

<b>Course code</b>	<b>21UTT01</b>	<b>INTRODUCTION TO TOURISM</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE: I</b>		<b>06</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Basic understanding of Tourism</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the fundamental concept of tourism.</li> <li>2. understand nature and types of tourism.</li> <li>3. Infer the root cause for motivation of travel.</li> <li>4. gain the knowledge about various international travel and tourism organizations.</li> <li>5. Measure the impact of tourism on socio, economic and culture</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Find the basic concept of tourism industry				<b>K1</b>
<b>2</b>	Understand the historical background of travel and tourism through the years				<b>K2</b>
<b>3</b>	Identify the various motivational concept of tourism industry.				<b>K3</b>
<b>4</b>	Distinguish the difference between domestic and internal tourism				<b>K4</b>
<b>5</b>	Evaluate the socio economic, cultural, and environmental impact of tourism industry.				<b>K5</b>
<b>6</b>	Imagine the scope of the tourism industry				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASIC CONCEPTS OF TOURISM</b>			<b>18 HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Tourism: concepts, definitions, and historical development.</li> <li>1.2 Types of tourists: tourist, traveller, excursionists.</li> <li>1.3 Forms of tourism: inbound, outbound, domestic, and international.</li> <li>1.4 Types of Tourism: natural and man-made.</li> <li>1.5 Components of tourism.</li> </ol>					
<b>Unit:2</b>	<b>TRAVEL AND TOURISM AND COMPONENTS</b>			<b>18 HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Nature and forms of Travel/Tourism.</li> <li>2.2 Tourism System: Nature, characteristics, and components of travel industry.</li> <li>2.3 Push-pull factors in Tourism.</li> <li>2.4 Motivation for travel.</li> <li>2.5 Basic travel motivators.</li> </ol>					
<b>Unit:3</b>	<b>BASICS OF TRAVEL MOTIVATION</b>			<b>18 HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Early travel motivators.</li> <li>3.2 Tourism Demand,</li> <li>3.3 Motivation of Tourism Demand.</li> <li>3.4 Tourism Supply characteristic of tourism supply.</li> <li>3.5 Factors influencing tourism demand and supply.</li> </ol>					

<b>Unit:4</b>	<b>VARIOUS WORLD TOURISM/ TRAVEL ORGANIZATIONS</b>	<b>18 HOURS</b>
4.1 Organizations in tourism- need & factors. 4.2 National Tourist Organizations, 4.3 Role and functions of Tourism Organizations: UNWTO, IATA, PATA, 4.4 Role and functions of Tourism Organizations: TAAI, WTTC. 4.5 Seasonality and tourism.		
<b>Unit:5</b>	<b>IMPACTS OF TOURISM</b>	<b>18 HOURS</b>
5.1 Impacts of tourism at the destination. 5.2 Its impact: socio-cultural, environmental, and economic. 5.3 Factors affecting the future of tourism business. 5.4 Sociology of tourism. 5.5 Contemporary issues of tourism		
	<b>Total Lecture hours</b>	<b>90 HOURS</b>
<b>Textbook(s)</b>		
<b>1</b>	Basics of Tourism-Kamra & Chand, Kaniskha Publishers, New Delhi	
<b>2</b>	Modern Dictionary of Tourism-Raj, Ivy Publishing House, New Delhi	
<b>Reference Books</b>		
<b>1</b>	Tourism Development- A.K.Bhatia, Sterling Publishers, New Delhi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm">https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTT02</b>	<b>TOURISM PRINCIPLES, POLICIES AND PRACTICES</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE: II</b>		<b>04</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Understand the Tourism, Principles, Policies and Practices</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the fundamental principles of tourism.</li> <li>2. understand the holistic outlooks of tourism.</li> <li>3. gain the knowledge about international perspectives of tourism.</li> <li>4. explore the various organizational role for promotion of tourism.</li> <li>5. examine the tourism polices, principles and practices</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define the elements, classification, and historical development of tourism				<b>K1</b>
<b>2</b>	Illustrate the structure and components of tourism				<b>K2</b>
<b>3</b>	Identify the importance of tourism impacts				<b>K3</b>
<b>4</b>	Examine the various tourism organizations				<b>K4</b>
<b>5</b>	Assess the various national tourism police and planning				<b>K5</b>
<b>6.</b>	Elaborate the concept of sustainable tourism development				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>UNIT:1</b>	<b>TOURISM AN OVERVIEW</b>			<b>12-- HOURS</b>	
1.1 Elements, Nature and Characteristics of Tourism 1.2 Types of Tourism 1.3 Classification of Tourists 1.4 Historical Development of Tourism 1.5 Major motivations and deterrents to travel.					
<b>Unit:2</b>	<b>VARIOUS COMPONENTS OF TOURISM INDUSTRY</b>			<b>12-- HOURS</b>	
2.1 Components of Tourism: Attractions, Accommodation, Activities, Accessibility, Amenities 2.2 Infrastructure and Hospitality in the tourism industry 2.3 Emerging areas of Tourism; Rural, Ecotourism, Responsible Tourism - Alternate Tourism. Medical Tourism, MICE, etc. 2.4 Various mode of transport system: Air, Road, Rail and Sea. 2. 5 Contemporary issues and challenges of tourism					
<b>Unit:3</b>	<b>TOURISM THEORIES</b>			<b>12-- HOURS</b>	
3.1 Tourism Area Life Cycle (TALC) 3.2 Push and Pull Theory					

3.3 Tourism System - Demand and Supply in tourism		
3.4 Present trends of Domestic and International tourism.		
3.5 Modern tourism practices		
<b>Unit:4</b>	<b>VARIOUS TOURISM ORGANIZATIONS</b>	<b>12-- HOURS</b>
4.1 Role and functions of United Nation World Tourism Organization (UNWTO) and IATA		
4.2 Pacific Asia Travel Association (PATA)		
4.3 World Tourism & Travel Council (WTTC)		
4.4 Ministry of Tourism, Govt. of India and ITDC,		
4.5 Ministry of Tourism, Govt. of Tamilnadu and TTDC.		
<b>Unit:5</b>	<b>NATIONAL TOURISM POLICIES</b>	<b>12-- HOURS</b>
5.1 National Tourism Policies - Development and Promotion,		
5.2 National Action Plan		
5.3 Code of conduct for Tourism		
5.4 Sustainable Tourism practices in India.		
5.5 New Tourism Policy 2020		
<b>Total Lecture hours</b>		<b>60-- HOURS</b>
<b>Textbook(s)</b>		
<b>1</b>	Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.	
<b>2</b>	Swin Sampatha Kumar & Mishra Jeetendra Mohan (2010) , Tourism Principles, Policies & Practices, Oxford University Press.	
<b>Reference Books</b>		
<b>1</b>	Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Principles%2CPolicies%20and%20Practicet200813.pdf">https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Principles%2CPolicies%20and%20Practicet200813.pdf</a>	
<b>Course Designed By: Dr. R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C05</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>M</b>	<b>S</b>							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTTFA1</b>	<b>GLOBAL TOURISM GEOGRAPHY</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>FAC - I</b>		<b>06</b>		<b>03</b>
<b>Pre-requisite</b>	<b>Gain basic knowledge about Global Geography with reference to Tourism</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. know the inter-relationship between geography and tourism.</li> <li>2. familiar with global tourism destinations</li> <li>3. make tour plan and itineraries of various countries and time zones.</li> <li>4. understand the international dateline, various time zones and GMT time variations.</li> <li>5. evaluate various mode of transportation system and their uses for the tourism growth</li> </ol>					
<b>Expected Course Outcomes:</b>					
On the successful completion of the course, student will be able to:					
1	Define the physiography of the globe and India.				<b>K1</b>
2	Infer better understating of Time zone and GMT Time calculations				<b>K2</b>
3	Experiment with map reading methods and techniques.				<b>K3</b>
4	Distinguish between Global Indicators and Major Air Routes.				<b>K4</b>
5.	Compare the various mode of transport system that exists				<b>K5</b>
6	Predict the future transport systems.				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>					
<b>Unit:1</b>	<b>WORLD GEOGRAPHY</b>			<b>18-- HOURS</b>	
1.1 Physiography, Climate & Vegetation of the World 1.2 North, South and Central America 1.3 Europe and Africa 1.4Asia and Pacific 1.5 Australia. .					
<b>Unit:2</b>	<b>PHYSICAL GEOGRAPHY OF INDIA</b>			<b>18-- HOURS</b>	
2.1 Physiography, Distribution of Rivers, 2.2 Mountains, 2.3 Plateaus & Plains 2. 4 Climate and Vegetation. 2.5 Desert and plateau					
<b>Unit:3</b>	<b>MAP READING</b>			<b>18—HOURS</b>	
3.1 Latitude, Longitude, International Date Line 3.2 Altitude – Direction - Scale Representation 3.3 GIS & Remote Sensing - Time Zones 3. 4 Calculation of Time: GMT Variation 3.5 Concept of Elapsed Time & Flying Time					

<b>UNIT:4</b>	<b>TOURISM TRANSPORT SYSTEMS IN THE WORLD-I</b>	<b>18—HOURS</b>
4. 1 Air Transport: IATA Areas and Sub Areas 4.2 Global Indicators 4.3 Major airports and routes 4.4 Major railway systems and networks 4.5 Emergence of modern transport system		
<b>UNIT:5</b>	<b>TOURISM TRANSPORT SYSTEMS IN THE WORLD</b>	<b>18-- HOURS</b>
5. 1 Water Transport: International Inland and Ocean (Ferries, Cruise) 5.2 Transport Networks - Road Transportation: Major Transcontinental, 5.3 International and National Highways 5. 4 Transport Systems in India. 5.5 Advancement in Transportation System		
<b>Total Lecture hours</b>		<b>90-- HOURS</b>
<b>Text Book(s)</b>		
1	Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.	
2	Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.	
<b>Reference Books</b>		
1	Travel Information Manual, IATA, Netherlands, 2019.	
2	World Atlas-2020.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.</b>		
1	<a href="https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/-sector/documents/instructionalmaterial/wcms_218329.pdf">https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/-sector/documents/instructionalmaterial/wcms_218329.pdf</a>	
<b>Course Designed By: Dr. R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	S	S	M	S	L							
C03	S	M	S	M	M							
C03	S	M	M	S	S							
C04	S	M	S	M	L							
C05	M	M	S	S	S							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UVB</b>	<b>VALUE EDUCATION</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/ Supportive/UGC</b>		<b>AEC-VB</b>	<b>02</b>		<b>02</b>
<b>Pre-requisite</b>		<b>To know the Moral, Values and Ethics</b>	<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the importance of Value Education.</li> <li>2. Familiarize with various religions and its values.</li> <li>3. Know the Indian culture and its importance's.</li> <li>4. learn about the social reformers and their roles.</li> <li>5. trace the importance of Value Crisis.</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define value education				<b>K1</b>
<b>2</b>	Classify religion and its contribution to the mankind				<b>K2</b>
<b>3</b>	Identify need and importance of the human values				<b>K3</b>
<b>4</b>	Analyze role and contributions of social reformers				<b>K4</b>
<b>5</b>	Defend the need for value crisis				<b>K5</b>
<b>6</b>	Adopt inclusiveness of the valuation education				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO VALUES</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Meaning and definition of value</li> <li>1.2 Objectives of value education</li> <li>1.3 Need distinction between value, good &amp; right</li> <li>1.4 Value education and Ethics education</li> <li>1.5 Analogy - other types of value.</li> </ol>					
<b>RELIGIONS</b>					
<b>Unit:2</b>				<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Classification of values</li> <li>2.2 Sources of value</li> <li>2.3 Techniques of value by various religious like</li> <li>2.4 Hinduism, Buddhism</li> <li>2.5 Christianity - Jainism - Islam.</li> </ol>					
<b>Unit:3</b>	<b>INDIAN VALUES</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Values: Indian culture - unity in Diversity</li> <li>3.2 National Integration - Secularism. Living Values</li> <li>3.3 Peace - Happiness s- respect - Honesty - Love</li> <li>3.4 Freedom - Responsibility - Positive thinking</li> </ol>					

