

Choice Based Credit System (CBCS)

UNIVERSITY OF DELHI

FACULTY OF SOCIAL SCIENCES

**UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2015-16)**



SYLLABUS OF COURSES TO BE OFFERED **Core Courses, Elective Courses & Ability Enhancement Courses**

Disclaimer: The CBCS syllabus is uploaded as given by the Faculty concerned to the Academic Council. The same has been approved as it is by the Academic Council on 13.7.2015 and Executive Council on 14.7.2015. Any query may kindly be addressed to the concerned Faculty.

Undergraduate Programme Secretariat

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

- 1. Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
- 2. Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
 - 2.2 Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.
 - 2.3 Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.
- 3. Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course:** The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
 - 3.1 AE Compulsory Course (AECC):** Environmental Science, English Communication/MIL Communication.
 - 3.2 AE Elective Course (AEEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

Details of Courses Under Undergraduate Programme (B.A./ B.Com.)

Course	*Credits	
	Paper+ Practical	Paper + Tutorial
<u>I. Core Course</u> (12 Papers)	12X4= 48	12X5=60
Two papers – English		
Two papers – MIL		
Four papers – Discipline 1.		
Four papers – Discipline 2.		
Core Course Practical / Tutorial* (12 Practicals)	12X2=24	12X1=12
<u>II. Elective Course</u> (6 Papers)	6x4=24	6X5=30
Two papers- Discipline 1 specific		
Two papers- Discipline 2 specific		
Two papers- Inter disciplinary		
Two papers from each discipline of choice and two papers of interdisciplinary nature.		
Elective Course Practical / Tutorials* (6 Practical/ Tutorials*)	6 X 2=12	6X1=6
Two papers- Discipline 1 specific		
Two papers- Discipline 2 specific		
Two papers- Generic (Inter disciplinary)		
Two papers from each discipline of choice including papers of interdisciplinary nature.		
<ul style="list-style-type: none"> Optional Dissertation or project work in place of one elective paper (6 credits) in 6th Semester 		
<u>III. Ability Enhancement Courses</u>		
1. Ability Enhancement Compulsory (2 Papers of 2 credits each)	2 X 2=4	2 X 2=4
Environmental Science		
English Communication/MIL		
2. Ability Enhancement Elective (Skill Based)	4 X 2=8	4 X 2=8
(4 Papers of 2 credits each)		
	<hr/> Total credit= 120	<hr/> Total = 120
Institute should evolve a system/policy about ECA/ General Interest/Hobby/Sports/NCC/NSS/related courses on its own.		

*wherever there is a practical there will be no tutorial and vice-versa.

<p align="center">B.A. (Vocational Studies) <u>Tourism Management</u> : Three-Year (6-Semester) <u>CBCS Programme</u></p>		
<p align="center"><u>Course Structure</u></p>		
<p align="center"><u>B.A. (VS) Tourism Management</u></p>		
<u>Semester – I</u>		
1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)
1.2	English/ MIL I	Core Discipline
1.3	History of Tourism – I	Core Discipline
1.4	Fundamentals of Management	Core Discipline
<u>Semester – II</u>		
2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)
2.2	MIL / English I	Core Discipline
2.3	History of Tourism – II	Core Discipline
2.4	Entrepreneurship and Small Business	Core Discipline
<u>Semester – III</u>		
3.1	English/ MIL II	Core Discipline
3.2	Concept and Impacts of Tourism	Core Discipline
3.3	Tourism Marketing	Core Discipline
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)
<u>Semester – IV</u>		
4.1	MIL / English II	Core Discipline

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4.2	Profile of Modern Tourism	Core Discipline
4.3	Managerial Accounting and Finance in Tourism	Core Discipline
4.4	Business Communications and Personality Development	Skill Enhancement Course (SEC)
<u>Semester – V</u>		
5.1	Tourism Undertaking	Elective Core – Discipline Based
5.2	Internship Project / Project	Elective Core – Generic
5.3	Corporate Laws Culture In Indian Subcontinent I	Elective Core – Generic
5.4	Airport Handling	Skill Enhancement Course (SEC)
<u>Semester – VI</u>		
6.1	Procedure and Operations in The Tourism Business	Elective Core – Discipline Based
6.2	Globalization Conservation And Preservation Of Nature And Culture	Elective Core – Discipline Based
6.3	Business Law Culture in Indian subcontinent II	Elective Core – Generic
6.4	E-Commerce Business Tourism and Hospitality	Skill Enhancement Course (SEC)

B.A. (VS) Tourism Management Semester I

Paper 1.3 History of Tourism - I

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

Develop perceptions of people and the world Understand the concepts of Motivation, Holiday and modes of Travel Learn how tourism products are based on social and political developments Learn about international tourist attractions, cultures and Hospitality Emergence of travel related services and distribution chains Role of Government, Regulatory bodies and associations Emergence of modes of transport and their role in the expansion of travel and tourism

CONTENTS

Unit I

20

History of Tourism as a new discipline Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for History of Tourism. Primary and secondary sources for studying History of tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World. Tourism - basic concepts: Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics.

