the operations and modus operandi of the travel agency and Tour operation business units, which are working as the intermediaries in the tourism industry. It explains the procedures of setting up a travel agency. it clarifies the functions of a travel agency and tour operation unit it also clarifies the concept of tour planning
  - Third unit focuses on the roles and functions of the various national and international organisations of tourism. It also focuses on freedoms of air and open Sky policy.
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### Unit 1

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.

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### Unit 2

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.

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## Unit 3

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.

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### References

- Achariya “Civil Aviation and Tourism Management”
  - Mill and Morrison- “The Tourism System”
  - Murphy- “Transport and Distribution”
  - Jagmohan Negi -Travel Agency Operations and Concepts and Principles
  - S. P. Singh-Travel Tourism Management
  - Hollander S. - Passenger Transportation (Michigan: Michigan State University)
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### Teaching Learning Process

Students learn from various formats such as: Lectures, Tutorials, Workshops, Seminars, simulation, role plays and Online activities- To show videos of different destinations to enhance the destination knowledge of students.

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### Assessment Methods

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### 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.

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## Course Objective(2-3)

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 executives. The students will get the essential skills in the handling of documentations for facilitation purpose.

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## Course Learning Outcomes

This module is divided into five units. The first unit focuses on 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. The second unit explains the role and functions of different national and international organisations of aviation industry. The third unit equips the students to learn airfare calculation, global indicators. It develops better understanding of the contents of official airline guide (OAG). Further fourth unit familiarises the students with the various international frontier formalities like passport, visa, custom regulations and health regulations. It also enables students to understand the contents of travel information manual (TIM), airport handling procedure and passenger needing special attention in airline industry. Unit fifth explains the concept of plastic money and digital transactions in air travel, classes of air travel and process of embarkation and disembarkation at airport.

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### Unit 1

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.

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### Unit 2

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

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### Unit 3

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

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## Unit 4

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

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## Unit 5

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.

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## References

- JagmohanNegi, 'Air travel Ticketing and Fare construction', Kanishka, NewDelhi,
  - OAG, Consultant, IATA, Geneva
  - Air Tariff Book
  - Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub, USA
  - R. Doganis, 'Airport Business'
  - K.Sikdar, All you wanted to know about airlines functions
  - Journal of Air Transport Management by Elsevier Science
  - Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002
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## Teaching Learning Process

Students learn from various formats such as: Lectures, Tutorials, Workshops, Seminars, simulation, role plays and Online activities- To show videos of different destinations to enhance the destination knowledge of students.

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## Assessment Methods

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## 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).

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Business Communications and Personality Development  
(TM 4.4)  
Skill-Enhancement Elective Course - (SEC) Credit:4

### Course Objective(2-3)

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

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### Course Learning Outcomes

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

1. Demonstrate enhanced skills in reading, writing, comprehension and business communication.
2. Suitable use of language and communication skills specifically within professional spaces.
3. Enhanced knowledge of the theory of Communication leading to a more adequate understanding of the nature and process of communication.
4. 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.
5. Enhanced verbal skills to improve speaking abilities through participation in group discussions and oral presentations.

6. Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence.

7. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field.

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### Unit 1

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.

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### Unit 2

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.

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### Unit 3

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.

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### Unit 4

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.

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### Unit 5

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.

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## References

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
  2. Bovee, and Thill, Business Communication Today, Pearson Education
  3. Shirley Taylor, Communication for Business, Pearson Education
  4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
  5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
  6. Reuben, Ray; Communication today – understanding creating skills, Himalaya Publishing House, 2001.
  7. E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
  8. Stephen R. Covey; The seven habits of highly effective people
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## Teaching Learning Process

The teaching learning process will consist of lectures, tutorials, Power point presentations, class discussions with students and group discussions among the students themselves.

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## Assessment Methods

The assessment will be done on the basis of class tests, assignments, multiple choice questionnaires, semester exams.

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## Keywords

Communication skills , Globalisation, Business correspondence, Verbal skills,Vocabulary , Social/Business etiquette,Leadership skills.

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**Business Tourism and Hospitality**  
(TM 6.4.2)  
**Skill-Enhancement Elective Course - (SEC) Credit:4**

### 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.

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### 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. This module is further divided into three units.