3.5 Tolerance – Humility –Simplicity – Optimism.		
<b>Unit:4</b>	<b>SOCIAL VALUES</b>	<b>06-- HOURS</b>
4.1 Role of Leaders in Social reforms 4.2 Raja Ram Mohan Roy – Mahatma Gandhi 4.3 Swami Vivekananda – EVR. Periyar – Mother Teresa 4.4 Social Values: Duty & Love & compassion 4.5 Gratitude’s – Politeness & courtesy		
<b>Unit:5</b>	<b>PROFESSIONAL ETHICS</b>	<b>06-- HOURS</b>
5.1 Value Crisis: Wealth without effort 5.2 Education without character 5.3 Commerce without Ethics 5.4 Corruption in society Religious Fundamentalism and terrorism 5.5 Time Management		
	<b>Total Lecture hours</b>	<b>30-- HOURS</b>
<b>Text Book(s)</b>		
1	Dr. Dhannajay Joshi., Value Education in Global perspective. Lotus Press, New Delhi, 2007.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.bharathuniv.ac.in/colleges1/downloads/courseware_eee/Notes/sem6/SEM%20VI%20BSS%20601%20VALUE%20EDUCATION%20&amp;%20PROFESSIONAL%20ETHICS.pdf">https://www.bharathuniv.ac.in/colleges1/downloads/courseware_eee/Notes/sem6/SEM%20VI%20BSS%20601%20VALUE%20EDUCATION%20&amp;%20PROFESSIONAL%20ETHICS.pdf</a>	
<b>Course Designed By: UGC Syllabus</b>		

Mapping with Programme Outcomes												
Cos	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	M	M	S	M	L							
C03	M	L	L	M	L							
C03	M	M	L	M	M							
C04	L	L	L	M	L							
C05	L	M	L	L	L							

\*S-Strong; M-Medium; L-Low



<b>Course code</b>	<b>21UTT03</b>	<b>TOURISM PRODUCTS IN INDIA</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE: III</b>		<b>05</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Examine the basic knowledge about Tourism Resources in India</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study about the rich tourism potentials of India</li> <li>2. familiarize the natural resources of India.</li> <li>3. Know the various tourism circuit of India.</li> <li>4. Acquire the man-made resources of India.</li> <li>5. gain the knowledge about emerging tourism destinations in India</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Understand the basic tourism concepts				<b>K1</b>
<b>2</b>	know about the nature-based tourism resources of India				<b>K2</b>
<b>3</b>	Appreciate the human initiative in connection with build tourism infrastructures.				<b>K3</b>
<b>4</b>	Acquire complete knowledge about the emerging tourism destination of India				<b>K4</b>
<b>5</b>	Understand the national tourism police				<b>K5</b>
<b>6</b>	Propose suitable inputs for the development of sustainable tourism in India				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>TOURISM PRODUCTS</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Definition, Types, and unique features of Tourism</li> <li>1.2 Tourism resources of India: Natural: Mountains-Rivers-Seashores, Water Falls Forest</li> <li>1.3 Diversities in Landforms and Landscapes</li> <li>1.4 Outstanding Geographical features - Climate, Flora and Fauna.</li> <li>1.5 Niche Tourism</li> </ol>					
<b>Unit:2</b>	<b>NATURAL RESOURCES:</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Wildlife sanctuaries and National parks</li> <li>2.2 Biosphere reserves</li> <li>2.3 Mountain Tourist Resources and Hill stations</li> <li>2.4 Islands – Beaches</li> <li>2.5 Caves and Deserts of India.</li> </ol>					
<b>Unit:3</b>	<b>MAJOR TOURISM CIRCUITS OF INDIA</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Inter State and Intra-State Circuits</li> <li>3.2 Religious and Pilgrimage Circuits of South India</li> <li>3.3 Religious and Pilgrimage Circuits of North India</li> <li>3.3 Heritage Circuits of North and South India</li> </ol>					

3.4 South India's Wildlife Circuits		
3.5 North India's Wildlife Circuits		
<b>Unit:4</b>	<b>MAN-MADE RESOURCES</b>	<b>15-- HOURS</b>
4.1 Adventure Tourism		
4.2 Amusement /Theme Parks		
4.3 Museums and Art Galleries		
4.4 Supplementary accommodation - House boats - Tree houses - Home stays		
4.5 Tourism by Rail - Palace on wheels - Deccan Odyssey & Golden chariot.		
<b>Unit:5</b>	<b>EMERGING TOURISM IN INDIA</b>	<b>15-- HOURS</b>
5.1 Ecotourism		
5.2 MICE Tourism		
5.3 Sustainable Tourism		
5.4 Community-Based Tourism		
5.5 Camping Tourism - Medical Tourism		
<b>Total Lecture hours</b>		<b>75-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.	
<b>2</b>	Stephen Ball (2007), Encyclopaedia of Tourism Resources in India, B/H.	
<b>3</b>	Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.	
<b>Reference Books</b>		
<b>1</b>	Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.	
<b>2</b>	Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia. Sarina Singh (2008), Lonely Planet India.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://onlinecourses.swayam2.ac.in/cec20_ge18/preview">https://onlinecourses.swayam2.ac.in/cec20_ge18/preview</a>	
<b>Course Designed By:</b> Dr.R. Narasimmaraj		

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	S	S	M	S	L							
C03	S	M	S	M	M							
C03	S	M	M	S	S							
C04	S	M	S	M	L							
C05	M	M	S	S	S							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTT04</b>	<b>WORLD TOURISM DESTINATIONS</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE: IV</b>		<b>04</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Basic understanding of Tourism</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the global geography for better understanding of the continents</li> <li>2. understand world famous tourism attractions</li> <li>3. Infer the continents wise tourism attractions</li> <li>4. Distinguish between salient features natural and manmade tourism attractions</li> <li>5. Measure tourist flow and its impacts on the global environment</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Find the basic of global continents				<b>K1</b>
<b>2</b>	Understand the global land mass for tourism development				<b>K2</b>
<b>3</b>	Identify the various tourism attractions across the globe				<b>K3</b>
<b>4</b>	Distinguish the difference between various natural and man-made attractions				<b>K4</b>
<b>5</b>	Evaluate tourism growth and development of the world				<b>K5</b>
<b>6</b>	Imagine outcome of the tourism industry for global development				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>TOURISM ATTRACTIONS IN NORTH AMERICA</b>			<b>HOURS</b>	
1.1 North America 1.2 Central America 1.3 South America 1.4 Adjacent Islands 1.5 Tourism importance's of American continent					
<b>Unit:2</b>	<b>TOURISM ATTRACTIONS IN EUROPE</b>			<b>12-- HOURS</b>	
2.1 United Kingdom 2.2 Scandinavian Countries 2.3 Eastern Europe 2.4 Western Europe 2.5 Central Europe					
<b>Unit:3</b>	<b>TOURISM ATTRACTIONS IN ASIA</b>			<b>12-- HOURS</b>	
3.1 Middle East Countries 3.2 Central and Middle Asia 3.3 China 3.4 SAARC Countries 3.5 South East Asia					

<b>Unit:4</b>	<b>TOURISM ATTRACTIONS IN EAST ASIA</b>	<b>12--HOURS</b>
4.1 Singapore and Malaysia 4.2 Japan, Hong Kong, South and North Korea 4.3 Cambodia, Indonesia, Myanmar 4.4 Other Far East Countries 4.5 Australia		
<b>Unit:5</b>	<b>TOURISM ATTRACTIONS IN AFRICA</b>	<b>12-- HOURS</b>
5.1 North Africa 5.2 South Africa 5.3 Indian Ocean Islands 5.4 New Zealand 5.5 Green Land		
	<b>Total Lecture hours</b>	<b>60-- HOURS</b>
<b>Textbook(s)</b>		
<b>1</b>	World Atlas	
<b>2</b>	IATA Books	
<b>Reference Books</b>		
<b>1</b>	Oxford Encyclopaedia	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	Web Reference: <a href="http://www.wikipeadia.com">www.wikipeadia.com</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTTFA2</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>FAC- II</b>		<b>05</b>		<b>03</b>
<b>Pre-requisite</b>	<b>Able to know the Management Concept</b>	<b>Syllabus Version</b>	<b>2021</b>		
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the concepts of Management.</li> <li>2. learn about the different types of management processes and techniques.</li> <li>3. inculcate the application of management concept with respect to tourism business.</li> <li>4. know the function of management.</li> <li>5. Examine the present scenario of the global business</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	List out the basics understanding of management concept				<b>K1</b>
<b>2</b>	Illustrate the various process of management				<b>K2</b>
<b>3</b>	Make use of the management concept in to tourism business				<b>K3</b>
<b>4</b>	Distinguish with management and administration				<b>K4</b>
<b>5</b>	Explain about the contemporary business practices				<b>K5</b>
<b>6</b>	Elaborate the Covid-19 impacts on the global and domestic business				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF MANAGEMENT</b>			<b>15—HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Definition, Meaning, Role and functions of Management.</li> <li>1.2 Importance and Process of Management-</li> <li>1.3 Difference between Management and Administration</li> <li>1.4 Levels of Management.</li> <li>1.5 Schools of Management Thoughts</li> </ol>					
<b>Unit:2</b>	<b>PLANNING</b>			<b>15—HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Planning- Nature, Characteristics</li> <li>2.2 Importance of Planning and its Steps</li> <li>2.3 Types and Objectives of Planning.</li> <li>2.4 Process of Planning</li> <li>2.5 Management by Objectives (MBO).</li> </ol>					
<b>Unit:3</b>	<b>ORGANIZATION</b>			<b>15—HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Nature and Purpose of Organizing</li> <li>3.2 Formal and Informal Organization</li> <li>3.3 Structure</li> <li>3.4 Process of Organizing.</li> <li>3.5 Steps in Organizing</li> </ol>					

