



**HINDUSTAN
UNIVERSITY**
HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

Department of Management Studies

B.B.A. Travel and Tourism Management

**Curriculum & Syllabus
2014 Regulations**

ACADEMIC REGULATIONS–BBA/BCA/B.Com:

1. Vision, Mission & Objectives

1.1 The Vision of the Institute is to make everyone a success and no one a failure

In order to progress towards the vision, the Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development, and to offer quality education in all spheres of engineering, technology, applied sciences and management, without compromising on the quality and code of ethics.

1.2 Further, the Institute always strive

- To train our students with the latest and the best in the rapidly changing fields of Engineering, Technology, Management, Science & Humanities.
- To develop the students with a global outlook possessing, state of the art skills, capable of taking up challenging responsibilities in the respective fields.
- To mould our students as citizens with moral, ethical and social values so as to fulfill their obligations to the nation and the society.
- To promote research in the field of science, Humanities, Engineering, Technology and allied branches

1.3 Aims and Objectives of the Institute are focused on

- Providing world class education in engineering, technology, applied science and management.
- Keeping pace with the ever changing technological scenario to help the students to gain proper direction to emerge as competent professionals

fully aware of their commitment to the society and nation.

- To inculcate a flair for research, development and entrepreneurship.

2. Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute, following guidelines issued by Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each branch of the BBA / B.Com programme will be decided by BOM as per the directives from MHRD, Government of India and taking into account the market demands. Some seats for Non Resident Indians and a few seats for foreign nationals shall be made available.

2.2. At the time of applying for admission, the candidates should have passed / appeared and be awaiting results of the final examination of the 10+2 system or its equivalent study in the appropriate subjects of study.

2.3. The selected candidates will be admitted to the BBA / BCA/ B.Com programme after he/she fulfills all the admission requirements set by the Institute after payment of the prescribed fees.

2.4. In all matters relating to admission to the BBA / BCA/ B.Com programme, the decision of the Institute and its interpretation given by the Chancellor of the Institute shall be final.

2.5. If at any time after admission, it is found that a candidate has not fulfilled any of the requirements stipulated by the Institute, the Institute may revoke the admission of the candidate with information to the Academic Council.

3. Structure of the programme

3.1. The programme of instruction will have the following structure:

- i) A general programme of English, Tamil, other Languages and Applied Mathematics
- ii) A core programme introducing the student to the foundations of respective branch.
- iii) An elective programme enabling the student to opt and undergo a set of courses of interest to him/ her.
- iv) Professional practice including project, seminar and industrial training.
- v) General elective courses, such as, Environmental Studies, Physical Education, Professional ethics, and National Service Scheme.

The distribution of total credits required for the degree programme into the above five categories will nominally be 15%, 60%, 15%, 5% and 5% respectively.

3.2 The duration of the programme will be a minimum of 6 semesters. Every branch of the BBA/ BCA/ B.Com programme will have a curriculum and syllabi for the courses approved by the Academic Council.

3.3 The academic programmes of the Institute follow the credit system. The general pattern is:

- One credit for each lecture hour per week per semester.
- One credit for each tutorial hour per week per semester.
- One credit for each laboratory practical of three hours per week per semester.
- One credit for 4 weeks of industrial training and
- One credit for 4 hours of project per week per semester

3.4. For the award of degree, a student has to earn certain minimum total number of credits specified in the curriculum of the relevant branch of study. The curriculum of the different programs shall be so designed that the minimum prescribed credits required for the

award of the degree shall be within the limits specified below

Program	Minimum prescribed credit range
B.Com/BBA	135-145
BCA	115- 125

3.5. The medium of instruction, examination and the language of the project reports will be English.

4. Faculty Advisor

4.1. To help the students in planning their courses of study and for getting general advice on the academic programme, the concerned Department will assign a certain number of students to a Faculty member who will be called their Faculty Advisor.

5. Class Committee

5.1 A Class Committee consisting of the following will be constituted by the Head of the Department for each class:

- (i) A Chairman, who is not teaching the class.
- (ii) All subject teachers of the class.
- (iii) Two students nominated by the department in consultation with the class.

The Class Committee will meet as often as necessary, but not less than three times during a semester.

The functions of the Class Committee will include:

- (i) Addressing problems experienced by students in the classroom and the laboratories.
- (ii) Analyzing the performance of the students of the class after each test

and finding ways and means of addressing problems, if any.

- (iii) During the meetings, the student members shall express the opinions and suggestions of the class students to improve the teaching / learning process.

6. Grading

6.1 A grading system as below will be adhered to.

Range of Marks	Letter Grade	Grade points
90-100	S	10
80-89	A	09
70- 79	B	08
60-69	C	07
50-59	D	06
40-49	E	05
< 40	U	00
	I (Incomplete)	

6.2 GPA & CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course "i" and the grade points P_i earned for that course taken over all courses "i" registered by the student to the sum of C_i for all "i". That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, at any semester, considering all the courses enrolled from first semester onwards.

6.3. For the students with letter grade I in certain subjects, the same will not be included in the computation of GPA and CGPA until after those grades are converted to the regular grades S to F.

6.4 Raw marks will be moderated by a moderation board appointed by the Vice

Chancellor of the University. The final marks will be graded using absolute grading system. The Constitution and composition of the moderation board will be dealt with separately.

7. Registration & Enrolment

7.1 Except for the first semester, registration and enrollment will be done in the beginning of the semester as per the schedule announced by the University.

7.2 A student will be eligible for enrollment only if he/she satisfies regulation 10 (maximum duration of the programme) and will be permitted to enroll if (i) he/she has cleared all dues in the Institute, Hostel & Library up to the end of the previous semester and (ii) he/she is not debarred from enrollment by a disciplinary action of the University.

7.3. Students are required to submit registration form duly filled in.

8. Registration requirement

8.1. (i) BBA/B.Com

The student shall not register for less than 16 credits or more than 28 credits in any given semester.

(ii) BCA

The student shall not register for less than 14 credits or more than 24 credits in any given semester.

8.2 If a student finds his/her load heavy in any semester, or for any other valid reason, he/she may withdraw from the courses within three weeks of the commencement of the semester with the written approval of his/her Faculty Advisor and HOD. However the student should ensure that the total number of credits registered for in any semester should enable him/her to earn the minimum number of credits per semester for the completed semesters.

9. Minimum requirement to continue the programme

9.1. For those students who have not earned the minimum required credit prescribed for that particular semester examination, a warning letter to the concerned student and also to his parents regarding the shortage of his credit will be sent by the HOD after the announcement of the results of the university examinations

10. Maximum duration of the programme

10.1 The normal duration of the programme is six semesters. However a student may complete the programme at a slower pace by taking more time, but in any case not more than 10 semesters excluding the semesters withdrawn on medical grounds or other valid reasons.

11. Temporary discontinuation

11.1. A student may be permitted by the Director (Academic) to discontinue temporarily from the programme for a semester or a longer period for reasons of ill health or other valid reasons. Normally a student will be permitted to discontinue from the programme only for a maximum duration of two semesters.

12. Discipline

12.1. Every student is required to observe discipline and decorum both inside and outside the campus and not to indulge in any activity which will tend to bring down the prestige of the University.

12.2. Any act of indiscipline of a student reported to the Director (Academic) will be referred to a Discipline Committee so constituted. The Committee will enquire into the charges and decide on suitable punishment if the charges are substantiated. The committee will also authorize the Director (Academic) to recommend to the Vice-Chancellor the implementation of the decision. The student concerned may appeal to the Vice-Chancellor whose decision will be final.

The Director (Academic) will report the action taken at the next meeting of the Council.

12.3. Ragging and harassment of women are strictly prohibited in the University campus and hostels.

13. Attendance

13.1. A student whose attendance is less than 75% in a semester is not eligible to appear for the end-semester examination. The details of all students who have less than 75% attendance in a course will be announced by the teacher in the class. These details will be sent to the concerned HODs and Director (Academic).

13.2 Those who have less than 75% attendance will be considered for condonation of shortage of attendance. However, a condonation of 10% in attendance will be given on medical reasons. Application for condonation recommended by the Faculty Advisor, concerned faculty member and the HOD is to be submitted to the Director (Academic) who, depending on the merits of the case, may permit the student to appear for the end semester examination. A student will be eligible for this concession at most in two semesters during the entire degree programme. Application for medical leave, supported by medical certificate with endorsement by a Registered Medical Officer, should reach the HOD within seven days after returning from leave or, on or before the last instructional day of the semester, whichever is earlier.

13.3 As an incentive to those students who are involved in extra curricular activities such as representing the University in Sports & Games, Cultural Festivals, and Technical Festivals, NCC/ NSS events, a relaxation of up to 10% attendance will be given subject to the condition that these students take prior approval from the officer – in-charge. All such applications should be recommended by the concerned HOD and forwarded to Director (Academic) within seven instructional days after the programme / activity.

14. Assessment Procedure

14.1. The Academic Council will decide from time to time the system of tests and examinations in each subject in each semester.

14.2 For each theory course, the assessment will be done on a continuous basis as follows:

Test / Exam	Weightage	Duration of Test / Exam
First Periodical Test	5%	1 Period
Second Periodical Test	10%	2 Period
Third Periodical Test	10%	3 Periods
End – semester examination	75%	3 Hours

14.3. For practical courses, the assessment will be done by the subject teachers as below:

- (i) Weekly assignment/Observation note book / lab records – weightage 60%.
- (ii) End semester examination of 3 hours duration including viva – weightage 40%.

14.4 For courses on Physical Education, NSS, etc, the assessment will be as satisfactory/not satisfactory only.

15. Make up Examination/Periodical Test

15.1. Students who miss the end-semester examinations / periodical test for valid reasons are eligible for make-up examination /periodical test. Those who miss the end-semester examination / periodical test should apply to the Head of the Department concerned within five days after he / she missed examination, giving reasons for absence.

15.2. Permission to appear for make-up examination / periodical test will be given under exceptional circumstances such as admission to a hospital due to illness. Students should produce a medical

certificate issued by a Registered Medical Practitioner certifying that he/she was admitted to hospital during the period of examination / periodical test and the same should be duly endorsed by parent / guardian and also by a medical officer of the University within 5 days.

16. Project evaluation

16.1 For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End - semester Exam	50%

For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.

17. Declaration of results

17.1. A candidate who secures not less than 40% of total marks prescribed for a course with a minimum of 40% of the marks prescribed for the end semester examination shall be declared to have passed the course and earned the specified credits for the course.

17.2 After the valuation of the answer scripts, the tabulated results are to be scrutinized by the Result Passing Boards of UG and PG programmes constituted by the Vice-Chancellor. The recommendations of the Result Passing Boards will be placed before the Standing Sub Committee of the Academic Council constituted by the Chancellor for scrutiny. The minutes of the Standing Sub Committee along with the results are to be placed before the Vice-Chancellor for approval. After getting the approval of the Vice-Chancellor, the results will be published by the Controller of Examination / Registrar.