- The first unit outlines the structure of business tourism. T
  - he second unit explains and investigates the definition of MICE and Theming & event design.
  - The third unit goes on to explore the concept of hotel industry. After reading this module students 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.
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### Unit 1

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.

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### Unit 2

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. Audiovisual, Catering and Hospitality.

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### Unit 3

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.

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### References

- Amid. M.M. Tourism and Hotel Industry in India. 1976
  - Conard Lashley Hospitality Management
  - Brain Cooper and Brain Floody Caper – Start and run Profitable Restaurants.
  - Sudhir Andrews- Front Office
  - Hall and Sharples- Food Tourism
  - Jagmohan Negi- Hospitality Management
  - Alastair. M. Morrison – Hospitality and Travel Marketing (New York: Delemer)
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### Teaching Learning Process

Students learn from various formats such as: Lectures, Tutorials, Workshops, Seminars, simulation, role plays and Online activities- To show videos of different destinations to enhance the destination knowledge of students.

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### Assessment Methods

The types of assessment used will depend on the unit and the program. Assessment methods may include: Internal and external examinations, assignments essays, practical work, participate in seminars, class quizzes, project, presentations

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## Keywords

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

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### Computer Concepts and Software Packages (TM 3.4) Skill-Enhancement Elective Course - (SEC) Credit:4

## 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 System
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## Course Learning Outcomes

- When given a number system, the student will be able to convert it into any other number system with ease
- When given a task, the students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task
- Identify components of a computer system and recognize their application to achieve a task
- Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations
- Whenever required, the students will be able to demonstrate the Explorer and File functions

in an operating system

- When given a new or an unfamiliar situation, the students will be able to apply their disciplinary knowledge and professional skills to identify and solve the issue at hand
  - Fully appreciate and comprehend the latest development in the field of computers
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## Unit 1

### Basic Concepts

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.

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## Unit 2

### Components of Computers

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.

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## Unit 3

### Operating System

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.

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## Unit 4

### Introduction to Networks and Internet

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 wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology

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## Unit 5

### Office Applications

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

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## Unit 6

### Latest developments

Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS

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## 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 Jain
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

The programme of study in computer concepts and software packages focuses on acquiring subject knowledge, understanding and skills to identify and resolve computer related issues in a professional setup. As a result thereof, the learning process must revolve around active and participative learning. The teaching-learning process should incorporate the development of practical skills. An amalgamation of engaging pedagogy must be used including group discussions, case studies, practical implementation of actual scenarios, e-learning resources, use of prescribed textbooks and other references.

## Assessment Methods

The assessment of students taking this programme of study must be aligned to the course learning outcomes. The assessment methods must identify the academic and professional skills in

the students for the course learning outcomes to be successfully delivered. A variety of assessment methods must be used such as:

- open-book tests to evaluate the student's academic and professional orientation
  - closed-book tests
  - case-study analysis and reports
  - viva-voce
  - practical assignments
  - observation and evaluation of practical skills
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## Keywords

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

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## E-Commerce (TM 6.4.1) Skill-Enhancement Elective Course - (SEC) Credit:4

## Course Objective(2-3)

To give on hand knowledge on the issues related to E- Commerce. So that student should become familiar with mechanism for conducting business transactions through electronic means

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## Course Learning Outcomes

1. All students regardless of discipline and function understand the basic economic and business forces driving e commerce that is to create market where prices are transparent, global and highly efficient.
2. Students will able to understand the direct impact of e commerce on firm's relationship with third parties and how e commerce technologies reduce supply chain costs, increase production efficiency and tighten the relationship with customers.
3. Students will also appreciate that without internet e commerce would be virtually nonexistent

so the technology behind e commerce such as wireless and mobile commerce technology, new software languages and new types of internet based information system which supports electronic b2b markets.