<b>Unit:4</b>	<b>DIRECTING</b>	<b>15—HOURS</b>
4.1 Directing- Scope, Creativity 4.2 Leadership- 4.3 Styles 4.3 Qualities-Motivation Theories – Maslow and X & Y Theory 4.5 Communication- Types, Process and Barriers.		
<b>Unit:5</b>	<b>CONTROLLING</b>	<b>15—HOURS</b>
5.1 Control- System and Process 5.2 Staffing – Meaning and Types 5.3 Current Global Environment 5.4 Present Business Trends and Practices 5.5 Impact of Covid-19 on Global and Domestic Business		
<b>Total Lecture hours</b>		<b>75—HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Principles of Management, RathiNarayan, Eswar Press, 2007.	
<b>2</b>	Principles of Management, KumkumMukherjee, Tata McGraw Hill, New Delhi, 2009.	
<b>Reference Books</b>		
<b>1</b>	Fundamentals of Management, M.W.Smarth & Prathiba M. Siriya, S.Chand & Co. Ltd, New Delhi, 2001.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf">https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>C01</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTTFA3</b>	<b>ORGANISATIONAL BEHAVIOUR FOR TOURISM</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>ALLIED - III</b>		<b>04</b>		<b>03</b>
<b>Pre-requisite</b>	<b>Understand various organizational function, structure, and its behaviors</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the fundamentals of Organizational Behaviour</li> <li>2. learn about the need and importance of motivation</li> <li>3. familiarize with job the concept of satisfaction</li> <li>4. examine the concept of group dynamics</li> <li>5. know the importance of leadership skill and communication importance</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Spell out the basic concept and significance of OB				<b>K1</b>
<b>2</b>	Illustrate about perception, motivation process.				<b>K2</b>
<b>3</b>	Identify between group and team				<b>K3</b>
<b>4</b>	Analyse the group dynamics and organizational conflict				<b>K4</b>
<b>5</b>	Interpret the need and importance of the leadership				<b>K5</b>
<b>6</b>	Bild overall knowledge about organizational function				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS CONCEPT AND SIGNIFICANCE OF OB</b>			<b>12-- HOURS</b>	
1.1 Concept and Significance of Organisational behaviour 1.2 Scope of organizational psychology 1;3 Individual differences 1.4 Emotional Intelligence 1.5 Personality tests					
<b>Unit:2</b>	<b>PERCEPTION AND MOTIVATION</b>			<b>12-- HOURS</b>	
2,1 Perception 2.2 Basics of Motivation and theories of Motivation (Maslow' Sherzlerg, Mc Gregor, - X and Y). 2.3 Interpretation- Attitudes and Values 2.4 Financial and Non- Financial Motivation 2.5 Application- Types of Rewards					
<b>Unit:3</b>	<b>JOB SATISFACTION</b>			<b>12-- HOURS</b>	
<b>3.1</b> Job satisfaction – meaning – factors <b>3.2</b> Job simplification- job enlargement <b>3.3</b> job enrichment – job design					

3.4 Morale – employee – attitude – and behavior		
3.5 Significance to employee productivity quality of work life.		
<b>Unit:4</b>	<b>DYNAMICS AND MANAGEMENT</b>	<b>12-- HOURS</b>
4.1 Concept of group Dynamics		
4.2 Types of group behaviour – formal and informal groups		
4.3 Group norms Hawthorne experiment conflict		
4.4 Types of conflict		
4.5 Resolution of conflict.		
<b>Unit:5</b>	<b>LEADERSHIP</b>	<b>12-- HOURS</b>
5.1 Definition of Leadership and quality of Leadership		
5.2 Types and theories (Trait, managerial) organization development		
5.3 Communication -Process of Communication		
5.4 Communication network		
5.5 counseling and guidance.		
	<b>Total Lecture hours</b>	<b>60-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Organisational Behaviour, Kavitha Singh, Pearson, New Delhi, 2012.	
<b>2</b>	Organisational Behaviour, Aswathappa.K, Himalaya Publishing House, New Delhi,2005.	
<b>Reference Books</b>		
<b>1</b>	Organisational Behaviour, L.M Prasad, Sultan Chand & Sons, New Delhi,2006.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="http://egyankosh.ac.in/handle/123456789/11183">http://egyankosh.ac.in/handle/123456789/11183</a>	
<b>Course Designed By:Dr.R.Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>CO3</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>							
<b>CO3</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>							
<b>CO4</b>	<b>,</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>CO5</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>L</b>							

**\*S-Strong; M-Medium; L-Low**



<b>Course code</b>	<b>21UTT05</b>	<b>TRAVEL AGENCY &amp; TOUR OPERATIONS</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE- V</b>		<b>06</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Familiarize with role and functions of the travel agency and tour operators</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the role and function of travel agencies</li> <li>2. gain knowledge of itinerary preparation</li> <li>3. learn about tour costing</li> <li>4. know the role and responsibilities of the various travel trade associations</li> <li>5. examine the contribution of national and international travel trade association for the promotion and development of tourism</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define origin, genesis, and development of travel companies				<b>K1</b>
<b>2</b>	Explain about travel agency and tour operation business in a theoretical manner				<b>K2</b>
<b>3</b>	Apply cognitive skills for preparation of itineraries and tour plans				<b>K3</b>
<b>4</b>	List out various types of tour packaging and costing				<b>K4</b>
<b>5</b>	Assess the role and objectives travel trade organizations in connection with promotion of tourism				<b>K5</b>
<b>6</b>	Discuss the employment opportunities provided by travel agency business.				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>ORIGIN AND GENESIS OF TRAVEL COMPANIES</b>			<b>18-- HOURS</b>		
<ol style="list-style-type: none"> <li>1.1 Travel Trade - Historical Perspectives</li> <li>1.2 Emergence of Thomas Cook and American Express Company</li> <li>1.3 Types of Tour Operators</li> <li>1.4 Wholesale and Retail Travel Agency business</li> <li>1.5 Linkages and Integration with the Principal Service Providers.</li> </ol>					
<b>Unit:2</b>					
<b>TRAVEL AGENCY AND TOUR OPERATION BUSINESS</b>			<b>18-- HOURS</b>		
<ol style="list-style-type: none"> <li>2.1 Functions of Travel Agency</li> <li>2.2 Setting up a full-fledged Travel Agency</li> <li>2.3 Sources of Income of a travel agency</li> <li>2.4 Diversification of Travel Business</li> <li>2.5 Travel Insurance, Forex, Cargo</li> </ol>					
<b>Unit:3</b>					
<b>ITINERARY PLANNING AND DEVELOPMENT</b>			<b>18—HOURS</b>		
<ol style="list-style-type: none"> <li>3.1 Meaning, Importance tour Itinerary</li> <li>3.2 Types of Itineraries Resources and Steps for Itinerary Planning</li> <li>3.3 Do's and Don'ts of Itinerary Preparation</li> <li>3.4 Tour Formulation and Designing Process</li> </ol>					

3.5 FITs, GIT and Special Interest Tours (SITs).		
<b>Unit:4</b>	<b>TOUR PACKAGING &amp; COSTING</b>	<b>18—HOURS</b>
4.1 Importance of Tour Packaging 4.2 Classifications of Tour Packages 4.3 Components of Package Tours 4.4 Concept of costing - Types of costs - Components of tour cost 4.5 Preparation of cost sheet - Calculation of tour price - Pricing strategies.		
<b>Unit:5</b>	<b>ROLE AND RESPONSIBILITY OF TRAVEL TRADE ASSOCIATIONS</b>	<b>18—HOURS</b>
5.1 Objectives - Roles and functions of UFTAA 5.2 PATA 5.3 TAAI 5.4 IATO, TAFI 5.5 AAI, IATA and IRCTC		
	<b>Total Lecture hours</b>	<b>90—HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.	
<b>2</b>	Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.	
<b>Reference Books</b>		
<b>1</b>	Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.	
<b>2</b>	Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.	
<b>3</b>	Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="http://studymaterial.unipune.ac.in:8080/jspui/bitstream/123456789/2431/1/Chapter1%20Travel%20Agency%20%26%20Tour%20Operations.pdf">http://studymaterial.unipune.ac.in:8080/jspui/bitstream/123456789/2431/1/Chapter1%20Travel%20Agency%20%26%20Tour%20Operations.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

Mapping with Programme Outcomes												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	S	S	M	S	L							
C03	S	M	S	M	M							
C03	S	M	M	S	S							
C04	S	L	L	M	L							
C05	M	M	L	L	S							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTT06</b>	<b>PRINCIPAL OF AIRLINES AND AIRPORT MANAGEMENT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE- VI</b>		<b>05</b>		<b>05</b>
<b>Pre-requisite</b>	<b>To know the key functionalities of the Airline and Airport system</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand origin, growth, and development of aviation industry</li> <li>2. study the role of official organization in the Aviation Industry</li> <li>3. Contrast with do's and don'ts travel formalities</li> <li>4. learn the common travel Jargon</li> <li>5. Know the classes of airline services</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	How the aviation industry originated and developed				<b>K1</b>
<b>2</b>	Explain the role of Airline and Airport formalities				<b>K2</b>
<b>3</b>	Understand the various air transport terminologies				<b>K3</b>
<b>4</b>	Distinguish between dos and don'ts in the travel formalities				<b>K4</b>
<b>5</b>	Estimate the classes of services, In-flight services, and parts of the flights.				<b>K5</b>
<b>6</b>	Elaborate the overall experience about the Airline and Airport procedures				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO AVIATION INDUSTRY</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Define Aviation –Origin History of Aviation</li> <li>1.2 Open Sky Policy</li> <li>1.3 Freedom of Air</li> <li>1.4 Bilateral Agreements</li> <li>1.5 Warsaw Convention and Chicago Convention.</li> </ol>					
<b>Unit:2</b>	<b>AIRLINE AND AIRPORT FORMALITIES</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Origin and development of Airline industry, Parts of Aircrafts- Principle's layout of Airports</li> <li>2.2 Types of Airlines and Aircrafts,</li> <li>2.3 Airline Two letter Codes and Airport-Three Letter Codes.</li> <li>2.4 Travel Documentation - Airport Facilities</li> <li>2.5 DGCA and AAI</li> </ol>					
<b>Unit:3</b>	<b>FUNDAMENTALS OF AIR TRANSPORT TERMS</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Meaning and Definitions of Airlines and Airport terminologies</li> <li>3.2 Air Transport Abbreviations</li> <li>3.3 Special Passengers</li> <li>3.4 Baggage formalities</li> </ol>					