17.3. If a candidate fails to secure a pass in a course due to not satisfying the minimum requirement in the end semester examination, he/she shall register and re-appear for the end semester examination during the following semester. However, the sessional marks secured by the candidate will be retained for all such attempts.

17.4. If a candidate fails to secure a pass in a course due to insufficient sessional marks though meeting the minimum requirements of the end semester examination, wishes to improve on his/her sessional marks, he/she will have to register for the particular course and attend the course with permission of the HOD concerned and Dean with a copy marked to the Registrar. The sessional and external marks obtained by the candidate in this case will replace the earlier result.

17.5. A candidate can apply for the revaluation of his/her end semester examination answer paper in a theory course within 2 weeks from the declaration of the results, on payment of a prescribed fee through proper application to the Registrar/Controller of Examinations through the Head of the Department. The Registrar/Controller of Examinations will arrange for the revaluation and the results will be intimated to the candidate concerned through the Head of the Department. Revaluation is not permitted for practical courses and for project work.

18. Grade Card

18.1 After results are declared, grade sheet will be issued to each student which will contain the following details:

- (i) Program and branch for which the student has enrolled.
- (ii) Semester of registration.
- (iii) List of courses registered during the semester and the grade scored.
- (iv) Semester Grade Point Average (GPA)
- (v) Cumulative Grade Point Average (CGPA).

19. Class / Division

Classification is based on CGPA and is as follows:

CGPA \geq 8.0 : **First Class with distinction**

7.0 \leq CGPA < 8.0 : **First Class**

6.0 \leq CGPA < 7.0 : **Second Class**

5.0 \leq CGPA < 6.0 : **Third Class**

20. Transfer of credits

20.1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the transfer of credits committee so consulted by the Chancellor may permit students to earn part of the credit requirement in other approved institutions of repute and status in the country or abroad.

21. Eligibility for the award of BBA / BCA / B.Com. Degree

21.1. A student will be declared to be eligible for the award of the BBA / BCA / B.Com Degree if he/she has

- i) Registered and successfully obtained credit all the core courses;
- ii) Successfully acquired the credits in the different categories as specified in the curriculum corresponding to the discipline (branch) of his/her study within the stipulated time;
- iii) Has no dues to all sections of the Institute including Hostels, and
- iv) Has no disciplinary action pending against him/her.

The award of the degree must be recommended by the Academic Council and approved by the Board of Management of the University.

22.2 All students who have successfully completed the first semester of the course will be eligible for consideration for change of branch subject to the availability of vacancies.

23. Power to modify

23.1. Notwithstanding all that has been stated above, the Academic Council shall modify any of the above regulations from time to time subject to approval by the Board of Management.

B.B.A – TRAVEL AND TOURISM (Full Time - Course)
Hindustan Institute of Technology & Science
 Curriculum & Syllabus - 2014

**CURRICULUM
 I SEMESTER**

S. No	Course Code	Course Title	L	T	P	C	TCH
1		Language I	3	0	0	3	3
	BA 1101	Tamil					
	BA 1102	French					
2	EL 1105	English – I	3	0	0	3	3
3		Tourism Business – I	3	1	0	4	4
4	BA1106	Principles of Management	3	1	0	4	4
5		Allied I – Indian Geography	4	1	0	5	5
6	BA 1107	Soft skill subject	2	0	0	2	4
7	-	Any One of the Non – Major Electives	2	0	0	2	2
TOTAL						23	25

NON MAJOR ELECTIVE – SEM I

S. No	Course Code	Course Title	L	T	P	C	TCH
1	BA 1012	Basics of Computer	2	0	0	2	2
2	BA 1110	Basics of Retail Marketing	2	0	0	2	2
3		Basics of Tourism	2	0	0	2	2
4		Principles of Tourism Management	2	0	0	2	2

II SEMESTER

S.No	Course Code	Course Title	L	T	P	C	TCH
1		Language II	3	0	0	3	3
	BA 1113	Tamil					
	BA 1114	French					
2	EL 1106	English – II	4	0	0	4	4
3		Tourism Business – II	3	1	0	4	4
4		Tourism Product - I	3	1	0	4	4
5		Allied II – Indian Cultural Heritage – I	4	1	0	5	5
6	BA 1111	Soft skill subject – II	2	0	0	2	4
7	-	Any One of the Non – Major Electives*	2	0	0	2	2
TOTAL						24	24

NON MAJOR ELECTIVE – SEM II

S. No	Course Code	Course Title	L	T	P	C	TCH
1		Travel Management	2	0	0	2	2
2		Economics of Tourism	2	0	0	2	2
3		Indian Tourist Panorama	2	0	0	2	2
4	BA 1024	Concept of self help groups	2	0	0	2	2

III SEMESTER

S. No	Course Code	Course Title	L	T	P	C	TCH
1		Tourism Product – II	3	1	0	4	4
2	BA 1202	Organizational Behaviour	3	1	0	4	4
3	BA 1203	Computer Application in Business	3	1	0	4	4
4	BA 1204	Marketing Management	3	1	0	4	4
5		Allied III – Indian Cultural Heritage – II	3	1	0	4	4
6	BA 1206	Soft skill subject – III	2	0	0	2	4
7	BA 1207	Environmental Studies * (Examination will be held in semester IV)	1	0	0	0	1
TOTAL						22	25

IV SEMESTER

S. No	Course Code	Course Title	L	T	P	C	TCH
1		Tourism Marketing	3	1	0	4	4
2		Travel Agents and Tour Operators – I	3	1	0	4	4
3		Hospitality Management	3	1	0	4	4
4	BA 1217	Management Information Systems	3	1	0	4	4
5		Allied IV- Eco - Tourism	3	1	0	4	4
6	BA 1219	Soft skill subject – IV	2	0	0	2	4
7	BA 1207	Environmental Studies*	2	0	0	2	2
TOTAL						24	26

* **NOTE:** Examination for Environmental Studies will be held in Semester IV

V SEMESTER

S. No	Course Code	Course Title	L	T	P	C	TCH
1	BA 1301	Business Ethics & Values	3	1	0	4	4
2		Travel Agents and Tour Operators – II	3	1	0	4	4
3		Global Tourism	3	1	0	4	4
4		Development of Tourism Schemes	3	1	0	4	4
5		Elective I – Any one of the following a) Human Rights and Tourism b) Front Office Management	4	1	0	5	5
6	-	Value Education	1	0	0	0	0
TOTAL						21	21

VI SEMESTER

S. No	Course Code	Course Title	L	T	P	C	TCH
1	BA 1310	Business Environment	3	1	0	4	4
2	BA 1311	Services Marketing	3	1	0	4	4
3	BA 1312	Human Resource Management	3	1	0	4	4
4		Elective II – Any one of the following a) Customer Relationship Management b) Air ticketing and fare construction	4	1	0	5	5
5	BA 1340	Elective III- Project Work	0	0	10	5	10
6	GE1103	Extension Activities (NCC,NSS,YRC)	0	0	1	1	0
TOTAL						23	27

SYLLABUS 2014 – BBA – TRAVEL AND TOURISM

BA1101

**Part – I TAMIL
B.A., B.S.C., B.COM., DEGREE COURSE – TAMIL**

BA1101

**TAMIL I
B.A., B.S.C., B.COM., DEGREE COURSE – TAMIL**

3 0 0 3

midj;Jg; gl;lg;gbg;Gg; gphpTfSf;Fk; le;jhz;L xUq;F Kiwg;gl;l Nkw;gbg;Gg; gphpTfSf;Fk; nghJthdJ. Common to all undergraduate Courses and five year integrated Post graduate Courses.

Kjw;gUtk; (First Semester)

1. nra;As;- gy;fiyf;fof ntspaPL
2. ,yf;fzk; - ,yf;fzf;Fwpg;G kl;Lk;
3. nkhopj;jpwd;
4. ghle;jOtpa ,yf;fpa tuyhW
5. nghJf;fl;Liu

SYLLABUS

1.nra;As;

m	kNdhd;kzPak;	jkpo;j; nja;t tzf;fk; “ePuhUq; flYLj;j.. vd;W njhlq;Fk; Kjw;ghly; “fly; Fbj;j..” vd;W njhlq;Fk; MW fz;zpfs;
M	,uhkypq;f mbfshh;	Mwhe;jpUKiwapy; ,lk; ngw;Ws;s ‘mUs; tpsf;f khiyapy; “NfhillapNy” fjpf;F top” “jdpj;jdp” vdj; njhlq;Fk; %d;W ghly;fs; kl;Lk;
,	ftpkzp Njrpa tpehafk; gps;is	kyUK; khiyAk; vd;Dk; E}ypy; ,lk; ngw;Ws;s “Nfhpty; topghL” tho;f;ifj; jj;Jtq;fs; vDk; jiyg;gpYs;s ftpij KOikAk;.
<	ghujpahh;	‘fz;zd; vd; Nrtfd;” vd;w jiyg;gpy; mike;Js;s ftpij KOikAk;
c	ghujpjhrd;	‘mofpd; rphpg;G” E}ypy; ,lk; ngw;Ws;s “My;” vd;w jiyg;gpy; cs;s ghly;fs;

C	<NuhL jkpod;gd;	“me;j ee;jid vhpj;j neUg;gpd; kpr;rk;” vd;w E}ypy; ,lk; ngw;Ws;s “thf;Fr; rPl;LfSf;F xU mh;j;jk; tul;Lk; vd;Dk; ftpij kl;Lk;
v	ftpQh; ituKj;J	‘jpUj;jp vOjpa jPh;g;Gfs; vd;Dk; E}ypy; ,lk; ngw;Ws;s epyj;ij n[apj;j tpj’ ftpij kl;Lk;
2	,yf;fzk;	
	,yf;fzf;Fwpg;G	ghlj;jpl;ljjpy; ,lk; ngw;Ws;s nra;Al;fspy; mike;Js;s ,yf;fzf;Fwpg;Gfis vLj;Jf; fhL;Ljy;
3	nkhopj;jpwd;	1. fiyr; nrhy;yhf;fk;
		2. Neh; fhzy;
		3. nghUe;jpa nrhy; jUjy;
		4. kuGj; njhLh;
4	ghle;jOtpa ,yf;fpa tuyhW	
5	nghJf;fl;Liu ,lQ;Rl;bg; nghUs; tpsf;fk; nra;As; gFjpapy; ,lk; ngwNtz;Lk;.	

BA1102

**FOUNDATION FRENCH
SEMESTER I-(PART I)**

Objectives:

- i. To teach basic skills in written and spoken French.
- ii. To encourage students oral and written mastery of the language.