4. Students will get to know the concept of privacy; intellectual property and the idea of national sovereignty and governance and creates awareness about insecurities and threats prevailing in the e-commerce industry.
5. Students will recognize the concept of e-commerce business models and different ways in which business can be conducted amongst different parties.
6. Students will demonstrate the knowledge of Information Technology Act, 2000 which help them to know about legal, social and technical aspects under it and how are they beneficial for them.
7. It also gives an exposure to the students on various methods of payments available for online transactions and the various risks involved with it. To make the students familiar with popularity, benefits, characteristics of concept of online services and to make use of them in their routine life.
8. The subject gives in hand knowledge on the applications and importance of e-commerce in industries such as banking, insurance, marketing etc.

## Unit 1

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 categorizing major E-commerce business models), forces behind e-commerce.

## Unit 2

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

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), IT Act 2000 (meaning and provisions)

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## Unit 4

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.

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## Unit 5

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)

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## References

### Suggested readings

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

## Teaching Learning Process

Question Answer, Lecture, Case Study, Class Room Discussion, Demonstration, Field Trips, Role

playing, Surveys,

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## Assessment Methods

Quiz, problem solving exercise, presentations, assignments, class tests and end-semester examination constitute the different components of the overall assessment. Moreover, students are provided feedback on their work with a view to improve their academic performance.

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## Keywords

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

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Business Law  
(TM 6.3.1)  
Generic Elective - (GE) Credit:6

## 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.

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## Course Learning Outcomes

- The students will have skills to understand the concepts of contract Act and to understand the provisions of any contract.
- The students will have understanding of specific contracts like indemnity, bailment and agency.

- The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller.
  - The students will be able to understand consumer rights and consumer grievance redressal mechanism.
  - 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.
  - The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.
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## Unit 1

### The Indian Contract Act, 1872

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.

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## Unit 2

### The Indian Contract Act, 1872: Specific Contracts

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

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## Unit 3

### The Sale of Goods Act, 1930

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.

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## Unit 4

## LLP 2008 and Negotiable instruments Act

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: 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

### Essential Readings

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag "Business Law" Galgotia Publishing Company, 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

Teaching learning process: The teaching learning process will involve two way communication between teacher and students. It will include Lecture, Tutorial, seminar, lecture by industry experts for enriching the learning experience for students.

Tools: The tools to be used by teachers include PPT, Lecture, case study, role playing, Field visit to court.

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## Assessment Methods

Evaluation and assessment: Assignment, Group discussion, MCQ, Case study, term paper, Test, Viva for internal assessment. For end term assessment university written examination will be held.

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## Keywords

Key words: Contract, breach, condition , warranty, unpaid seller, cheque, LLP, digital signature

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Corporate Laws  
(TM 5.3.1)  
Generic Elective - (GE) Credit:6

## Course Objective(2-3)

- 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.
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## Course Learning Outcomes

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

- understand and acquire knowledge of the regulatory framework of companies under the provisions of Companies Act, 2013.

- comprehend the legal nature, structure and functioning of a company.
- classify different types of companies on the basis of share capital, ownership, and liability .
- understand the online incorporation process of the company which will help the students in acquiring entrepreneurial skills.
- acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders.
- know about relevant provisions regarding the convening and conducting of company meetings .
- develop cognitive skills and analytical skills to apply legal reasoning to analyse relevant case laws and understand the regulatory practice in the core topics in company law.
- comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.

## Unit 1

### Introduction

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

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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

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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

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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

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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

1. Kuchhal MC “Company law ” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi
4. 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”, Taxmans Allied Services(P) Ltd., New Delhi (Latest Edn)

## Teaching Learning Process

Students will be taught the subject mainly through oral lectures and presentations by the teacher. Further, discussion method, on topics and leading cases, to encourage participation and interaction of students, will be used. Furthermore, case studies and other techniques, specific to the paper can be used by the teacher, according to student's need.

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## Assessment Methods

Students' learning will be assessed analytically and objectively, on a continuous basis through regular assignments and class tests (oral and mock) for the award of internal assessment marks. Besides, there will be a term end exam. The term end question paper will include questions, of descriptive, objective and problem solving nature to test students' ability. It will be evaluated objectively and marks awarded on the basis of students performance in exam.

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## Keywords

Companies Act 2013 ,Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up.

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Culture In Indian Subcontinent I  
(TM 5.3.2)  
Generic Elective - (GE) Credit:6

## Course Objective(2-3)

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.