3.5 Unaccompanied Minors		
<b>Unit:4</b>	<b>DOS AND DON'TS DURING THE AIR TRAVEL</b>	<b>15-- HOURS</b>
4.1 Special Charges 4.2 Prohibited Goods 4.3 Pet Animal 4.4 Electronic Goods 4.5 Dangerous Goods		
<b>Unit:5</b>	<b>CLASSES OF SERVICE</b>	<b>15-- HOURS</b>
5.1 Classes of service 5.2 In-flight Services 5.3 Seating Arrangements 5.4 Frequent -Flyer Programme 5.5 Customs formalities		
<b>Total Lecture hours</b>		<b>75-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Travel and Ticketing Management, Manjeet Singh, Sublime Publications, Jaipur, 2003.	
<b>2</b>	Handbook of Global Aviation Industry and Hospitality services, Ratandeeep Singh, Kanishka Publishers, New Delhi, 2008.	
<b>Reference Books</b>		
<b>1</b>	. IATA Training Manual, 5.9 Edition	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://www.iata.org/contentassets/c0f61fc821dc4f62bb6441d7abedb076/guidance_material_for_instructor_and_evaluator_training.pdf">https://www.iata.org/contentassets/c0f61fc821dc4f62bb6441d7abedb076/guidance material for instructor and evaluator training.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTTSA1</b>	<b>MARKETING MANAGEMENT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>SAC-I</b>		<b>05</b>		<b>03</b>
<b>Pre-requisite</b>	<b>Study the marketing Techniques</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the fundamental concept of tourism marketing.</li> <li>2. learn the importance of marketing process and marketing segmentation</li> <li>3. know the interrelationship between marketing and tourism</li> <li>4. examine the concept of pricing</li> <li>5. understand the concept of distribution channels</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Tell the basic concept of marketing				<b>K1</b>
<b>2</b>	Classify the marketing segmentation and marketing mix				<b>K2</b>
<b>3</b>	Experiment with the linkage between marketing and tourism				<b>K3</b>
<b>4</b>	Examine the approaches for developing pricing strategies				<b>K4</b>
<b>5</b>	Evaluate the effectiveness of a marketing campaign for tourism				<b>K5</b>
<b>6</b>	Elaborate contemporary trends in marketing				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>FUNDAMENTALS OF MARKETING</b>			<b>15—HOURS</b>		
<ol style="list-style-type: none"> <li>1.1 Meaning- Concept- Definition of Marketing</li> <li>1.2 Importance of Marketing- Characteristics of Marketing</li> <li>1.3 Travel Market- Commodity Marketing</li> <li>1.4 Services Marketing</li> <li>1.5 Salient Features of Service Marketing</li> </ol>					
<b>Unit:2</b>					
<b>MARKET SEGMENTATION</b>			<b>15—HOURS</b>		
<ol style="list-style-type: none"> <li>2.1 Marketing Segmentation</li> <li>2.2 Target Marketing</li> <li>2.3 Market Positioning</li> <li>2.4 Marketing Mix and Product Mix</li> <li>2.5 Service Marketing</li> </ol>					
<b>Unit:3</b>					
<b>LINKAGE BETWEEN MARKETING AND TOURISM</b>			<b>15—HOURS</b>		
<ol style="list-style-type: none"> <li>3.1 Tourism Product</li> <li>3.2 New Product Development</li> <li>3.3 Branding- Product</li> <li>3.4 Designing- Packaging</li> <li>3.5 Destination Life cycle and Marketing Research</li> </ol>					

<b>Unit:4</b>	<b>PRICING</b>	<b>15—HOURS</b>
4.1 Definition-Pricing of Tourism Products 4.2 Strategies of Pricing 4.3 Distribution Channels - Promotion 4.4 Promotional Mix 4.5 Integrated Marketing.		
<b>Unit:5</b>	<b>DISTRIBUTION CHANNELS</b>	<b>15—HOURS</b>
5.1 Distribution Channels for Tourism 5.2 Promotional Mix 5.3 Sales Promotion Techniques 5.4 Issues and Challenges in Tourism Marketing 5.5 Contemporary trends in marketing		
<b>Total Lecture hours</b>		<b>75—HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Tourism Marketing- Manjula Chaudhary, Oxford University Press, New Delhi.	
<b>2</b>	Marketing for Hospitality and Tourism- Philip Kotler et al., Prentice Hall, New Delhi.	
<b>Reference Books</b>		
<b>1</b>	Tourism Marketing, A Strategic Approach, Edited By Nilanjan Ray, Dilip Kumar Das, Raj Kumar, Copyright Year 2018.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="http://www.ignouhelp.in/ignou-ts-06-study-material/">http://www.ignouhelp.in/ignou-ts-06-study-material/</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UES</b>	<b>ENVIRONMENTAL STUDIES</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>AEC- ES</b>		<b>02</b>		<b>02</b>
<b>Pre-requisite</b>	<b>Gain fundamentals of environmental studies</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the Environmental Studies.</li> <li>2. understand the ecosystem</li> <li>3. know about environmental pollution and preservation</li> <li>4. learn about fundamental of environment</li> <li>5. familiarize with human health</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define the concept of environmental studies				<b>K1</b>
<b>2</b>	Classify the types of ecosystem				<b>K2</b>
<b>3</b>	Build awareness about conservation of biodiversity				<b>K3</b>
<b>4</b>	Analyze the environmental impact				<b>K4</b>
<b>5</b>	Explain the importance of human health				<b>K5</b>
<b>6</b>	Elaborate the need and importance of the environmental studies				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES.</b>			<b>06-- HOURS</b>	
<p>1.1 Definition- scope &amp; importance – need for public awareness. Natural Resources &amp; Associated Problems</p> <p>1.2 forest resources: Use &amp; over exploitation, deforestation, case studies – water resources: use &amp; over utilization of surface &amp; groundwater</p> <p>1.3 mineral resources: use and exploitation environmental effects of extracting &amp; using mineral resources, case studies – food resources: fertilizers</p> <p>1.4 pesticide problems, water logging, salinity, case studies – energy resource growing energy needs, renewable &amp; Non- renewable energy sources use of alternate energy sources case studies</p> <p>1.5 land resources: Land as a resource – Role of and individual Equitable use of resources for sustainable lifestyle.</p>					
<b>Unit:2</b>	<b>ECOSYSTEMS</b>			<b>06-- HOURS</b>	
<p>2.1 Concept of ecosystem –</p> <p>2.2 structure and function of ecosystem</p> <p>2.3 Producers, consumers &amp; decomposers</p> <p>2.4 Introduction, types, characteristic features, structures</p> <p>2.5 function of the following ecosystem (a) forest ecosystem (b) Grass land ecosystem (c)</p>					

desert ecosystem (d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries).		
<b>Unit:3</b>	<b>BIODIVERSITY AND ITS CONSERVATION</b>	<b>06—HOURS</b>
3.1 Introduction: Definition – genetics species and Ecosystem 3.2 diversity Biogeographical – classification of India value of biodiversity 3.3 consumption use – productive use social ethical 3.4 esthetic and option values 3.5 biodiversity at global national and local levels		
<b>Unit:4</b>	<b>ENVIRONMENTAL POLLUTION</b>	<b>06—HOURS</b>
4.1 Definition causes, effects and control measures of: Air Pollution (b) Water pollution (c) soil pollution (d) marine pollution (e) noise pollution (f) thermal pollution (g) nuclear pollution. 4.2 Solid Waste Management Causes effects and central measures of urban and Industrial waste 4.3 Rate of an individual in prevention of pollution – case studies –Disaster: floods, earth quake cyclone and land slide. 4.4 Air prevention and control of pollution Act 4.5 Water prevention and control of pollution act – wild life protection act – forest conservation act – public awareness.		
<b>Unit:5</b>	<b>ENVIRONMENT AND HUMAN HEALTH</b>	<b>06—HOURS</b>
5.1 Human population of the Environment population growth, variation among nations 5.2 population explosion – Family welfare programme 5.3 Environment and human health – Human Rights – value Education 5.4 HIV / AIDS – women and child welfare 5.5 Role of Information Technology in Environment and Human health – Case Studies.		
<b>Total Lecture hours</b>		<b>30—HOURS</b>
<b>Reference Books</b>		
<b>1</b>	Dr. Susila Appadurai., Environmental studies, New Century Book House Chennai	
<b>Course Designed By: UGC Syllabus</b>		

#### Mapping with Programme Outcomes

Cos	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	L	L	M	S	L							
C03	S	M	S	M	M							
C03	S	L	M	L	S							
C04	S	M	L	M	L							
C05	M	M	L	L	L							

\*S-Strong; M-Medium; L-Low



<b>Course code</b>		<b>TOURISM IMPACTS</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>		<b>SS-I</b>	<b>NIL</b>		<b>02</b>
<b>Pre-requisite</b>		<b>Under Stand the impact of Tourism</b>	<b>Syllabus Version</b>		<b>2021</b>
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the impact of tourism</li> <li>2. understand types of tourism impacts</li> <li>3. Infer the sustainable practices for positive tourism development</li> <li>4. gain the carrying capacity techniques for measurement of various impacts</li> <li>5. Measure the Environmental Impact Assessment methods</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Find the basic concept of tourism impacts				<b>K1</b>
<b>2</b>	Understand the carrying capacity methods				<b>K2</b>
<b>3</b>	Identify the Environmental Impact Assessment methods				<b>K3</b>
<b>4</b>	Distinguish the difference between mass tourism and alternative tourism				<b>K4</b>
<b>5</b>	Evaluate various impact assessment techniques				<b>K5</b>
<b>6</b>	Imagine positive and negative impacts of tourism				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
					<b>-- HOURS</b>
1.1 Socio – Cultural Impact 1.2 Range of Impact 1.3 Economic Impacts 1.4 Positive impact of Tourism 1.5 Negative impact of Tourism					
<b>Unit:2</b>					
					<b>-- HOURS</b>
2.1 Physical Impact 2.2 Political Impacts 2.3 National Impact 2.4 Reginal Impact 2.5 Local Impact					
<b>Unit:3</b>					
					<b>-- HOURS</b>
3.1 Methods of Impact Analysis 3.2 Environmental Impact Assessment (EIA) 3.3 Multiplier Theory 3.4 Economic Multiplayer Effects 3.5 Balance of Payment (BOP)					