Prescribed text book

- Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011

Syllabus

Lessons 0 to 7 taken from the prescribed textbook

Recommended Reading:

- ❖ CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris,2008
- ❖ MERIEUX, Regine; LOISEAU, Yves, Connexions-1,Didier,Paris,2004
- ❖ MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009
- ❖ POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Pairs, 20011

Websites

- ✓ <http://bouche-a-oreille.pagesperso-orange.fr>
- ✓ www.franparler.org
- ✓ www.francaisfacile.com/exercices/
- ✓ www.lepointdufle.net
- ✓ www.ccdmd.qu.ca/fr/

COURSE CONTENT

Unit I (12 hours-lecons 1 et 2)

- | | | |
|-----|--|-------|
| 1.1 | Se presenter a des publics different et saluer | -1 hr |
| 1.2 | Saluer et prendre conge | -1 hr |
| 1.3 | La presentation, s 'appeler et etre et pronoms sujets, | |

	C' est / il est / elle est.	-1 hr
1.5	Articles definis /indefinis, Voici / voila/il ya	-1 hr
1.6	Des cartes d'identite.	-1 hr
1.7	Presenter quelqu'un	-2 hrs
1.8	Parler de soi	-1 hr
1.9	Les nationalites, les verbs er(commencer, habiter...)	-2 hrs
1.2.1	Les chiffres 1 a 50	-30 minutes
1.2.2	Des vedettes et leurs nationalities	-30 minutes
1.2.1	Epreuves	-1 hr
Unit II (12 hours-lecons 3 et 4)		
2.1	Exprimer ses goûts, ses preferences.	-1 hr
2.2	La negation, les articles definis.	-1 hr
2.3	Les mois et les jours / le calendrier.	-1 hr
2.4	Les verbs er (suite).	-1 hr
2.5	L'interrogation avec intonation	-1 hr
2.6	decrire un lieu, les noms des differentes salles...	-2 hrs
2.7	Les adjectives qualificatifs mon, ma, mes et notre, nos	-1 hr
2.8	Epreuves	-1 hr
Unit III (12 hours – lecons 5 et 6)		
3.1	Donner des directions / localizer un lieu / trouver un lieu	-2 hrs
3.2	Les verbs aller et mettre.	-1 hr
3.3	L'article contracte et les prepositions de lieu (en, a, au...)	-1 hr
3.4	L' imperatif	-1 hr
3.5	Les mots de caracterisation d'un lieu et les lieux urbains	-2 hrs
3.6	Les transports	-1 hr
3.7	Discuter et acheter des produits, Ca fait...et les expressions De quantite, les fruits, les legumes, les produits alimentaires Les produits propres aux pays different.	-1 hr
3.8	La negation et le COD	-1 hr
3.9	Le conditionnel (je voudrais) et les verbes Irreguliers : pouvoir, vouloir, prendre.	-1 hr
3.9.1	Epreuves	-1 hr
Unit IV (12 hours – Lecon 7)		
4.1	fixer un rendez-vous avec le medecin	-2 hrs
4.2	L'heure	-1 hr
4.3	Les nombres de 51 a 100	-1 hr
4.4	Les verbes sortir et partir	-1 hr
4.5	L'interrogation avec est-ce que	-2 hrs
4.6	Les parties du corps, avoir + les expressions et les Maladies communes	-1 hr
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,....	-1 hr
4.8	Le COI	-1 hr
4.9	L'entrainement DELF	-1 hr
4.9.1	Epreuves	-1 hr

UNIT I : LISTENING SKILL

Listening to a short Conversations, telephone conversations and monologues – Listening to prose and poetry reading – Listening to sounds and silent letters in English – Listening to movies – Listening for the gist of the text – Listening for general meaning and specific information – Listening for multiple choice questions – listening for positive and negative comments – Listening for interpretation

UNIT II : SPEAKING SKILLS

Self – introduction – Giving information about one-self – Expressing personal opinion – Simple oral interaction – Dialogue – Conversation – Giving and receiving feedback using Johari Window – Debates – Brief Presentations – Difference between disagreeing and being disagreeable – Participating in group discussions, role plays and interviews – Generating talks based on visual or written prompts

UNIT III : READING SKILL

Reading for skimming – Reading for scanning – Reading for the gist of a text – Reading for specific information transfer and interpretation (pie chart & bar chart) – Reading and interpretation of anecdotes, short stories, poems – Reading prose passages for comments – Reading and explaining a fish bone diagram for pros and cons – Reading comprehension passages for multiple- choice questions.

UNIT IV: WRITING SKILL

Writing emails, messages, notices, agendas – leaflets and brochures –Writing paragraphs— comparisons and contrasts – Letter Writing – Letter to the editor – Letter inviting, letter accepting or declining the invitation – Arranging appointments – Asking for permission – Apologizing and offering compensation—Dealing with requests – Writing presentation with a plan – Introduction, body and Conclusion.

UNIT V: THINKING SKILL

Eliciting and imparting the knowledge of English using thinking Blocks – Developing thinking Skills along with critical interpretation side by side with the acquisition of English – Decoding diagrams and pictorial representations into English words, phrases and expressions.

References

1. Norman Whitby: *Business Benchmark: Pre – Intermediate to Intermediate* – BEC Preliminary. New Delhi: Cambridge University Press, 2008 (Latest South Asian Edition)
2. Devika Reddy & Shreesh Chaudhary. *Technical English*. New Delhi: Macmillan, 2009.
3. Rutherford, Andrea J. *Basic Communication Skills for Technology*. 2nd Edition. New Delhi: Pearson Education, 2010

TOURISM BUSINESS – I(Core Subject)

- UNIT-I:** Definition - History of Travel - Nature, Importance and Scope of Tourism.
- UNIT-II:** Motivation, Planning and Tourism Administration.
- UNIT-III:** Transport- Road-Rail-Sea-Air – Civil Aviation – Traditional & Supplementary Accommodation.
- UNIT-IV:** Social, Physical and Economic Impact of Tourism - Tourism and Government Policies.
- UNIT-V:** Tourism as an Industry – Future of Tourism with special reference to India

BOOKS FOR REFERENCE:

1. Bhatia, A.K., 2003, **International Tourism** , Sterling Publishers Pvt Ltd., New Delhi.
2. Pushpinder S. Gill, 1999, **Dynamics of Tourism**, Anmol Publications Pvt Ltd., NewDelhi.
3. Pran Nath Seth, 1997, **Successful Tourism Management**, Sterling Publishers Pvt Ltd., Delhi.
4. Sinha, R.K., **Growth and Development of Modern Tourism**, Dominant Publishers, NewDelhi.

UNIT I

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

UNIT III

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Departmentalisation – Informal Organisation.

UNIT IV

Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and Purpose.

UNIT V

Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

RECOMMENDED TEXTS

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.
4. Wehrich and Koontz, Management – A Global Perspective
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.

INDIAN GEOGRAPHY (Allied Subject)

UNIT :I

Geography and Physiography India and the sub continent - Location - Size and shape - Boundaries - political division - physical features - Northern mountain wall - the great plains - the peninsula plateau - the Coastal plain and islands.

UNIT :II

Climatology Climate of India - the Cold weather season - Hot weather season - South west (advancing monsoon season) - retreating South west monsoon season.

UNIT : III

Natural Vegetation and Soils Forest - Classification of forests - Conservation and afforestation. Soils - Classifications of soils - Soil conservation.

UNIT IV

Rivers North Indian rivers Ganga, Indus, Brahmaputra Peninsula river Narmada, Tapi, Sharavathi, Mahanadi, Godavari, Krishna & Kaveri.

UNIT : V

Remote sensing Definition Types of remote sensing Satellite imagery Cartography by remote sensing (mapping) - Scope and applications.

BOOK RECOMMENDED:-

1. Geography of India - Gopar Singh
2. Practical Geography - N.C.E.R.T
3. Manual of map reading, Photo Reading (HNSO)
4. Economics of Transport - Denton
5. Transport in modern India Road and Rail - WALKA
6. Transport in Modern India - BHATNAGAR
7. Economic Geography of India - R.N. GARRET.

II SEMESTER

BA1113

Part – II TAMIL
B.A., B.S.C., B.COM., DEGREE COURSE – TAMIL

,uz;lhk; gUtk; (Second Semester)

1. nra;As; - nrd;idg; gy;fiyf;fofk; ntspaPL
2. ,yf;fzk; - ,yf;fzf;Fwpg;G kl;Lk;
3. ciueil - lhf;lh; K.tujuhrd; vOjpa ‘ey;tho;T’
(ghhp epiyak;> nrd;id)
4. ghle;jOtpa ,yf;fpa tuyhW
5. nkhopngah;g;G – nghJ (Mq;fpyj;jpypUe;J jkpo;)

1. nra;As;

m	jpUehTf;furh; Njthuk;	ehd;fhk; jpUKiw - ekr;rpthaj; jpUg;gjpfk; 10 ghly;fs;
M	FyNrfuMo;thh;	ngUkhs; jpUnkhop- MiyePs; fUk;gd;dtd; vdj; njhlq;Fk; Njtfp Gyk;gy; (KOikAk;) 21
,	esntz;gh	fyp ePq;F fhz;lk; Njh;e;njLf;fg;gl;l 40 ghly;fs;
<	rPwhg;Guhzk;	khDf;Fg; gpiz epd;wglyk; Njh;e;njLf;fg;gl;l 65 ghly;fs;
c	fz;zjhrd;	VR fhtpak; “ghLfspd; ghij” Njh;e;njLf;fg;gl;l ghly;fs; kl;Lk;
2	,yf;fzk;	,yf;fzf;Fwpg;G - nra;Al; gFjpapy; mikjy; Ntz;Lk;
3	Ciueil	lhf;lh; K.t.tpd; ‘ey;tho;T” E}y; KOikAk; ghhppepiyak; nrd;id-600108
4	ghle; jOtpa ,yf;fpa tuyhW	
5	nkhop ngah;g;G	nghJ (Mq;fpyj;jpypUe;J jkpo;)

		,lQ;RI;bg; nghUs; tpsf;fk; nra;Al; gFjppy; ,lk;ngwNtz;Lk;
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BA1114

FOUNDATION FRENCH

SEMESTER II-(PART II)

Objectives

- i. To reinforce the basic skills in written and spoken French acquired in the first semester.
- ii. To encourage greater written skills through letter writing and composition writing.

Prescribed Textbook

- Krishnan. C & Albert Adeline, *Le Tramway Volant – I*, Saraswathi House Pvt Ltd, India.
- Krishnan. C & Albert Adeline, *Le Tramway Volant – I*, Saraswathi House Pvt Ltd, India.