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## Course Learning Outcomes

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.

### Unit 1

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

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

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=">

### Unit 4

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.

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## References

### Suggested Readings

- Asher Catherine, (ed.): Perceptions of India's Visual Past, AIFS, Delhi, 1994. • Asher Catherine, Architecture of Mughal India.
- Basham A.L., The Wonder that was India. Volume I, New Delhi.
- Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
- Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIFS, 1975.
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## Teaching Learning Process

Lecture demonstration, Assignments, Class test Presentations, Projects, Visits to museums, Historical sites, Fares, Cultural events Quiz and Workshops and Seminars

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## Assessment Methods

Class Test, Power point Presentation ProjectsAssignments, Field Reports

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## Keywords

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

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Culture in Indian subcontinent II  
(TM 6.3.2)  
Generic Elective - (GE) Credit:6

### Course Objective(2-3)

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.

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### Course Learning Outcomes

- The paper would enable the students to explore the architectural diversity within the Indian Subcontinent.
  - The paper would also help in understanding the technological and scientific elements used in Indian Subcontinent.
  - The paper also makes the students familiar with the sacred geography of the Indian Subcontinent
  - The paper also helps the student in understanding the concept of moving markets with reference to fair, festivals and pilgrimage sites.
  - It would also help students to develop a broader understanding of living traditions and cultural complexities of society.
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### Unit 1

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

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### Unit 2

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.

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### Unit 3

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.

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### Unit 4

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

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### Unit 5

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

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### Practical

visit to a museum / historical site.

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### References

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- Traditional Indian Theatre: Multiple Streams, Hindi translation: ParamparikBharatiya

## Teaching Learning Process

Lecture classes with audio-visual demonstration, Lecture supported by tutorials , Heritage walk, Museums visit, use of e-learning materials along with prescribed textual materials, Field based observation and reports, seminars on themes related and relevant to the themes of paper.

## Assessment Methods

Assignments, interactive sessions, Tutorials, Audio-Visual presentations, Class Test and Project based on relevant themes. Moc test and Quiz are also the integral part of the assessment.

## Keywords

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

Internship Project / Project  
(TM 5.2)  
Generic Elective - (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 and the student will be examined at the end of the semester.

#### 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.

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### Course Learning Outcomes

This course ensures that the students know about the different aspects of the vocational subject. The practical knowledge gained in this course commensurate with the classroom teaching will equip the student to make a place for himself in the competitive business industry. Awareness about data analysis, different statistical techniques, data interpretation as well as the understanding of the practices adopted by organizations adds to the theoretical knowledge gained in the classroom..

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#### Part A

Max. Marks: 50

Time Duration: 2 Hours

## Unit 1

Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered

## Unit 2

Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire

## Unit 3

Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation

## Unit 4

Report writing: significance, steps, layout, types of Reports, contents, Referencing

### Part B

Max Marks 50

Objectives: to provide basic and hands on understanding of the industry.

Each student on vocational course shall undergo practical internship of four weeks during the vacation 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 they will have to submit a training report. The internship/ project report will carry 50 marks. It will be evaluated by two examiners- one internal and one external. The training report is part of the fifth semester. It is to be submitted by the date fixed by the college.

The students will also have to submit a performance certificate from the company where she/he undertook the training. This report will also be considered while evaluating the training report by the examiners. 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.

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## References

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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 edn), SPSS in simple steps, dreamtech Press

5. SPSS in simple steps - Kiran Pandya, Smruti Bulsari, Sanjay Sinha

The book on the topic selected by the student and the teacher.

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## Teaching Learning Process

- Lecture
  - Use of power point presentations
  - Case studies
  - Field surveys
  - Use of MS excel
  - Softwares for data analysis
  - Internship
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## Assessment Methods

- Semester exam to evaluate theoretical knowledge
  - Classroom discussions,
  - Presentations,
  - Project evaluation by external and internal examiner
  - MCQs on the subject
  - Oral presentation of research papers in the classroom for further improvement
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## Keywords

Tourism, management, sample design, research problem, primary data, secondary data, techniques of data analysis, report writing