Unit – II

20

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations.

Tourism activity in the ancient and medieval world: Seven Wonders of the World Tourism. Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Tramping Royal Tourism and Educational tours

Unit – III

20

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East

Unit – IV

15

Four major dimensions of tourism. Factors necessary for the development of travel and tourism. Development of spas. Growth of seaside resorts. Tourism today

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Suggested Readings

1. A Farouqui " Early Social Formations"- Manak, Delhi-2001.
2. A.L. Rouse "The Use of History"- 1971
3. Burkhardt and Madlik "Tourist Past, Present and Future"-Butterworth Heinemann, several editions
4. Collingwood "The Idea of History"-Oxford, 1073
5. Franck and Brwonstone "The Silk Road, A history.
6. Gilbert Sigeauxz "History of Tourism".
7. Herbert "Heritage Tourism and Society".
8. J. Christopher Holloway "The Business of Tourism.
9. Maisels "Early Civilisations of the Old World"- Business Books Communica, 1978
10. McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995
11. Nisbet "Social Change and History"- Oxford University Press, 1972
12. Nora Starr. "Viewpoint"- Prentice Hall, 1997
13. Ratnagar "Trading Encounters"- Oxford Univ. New Press, 2004
14. Roger Housden "Sacred Journeys in a Modern World"- Simon&Schuster, New York, 1979
15. T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978

B.A. (VS) Tourism Management Semester I

Paper 1.4 Fundamentals of Management

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

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

Unit I

15

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

Unit II

15

Business Organization: Forms of Business Organization – Classification – Factors influencing the choice of suitable form of organization. Sole Proprietorship: Meaning – Characteristics – Advantages & Disadvantages – Suitability. Partnership: Meaning – Characteristics – Kinds of partners - Registration of partnership – Partnership deed – Rights and obligations of partners. - Joint Hindu Family Business: Characteristics – Advantages and limitations.

Unit III

15

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

Unit IV

15

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

Unit V

15

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

Suggested Readings:

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

B.A. (VS) Tourism Management Semester II

Paper 2.3 History of Tourism - II

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

Develop perceptions of people and the world Understand the concepts of Motivation, Holiday and modes of Travel. Learn how tourism products are based on social and political developments Learn about international tourist attractions, cultures and Hospitality Emergence of travel related services and distribution chains , Role of Government, Regulatory bodies and associations. Emergence of modes of transport and their role in the expansion of travel and tourism.

Unit – I

10

Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, social Tourism and Middle class Tourism

Unit – II

15

1841 – 1914: Rise of International Tourism , World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry

1914 – 1960: Tourist boom between the World Wars, Tourism and Economy and Crises, Social Changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services Organizations and Civil Aviation

Unit – III

20

1960 – 2000: Tourism Phenomenon: Long Hauls, Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit – IV

15

Tourism as a Globalized System .Early Forms of Travel and Types of Journey. Precursors of Modern Tourism .The Foundations of Modern Tourism.The Boom in Mass Tourism in the 19th Century. Holidaying Practices in the Interwar Period.The Expansion of Tourism and Globalization.Approaches to Travel and Tourism.Tourism and Five-year Plans in India.SWOT analysis of National Tourism Policy 2002

Unit – V

15

Accommodations: Early inns, The grand hotels, Motels, Hotels today. The dimensions of tourism: Attraction, Facilities, Transportation, Hospitality. The role of transportation in shaping tourism.