Syllabus

- Lessons 8 to 10 taken from the prescribed textbook *Le Tramway Volant – I*
- Lesson 1 to 3 taken from the prescribed textbook *Le Tramway Volant – II*

Recommended Reading:

- ❖ CAPELLE Guy; MENAND, Robert *Taxi-I*, Hachette, Paris, 2008.
- ❖ MERIEUX, Régine; LOISEAU, Yves, *Connexions-I*, Didier, Paris, 2004.
- ❖ MIQUEL, Claire, *Vite et Bien – I*, CLE International, Paris, 2009.
- ❖ POISSON QUINTON, Sylvie, SIREJOLS, Evelyn, Amical-1, CLE International, Paris, 2011.

Websites

- ✓ <http://bouche-a-oreille.pagesperso-orange.fr>
- ✓ www.franparler.org
- ✓ www.francaisfacile.com/exercices/
- ✓ www.lepointdufle.net/
- ✓ www.ccdmd.qc.ca/fr/

COURSE PLAN

Unit I (12 hours – leçon 8)

5.1	Acheter un billet	- 2 hrs
5.2	Les nombres au-delà de 100	- 1 hr
5.3	Les different types de places (fumeur, non fumeur, aller-retour)	- 1 hr
5.4	Les adjectives démonstrarifs	- 1 hr
5.5	L’interrogation avec inversion	- 1 hr
5.6	Les vêtements	- 1 hr

5.7	L'entraînement DELF	- 2 hrs
5.8	Compréhension/Production écrite	- 2 hrs
5.9	Épreuves	- 1 hr

Unit II (12 hours – leçon 9 et 10 du texte prescript I)

1.1	Discuter les plats au restaurant	- 2 hrs
1.2	Les recettes, des plats et boissons différent, Les formules de cuisine, des recettes simples Des différent pays.	- 1 hr
1.3	Le passé recent	- 1 hr
1.5	Les pronoms toniques	- 1 hr
1.6	Il faut + infinitif, Le pronom en	- 1 hr
1.7	Faire les projects pour les vacances, decrier le temps Les lieux touristiques et le climat des différents pays	- 2 hrs
1.8	le futur proche et les adverbs, le il impersonnel, le pronom y	- 2 hrs
1.9	Épreuves et entrainement DELF	

UNIT III (12 hours – leçon 1 du texte prescript II)

2.1	Le passé compose	- 3 hrs
2.2	Les pronoms relatives (qui, que)	- 1 hr
2.3	Québec et son histoire	- 2 hrs
2.4	Parler du passé et de soi	- 2 hrs
2.5	Compréhension/ production écrite	- 1 hr
2.6	Entraînement DELF	- 2 hrs
2.7	Épreuves	- 1 hrs

UNIT IV (12 hours - leçon 1 du texte prescript II)

3.1	Les verbs réfléchis	- 2 hrs
3.2	Les pronoms relatives (dont, où)	- 2 hrs
3.3	L'impératif negative	- 1 hr
3.4	Québec et son histoire	- 1 hrs
3.5	Parler du passé et de soi	- 2 hrs
3.6	Compréhension/ production écrite	- 1 hr
3.7	Entraînement DELF	- 2 hrs
3.8	Épreuves	- 1 hrs

UNIT V(12 hours - leçon 1 du texte prescript II)

4.1	L'imparfait	- 3 hrs
4.2	La place des pronoms doubles	- 2 hrs
4.3	Décrive les moeurs et les pays	- 1 hr
4.4	La Réunion	- 2 hrs
4.5	Compréhension/ production écrite	- 1 hr

- 4.6 Entraînement DELF
- 4.7 Épreuves

- 2 hrs
- 1 hrs

UNIT I: LISTENING SKILL

Listening to long dialogues, extended conversations, discussions, soliloquies—Listening to modern prose & poetry – Listening to sounds and stressed syllables in English – Listening to feature films – Listening to presentations – multiple – choice questions – Listening to interviews – Listening to technical topics – Listening for the gist of the text – Listening for general meaning and specific information – Listening for identifying a topic – Listening for filling the gaps – Listening for advanced interpretations.

UNIT II: SPEAKING SKILL

Speaking casually to an individual, a small group, a large audience – Addressing a gathering formally – Speaking to speculate, compare, contrast, justify, agree and disagree on advanced topics – Talking about present and past experiences and future plans – Debates; discussions on role plays on advanced topics – Job interviews – preparing HR questions with possible answers – Brief presentations – Arguing out a topic without verbal fights – Powe point presentation based on current topics.

UNIT III : READING SKILLS

Reading for advanced skimming and scanning – reading for the gist of the text – reading for specific information- reading for understanding the text structure, sentence structure and error identification – reading for contextual meaning – reading newspapers, magazines, articles and critical texts – reading advanced short stories, poems and prose passages for intellectual emotional comments- reading short texts for identifying unnecessary words. Reading exercises for multiple choice questions.

UNIT IV: WRITING SKILLS

Writing instructions; recommendations, functional checklists – writing the minutes of the meeting – writing formal business letters – sales, placing orders, complaints—letter requesting permission for industrial visit or implant training, enclosing an introduction to the educational institution—Letters of application for a job, enclosing a CV or resume—Writing short reports – describing, summarizing – Industrial accident reports – Writing short proposals – describing, summarizing, recommending, persuading.

UNIT V : THINKING SKILL

Imparting the knowledge of English using thinking blocks – Conversion of thinking blocks into orthographic version – Interpretation and acquisition of English – Decoding diagrams and pictorial representations into English idioms, sayings and proverbs.

References

1. Norman Whitby. Business Benchmark: Pre- Intermediate – BEC Preliminary. New Delhi: Cambridge University Press, 2008.
2. Devaki Reddy & Shreesh Chaudhary. Technical English. New Delhi: Macmillan, 2009.
3. Rutherford, Andrea J. Basic Communication Skills for Technology. 2nd edition.

New Delhi: Pearson Education, 2010.

TOURISM BUSINESS - II(Core Subject)

- UNIT I:** Growth and Development of Tourist Organizations in India, Sergeant Committee, from Tourism & Civil Aviation to ITDC.
- UNIT II:** International Tourist Organizations – WTO, IATA, UPTA, PATA and ICAO.
- UNIT III:** Tourism and Government Policies.
- UNIT IV:** Social, Physical and Economic Impact of Tourism.
- UNIT V:** Futuristic Studies of Tourism – Special Reference to India.

BOOKS FOR REFERENCE

1. Pran Nath Seth - Successful Tourism Management, Vol. I
2. Pran NATH Seth - Successful Tourism Management, Vol. II
3. R. K. sinha - Growth and Development of Modern Tourism.

TOURISM PRODUCT – I (Core Subject)

UNIT-I: Tourist products of India-Natural and Man- made- Historical, and Geographical Background of the country.

UNIT-II: International Tourist – Domestic Tourist - Various Kinds of Tourism.

UNIT-III: Desert Tourism-Desert Safaris-Desert Festivals-Adventure Tourism, Types of Adventure Tourism -Rural tourism-Village Tourism-Landscape-Fairs and Festivals in villages-Coastal and Wildlife tourism-Medical tourism.

UNIT-IV: Cultural Tourism-Cuisines and Special Dishes of India-Customs of India-Ancient, Medieval and Modern- Costumes of India – Fairs and Festivals of India.

UNIT-V: Newly created Tourist Destinations- Hill-Stations, Theme Parks, Tourism Development Strategies.

BOOKS FOR REFERENCE:

1. Dr.Thandavan and Dr.Revathy Girish, 2005, **Tourism Product**, Dominant Publishers, Delhi.
2. Sati, V.P., 2001, **Tourism Development in India**, Pointer Publishers, Jaipur.
3. Rabindra Seth Om Gupta, 2005, **Tourism in India**, Kalpaz Publishers, Delhi.
4. Ram Acharya, 1980, **Tourism and Cultural Heritage of India**, RBSA Publication, Jaipur.

INDIAN CULTURAL HERITAGE - PAPER –I (Allied Subject)

UNIT : I

History and culture and civilization Definition Pre Harappan - Harappan culture - Extent and distribution - Town planning and settlement types - Trade - Agriculture - Arts - Language and Script – Religion causes for its decline. Vedic and Epi culture - Aryans - Early Vedic and Later vedic cultures - Polity - Society - Economy - Religion - Epic age. Origin and growth of caste system in India.

UNIT : II

Age of Religions, Rise of Jainism and Buddhism - Principles – causes for their growth and Decline - legacies - Alexanders invasion and its impact on Indian culture.

UNIT : III

Mauryan culture - Religious Policy, Society and economy under the Mauryas Sungas contribution to Indian culture Kanishka Kushans contributions to Indian culture.

UNIT : IV

Age of the Guptas - golden age society - economy and Religion under the guptas - Hindu revival - Its impact on literature.

UNIT : V

Harsha and his time. Society, economy and Religion under Harsha. South Indian contributions to Indian culture. Sangam period Pallavas, Cholas, and Pandyas - contribution to Indian culture.

BOOKS RECOMMENDED

1. A. L. Bashyam - The wonder that was India.
2. B. Luniya - An Evaluation of Indian culture
3. S. Raychodury - Social, cultural and economic history of
4. Hari Rao - Indian culture
5. R. Sathyanathaiyer - History of India. Vols I, II and III India

III SEMESTER

TOURISM PRODUCT – II (Core Subject)

- UNIT - I:** The People of India - Their Heritage - Arts and Crafts.
- UNIT - II:** Art and Architecture – Style adopted over the Ages – Archaeological Sites – Religious Sites – Hindu, Jain, Buddhist, Muslim, Sikh and Christian.
- UNIT - III:** Famous Museums – Monument – Libraries, Galleries – Their location and assets.
- UNIT - IV:** Performing Arts of India – Classical Dance and Music – Different styles – Different schools – Musical Instrument – New Centres of Learning.
- UNIT - V:** Handicrafts of India – Indian Folk culture.

BOOKS FOR REFERENCE:

1. Dr.Thandavan and Dr.Revathy Girish, 2005, **Tourism Product**, Dominant Publishers, Delhi.
2. Sati, V.P., 2001, **Tourism Development in India**, Pointer Publishers, Jaipur.
1. Rabindra Seth Om Gupta, 2005, **Tourism in India**, Kalpaz Publishers, Delhi.
2. Ram Acharya, 1980, **Tourism and Cultural Heritage of India**, RBSA Publication, Jaipur.