<b>Unit:4</b>		<b>--HOURS</b>
4.1 Carrying Capacity Assessment: 4.2 Tourism Carrying Capacity 4.3 Population Carrying Capacity 4.4 Social Carrying Capacity 4.5 Environmental Carrying Capacity		
<b>Unit:5</b>		<b>-- HOURS</b>
5.1 Alternative forms of Tourism 5.2 Ecotourism 5.3 Sustainable Tourism 5.4 Community-Based Tourism 5.5 Nature-Based Tourism		
	<b>Total Lecture hours</b>	<b>-- HOURS</b>
<b>Textbook(s)</b>		
<b>1</b>	Praveen Sethi, Travel and Tourism, Rajat Publications, New Delhi, 1999.	
<b>2</b>	A.K.Batia, International Tourism, Sterling Publishers Pvt Ltd., New Delhi, 2001	
<b>Reference Books</b>		
<b>1</b>	Jagmohan Negi, Travel Agency and Tour Operation, Kanishka Publishers, New Delhi, 2006.	
<b>2</b>	G.S.Batra & R.C.Dangwal, Tourism Promotion & Development, Deep & Deep Publications Pvt Ltd., New Delhi, 1999.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	Web Reference: <a href="https://www.skylineuniversity.ac.ae/pdf/tourism/Tourism%20Impacts.pdf">https://www.skylineuniversity.ac.ae/pdf/tourism/Tourism%20Impacts.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTT07</b>	<b>ECOLOGY, ENVIRONMENT AND TOURISM</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE- VII</b>		<b>04</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Aware of interconnection between ecology, environment, and tourism</b>		<b>Syllabus Version</b>		<b>2021</b>
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. obtain the basic concept of ecology and environment attain familiarity about the type's alternative tourism</li> <li>2. know about the need and importance of special interest tourism</li> <li>3. familiarize with issues and challenges of ecotourism</li> <li>4. assess the impact of ecotourism on environment</li> <li>5. gain knowledge on role and functions of various international and national organization.</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Analysing foundational knowledge on Ecology and Environment				<b>K1</b>
<b>2</b>	Understanding the special interest tourism/ Alternative tourism				<b>K2</b>
<b>3</b>	Getting an understating of environmental issues and impacts of ecotourism				<b>K3</b>
<b>4</b>	Gain adequate knowledge about the role of various ecotourism development agencies				<b>K4</b>
<b>5</b>	Explain the various ecotourism developing agencies				<b>K5</b>
<b>6</b>	Build awareness importance of ecology, environment and tourism				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO ECOLOGY AND ENVIRONMENT</b>			<b>12—HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Meaning and Concept of Ecology and Environment</li> <li>1.2 Interaction between Ecology and Environment</li> <li>1.3 Biomes of the World.</li> <li>1.4 Types of Ecology</li> <li>1.5 Importance of Ecology and Environment</li> </ol>					
<b>Unit:2</b>	<b>SPECIAL INTEREST TOURISM</b>			<b>12-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Meaning and Definition of Ecotourism</li> <li>2.2 Principles of Ecotourism</li> <li>2.3 Environmental Parameters for Ecotourism</li> <li>2.4 Ecotourism Farms- Rural Tourism- Agro Tourism- Green Tourism</li> <li>2.5 Principles of Ecotourism.</li> </ol>					
<b>Unit:3</b>	<b>ENVIRONMENTAL ISSUES OF ECOTOURISM</b>			<b>12-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Ecological Imbalances</li> <li>3.2 Concept of Sustainable Tourism and Development</li> <li>3.3 Responsible Tourism- Benefits</li> </ol>					

3.4 Carrying Capacity 3.5 Environment Impact Assessment.		
<b>Unit:4</b>	<b>IMPACTS OF ECOTOURISM ON ENVIRONMENT</b>	<b>-12- HOURS</b>
4.1 Community and Tourism- 4.2 Displacement of People and people's Migration 4.3 Cultural Conflict- Man and Animal Conflict 4.4 Threats to Community and their assets 4.5 Conservation of Natural and Cultural Heritage		
<b>Unit:5</b>	<b>ECOTOURISM DEVELOPMENT AGENCIES</b>	<b>12-- HOURS</b>
5.1 Role of the National and International Ecotourism Organization 5.2 WWF, TIES, Equations Trust 5.3 Department of Environment 5.4 Government of India 5.5 Disaster Management		
<b>Total Lecture hours</b>		<b>60-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.	
<b>2</b>	Weaver, D. (2001), the Encyclopaedia of Ecotourism, CABI Publication.	
<b>Reference Books</b>		
<b>1</b>	Ecotourism and Environmental Management- Govind Prasad et al.,	
<b>2</b>	Ecotourism-Principles & Practices- Ralf Buckley.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://educationdunia.com/page/ts-5-ecology-environment-and-tourism">https://educationdunia.com/page/ts-5-ecology-environment-and-tourism.</a>	
<b>Course Designed By: Dr. R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTT08</b>	<b>TOURISM POTENTIALITIES IN PUDUKKOTTAI DISTRICT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>COURSE COURSE-VIII</b>		<b>03</b>		<b>03</b>
<b>Pre-requisite</b>	<b>Know the Tourism potentials in Pudukkottai District</b>		<b>Syllabus Version</b>		<b>2021</b>
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. know about the Geography of Pudukkottai</li> <li>2. trace the Historical Background of Pudukkottai</li> <li>3. Survey about Megalithic Sites of Pudukkottai.</li> <li>4. learn about the Historical Centers of Pudukkottai</li> <li>5. study about the Fine Arts of Pudukkottai.</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Find the historical background of Pudukkottai District				<b>K1</b>
<b>2</b>	Understand the tourism attractions in Pudukkottai District				<b>K2</b>
<b>3</b>	Identify the natural and man-made attractions tourism attractions in Pudukkottai District				<b>K3</b>
<b>4</b>	Distinguish the difference between various religious festivals and its importance				<b>K4</b>
<b>5</b>	Evaluate the celebrations of various fairs and festivals				<b>K5</b>
<b>6</b>	Imagine Pudukkottai has to be considered as a one of the Heritage destinations in the Tamilnadu state				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>HISTORICAL DEVELOPMENT OF PUDUKKOTTAI</b>			<b>09-- HOURS</b>	
1.1 Historical background of Pudukkottai District 1.2 Sangam Age 1.3 Pandyas - Pallavas – Imperial Cholas 1.4 Pudukkottai Under Vijayanagar 1.5 Thondaiman Rulers					
<b>Unit:2</b>	<b>NATURAL ATTRACTIONS OF PUDUKKOTTAI</b>			<b>09-- HOURS</b>	
2.1 Location – Landscape, Rivers, Hills 2.2 Plains – Coastal Areas 2.3 Natural Resources 2.4 Water Reservoirs 2.5 Climatical Conditions					
<b>Unit:3</b>	<b>MAN MADE ATTRACTIONS OF PUDUKKOTTAI</b>			<b>09-- HOURS</b>	
3.1 Sittanavasal Cave temple 3.2 Thirugokarnam					

3.3 Thiruvengaivasal		
3.4 Narathamalai – Structural temples		
3.5 Malaiyadipatti – Malaiyakoil – Kudimiyanmalai		
<b>Unit:4</b>	<b>HERITAGE CENTERS OF PUDUKKOTTAI</b>	<b>09--HOURS</b>
4.1 State Museum		
4.2 Pallavan Kulam		
4.3 Tirumayam Fort		
4.4 Public Office Building, Pudukkulam		
4.5 H H Rajs’ College – Collectorate office		
<b>Unit:5</b>	<b>FAIRS AND FESTIVALS OF PUDUKKOTTAI</b>	<b>09--HOURS</b>
5.1 Thiruvappur car festival		
5.2 Narthamalai car festival		
5.3 Konnaiyur Mariyamman Thiruvizha		
5.4 Sacred Heart Church Annual festival		
5.5 Kattuva Pallivasal		
	<b>Total Lecture hours</b>	<b>45-- HOURS</b>
<b>Textbook(s)</b>		
<b>1</b>	J.Raja Mohamed, History of Pudukkottai District (Tamil Nadu) Nandhanam, Chennai, 1993.	
<b>2</b>	Gopala Krishna Gandhi, Pudukkottai District Gazetteer.	
<b>Reference Books</b>		
<b>1</b>	Latha, V., Cave Temples of Pandya Country, Shartha Publishing House, New Delhi,2005.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	Web Reference: <a href="https://www.researchgate.net/publication/342589546_TOURISM_DEVELOPMENT_IN_PUDUKKOTTAI_DISTRICT/link/5efc3b5292851c52d60ca53c/download">https://www.researchgate.net/publication/342589546_TOURISM_DEVELOPMENT_IN_PUDUKKOTTAI_DISTRICT/link/5efc3b5292851c52d60ca53c/download</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>CO3</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>CO4</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>CO5</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTTSA2</b>	<b>HOSPITALITY MANAGEMENT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>SAC - II</b>		<b>05</b>		<b>03</b>
<b>Pre-requisite</b>	<b>Understand the role of Hospitality Management in the Tourism Industry</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the fundamentals concept of hospitality industry</li> <li>2. assess various departmental functions of the hotel industry</li> <li>3. gain the knowledge about the role and functions of the front office department</li> <li>4. familiarize with the various functions of the food and beverage, service department</li> <li>5. Know the role and responsibility of the production department</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Spell out the basics of hospitality industry				<b>K1</b>
<b>2</b>	Infer the role of housekeeping department				<b>K2</b>
<b>3</b>	Identify the role and responsibility of the house keeping department				<b>K3</b>
<b>4</b>	Distinguish between food and beverage department and service department				<b>K4</b>
<b>5</b>	Evaluate the role of the production department in a star hotel				<b>K5</b>
<b>6</b>	Elaborate various department's contribution in a star hotel				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO HOTELS</b>			<b>15-- HOURS</b>	
1.1 Growth and Development of Hotels industry 1.2 Types of Hotels 1.3 Departments of a Hotel 1.4 Classification of a Hotel 1.5 Supplementary Accommodations and Types					
<b>Unit:2</b>	<b>HOUSE KEEPING DEPARTMENT</b>			<b>15—HOURS</b>	
2.1 Organization Structure of Hotel 2.2 Duties and Responsibilities of the House Keeping Department 2.3 Inter- Relationship between housekeeping department and another Department 2.4 Functions of House Keeping Department 2.5 Organization Structure of Housekeeping department					
<b>Unit:3</b>	<b>FRONT OFFICE DEPARTMENT</b>			<b>15—HOURS</b>	
3.1 Introduction - Functions of Front Office Department 3.2 Organization Structure of Front Office Department 3.3 Duties and Responsibilities- Check-in Procedures- Check-out Procedures (Room Booking and Registration) 3.4 Software used in Reservation					