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Suggested Readings

- A Farouqui "Early Social Formations"- Manak, Delhi-2001.
- A.L. Rouse "The Use of History"- 1971
- Burkhardt and Madlik "Tourist Past, Present and Future"-Butterworth Heinemann, several editions Collingwood "The Idea of History"-Oxford, 1073
- Franck and Brwonstone "The Silk Road, A history.
- Gilbert Sigeauxz "History of Tourism".
- Herbert "Heritage Tourism and Society".
- J. Christopher Holloway "The Business of Tourism.
- Maisels "Early Civilisations of the Old World"- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995
- Nisbet "Social Change and History"- Oxford University Press, 1972
- Nora Starr. "Viewpoint"- Prentice Hall, 1997
- Ratnagar "Trading Encounters"- Oxford Univ. New Press, 2004
- Roger Housden "Sacred Journeys in a Modern World"- Simon & Schuster, New York, 1979
- T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978

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Semester II

Paper 2.4 Entrepreneurship and Small Business

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

Unit I 15

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.

Unit II 15

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalisation of management of small business in India.

Unit III 15

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV 15

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V 15

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity

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improvement programmes. Input-analysis,throughput analysis and output analysis. Basic awareness of inventory methods.Basic awareness aboutthe need for and means of environment (eco-) friendliness and energy management.Organization of business office.Basic awareness of manual and computerized office systems andprocedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Suggested Readings:

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. McGraw Hill.
4. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
5. Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited
6. Panda, ShibaCharan. *Entrepreneurship Development*.New Delhi, Anmol Publications.
7. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
8. SIDBI Reports on Small Scale Industries Sector.
9. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.

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Semester III

Paper 3.2 Concept and Impacts of Tourism

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This will be a preliminary module giving the basic knowledge of tourism studies.

Unit I

25

Definition and Concept of Tourism. Leisure and Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Adventure Tourism, Sports Tourism, Rural Tourism. Tourism education. Typology of Tourism. Tourism Statistics. Difference between visitors, tourists and excursionist. Tourism as an industry.

Unit II

25

Tourism Impacts- Political, Social, Cultural, Environmental and Economic. Tourism multiplier. National and international concerns and problems.

Unit III

25

Demand- Supply Characteristics-Concepts, definitions and indicators of demand. Measuring demand for tourism-International and Domestic Tourism. Technological progress and Globalization. Concept and resources for Ecotourism. Motivation for tourism.

Suggested Readings

1. Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
2. Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
3. Kamra, Krishan, Basics of Tourism: Theory, Operation, Kanishka Publishers, New Delhi, 2002.
4. Bhatia, A.K. International Tourism Marketing ,Sterling, New Delhi, 2008
5. Dr. S. K. Kabia-Tourism and Environment
6. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
7. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010

B.A. (VS) Tourism Management Semester III

Paper 3.3 Tourism Marketing

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

Unit I

25

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases. Market Research-methods, research problem areas, marketing research in the tourism industry. Tourism life cycle.

Unit II

25

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit III

25

Destination Planning and Product Diversification. Destination Marketing. Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing. Complementary Marketing. Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic

Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

Suggested Readings:

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

B.A. (VS) Tourism Management Semester III

Paper 3.4 Computer concepts and software packages

Duration: 3 hours

Marks: 100

lectures: 50

Unit I

5

Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

Unit II

5

Components of Computers: Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

Unit III

15

Operating System: Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit IV

10

Introduction to Networks and Internet: Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

Unit V

15

Office Applications: Meaning and applications of word processing,

MS-Word – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.

MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.

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The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

Suggested Readings

- Absolute Beginner's Guide to Computer Basics by Michael Miller
- Fundamental of Computers by Akash Saxena, Kratika Gupta
- Fundamentals of Information Technology, Alexis and Mathew
- Computers Today, Donald H. Sanders.
- Basic Financial Accounting, J.R. Monga
- Computer Fundamentals, P.K. Sinha
- Double Entry Book-Keeping, T.S. Grewal and Grewal.

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Computer Concepts, Software Packages and Computerized Accounting

Time: 60 Minutes

Maximum Marks: 25

Ques. No.	Description of Question	Marks	Time Allowed
1	Lab testing of various concepts MS word, PPT and Excel as mentioned in Unit V.	25	60 minutes

- Note
1. There will be no internal assessment in Practical component of this Paper.
 2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.
 3. Hard Copy of evaluation sheet and question paper will be given to examinees
And they will produce soft copy as answer sheet for evaluation.

B.A. (VS) Tourism Management Semester IV

Paper 4.2 Profile of Modern Tourism

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

This will give an overview of tourism industry and different related organisations. It also enable them to understand the basic concepts and environment of modern tourism.

Unit-I

25

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit II

25

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism.fairs and festivals. Counter seasonal policy. Special interest tourism and its resources.Wild life sanctuaries and national parks, Wildlife tourism.