BA 1202 Core Subject : VI – ORGANISATIONAL BEHAVIOUR

UNIT I:

Need and scope of organizational behaviour – Theories of organization – Individual differences Vs Group intelligence test – Measurement of intelligence – Personality Tests – Nature – Types and uses of perception

UNIT II:

Motivation – Financial and non- Financial motivational techniques – job satisfaction – meaning – factors – Theories – Measurement – Morale – Importance – Employee attitudes and behaviour and their significance to employee productivity

UNIT III:

Work environment - Good house keeping practices – Design of work place – Fatigue – Causes and prevention and their importance – Leadership -

UNIT IV:

Group dynamics – Cohesiveness – Co-operation – Competition – Resolution – Sociometry – Group norms – Role position status

UNIT V:

Organizational culture and climate – Organizational development

RECOMMENDED BOOKS:

- 1.Uma Sekaran, Organisational Behaviour Text & cases , 2nd edition, Tata Mcgraw Hill Publishing Co., LTd.
- 2.Gangadhar Rao, Narayana, V.S.P.Rao, Organizational Behaviour 1987, Reprint 2000, Konark publishers Pvt LTd. Ist edition
- 3.S.S.Khanka, Organizational Behavriou, S.Chand & Co, New Delhi
- 4.J.Jayasankar, Organizational Behaviour, Margham Publications, Chennai – 3

BA1203 Core Subject : VII – COMPUTER APPLICATION IN BUSINESS

UNIT I :

Word Processing :Meaning and role of word processing in creating of documents, Editing , formatting and printing documents using tools such as spell check, thesaurus, etc., in word processors (MS.Word),Electronic Spread sheet, Structure of Spread sheet and its applications to accounting, finance, and marketing functions of business, creating a dynamic / sensitive worksheet, Concept of absolute and relative cell – reference ; Using built in functions, Goal seeking and solver tools ; Using Graphics and formatting to worksheet, Sharing data with other desktop applications; Strategies of creating error free worksheet (MS Excel)

UNIT II:

Programming under a DBMS environment : The concept of database management system ; Data field, records and files sorting and indexing data; Searching records . Designing queries, and reports ; Linking of data files; Understanding programming environment in DBMS; Developing menu driven application in query language (Ms-Access).

UNIT III

Elective Data Interchange (EDI): Introduction of EDI – Basics of EDI ; edi standards; Financial EDI (FEDI) FEDI for international trade transaction ; Applications of EDI, Advantages of EDI; Future of EDI.

UNIT IV:

The internet and its basic concepts ; Internet concept, History, Development in India ; Technological foundation of internet; Distributed computing; Client – server computing ; internet protocol suite; Application of distributed computing; Client server computing; Internet protocol suite in the internet environment ; Domain Name System (DNS); Generic Top – Level Domain (gTLD); Country code Top Level Domain (ccTLD) – India ; Allocation of second level domains; IP addresses, Internet protocol; Applications of internet in business, Education, Governance etc.,

UNIT IV:

Information System Audit : Basic idea of information audit- Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.

REFERENCE BOOKS:

1. Agarwala Kamlesh N. and Agarwala Deeksha – Business on the Net Introduction to E-Commerce.
2. Goyal – Management information system.
3. Minoli Daniel, Minoli Emma – E commerce Technology Hand book
4. Kanter – Managing with informations.

UNIT I:

Fundamentals of marketing – Role of marketing – Relationship of marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions.

UNIT II:

Buyer behaviour – Consumer goods and Industrial goods - Buying motives – Factors influencing buyer behaviour. Market Segmentation – Need and basis of Segmentation – Targeting – Positioning.

UNIT III:

The product – Characteristics – benefits – classifications – consumer goods – industrial goods – New Product Development process – Product life cycle – Branding – Packaging

UNIT IV:

Physical Distribution : Importance – Various kinds of marketing channels – Distribution problems. Sales management: Motivation, Compensation and Control of Sales men.

UNIT V:

A brief overview of :Advertising – Publicity – Public Relations – Personal selling – Direct selling and Sales promotion.

RECOMMENDED TEXTS:

1. Philip Kotler, 2003, Marketing management, 11th Edition, Pearson Education (Singapore) Pvt. Ltd., New Delhi.
2. V.S.Ramaswamy & S.Namakumari 1994, Principles of Marketing , First edition, S.G.Wasani / Macmillan India Ltd., New Delhi.
3. Crainfield ,Marketing management, Palgrave Macmillan.
4. Sontakki C.N. Marketing Management, Kalyani publishers, Ludiana
5. Gary Armstrong and Philip Kotler, 2003, Marketing – An Introduction, sixth edition, Pearson education (Singapore) Pvt. Ltd. New Delhi.
6. R.S.N.Pillai and Bagavathi, Modern marketing, S.Chand & Co, New Delhi.
7. Jayasankar, Marketing, Margham publications, Chennai.

Allied III – INDIAN CULTURAL HERITAGE - PAPER II

UNIT : I

Muslim invasions, Delhi Sullanate - Society, Religion Literature and Arts under the sultans of Delhi - Muslims impact on Indian culture – Bhakti Movement - Kabir - kguru Nanak, Chaitanya.

UNIT : II

Society and culture under vijaya nagar - Nayaks of Madura - ginsi - Tonjore.

UNIT : III

Mughals and their impact on Indian culture, society, Econoffiy, Religion, Literature and Art under the mugthals.

UNIT : IV

Impact of west on Indian culture. Portuguese. Dutch - French and British - Impact of Christianity on Indian culture.

UNIT : V

Arya Samaj - Brahma Samaj - Ramakrishna mission – Thesophical Society - Dravidian Ratiomalistic Movement - Developments in India after the British. Railways - Postal and Telegraphy - Industrial Revolution – emergence or Educational Institutions. Etc.

BOOKS RECOMMENDED:

1. R. Sathyanathaiyer : History of India Vols I and II
2. Relevant chapter in Bharathiya Vidya Bhavan : (History of the Indian People)
3. O. Mallev : Indian and west

IV SEMESTER

“TOURISM MARKETING”

UNIT 1 - Concept of Marketing in Tourism – Definition of Tourism Marketing – Tourism Marketing Mix – Tourism Product – Special Features of Tourism Marketing.

UNIT 2 - Difference between Travel Market – Commodity Market – Analysis of Tourism Service System – Introduction – Model of Tourism Industry – Basic Tourism Model – Tourism System – Service Marketing – Consequences – Elements.

UNIT 3 - Demand for Tourism – Types of Tourism Demand – Determinants of Tourism Demand – Effective Demand – Tourism Supply- Laws of Supply – Elasticity of Supply – Allocating Time for Tourist, Financial Factors.

UNIT 4 - Strategic Tourism Marketing – Contribution of Marketing Tour Organizations – Strategic Decisions and Gaps – Distribution of Tourist Activity, Communication, Advertisement, Sales Promotion – Public Relations – Merchandising.

UNIT 5 - Developing Marketing Skills for Tourism – Creativity – Motivation – Team Building – Personality Development.

BOOKS FOR REFERENCE

1. Philip Kotler – Marketing Management, Prentice Hall of India Pvt Ltd, 1993
2. Philip Kotler – Marketing Principles, Prentice Hall of India Pvt Ltd, 1993
3. Romila Chawla – Tourism Marketing and Development, Sonali Publications, New Delhi, 2004
4. Rajan Nair – Marketing, Sultan Chand & Sons, New Delhi, 1983
5. P.C. Sinha – Tourism Marketing, Anmol Publications, Delhi, 2003
6. Amarchand and Varadharajan – Text Book of Marketing
7. William Stanton – Fundamentals of Marketing
8. R.K. Malhotra - Tourism Marketing, Anmol Publications Pvt Ltd, 2005
9. S.S. Vernekar, Sandeep Goel – Marketing of Services – Strategies for Growth, Deep & Deep Publications, New Delhi, 2005

Core Subject : X - TRAVEL AGENCIES AND TOUR OPERATORS – I

UNIT 1 – Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator

UNIT 2 – Growth and Development of Tourist Organization with special reference to India – Sergeant Committee – Jha – ITDC – TTDC

UNIT 3 - International Tourist Organisation – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI

UNIT 4 – Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency’s Sponsored Programmes

UNIT 5 – Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)

BOOK OR REFERENCE

1. Mohinder Chand – Travel Agency Management, Anmol Publications Pvt Ltd, New Delhi, 2000
2. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
3. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
4. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, Delhi, 1997
5. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
6. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
7. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003

Core Subject :XI : HOSPITALITY MANAGEMENT

UNIT –1

Introduction to Hospitality Management - Definition of Hotel, Various stages of growth, trends, Classification of Hotels, Relationship between Hotel and Travel Industry. Main and Supplementary accommodations

UNIT-2

Front Office Operations: Main features of front office department: hierarchy, various divisions, roles, job description.

House Keeping Operations: Main features of housekeeping department: hierarchy, various divisions, roles, job description.

UNIT-3

Food Production and F&B Operations: Main features of production and service department: hierarchy, various divisions, roles, job description.

UNIT-4

Various functions of Supporting departments – Human Resource – Training – Engineering – Finance & Accounts – Security – Sales – Purchase etc.

UNIT - 5

The economics of the hotel business Dimensions of the hotel investment decision, Brand competition, Changes in franchise relationship.

BOOKS RECOMMENDED:-

1. Andrew : Hotel Front office Training (McGrew Hill)
2. Andrew : Food and Beverage Services (McGrew Hill)
3. Andrew : Hotel Housekeeping (McGrew Hill)
4. Negi : Hotels for Tourism Development (Metropolititan - India)
5. Sudhir Andrews, *Hotel Operation Manuals*, Tata McGraw Hill

BA 1217 Core Subject: XII – MANAGEMENT INFORMATION SYSTEM

UNIT I:

Definition of Management Information System – MIS support for planning, organizing and controlling – Structure of MIS – Information for Decision making.

UNIT II:

Concept of System – Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage.

UNIT III:

Computers and Information Processing – Classification of Computer – Input Devices – Output Devices – Storage devices – Batch and online processing. Hardware – Software . Database management systems.

UNIT IV:

System Analysis and design – SDLC – Role of System Analyst – Functional Information system – Personnel, production, material, marketing.

UNIT V :

Decision Support Systems – Definition . Group Decision support systems – Business process outsourcing – Definition and function.

RECOMMENDED BOOKS:

1. Mudrick & Ross, “Management Information Systems “, Prentice- Hall of India.
2. Sadagopan , “Management Information Systems : - Prentice – Hall of India
3. CSV Murthy – “Management Information Systems “Himalaya publishing House.
4. Dr.S.P.Rajagopalan, “Management Information Systems and EDP” Margham Publications, Chennai.

Allied : IV ECO TOURISM

UNIT 1 – Definition of Ecology – Environment – Eco System – Eco System Diversity Habitat – Community – Cultural Eco System

UNIT 2 – Introduction to Eco Tourism – Principles of Eco Tourism – Public protected areas – Eco Tourism Venues – Privately owned protected areas – types of EcoTourism with sports related eco tourism activities

UNIT 3 – Relationship between Ecology and Tourism – Sustainability – Carrying Capacity – Absorbing Capacity – An overview of Tourism Activities and their linkage to Ecology and Environment

UNIT 4 – Environmental Education and Legislation – needs and strategies with special emphasis on tourism – suggestions for long term sustainable tourist activities.