3.5 Types of Rooms- Types of Plans.		
<b>Unit:4</b>	<b>FOOD AND BEVERAGE, SERVICE DEPARTMENT</b>	<b>15—HOURS</b>
4.1 Organization Structure of Food & Beverage Outlets- Room Service Departments 4.2 Functions of Food & Beverage Outlets- Room Service- Banquets – 4.3 Duties and Responsibilities of F&B staffs 4.4 Types of Services- Types of Restaurants 4.5 Transport Catering Services (Road, Rail, Air and Sea).		
<b>Unit:5</b>	<b>FOOD AND BEVERAGE PRODUCTION DEPARTMENT</b>	<b>15—HOURS</b>
5.1 Food & Beverage Production Department 5.2 Organization Chart- Duties and Responsibilities of F&B Production Staffs 5.3 Types of Kitchen- Sections of Kitchen 5.4 Types of Cooking- Reheating 5.5 Other Functional Departments of Hotel		
<b>Total Lecture hours</b>		<b>75-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Introduction to Hospitality Management-John R. Walker, Pearson.	
<b>2</b>	Hotel Operations – Sudhir Andrews, McGraw Hill Education, New Delhi	
<b>Reference Books</b>		
<b>1</b>	Hospitality Management: A Guide to Key, Reference Works, 2013, Tim Button	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://pdfs.semanticscholar.org/b0e8/2765f62d2864d4e0d90c73c410dca69415f4.pdf?_ga=2.190474155.1287247608.1614403208-1346036630.1614403208">https://pdfs.semanticscholar.org/b0e8/2765f62d2864d4e0d90c73c410dca69415f4.pdf?_ga=2.190474155.1287247608.1614403208-1346036630.1614403208</a>	
<b>Course Designed By: Dr. Narasimmaraj</b>		

Mapping with Programme Outcomes												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO12	PO12
C01	S	S	M	L	M							
C03	S	M	S	M	M							
C03	S	M	M	S	S							
C04	S	M	L	S	L							
C05	M	M	L	M	S							

\*S-Strong; M-Medium; L-Low



<b>Course code</b>	<b>21UTTSA3</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>SAC - III</b>		<b>04</b>		<b>03</b>
<b>Pre-requisite</b>	<b>Understand the role of HRM in Tourism Industry</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>1. gain the conceptual importance of HRM</li> <li>2. obtain knowledge about manpower planning and performance management system</li> <li>3. acquire the basic, understand of employee employer relation.</li> <li>4. attain the handling various industrial issues with the help of HRM practices</li> <li>5. Know the interrelationship between HRM and industrial relation</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define the scope and functions of the HRM				<b>K1</b>
<b>2</b>	Explain the role and functions of the HRM planning				<b>K2</b>
<b>3</b>	Make use of performance appraisal in connection with manpower planning				<b>K3</b>
<b>4</b>	List out various administrative procedures				<b>K4</b>
<b>5</b>	Compare with HRM and industrial relations				<b>K5</b>
<b>6</b>	Adopt modern HRM practices				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO HRM</b>			<b>12-- HOURS</b>	
1.1 Definition- Scope – Objectives of HRM 1.2 Functions Human resource management 1.3 Role of HR manager 1.4 Qualities - of HR manager 1.5 Personnel policies and procedures.					
<b>Unit:2</b>	<b>MANPOWER PLANNING</b>			<b>12-- HOURS</b>	
2.1 Factors affecting human resource planning 2.2 Job analysis – Job description 2.3 Job specification 2.4 Recruitment and Selection 2.5 Orientation and Induction					
<b>Unit:3</b>	<b>PERFORMANCE MANAGEMENT SYSTEM</b>			<b>12-- HOURS</b>	
3.1 Factors affecting performance appraisal 3.2 Job evaluation and Merit rating 3.3 Training and development					

3.4 Methods - Promotion 3.5 Transfer and Demotion.		
<b>Unit:4</b>	<b>WAGES AND SALARY ADMINISTRATION</b>	<b>12-- HOURS</b>
4.1 Incentive -Increment 4.2 Labour Welfare 4.3 Social security 4.4 Safety - Health 4.5 International Labour Organisation		
<b>Unit:5</b>	<b>INDUSTRIAL RELATIONS</b>	<b>12-- HOURS</b>
5.1 Trade Unions 5.2 Grievance Handling 5.3 Collective bargaining 5.4 Worker's participation 5.5 Employee and Employee relation		
	<b>Total Lecture hours</b>	<b>60-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Personnel Management and Industrial Relations- P.C.Tripathi, Sultan Chand & Sons; Twenty Second edition (2013).	
<b>2</b>	Personnel Management- Edwin Flippo, Mc Graw Hill, New Delhi, 3rd Revised edition 1971.	
<b>Reference Books</b>		
<b>1</b>	Human Resource Management Text and Cases, Aswathappa Tata McGraw-Hill Education, 2017.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="http://universityofcalicut.info/cuonline/exnotif/ex5462.pdf">universityofcalicut.info/cuonline/exnotif/ex5462.pdf</a>	
<b>Course Designed By: Dr. R. Narasimmaraj</b>		

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	L	M	S	M	L							
C03	S	M	S	M	M							
C03	S	M	M	L	S							
C04	M	S	L	M	L							
C05	M	M	S	M	L							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21USB1</b>	<b>E-TOURISM</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>SEC -I</b>		<b>02</b>		<b>02</b>
<b>Pre-requisite</b>	<b>Equip latest tourism technology</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. know about the interrelationship between tourism and information technology</li> <li>2. learn the basic concept of CRS and GDS contribution to tourism</li> <li>3. Familiarize with channels of distribution</li> <li>4. understand the e-marketing techniques</li> <li>5. acquire the customer handling techniques</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define the fundamental concept of E-Tourism.				<b>K1</b>
<b>2</b>	Interpret the need and importance of CRS and GDS present day tourism				<b>K2</b>
<b>3</b>	Make use of the business process through the e-commerce				<b>K3</b>
<b>4</b>	Assess the problem-solving skills in connection with e-marketing				<b>K4</b>
<b>5</b>	Measure the e-tourism best practices and customer retention				<b>K5</b>
<b>6</b>	Discuss about required skills for developing e-concept for tourism development				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF E-TOURISM</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Meaning and Definition of E-Tourism</li> <li>1.2 Introduction- Historical development of E-Tourism</li> <li>1.3 Data processing and Communication</li> <li>1.4 Information Technology in Tourism Industry</li> <li>1.5 Current Trends in E- Tourism</li> </ol>					
<b>Unit:2</b>	<b>ONLINE RESERVATION SYSTEMS</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Global Distribution System (GDS)</li> <li>2.2 Centralized Reservation System (CRS)</li> <li>2.3 Billing and Settlement Plan (BSP)</li> <li>2.4 Issues and Challenges in CRS</li> <li>2.5 Issues and Challenges in GDS</li> </ol>					
<b>Unit:3</b>	<b>E-COMMERCE BUSINESS ACTIVITIES</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Business to Business - (B2B)</li> <li>3.2 Business to Customer - (B2C)</li> </ol>					

3.3 Customer to Business - (C2B)		
3.4 Customer to Customer- (C2C)		
3.5 Business - to - Government (B2G)		
<b>Unit:4</b>	<b>E – MARKETING</b>	<b>06-- HOURS</b>
4.1 E – Marketing and Promotion		
4.2 Role of Social network		
4.3 E- Business Agenda		
4.4 Online Shopping		
4.5 Online Portal		
<b>Unit:5</b>	<b>CUSTOMER ORIENTED IMPLICATIONS</b>	<b>06-- HOURS</b>
5.1 Customer Retention		
5.2 Challenges- Future of E-Tourism		
5.3 Economic Implications of E-Tourism		
5.4 Online Customer Care		
5.5 IVRS- Virtual Call Centres		
	<b>Total Lecture hours</b>	<b>30-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Marketing Management 14 ed, Philip Kotler, Pearson,2013	
<b>2</b>	E- Marketing, Hare Ram Singh, ABD Publishers, 2011	
<b>Reference Books</b>		
<b>1</b>	Tourism Marketing, Devashish Dasgupta, Pearson, Delhi,2011.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://backup.pondiuni.edu.in/sites/default/files/downloads/E-Tourism-260214.pdf">https://backup.pondiuni.edu.in/sites/default/files/downloads/E-Tourism-260214.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C04</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>S</b>							
<b>C05</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>M</b>	<b>M</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>		<b>TOURISM RESOURCES IN INDIA</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>		<b>SS-II</b>	<b>NIL</b>		<b>02</b>
<b>Pre-requisite</b>		<b>Basic understanding of Tourism Indian Tourism Resources</b>	<b>Syllabus Version</b>		<b>2021</b>
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the fundamental concept of tourism resources</li> <li>2. understand nature and types of tourism.</li> <li>3. Infer the root cause for motivation of travel.</li> <li>4. gain the knowledge about various international travel and tourism organizations.</li> <li>5. Measure the impact of tourism on socio, economic and culture</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Find the basic concept of tourism industry				<b>K1</b>
<b>2</b>	Understand the historical background of travel and tourism through the years				<b>K2</b>
<b>3</b>	Identify the various motivational concept of tourism industry.				<b>K3</b>
<b>4</b>	Distinguish the difference between domestic and internal tourism				<b>K4</b>
<b>5</b>	Evaluate the socio economic, cultural, and environmental impact of tourism industry.				<b>K5</b>
<b>6</b>	Imagine the scope of the tourism industry				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF TOURISM RESOURCES</b>				<b>HOURS</b>
1.1 Introduction to Indian Geography 1.2 Location and Landscapes 1.3 Indian States and Capitals 1.4 Manmade Resources 1.5 Natural Resources					
<b>Unit:2</b>	<b>NATURAL ATTRACTIONS-I</b>				<b>HOURS</b>
2.1 Mountains and Hill Stations in India 2.2 Beaches in India 2.3 Islands 2.4 Caves and Deserts 2.5 Rivers and Water bodies					
<b>Unit:3</b>	<b>NATURAL ATTRACTIONS-II</b>				<b>HOURS</b>
3.1 Wildlife Sanctuaries 3.2 National Parks 3.3 Biosphere Reserves					