Unit III

25

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector.Small and medium enterprises in tourism industry.Principle of resort development.Mass Tourism and New Destinations.

Suggested readings:

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

B.A. (VS) Tourism Management Semester IV

Paper 4.3 Managerial Accounting & Finance in Tourism

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.

Unit I: 15

Nature of accounting: Nature of accounting and Generally accepted accounting principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.

Unit II: 15

Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanised system of accounting. Cash flow statement (AS -3 Revised)

Unit III: 15

Meaning, Role, Scope and Importance of Financial Management: Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function. Financial Planning, Capitalisation and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization,

Unit IV 15

Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets

Unit V 15

Working Capital Management: Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

Suggested readings

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Singh, Surender and Kaur, Rajeev. *Basic Financial Management*. Mayur Paperbacks New Delhi.
3. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
4. Davis D., The Art of Managing Finance, McGraw Hill.
5. Pandey, I.M., Financial Management, Vikas Publication
6. Van Horne, Financial Management and Policy, Prentice Hall.
7. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.

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Semester IV

Paper 4.4 Business Communication and Personality Development

Duration: 3 hours

Marks: 100

lectures: 60

Objectives

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

Unit I

5

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

Unit II

10

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

Unit III

5

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

Unit IV

15

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

Unit V

25

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your

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skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

Suggested Readings:

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

Note: Latest edition of text books may be used.

Note: Latest edition of text books may be used.

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Paper 5.1 Tourism Undertaking

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This will give an overview of tourism transportation system and various organizations. Further students will understand formalities and documentation needed to set up these units.

Unit I

25

Modes of transport- Rail, Road, Air and Sea.Elements of transportation. Political influences on transport for tourism. Regulation of competition.Role of Railways in promotion of domestic tourism. Important tourist trains in India. Case study of Air India and a few important International Airlines.

Accommodation and Catering- Types of hotel, procedure of categorization and classification of hotels .Accommodation and the tourism product.Qualityissues.New concepts and developments in accommodation.

Unit II

25

Definitions of Travel Agency and Tour Operators, Itinerary making and costing , Approval of Travel Agency by Department of Tourism , Govt. of India. Rules and Regulations for approval.Classifications of travel agents and Forms of organizations.Functions of travel agency and the tour operators.Tour planning.

Unit III

25

Tourism Organization and their role in Tourism Development, Local – DTTDC, RTDC, MPTDC National- IATO, TAAI, ITDC, International – IATA, ICAO,UNWTO, Freedoms of air,Open skies policy.

Suggested readings

- Achariya " Civil Aviation and Tourism Management"
- Mill and Morrison- " The Tourism System"
- Murphy- " Transport and Distribution"
- JagmohanNegi -Travel Agency Operations and Concepts and Principles
- S. P. Singh-Travel Tourism Management
- Hollander S. - Passenger Transportation (Michigan: MichiganStateUniversity)

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Semester V**

Paper 5.2 Internship Project/ Project

Marks: 100

lectures: 30

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

Note:

Each student of Vocational Courses shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

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

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

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Paper 5. 3 Corporate Laws

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

Unit I

15

Introduction: Characteristics of a company, concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building process

Unit II.

15

Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares, buyback, share certificate and share warrant, Members and shareholder – their rights and duties. shareholders meetings, kinds, convening and conduct of meetings, AGM, EGM, Class meetings.

Unit III

15

Management – Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, Key managerial personnel and remuneration, Dividend Provisions and issue of bonus shares. Investigations. Audit and accounts

Unit IV

15

Winding up – concept and modes of winding up

Emerging issues in company law: One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading, Rating Agencies, Producer Company – concept and formation.

Unit V

15

Depositories Act 1996: Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

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Suggested Readings:

- MC Kuchhal *Corporate Laws*, ShriMahaveer Book Depot. (Publishers).
- DagarInderjeet and AgnihotriAnurag "Corporate laws" Galgotia publishing company, New Delhi
- GK Kapoor& Sanjay Dhamija, *Company Law*, Bharat Law House.
- Sharma J. P, "*An Easy Approach to Corporate Laws*", Ane Books Pvt Ltd, New Delhi.
- Bharat Law House, New Delhi, "*Manual of Companies Act, Corporate Laws and SEBI Guidelines*".
- Kannal, S., & V.S. Sowrirajan, "*Company Law Procedure*", Taxman"s Allied Services (P) Ltd., New Delhi (Latest Edn)
- Charlesworth& Morse, "*Company Law*", Sweet & Maxwell", London, U.K.
- Gowar, LCB, "*Principles of Modern Company Law*", Stevens & Sons, London.