UNIT 5 – Ecological Planning – UN Initiatives on Ecology & Environment – National Policy on Ecology & Environment – Methodology for developing New Tourism Activities without affecting existing Ecology & Environment

BOOKS FOR REFERENCE

1. David B. Weaver – The Encyclopedia of Eco Tourism, Oxford University Press
 2. P.C. Sinha - The Encyclopedia of Eco Tourism, Anmol Publications, New Delhi
 3. Prabhas Chandra – International Eco Tourism, Environment Rules and regulations, Kanishka Publications, Delhi, 2003
 4. Prabhas Chandra – Global Eco tourism, Codes, protocols and Charter, Kanishka Publications, Delhi, 2003
 5. Ravee Chauhan – Eco Tourism – Trends and Challenges, Vista International Publishing House, New Delhi, 2006
 6. Shashi Prabha Sharma – Tourism and Environment, Kanishka Publishers, New Delhi, 2006
 7. Ramesh Chawla – Ecotourism and Development, Sumit Enterprises, New Delhi, 2006
 8. Satish Chandra Nigam – Ecotourism and Sustainable Development, Rajat Publications, New Delhi, 2006
-
7. Journal of Sustainable Tourism, Channel View Publishers
 8. Journal of Eco-Tourism, Channel View Publishers

UNIT 1: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES:

Definition, Scope and Importance Need for Public Awareness.

UNIT 2: NATURAL RESOURCES:

Renewable and non-renewable resources:

Natural resources and associated problems.

- a) **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food resources:** World food problems – changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- f) **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

UNIT 3: ECOSYSTEMS:

- Concepts of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries).

UNIT 4: BIODIVERSITY AND ITS CONSERVATION

- Introduction – Definition Genetic species and ecosystem diversity.
- Biogeographically classification of India.

- Value of biodiversity: consumptive use, productive use, social ethical, aesthetic and option values.
- Biodiversity at global, national and local levels.
- India as a mega-diversity nation.
- Hot – spots of biodiversity.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man – wildlife conflicts.
- Endangered and endemic species of india
- Conservation of biodiversity: IN – situ and Ex-situ conservation of biodiversity.

UNIT 5: ENVIRONMENTAL POLLUTION

- Definition
- Causes, effects and control measures of:
 - a) Air pollution
 - b) Water pollution
 - c) Soil pollution
 - d) Marine
pollution
 - e) Noise pollution
 - f) Thermal
pollution
 - g) Nuclear hazards

- Solid waste management: Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: Floods, earthquake, cyclone and landslides.

UNIT 6: SOCIAL ISSUES AND THE ENVIRONMENT

- From unsustainable to sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people, its problems and concerns, case studies
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust case studies.
- Wasteland reclamation.
- Consumerism and waste products
- Environment protection Act. Air (Prevention and Control of pollution) Act.
- Water(Prevention and control of pollution) Act.
- Wild Life Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness.

UNIT 7: HUMAN POPULATION AND THE ENVIRONMENT

- Population growth, variation among nations
- Population explosion – Family welfare programme.
- Environment and Human health.
- Human rights
- Value education
- HIV/AIDS
- Women and child welfare
- Role of information technology in environment and human health.
- Case Studies.

V SEMESTER

BA 1301 Core Subject: XIII – BUSINESS ETHICS AND VALUES

UNIT I:

Role and importance of Business Ethics and Values in Business – Definition of Business ethics – impact on business policy and business strategy – Role of CEO – impact on the Business culture.

UNIT II:

Types of Ethical issues – Bribes – Coercion – Deception – Theft – Unfair Discrimination.

UNIT III:

Ethics internal – Hiring – Employees – Promotions – Discipline – Wages – Job Description – Exploitation of employees.

UNIT IV:

Ethics External – Environment Protection – Natural – Physical – Society – Relationship of values and ethics – Indian Ethos – Impact on the performance.

UNIT V:

Social Responsibilities of Business.

RECOMMENDED TEXTS

1. Dr.S.Sankaran, Business Ethics and values, Margham publication, Chennai.
2. Mamoria & Mamoria ,Business Planning & policy , Himalaya Publication House, Mumbai.
3. D.Senthil Kumar & Dr.A.Senthil Rajan,Business Ethics and Values,Himalaya Publication House,Mumbai-4.

Core Subject :XIV – TRAVEL AGENCIES AND TOUR OPERATORS – II

UNIT 1 – Nature and Scope of Tour Operation – Itinerary Development – Meaning, Definition, Types of Itinerary

UNIT 2 – Technological Advances in Communication – Mass Media Technologies – Computers – Videotex Systems

UNIT 3 – Travel Documents – Travel Formalities – World Travel laws – Itinerary Preparation – Pricing, Cost and Selling a Tour – Policies, Practices and Problems in Tour Management

UNIT 4 – Future Trends in Travel Management – Information Technology in Tourism – Global Distribution System – Computerized Reservation System (CRS) – Amadeus – Sabre – Apollo – Galileo

UNIT 5 – Travel Agency Accounting - The Basic Accounting System used in Travel Industry – Procedure – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control

BOOKS FOR REFERENCE

1. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003
2. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
3. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
4. Mohinder Chand – Travel Agency Management, Anmol Publications Pvt Ltd, New Delhi, 2000
5. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
6. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998
7. Pran Nath Seth – Successful Tourism Management, Sterling Publishers Pvt Ltd, Delhi, 1997

Core subject : XV – GLOBAL TOURISM

UNIT 1 - Tourism in Europe –Attractions – Monuments – Theme Parks – Public Buildings.

UNIT 2 - Tourism in North America, Latin America, New Zealand, Newyork – Attractions – Monuments – Theme Parks – Public Buildings.

UNIT 3 – Tourism in South Africa – Middle East.

UNIT 4 – Tourism in South Asia – Nepal and Srilanka – South East Asia – Singapore – Malaysia – Thailand – Hong Kong, China and Japan.

UNIT 5 – Contemporary Issues in Global Tourism – Future of Global Tourism.

BOOKS FOR REFERENCE

1. Lonely Planet – China, Japan
2. RuthBlackmore – Rough Guide to South East Asia
3. Foder’s Explorer
4. Badra G.S. – Globalization and Marketing Management, Deep and Deep Publication Ltd, New Delhi
5. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999
6. K.K Sharma – World Tourism Today, Sarup & Sons, New Delhi, 2004

Core Subject XVI: DEVELOPMENT OF TOURISM SCHEMES

UNIT - I

Selection or classification of tourism spot (hill, sea pilgrims etc) Development of tourism centres, retaining ecology with environmental protection.

UNIT - II

Development of basic amenities and infrastructure Preparation of Master plan or project work for specified tourist centre (Mahabalipuram, OoU, Pitchavaram, Tanjore, Kanyakumar, Rameswalam, etc.

UNIT - III

Safety and security of tourist Statistics analysis for selection of tourism project

Socio-economic statistical report after a centre is developed (both direct and indirect)

UNIT - IV

Implementation of State and Central Tourism Schemes in the state Incentives and subsidies for State and Central tourism project for private sector.

UNIT - V

Budgetary allocation of tourism both central and state. Role of State Tourism Department and State Tourism Development in developing schemes.

REFERENCES

Available Records and Manuals of Department of Tourism: Governments of
State and Central

ELECTIVE – I (A)

HUMAN RIGHTS AND TOURISM

UNIT 1 – Nature – Scope – Evolution of the Concept of Human Rights in the West – Magna Carta, bill of Rights, Rights of Man.

UNIT 2 – Mexico Declaration – Europe Convention on Human Rights – Helsinki Charter – World Conference 1992.

UNIT 3 – Human Rights and Fundamental Rights – Duties of Citizens – Amnesty International.

UNIT 4 – Human Rights and Tourism Related Issues – Trafficking in Women and Children – Drug Trafficking – Dispossession and Displacement of People – Tourism Public Safety and Health.

UNIT 5 – Tourism and Environment – Marine Coastal Regulation Zone, Rules and Laws – Tourism and Fragile Econ Systems – Beach, Coastal and Mountains Community Rights Violation – First Worlds Vs Third World.

BOOKS FOR REFERENCE:

1. K.S.Murthy - The Quest for Peace.
2. V.R.Krishna Iyer - Human Rights and Inhuman Wrongs.
3. J.C. Johari - Human Rights and New World Order.
4. Arun Ray Mahapatra - Public Interest Litigations and Human Rights.

UNIT 1 – Front Office Operations and Responsibilities – Guest Cycle – Front Office System – Front Desk Equipment – Computer Applications – Front Office Forms – Front Office Communications – Guest Relations – Front Office Security – Inter Departmental Communications

UNIT 2 – Front Office Management – Management Functions – Establishing Room Rate – Room Availability – Budgeting Evaluating

UNIT 3 – Registration – Receiving – Greeting Guests – Types of Registration – Documents Generated – Registration – Operating Modes – Room Procedures – Group Arrival

UNIT 4 – Front Office Accounting – Cash and Credit – Cashiers papers – handling Credit Cards – Cheques and Accounts – Banking and Deposits – Foreign Exchange Regulations

UNIT 5 – Information System – Mail Service – Message – Keys – Local Information – Bell and Service – Layout Staff – Luggage Procedure – Door Care – Parking – Telephone Procedures – Telex

BOOKS FOR REFERENCE

1. Michael L Kesavana and Richard M. Brooks – Front Office Procedures, Educational Institutional, American Hotel and Motel Association
2. M A Khan - Front Office, Anmol Publications Pvt Ltd, New Delhi, 2005
3. Sudhir Andrews – Hotel Front Office Training Manual, TATA McGraw-Hill Publishing Company Ltd, New Delhi, 2004
4. Paul B White and Helen Beckley – Hotel Reception, Edward Arnold Ltd, London
5. S.K. Bhatnagar – Front Office Management
6. Suchi Garg – Front Office Management, Alfa Publications, New Delhi, 2006
7. Romila Chawla – Accommodation Management and Tourism, Sonali Publications, New Delhi, 2006
8. J. Mathews – Hotel Management and Hospitality, Aavishkar Publishers, Jaipur, 2006
9. Y.P. Singh, Effective Hotel Management, Anmol Publications, New Delhi, 2001
10. Yogendra Sharma – Hotel Management, Kanishka Publishers, New Delhi

VI SEMESTER

BA 1310 Core Subject: XVII – BUSINESS ENVIRONMENT

UNIT I :

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions.

UNIT II:

Political Environment – Government and Business relationship in India.

UNIT III:

Social Environment – Cultural heritage – Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization.