3.4 Wetlands		
3.5 Wildlife Hotspots		
<b>Unit:4</b>	<b>MAN-MADE ATTRACTIONS</b>	<b>HOURS</b>
4.1 Adventure Tourism		
4.2 Adventure tourism destinations		
4.3 Arts and Paintings		
4.4 Forts and Palaces		
4.5 Temples and Pilgrimage centres		
<b>Unit:5</b>		<b>HOURS</b>
5.1 North Africa		
5.2 South Africa		
5.3 Indian Ocean Islands		
5.4 New Zealand		
5.5 Green Land		
	<b>Total Lecture hours</b>	<b>HOURS</b>
<b>Textbook(s)</b>		
<b>1</b>	World Atlas	
<b>2</b>	IATA Books	
<b>Reference Books</b>		
<b>1</b>	Oxford Encyclopaedia	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	Web Reference: <a href="http://www.wikepedia.com">www.wikepedia.com</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

Mapping with Programme Outcomes												
Cos	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	M	M	M	S	L							
C03	S	M	S	M	M							
C03	S	S	M	S	S							
C04	S	S	M	M	L							
C05	M	S	S	L	M							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTT09</b>	<b>RESEARCH METHODOLOGY</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE - IX</b>		<b>05</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Understand the basics of Research</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>1. gain the basic idea of research methodology</li> <li>2. know the various types of research methodology</li> <li>3. gain the conceptual background of quantitative and qualitative research</li> <li>4. understand need and importance of SPSS in data analysis</li> <li>5. familiarize with use of qualitative techniques and data analysis and presentation</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	What is about research and why it's used in the academics				<b>K1</b>
<b>2</b>	Explain the importance of collection of review literature for the research				<b>K2</b>
<b>3</b>	Apply skills for data collection and data analysis with the support of SPSS.				<b>K3</b>
<b>4</b>	Distinguish between qualitative and quantitative				<b>K4</b>
<b>5</b>	Measure the need and importance of report writing, preparation skills				<b>K5</b>
<b>6</b>	Adopt the latest research methods and techniques with the help of software's				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO RESEARCH</b>			<b>15-- HOURS</b>	
1.1 Meaning, objectives, types and Significance of Research 1.2 Research Process 1.3 Research Methods 1.4 Research Methodology 1.5 Hypothesis and its types					
<b>Unit:2</b>	<b>IDENTIFYING RESEARCH PROBLEMS</b>			<b>15-- HOURS</b>	
2.1 Review of Literature 2.2 Research Questions 2.3 Questionnaire Design 2.4 Sampling 2.5 Sampling Techniques					
<b>Unit:3</b>	<b>QUALITATIVE TECHNIQUES</b>			<b>15-- HOURS</b>	
3.1 Interviews 3.2 Participant Observations 3.3 Pilot Study 3.4 Preparation of Field Notes 3.5 Data Collection					

<b>Unit:4</b>	<b>QUANTITATIVE TECHNIQUES</b>	<b>15-- HOURS</b>
4.1 Mean Median, Mode 4.2 Standard Deviation 4.3 Normal Distribution 4.4 Parametric Test and Non- Parametric Test 4.5 Use of SPSS		
<b>Unit:5</b>	<b>DATA COLLECTION &amp; PRESENTATION</b>	<b>15—HOURS</b>
5.1 Data Collection 5.2 Data Analysis -Data Interpretation 5.3 Research Findings - Written and Oral Presentation 5.4 Report Writing Tips 5.5 Structure and Steps of Preparing Research Proposal – References.		
	<b>Total Lecture hours</b>	<b>75—HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	C.R Kothari (2002), Research Methodology, Vishwa prakashana India.	
<b>2</b>	Naresh Malhotra, John Hall, Mike Shaw & Peter (2002), Market Research, Second Edition, entice Hall.	
<b>Reference Books</b>		
<b>1</b>	Blaikie N. (2000), Designing Social Research, Polity Press, 2000, Canterbury, UK.	
<b>2</b>	Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://onlinecourses.swayam2.ac.in/nou21_cm03/preview">https://onlinecourses.swayam2.ac.in/nou21_cm03/preview</a>	
<b>Course Designed By: Dr. R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>							

**\*S-Strong; M-Medium; L-Low**



<b>Course code</b>	<b>21UTT10</b>	<b>CULTURAL TOURISM IN INDIA</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE - X</b>		<b>05</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Familiarize with Indian Culture</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the geography, landscape and cultural perspectives of India</li> <li>2. learn the difference types of natural and man-made tourism attractions</li> <li>3. trace out the important various pilgrim centers and their importance</li> <li>4. Know the various Indian forms of fairs and festivals</li> <li>5. Familiarize with the India's emerging tourism attractions</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Find the physical feature of India geographical system				<b>K1</b>
<b>2</b>	Demonstrate knowledge about the man-made tourism attractions in India				<b>K2</b>
<b>3</b>	Apply your mind to know about various pilgrimage centres in India				<b>K3</b>
<b>4</b>	Classify with various emerging novel tourism destination and activities				<b>K4</b>
<b>5</b>	Explain the need and importance of Pilgrimage centres, Art, Architectures, Music, dance and painting of India				<b>K5</b>
<b>6</b>	Combine the holistic idea of cultural tourism IN India				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO INDIAN GEOGRAPHY</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Pilgrimage Centers in North India</li> <li>1.2 Pilgrimage Centers in South India</li> <li>1.3 Cultural Tourism in India</li> <li>1.4 Heritage Tourism in India</li> <li>1.5 Adventure Tourism</li> </ol>					
<b>Unit:2</b>	<b>MAN- MADE TOURISM RESOURCES IN INDIA</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Museums and Galleries</li> <li>2.2 Travel Circuits</li> <li>2.3 Forts and Palaces</li> <li>2.4 Theme parks</li> <li>2.5 Entertainment Centers</li> </ol>					
<b>Unit:3</b>	<b>TOURISM CENTRES IN INDIA</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Location and Landscapes</li> <li>3.2 Weather and Climate</li> <li>3.3 Rivers and Waterbodies</li> <li>3.4 Tourism and Geography</li> </ol>					

3.5 Land of all Seasons		
<b>Unit:4</b>	<b>INDIAN TRADITIONS AND CULTURE</b>	<b>15-- HOURS</b>
4.1 Fairs & Festivals 4.2 Music and Dance 4.3 Art & Architecture 4.4 Paintings 4.5 Ornaments and Jewelleries		
<b>Unit:5</b>	<b>EMERGING TOURISM ATTRACTIONS</b>	<b>15-- HOURS</b>
5.1 Wild life Sanctuaries 5.2 National Parks 5.3 Cruises - Rural, Space Tourism 5.4 Medical, Health Tourism 5.5 MICE and Sports Tourism		
<b>Total Lecture hours</b>		<b>75-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Heritage Tourism- Jack Randall- DPH- New Delhi- 2011.	
<b>2</b>	Cultural Tourism in India, S.P.Gupta, Indraprastha Museum of Art and Archaeology, New Delhi,2002.	
<b>Reference Books</b>		
<b>1</b>	Indian Tourism Products, Robinet Jacob, Abhijeet Publications, Delhi,2007.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Products%20of%20India%20at200813.pdf">https://backup.pondiuni.edu.in/sites/default/files/Tourism%20Products%20of%20India%20at200813.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

Mapping with Programme Outcomes												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	M	S	M	L	S							
C03	S	M	S	M	M							
C03	S	M	M	S	S							
C04	S	S	M	M	L							
C05	M	M	S	L	M							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTT11</b>	<b>COMMUNICATIVE SKILLS FOR TOURISM</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE- XI</b>		<b>04</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Gain confidence with language skills</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the basics of communication</li> <li>2. acquire the listening skills for tourism business</li> <li>3. learn the need and importance reading skills for tourism industry</li> <li>4. gain the knowledge about treating and greeting practices</li> <li>5. acquire the modern social medias and its importance</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>1</b>	Tell about need and importance of effective communication skills for tourism business				<b>K1</b>
<b>2</b>	Outline written and oral communication skills				<b>K2</b>
<b>3</b>	Make use of importance of public speaking skills for the tourism business				<b>K3</b>
<b>4</b>	Analyse the significance of the personality grooming skills in the contemporary business				<b>K4</b>
<b>5</b>	Explain the business communication techniques				<b>K5</b>
<b>6</b>	Adapt personality grooming tricks for personality development				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF COMMUNICATION</b>			<b>12—HOURS</b>	
1.1 Introduction to Communication and Types of Communication 1.2 Tourism & Communication – Essential of Communication 1.3 Basic Grammar 1.4 Sentences, Phrases and Punctuation 1.5 Industry Jargons – Tourism, Hotels, Airports					
<b>Unit:2</b>	<b>LISTENING SKILLS</b>			<b>12—HOURS</b>	
2. 1 Listening Process 2. 2 Types of Listening 2. 3 Barriers to Listening 2. 4 Improving Listening Abilities 2. 5 Listening Techniques					
<b>Unit:3</b>	<b>READING SKILLS</b>			<b>12—HOURS</b>	
3.1 Purpose of Reading 3.2 Reading Process 3.3 Essentials of Reading					

3.4 Improving Reading Skills 3.5 Reading Techniques		
<b>Unit:4</b>	<b>TREATING AND GREETING</b>	<b>12—HOURS</b>
4.1 Ice breaking 4. 2 Rising to the occasion 4. 3 Description of Objects 4. 4 Meetings and Greetings 4. 5 Formal and Informal Invitation		
<b>Unit:5</b>	<b>MODERN SOCIAL MEDIA</b>	<b>12—HOURS</b>
5. 1 Etiquette 5. 2 Letters and Emails 5. 3 Presentations 5. 4 Modern Educational Media – NIIT, BYJU’S, Khan Academy, Coursera, Unacademic 5. 5 Modern Social Medias -Facebook, Twitter, Instagram, YouTube, Whatsapp		
	<b>Total Lecture hours</b>	<b>60—HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Anjanees Sethi, Bhavana Adhikari (2011), Business Communication, McGraw Hill, New Delhi.	
<b>2</b>	Kathiresan & Dr. Radha, Business Communication, Prasanna Publishers, Chennai.	
<b>Reference Books</b>		
<b>1</b>	Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.	
<b>2</b>	Munter Mary (2002), Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.	
<b>3</b>	Gearing up for a Career- TANSCHÉ	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://www.researchgate.net/publication/309786667">https://www.researchgate.net/publication/309786667</a> Communication Skills for Success Tourism Industry Specific Guidelines	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>							
<b>C04</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>							
<b>C05</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTT11</b>	<b>TOURISM IN TAMILNADU</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE-XII</b>		<b>05</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Know the Tamilnadu state in the tourism perspective</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. study the tourism potentials of Tamilnadu</li> <li>2. understand the significance of tourist centers of Tamilnadu</li> <li>3. learn the functions of TTDC</li> <li>4. familiarize with impact of tourism</li> <li>5. acquire the importance of UNESCO World Heritage Sites</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	List out the tourism potentiality of the Tamilnadu				<b>K1</b>
<b>2</b>	Explain the important tourism hotspots in Tamilnadu				<b>K2</b>
<b>3</b>	Experiment with goal and objectives of tourism promotion and development in Tamilnadu.				<b>K3</b>
<b>4</b>	Analyse the impact of tourism in state economy				<b>K4</b>
<b>5</b>	Importance of UNESCO World Heritage centers in Tamilnadu				<b>K5</b>
<b>6</b>	Bild an image of Tamilnadu as a tourism image of the India				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>TOURISM POTENTIALS</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Geographical conditions of Tamilnadu</li> <li>1.2 Historical and Cultural festivals</li> <li>1.3 Wild life sanctuaries - Bird sanctuaries</li> <li>1.4 Music and Dance Festivals</li> <li>1.5 Beaches.</li> </ol>					
<b>Unit:2</b>	<b>MAJOR TOURISM DESTINATIONS AND CITIES IN TAMILANDU</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Important Tourist spots and their significances in Tamilnadu</li> <li>2.2 Chennai, Madurai, Trichy, Kumbakonam</li> <li>2.3 Tanjore, Chidambaram,</li> <li>2.4. Kanyakumari, Kodaikanal,</li> <li>2.5 Ooty etc.</li> </ol>					
<b>Unit:3</b>	<b>TRAVEL TRADE ORGNSATIONS</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1. Origin role, objectives and its functions of TTDC</li> <li>3.2 Transports divisions</li> <li>3.3 Hotel industries</li> </ol>					