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Semester V

Paper 5. 3 Culture in Indian Subcontinent I

Duration: 3 hours

Marks: 100

lectures: 75

Objective - This course is designed for vocational students to understand the Indian cultural traditions and heritage from ancient to modern times. It highlights the plurality of Indian culture through the medium of language, literature, music, dance and architecture.

Unit I

15

Definitions of Culture and its various aspects : (i) Perspective on Cultures: Indian Cultural tradition: An overview (ii) Plurality of Cultures: Social Content of Culture

Unit II

15

Language and Literature, Sanskrit: Kavya - Kalidasa's Ritusambhara, Prakrit: Gatha Saptasati, Development of vernacular language and literature, Indo-Persian Literature: Amir Khusro's works, Urdu poetry and prose: Ghalib

Unit III

20

Performing Arts, Hindustani, Carnatic classical Music, Devotional music: bhakti and sufi Classical and Folk Dance, Theatre: Classical, Folk, Colonial and Modern

Unit IV

25

Architecture: Meanings, form and Function, Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple; Fort – Dalulatabad or Chittor forts; Palace-dargahat Fatehpur Sikri; Colonial – Lutyen's Delhi

Suggested Readings

- Asher Catherine, (ed.): Perceptions of India's Visual Past, AIIS, Delhi, 1994.
- Asher Catherine, Architecture of Mughal India.
- Basham A.L., The Wonder that was India. Volume I, New Delhi.
- Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
- Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
- Deva, B.C., An introduction to Indian Music, Delhi, 1973.

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- Maxwell, T.S., Image: Text and Meaning: Gods of South Asia, OUP, Delhi.
- Tillotson G, Havelis of Rajasthan.
- Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press,
• New Jersey, N.D.
- Cohn. Bernard, India: The Social Anthropology of a Civilization in Bernard Cohn
Omnibus,
• OUP, 2004.
- VatasayanaKapila; Indian Classical Dance, Publications Divisions, New Delhi, 1974
(in Hindi Translation also)

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Paper 5.4 Airport Handling

Duration: 3 hours

Marks: 100

lectures: 60

Objectives

To familiarize students with the functioning and operations at Airport and their handling from tourism point of view

Unit I **12**

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time,

Unit II **12**

Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector

Unit III **12**

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

Unit IV **12**

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

Unit V **12**

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

Suggested Readings:

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

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Paper 6.1 Procedure and Operations in The Tourism Business

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

The students will understand the conceptual meaning of Travel business and differentiation between Travel agency and Tour operator.

Unit I

25

Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programmes. CRS and GDS. GITs and FITs.

Unit II

25

Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business. Difference between travel agent and tour operator. Functions of travel agency. Organizational structure and various departments of a travel agency. Principles of management and its application in travel trade.

Unit III

25

Tour operational techniques - departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.

Suggested Readings

1. Bull, A. The Economics of Travel and Tourism, Longman: UK.
2. Jagmohan Negi - Travel Agency & Tour Operations
3. IATO Manuals and reports.
4. Report of National Committee on Tourism, Know India, 1988.
5. National Action Plan, 1992.
6. Various Reports of United Nations World Tourism Organizations.
7. Bezbaruah, M.P. Indian Tourism beyond the Millennium, Gyan Publication, New Delhi, 1999

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Paper 6.2 Globalization

Duration: 3 hours

Marks: 100

lectures: 75

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

Unit I **15**

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II **15**

Role of globalisation in reducing inequality and poverty.
Distribution of benefits of globalisation shared by developed and developing countries

Unit III **15**

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

Unit IV **15**

Critique of globalisation – To what extent globalisation implies a rise of neo-liberalism. To understand the decline in the authority of the Nation-state and reduction of policy space. Major brunt borne by social spending and decline of safety nets.

Unit V **15**

- Global governance - IMF, World Bank and the WTO. Role of the WTO in governing the world trading systems.
- The way forward - stress on local/regional/national (context-specific) than global economy`

Suggested Readings

- Deepak Nayyar, Globalisation
- Joseph Stiglitz, Globalisation and its discontents

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Semester VI

Paper 6.3 Conservation and Preservation of Nature and Culture

Duration: 3 hours

Marks: 100

lectures: 75

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

UNIT I

15

Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, Asian landscapes, Environmental thought and environmentalism, Colonialism and environmental change

UNIT II

15

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

UNIT III

15

Defining national and regional culture, Rediscovering Religion, Tradition and Myth, Language, Literature and state, Unity in diversity

UNIT IV

15

Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement.