UNIT IV:

Economic Environment – Economic systems and their impact of business – Fiscal deficit – Plan investment – Five year planning.

UNIT V:

Financial Environment – Financial system – Commercial bank financial institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs.

RECOMMENDED TEXTS:

1. Francis Cherunilam, 2000, Business environment, Himalaya publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran, Business Environment, Margham publications.
3. K.Asawathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition India.
4. Joshi Rosy Kapoor Sangam, Business Environment , Kalyani Publishers, Ludiana

BA1311

Core Subject: XVIII – SERVICES MARKETING

UNIT I:

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

UNIT II:

Marketing Mix in Service Marketing: The seven Ps: Product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing – people, Physical evidence and process.

UNIT III:

Effective Management of Service Marketing. Marketing demand and supply through capacity planning and segmentation - internal marketing of services – external versus internal orientation of service strategy

UNIT IV;

Delivering Quality Service: Causes of service – Quality gaps. The Customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in service – quality standards, factors and solutions – the service performance gap – key factors and strategies for closing the gap. External communication to the customers – the promise versus delivery gap – developing appropriate and effective communication about service quality.

UNIT V:

Marketing of Service with special reference To:1 Financial services, 2. Health services , 3. Hospitality services including travel, hotels and tourism, 4.Professional service, 5. Public utility service , 6. Educational services.

RECOMMENDED TEXTS:

1. S.M. Jha, Services marketing, Himalaya publishers, India.
2. Baron, Services marketing, Second edition. Palgrave Macmillan
3. Dr.K.Natarajan Services Marketing, Margham Publications, Chennai.
4. Thakur G.S.Sandhu Supreet & Dogra Babzan, Services marketing, Kalyanni publishers, Ludhianna.
5. Dr.B.Balaji,Services Marketing and Management , S.Chand & Co,New Delhi

BA1312

Core Subject :XIX – HUMAN RESOURCE MANAGEMENT

UNIT I:

Nature and scope of Human Resources management – Differences between personnel management and HRM – Environment of HRM – Human resources planning – Recruitment – Selection – Methods of Selection – Uses of various tests – Interview techniques in selection and placement.

UNIT II:

Induction - Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

UNIT III:

Remuneration – components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

UNIT IV:

Labour Relation – Functions of Trade Unions – Forms of collective bargaining – Workers` participation in management – Types and effectiveness – Industrial Disputes and settlements (Laws excluded)

UNIT V:

Human Resources Audit – Nature – Benefits – Scope – Approaches

REFERENCE BOOKS:

- 1.Human Resource Management – VSP Rao
- 2.Human Resource Management -Ashwathappa
- 3.Human Resource Management - Garry Deseler
- 4.Human Resource Management – L.M. Prasad
5. Human Resource Management – Tripathi

ELECTIVE –II(A)

BA 1313

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT I:

Communication – need / Mode of communication – barriers , channels of communication – oral – written – listening skill – Verbal skill – interpersonal communication and intra personal communication , Essentials of business letter.

UNIT II:

CRM – Concept and approach – CR in competitive environment public relation and image building.

UNIT III:

Banker – Customer relationship – retaining and enlarging customer base – customer services – quality circle.

UNIT IV:

Nature and types of customer – complaint redressal methods . Talwar and Goiporia committee report, customer service committee, customer day – Copra Forum – ombudsman.

UNIT V:

Market segment – Customer Database – Market Research. Review and evaluation of Customer Satisfaction.

RECOMMENDED BOOKS:

1.H.Peeru Mohamed & A.Sangadevan, Customers Relationship Management – A step – by step approach, Vikas publishing house private ltd., Noida.

2.Mukesh Chaturvedi Abhinav ,Chaturvedi , Customers relationship management – An Indian perspective, Excel books, New Delhi.

ELECTIVE –II(B)

AIR TICKETING AND FARE CONSTRUCTION

UNIT 1 – Air Transport: Airlines Abbreviations, Codes and Definitions – Aircraft and in-flight services – Airport facilities and special passengers – Automation – Baggage – International Regulations

UNIT 2 – Airfares and Ticketing – 1: Arrangement of the Tariff Manuals – Terms and Definitions – Published Fares – Currency Regulations – Round and Circle Trip fares – Journeys in different classes – Special fares – Discounted fares – Taxes – Ticketing instructions – BSP Procedures – Stock Control and Security of accountable documents

UNIT 3 – Airfares and Ticketing – 2: Review of basic Fare Construction Principles – The mileage system – Lowest combination principle – Around the World Fares – “Open Jaw” Journeys – Re-routings – Collection of Fares

UNIT 4 – Tour Programmes: Terms and abbreviations – Types of Tours – How and why tours are produced – Items included in a tour brochure – Booking Conditions – Reservation Procedures

UNIT 5 – Travel Formalities: The Passport – Health Certificates – Taxes, Customs and Currency – Travel Insurance – General preventive measures – The Travel Information Manual (TIM) – Consequence of Negligence

BOOKS FOR REFERENCE

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S.Chand & Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000.

BA 1216 Elective –III – PROJECT WORK

Every student will be assigned a project in the beginning of the final year. Student should undergo an Industrial training for not less than four weeks in some institutions like star hotels, Reputed travel Agencies, Airports, Ships, Tourism offices, etc. (A Certificate for having undergone the training is necessary). This Training should be followed by a class room seminar.

The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the University 15 days prior to the commencement of the University Examinations.

The project shall be evaluated externally. The external examiner shall be form the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the University.

NON MAJOR ELECTIVE
Any one of the following(Semester wise)

I SEMESTER

BA 1012

1. BASICS OF COMPUTER

INTRODUCTION - UNIT – I

1. Introduction to computers
2. Input Devices
3. Output Devices
4. Operating System

MS WORD – UNIT - II

5. Text Manipulations
6. Usage of Numbering, Bullets, Footer and Headers
7. Usage of Spell check, Find & Replace
8. Text Formatting
9. Picture insertion and alignment
10. Creation of documents, using templates
11. Creation templates
12. Mail Merge Concepts
13. Copying Text & Pictures from Excel

MS-EXCEL - UNIT – III

14. Cell Editing
15. Usage of Formulae and Built-in Functions
16. File Manipulations
17. Data Sorting (both number and alphabets)
18. worksheet Preparation
19. Drawing Graphs
20. Usage of Auto Formatting

MS-POWER POINT – UNIT – IV

21. Inserting Clip arts and Pictures
22. Frame movements of the above
23. Insertion of new slides
24. Preparation of Organization Charts
25. Presentation using Wizards
26. Usage of design templates

INTERNET – UNIT – V

27. Introduction to Internet
28. WWW
29. E-Mail

REFERENCE BOOKS :

1. A first Course in Computers, Sanjay Saxena, Vikas Publishing House Pvt. Ltd.,
2. Microsoft Office in Easy steps, Stephen Copestake, Comdex Computer Publishing
3. Teach yourself, MS Office for Windows, Corey Sandler, Tom Bedgelt, Jan Weingarten, BPB Publication.

BA 1110

2.BASICS OF RETAIL MARKETING

UNIT – I

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

UNIT – II

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

UNIT – III

Retail location factors – Branding in retailing – private labeling – Franchising concept.

UNIT – IV

Communication tools used in Retailing – Sales promotion, e-tailing- window display

UNIT - V

Supply chain management – definition – importance – Role of information Technology in retailing.

REFERENCE BOOKS:

1. Modern Retail Management – J.N.Jain & P.P.Singh Regal Publications , New delhi
2. Retail Management – Suja Nair, Himalaya Publishing house.

3. Basics of Tourism

UNIT-1 Historical Development, Transportation advances, the Concept of Tourism, Definition and meaning of tourist, traveller, visitor, excursionist & transit visitor, International tourist & Domestic Tourist, Typologies of Tourists.

UNIT-2 Concept of demand & supply in tourism, factors affecting demand and supply in tourism. Tourism Product, Features of Tourism Product, Types of Tourism Product (TOPs, ROPs, BTEs), Difference of tourism product from other consumer products.

UNIT : 3 Types of Tourism - Rest and relaxation Tourism – Pleasure Travel – Religious Tourism –Sports Tourism – Social and sociological Tourism. Conventional Tourism –Business Tourism – Political Tourism.

UNIT-4 Tourism paradigms – Eco tourism, Green tourism, Alternate tourism, Heritage tourism, sustainable tourism, cultural tourism.

UNIT-5 Factors inhibiting growth of tourism, travel industry in the 21st century, future tourism scenario.

REFERENCES:

Bhatia, A.K. *International Tourism: Fundamental and practice*, Delhi: Sterling.

Hudman, E.L. and D.E. Hawkins, *Tourism in Contemporary Society: an introductory text*, New Jersey: Prentice Hall.

4. PRINCIPLES OF TOURISM MANAGEMENT

UNIT : I

Introduction of Management - History of Management – nature – scope of Management. Management and Tourism.

UNIT : II

Management Theories.

Six school of thoughts – Management process school – Empirical school – Human relation school – social system school – Decision theory school – Mathematical school.

UNIT : III

Management and Tourism Development. Characteristics of Management / Functions of Management. Elements of Management – planning – Organising – Co-ordinating – staffing – Directing – Motivating – Communication – Leadership – Controlling and Budgetting (POSDCORD) Govt of India – Tourism Department and its Management.

UNIT : IV

Management Principles.

14 Principles – Henry fayol contribution.

UNIT : V

Management by objective (MBO) introduction (Peter Drunker) – objective – process of MBO – Requisites of MBO – Advantages and disadvantages of MBO.

BOOKS RECOMMENDED :

Business Management - J.C.SINTH

Management tasks, Responsibilities & Practices - HODGETS RICHARD (1986)

Management - HAROLD KOUNTZ & CRYILL O'DONNEL (1976)

Principles of Management - GRORGE .T. TERRY & STEPHEN G.FRANKLIN AIIBS, DELHI, 1998.

Principles of Modern Management - SAMUEL C. CERTO(Functions and Systems)

**NON MAJOR ELECTIVE –
Any one of the following(Semester wise)**

II SEMESTER

1. TRAVEL MANAGEMENT

UNIT : I

General Introduction – Functions of Travel Agency, IATA and its functions. TAAI, ASTA, PATA ETC.

UNIT : II

Geography of the world – World time Difference, International date – line, the hemisphere and the seasons.

UNIT : III

Travel formalities and regulations – Passport, VISA, Foreign exchange, customs and immigration, etc.

Preparation of Tour Itinerary. Modern ticketing and functions of each.

UNIT : IV

Travel accounting procedures. Mode of payment – Indian Travelers, Non-resident Indians, foreign Nationals, Air-line payment, report and lectures, budgeting and commissions from Principles.

Allied Services connected with travel trading hotels, transports, Govt. Tourist Agencies and their functions.

UNIT : V

Concepts and ideas related for effective Tourism Development.

- National Development council report on
- Tourism Development (NDC)
- National Action plan (NAP)
- Tourism Civil Aviation
- Tourism Task Force (TTF)
- Tourism Destiaction – Development of sustainance.

Tourism Policies

Laws Regulation and its necessity for maintenance sustainance.

Books Suggested :

1. National Development council Report
2. National Action plan, 197.
3. World Tourism Organisation – Report
4. ITITM – Workshop report on tourism
5. ITITM – Workshop report on Tourism Legistation.

2 ECONOMICS OF TOURISM

UNIT : I

Meaning and Measurement of Tourism, Travel through ages.
Tourism and employment generation, Tourism and revenue generation

UNIT : II

Planning and staff, Financial planning. Organizing system, Organisation structure. Authority relationship – Motivation to travel - Time factor, regional planning consideration

UNIT : III

Tourism demand and supply. Foreign exchange and balance of payment.
(BOP) through international trade on Tourism. Inflation and rate of exchange.

UNIT : IV

Leadership (Conflict management), team management and decision making.
Individual goals and organization goals.

UNIT : V

Role of various Organsation. Job design
Socio-economic benefits and Average effects of tourism. Tourist arrival statistical analysis.
Boosting Indian economy.

BOOKS RECOMMENDED :

1. Tourism Development (Sterling) -A.K. Bhatia
2. Dynamics of Tourism (Sterling) - R.N. KAUL
3. Tourism Management (Sterling) - P.N. Seth
4. Fairservice, Economics of Tourism - Prague 1968
5. Economic Review of world Tourism - London 1989
6. International Travel Statistics (Published annually) London
7. An Introduction to Travel and Tourism – pramnath seth & Sushma seth Bhat.
8. Tourism : Economic and Social Development Gill.

3 INDIAN TOURIST PANORAMA

UNIT- I

SOCIO _ CULTURAL (FOLK AND CLASSICAL), Fairs and festivals of India Performing arts (dance,drama, music)

UNIT II

Museums, Galleries and other Institutions, Indian customs, manners and etiquette

UNIT III

NATURE BASBD - Wild Life, sanctuaries, National parks, Safaris, Mountaineering, Trekking, skiing, Beaches, Hill resorts, Turf-riding Ballooning, Boating

UNIT IV

OTHER TOURIST PRODUCTS- Duty free shops, Specialized Fairs and festivals Entertainment and Night life.

UNIT V

Handicrafts (Metalwork stoneware, woodcarying, furniture, Jewellery, dools, musical instrument, terracottas).

BOOKS RECOMMENDED

1. India A Tourist paradise Manoj Das
2. Guide Book of South India, Swami publications, Tirunelveli
3. Tourism Department publication
4. Fodors Guide to India, London.
5. Tourist India - Ratandeeep6. Impact of Tourism in South India - B.S.Badam
6. Impact of Tourism in South India - B.S.Badam
7. Tourism in India -B.S.Badam

Objectives of the Course

- 1) To develop an understanding of the basic concepts of SHGS.
- 2) To enable the students understand the operative mechanisms of SHGS.
- 3) To help the students to know about the various activities undertaken by SHGS.
- 4) To help the students to understand the concept of women empowerment through SHGS.
- 5) To develop an understanding of the role of Govt. and NGO's for the development of SHGS.

Unit – I : Meaning, Concept and Functions of SHGS.

Unit – II : Women empowerment through SHGS

Unit – III: Micro finance through SHGS.

Unit – IV: Social Development through SHGS.

Unit – V : Role of Govt. and NGO's in fostering SHGS.

Bibliography

- 1) "Clinical Approach to Promotion of Entrepreneurship" E.D. Setty, Anmol publications Pvt. Ltd., New Delhi 2004.
- 2) "India Economic Empowerment of Women", V.S.Ganesamurthy, New Century Publications, New Delhi, First published – May 2007.
- 3) "Readings in Microfinance", N.Lalitha Dominant Publishers and Distibutors, New Delhi, First Edition 2008.
- 4) "Rural Empowerment through SHGS, NGO's & PRI's" S.B Verma, Y.T.Pavar, Deep & Deep Publications, New Delhi – 2005.
- 5) "Women's Own; the Self help movement of Tamil Nadu". C.K.Gariyali, S.K.Vettivel, vetri publishers, New Delhi – 2003.

Journals

- 1) Yojana, A Development Monthly, Chief Editor Anurag Misra, Published by Ministry of Information and Broadcasting.
- 2) Kurukshetra, A Journal on Rural Development, Monthly Journal, Editors – Kapil Kumar, Lalitha Khurance, Published by Ministry of Rural Development.

Websites

- 1) www.shg-india.net

2) www.tnruralbazaar.com

LIST OF COURSES ON SOFT-SKILLS

S. No.	Course Code	Course Title	Credits
1	BA 1107	ESSENTIALS OF LANGUAGE AND COMMUNICATION	2
2	BA 1111	ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS	2
3	BA 1206	PERSONALITY ENRICHMENT	2
4	BA 1219	COMPUTING SKILLS	2

OBJECTIVES

- *enable* students to build a repertoire of functional vocabulary and to move from the lexical level to the syntactic level.
- *train* students to summon words, phrases relevant to the immediate communication tasks.
- *enable* students to comprehend the concept of communication.
- *teach* students the four basic communication skills- Listening, Speaking, Reading and Writing.

UNIT 1

Recap of language skills – vocabulary, phrase, clause, sentence.

UNIT 2

Fluency building.

UNIT 3

Principles of Communication.

UNIT 4

Types of Communication.

UNIT 5

LSRW in Communication.

RECOMMENDED TEXTS

- Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi.
- Sasikumar. V and P.V. Dhamija. 1993. *Spoken English: A Self-Learning Guide to Conversation Practice*. 34th Reprint. Tata McGraw-Hill. New Delhi.
- Swets, Paul. W. 1983. *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates*. Prentice Hall Press. New York.
- Hewings, Martin. 1999. *Advanced English Grammar: A Self-Study Reference and Practice Book for South Asian Students*. Reprint 2003. Cambridge University Press. New Delhi.
- Lewis, Norman. 1991. *Word Power Made Easy*. Pocket Books.
- Hall and Shepherd. *The Anti-Grammar Grammar Book: Discovery Activities for Grammar Teaching*. Longman

WEBSITES

- www.tatamcgrawhill.com/digital_solutions/monippally
- www.dictionary.cambridge.org
- www.wordsmith.org

OBJECTIVES

- *train* students to become aware of their thinking style and to enable them to convert thinking into performance.
- *prepare* students to evolve mental models for intra-personal and inter-personal transactions.
- *make* students reflect and improve their use of body language – posture, gesture, facial expression, tone.

UNIT I

Thinking and Articulation – cognitive, affect, critical, creative aspects of articulation.

UNIT II

Acquisition of Oral and Aural Skills.

UNIT III

Communication Boosters – body language.

UNIT IV

Function of Cultural Codes in Presentation – etiquette.

UNIT V

Models of Presentation.

RECOMMENDED TEXTS

- Powell. *In Company*. MacMillan.
- Cotton, et al. *Market Leader*. Longman.
- Pease, Allan. 1998. *Body Language: How to Read Others Thoughts by their Gestures*. Sudha Publications. New Delhi.
- Gardner, Howard. 1993. *Multiple Intelligences: The Theory in Practice: A Reader*. Basic Books. New York.
- De Bono, Edward. 2000. *Six Thinking Hats*. 2nd Edition. Penguin Books.
- De Bono, Edward. 1993. *Serious Creativity*. Reprint. Harper Business.

OBJECTIVES

1. To make students understand the concepts and components of personality, thereby to apply the acquired knowledge to themselves and to march towards excellence in their respective academic careers.
2. To enable students to keep themselves abreast of general knowledge and current information.
3. To bring out creativity and other latent talents with proper goal setting so that self-esteem gets enhanced.
4. To sharpen memory skills and other study skills which are vital for academic excellence.
5. To give training for positive thinking which will keep the students in a good stead at the time of crisis.

UNIT I- INTRODUCTION

- Definition of Personality
- Components of Personality – structural and functional aspects.
- Determinants of Personality- biological, psychological and socio-cultural factors.
- Assessment of Personality – observation, interview and psychological tests.
- Misconceptions and Classifications.
- Need for personality development.

UNIT II- SELF-AWARENESS AND SELF MOTIVATION

- Self analysis through SWOT and Johari window.
- Elements of motivation.
- Seven rules of motivation.
- Techniques and strategies for self motivation.
- Motivation checklist and Goal setting based on the principle of SMART.
- Self motivation and life.

UNIT III- GENERAL KNOWLEDGE AND CURRENT AFFAIRS

- Regional, National and International events.
- Geographical, political and historical facts.
- Information on sports and other recreational activities.
- Basic knowledge with regard to health and health promotion.

UNIT IV- MEMORY, DECISION MAKING AND STUDY SKILLS

- Definition and importance of memory.
- Causes of forgetting.
- How to forget (thought stopping), how to remember (techniques for improving memory)
- The technique of passing exams.
- The rational decision making process.
- Improving creativity in decision making and components of creativity.

UNIT V- POWER OF POSITIVE THINKING

- Thinking power- seven steps for dealing with doubt.
- Traits of positive thinkers and high achievers,\
- Goals and techniques for positive thinking.
- Enhancement of concentration through positive thinking.
- Practicing a positive life style.

PRACTICAL TRAINING

The course would include the following practical exercises.

Ice-breaking, Brainstorming and stimulation exercises. Thought stopping. Memory and study skills training.

REFERENCES

1. Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.
2. Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House.
3. Dudley, G.A. (2004). Double your learning power. Delhi: Konark Press. Thomas publishing Group Ltd.
4. Lorayne, H. (2004). How to develop a super power memory. Delhi: Konark Press. Thomas publishing Group Ltd.
5. Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.

BA 1219**COMPUTING SKILLS****OBJECTIVE:**

The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel, MS Access, Power point etc., at two levels based on their knowledge and exposure. It provides essential skills for the user to get adapted to any work environment, as most of the systems in any6 work place have MS Office installed for their day to day activities. The course is highly practice oriented rather than regular class room teaching.

PRE-REQUISITE : NIL.

UNIT I:

Introduction to Computers – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking.

UNIT II:

Word Processing – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options.

UNIT III:

File Management – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming, subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing.

UNIT IV:

Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing.

UNIT V:

Networks – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages.

Note: *Unit II to Unit V needs exposure thru practicals.*

REFERENCES:

1. Introduction to Computers – Peter Norton, Tata McGraw-Hill.
2. Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.

Examination:

1. Internal assessment could be based on Theory and/or practicals.
2. End semester is based on practicals