UNIT V

15

Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

Suggested Readings:

- Arnold, David and RamachandraGuha, eds. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford University Press, 2001.
- Mahesh Rangarajan&K.Sivaramakrishanan, eds.India's Environmental History vol.I&II. Prmanent Black 2012.

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- Burke III, Edmund, and Kenneth Pomeranz, eds. *The Environment and World History*. Berkeley: University of California Press, 2009.
- Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In *Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences*, ed. by RanjanChakrabarti. Kolkata: Readers Service, 2006
- Geertz, Clifford.. *The Interpretation of Cultures*. New York,197
- Barbara T. Hoffman, *Art and cultural heritage: law, policy, and practice*, Cambridge University Press, 2006

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Semester VI

Paper 6. 3 Business Law

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Unit I: The Indian Contract Act, 1872 **15**

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

Unit II: The Indian Contract Act, 1872: Specific Contracts **15**

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

Unit III: The Sale of Goods Act, 1930 **15**

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

Unit IV: Partnership Law **15**

The Partnership Act, 1932: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding up

Unit V: The Negotiable Instruments Act, 1881 **15**

Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheques

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Suggested Readings

- Kuchhal, M.C. and VivekKuchhal, *Business Law*, Vikas Publishing House, New Delhi.
- DagarInderjeet & AgnihotriAnurag "Business Law" Galgotia Publishing Company, New Delhi
- Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.
- Maheshwari&Maheshwari, *Business Law*, National Publishing House, New Delhi.
- GoyalBhushan Kumar and Jain Kinneri, *Business Laws*, International Book House

Note: Latest edition of text books may be used.

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Semester VI

Paper 6. 3 Culture in Indian Subcontinent – II

Duration: 3 hours

Marks: 100

lectures: 75

Objective - This course is designed for vocational students to understand the Indian cultural traditions from ancient to contemporary times. It explains classical and popular art forms, communication and patronage.

Unit I

15

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural, fresco paintings, Post Classicism – Pallava – Cola

Unit II

15

Medieval idiom –Mughal paintings, painters and illustrated texts, Modern – company school, Ravi Varma, Bengal School, Amrita Shregil and Progressive Artists.

Unit III

15

Popular Culture

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

Unit IV

15

Communication, Patronage and Audiences

- a) Court Merchant groups and communities.
- b) Culture as Communication.

Unit V

15

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

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Suggested Reading:

- K. T. Acharya, A Historical Dictionary of Indian Food , OUP.
- Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956
- Bussagli M and Srivaramamurthy C.: 6000 Years of Indian Art, New York, n.d.
- History and Culture of the Indian People, BharatiyaVidyaBhavan Series.
- Huntington Susan L: The Art of Ancient India, Tokyo New York, 1985.
- Kramrisch, Stella, The Art of India, Orient Book Depot. Delhi, 1987.
- Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992
- .
- MitterPartha: Much Maligned Monsters, Oxford, 1977.
- MitterPartha: Art and Nationalism in Colonial India, OUP, Delhi.
- Mukherji: Folk Art of India
- Ramanujsan, A.K., Collected Papers OUP.
- Richman, Paula, Many Ramayanas OUP.
- Rizvi, S.A.A.: The Wonder that Was India: Volume II., New Delhi.
- VaradpandeM.L.History of Indian Theatre: Invitation to Indian Theatre, New Delhi, 1987.
- Traditional Indian Theatre: Multiple Streams, Hindi translation: ParamparikBharatiya
- Rangmanch: AnantDharayed NBT, New Delhi 199

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Semester VI

Paper 6.4 E - Commerce

Duration: 3 hours

Marks: 100

lectures: 60

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

Unit I:

12

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

Unit II

12

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

Unit III

12

Security and encryption: Need and concepts, The E commerce security environment:(dimension, definition and scope of E-security), security threats in the E-commerce environment(security intrusions and breaches, attacking methods like hacking, sniffing, cybervandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), IT Act 2000 (meaning and provisions)

Unit IV

12

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

Unit V

12

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, E-tailing (popularity,

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benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment)

Suggested readings

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