3.4 Tour arrangements		
3.5 Collaboration with Travel agencies.		
<b>Unit:4</b>	<b>TOURISM IMPACTS</b>	<b>15-- HOURS</b>
4.1 Tourism and State economy		
4.2 Foreign exchange		
4.3 Balance of payment		
4.4 Planning and development		
4.5 Sales Promotion and Publicity		
<b>Unit:5</b>	<b>UNESCO HERITAGE CENTRES IN TAMILNADU</b>	<b>15-- HOURS</b>
5.1 UNESCO Heritage centres in Tamilnadu.		
5.2 Airavateswara Temple near Kumbakonam		
5.3 Brihadeeswarar Temple (Big Temple) at Thanjavur		
5.4 Gangaikonda Cholapuram Temple at Jayakondam		
5.5 Monuments at Mahabalipuram		
<b>Total Lecture hours</b>		<b>75-- HOURS</b>
<b>Text Book(s)</b>		
1	S. Rajasekaranthangamani, Tourism	
2	A. Devanesan, Tourism Products.	
<b>Reference Books</b>		
1	Manorama Year Book, 2021.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="http://www.tamilnadutourism.org/">http://www.tamilnadutourism.org/</a>	
2	<a href="https://www.tnpsctherivupetta.com/articles-detail/unescos-world-heritage-sites-in-tamilnadu">https://www.tnpsctherivupetta.com/articles-detail/unescos-world-heritage-sites-in-tamilnadu</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>							
<b>C03</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>L</b>	<b>M</b>							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTTME1</b>	<b>HOTEL OPERATIONS</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>MBE -I</b>		<b>04</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Familiarize with basic functions of the hotel operation</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the fundamental knowledge about various duties of the hotel departments.</li> <li>2. know the hotel layout, hierarchy, and responsibilities of the beach hotel staff</li> <li>3. observe the duty and responsibly of the housekeeping department</li> <li>4. learn the functions of the production department in a hotel</li> <li>5. familiarize with role of the service department</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Spell out the origin and genesis of hotel operations in detail				<b>K1</b>
<b>2</b>	Illustrate the important of the hotel operations				<b>K2</b>
<b>3</b>	Build knowledge with the role and functions of the Housekeeping Department				<b>K3</b>
<b>4</b>	Compare with the interrelationship between Production department and other Departments				<b>K4</b>
<b>5</b>	Compare the interrelationship between Production department and other Departments				<b>K5</b>
<b>6</b>	Adapt the holistic knowledge about hotel operations				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO HOTEL</b>			<b>12-- HOURS</b>	
1.1 Definition- Evolution, Growth and Development of Hotels 1.2 Functions of a Hotel 1.3 Types of Primary Hotels 1.4 Departments in Hotel 1.5 Types of Secondary Hotels					
<b>Unit:2</b>	<b>FRONT OFFICE DEPARTMENT</b>			<b>12-- HOURS</b>	
2.1 Introduction about Front Office Department 2.2 Layout- Sections, Hierarchy of the Front office Department 2.3 Duties and Responsibilities of a Front office Manager 2.4 Tariff and meal plans- Mode of Payments 2.5 Check in and Checkout Procedures,					
<b>Unit:3</b>	<b>HOUSEKEEPING DEPARTMENT</b>			<b>12-- HOURS</b>	
3.1 Introduction to Housekeeping 3.2 Hierarchy of the Housekeeping Department 3.3 Functions of the Housekeeping Department					

3.4 Duties and Responsibilities of a Housekeeping Manager		
3.5 Interdepartmental Communications of the Housekeeping Department		
<b>Unit:4</b>	<b>PRODUCTION DEPARTMENT</b>	<b>12-- HOURS</b>
4.1 Introduction to Food Production Department		
4.2 Layout and organisational Structure of the Production Department		
4.3 Duties and Functions of the Production Department		
4.4 Duties and Responsibilities of a Chef		
4.5 Personal Hygiene and Sanitation		
<b>Unit:5</b>	<b>SERVICE DEPARTMENT</b>	<b>12-- HOURS</b>
5.1 Introduction to Food and Beverage department		
5.2 Outlets and Functions		
5.3 Organizational Chart of a Service Department		
5.4 Duties and responsibilities Service Department		
5.5 Types of services		
	<b>Total Lecture hours</b>	<b>60-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Introduction to Hospitality Management, John R.Walker, Pearson, Noida, 2011.	
<b>2</b>	Discovering Hospitality and Tourism, Jack D. Ninemeier & Joe Perdue, Pearson, Noida, 2011.	
<b>Reference Books</b>		
<b>1</b>	Marketing for Hospitality and Tourism, Philip Kotler, John T. Bowen, Fifth Edition, Pearson, Noida, 2011	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="http://uru.ac.in/uruonlinelibrary/Hospitality%20Management/Hospitality%20Industry.pdf">http://uru.ac.in/uruonlinelibrary/Hospitality Management/Hospitality%20Industry.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>L</b>	<b>L</b>							
<b>C04</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>							
<b>C05</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>S</b>							

\*S-Strong; M-Medium; L-Low



<b>Course code</b>	<b>21USEC2</b>	<b>COMPUTER CONCEPT AND AUTOMATION</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>SBC-II</b>		<b>02</b>		<b>02</b>
<b>Pre-requisite</b>	<b>Familiarize with basic computer and software knowledge</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the fundamentals of computer</li> <li>2. know the basic functioning of system</li> <li>3. observe the need and importance of the computers in our day today life</li> <li>4. learn the functions of business computers for the improving of the e-business activities</li> <li>5. familiarize with role of MS- Office in everyone life</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Spell out the origin system				<b>K1</b>
<b>2</b>	Illustrate the important computers in the contemporary life				<b>K2</b>
<b>3</b>	Build knowledge with the role and functions of OS and its usages in the business				<b>K3</b>
<b>4</b>	Explain the usage of the network computers				<b>K4</b>
<b>5</b>	Compare the interrelationship between internet and network				<b>K5</b>
<b>6</b>	Adapt the holistic knowledge about business computers and its usages				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASIC CONCEPTS</b>			<b>06-- HOURS</b>	
1.1 Meaning, characteristics, and applications of a Computer 1.2 Advantages and limitations of a computer, 1.3 Meaning of Data, Information and Knowledge 1.4 Data types, data storage 1.5 Data representation such as ASCII.					
<b>Unit:2</b>	<b>COMPONENTS OF COMPUTERS</b>			<b>06-- HOURS</b>	
2.1 Hardware components: input devices, 2.2 output devices, system unit 2.3 Software components: Application software: general purpose packaged software and tailor 2.4 made software, System software 2.5 operating system, interpreter, compiler, linker, loader					
<b>Unit:3</b>	<b>OPERATING SYSTEM</b>			<b>06-- HOURS</b>	
3.1 Need and functions of an Operating System 3.2 Graphic user interface and character user interface. 3.3 Application and document, Windows interface such as icons, lists, menus, dialog box, etc 3.4 Explorer: file types, attributes, names, folders, drives, devices.					

3.5 File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.		
<b>Unit:4</b>	<b>INTRODUCTION TO NETWORKS AND INTERNET</b>	<b>06-- HOURS</b>
4.1 Meaning and types of networks - LAN, MAN and WAN, Internet, 4.2 Difference between internet and intranet 4.3 Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services 4.4 ISP, types of accounts, World Wide Web 4.5 websites file transfer, browsing, searching.		
<b>Unit:5</b>	<b>SERVICE DEPARTMENT</b>	<b>06-- HOURS</b>
5.1 Office Applications. 5.2 MS-Word 5.3 MS-Excel 5.4 MS-PowerPoint 5.5 MS-Access		
<b>Total Lecture hours</b>		<b>30-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Absolute Beginner's Guide to Computer Basics by Michael Miller	
<b>2</b>	Fundamental of Computers by Akash Saxena, Kratika Gupta	
<b>Reference Books</b>		
<b>1</b>	Fundamentals of Information Technology, Alexis and Mathew	
<b>2</b>	Computers Today, Donald H. Sanders	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="http://uru.ac.in/uruonlinelibrary/Cloud%20Computing/Basics%20of%20Computer.pdf">http://uru.ac.in/uruonlinelibrary/Cloud Computing/Basics%20of%20Computer.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>							
<b>C03</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>L</b>							
<b>C04</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21USE3</b>	<b>SOFT SKILL DEVELOPMENT FOR PROFESSIONALS</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>SEC - III</b>		<b>02</b>		<b>02</b>
<b>Pre-requisite</b>	<b>Obtain Skill Development Techniques</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
1. Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define basic skills for personal development				<b>K1</b>
<b>2</b>	Illustrate the list of required interpersonal skills				<b>K2</b>
<b>3</b>	Develop basic communication skills for oneself				<b>K3</b>
<b>4</b>	List out required professional skills at working environment				<b>K4</b>
<b>5</b>	Interpret required professional skills for job searching				<b>K5</b>
<b>6</b>	Develop a holistic aspect of soft skills development for both personal and professional life.				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF SOFT SKILL DEVELOPMENT</b>			<b>06-- HOURS</b>	
1.1 Know themselves/ Understanding Self Introduction to Soft Skills					
1.2 Self-discovery					
1.3 Developing positive attitude					
1.4 Improving perceptions					
1.5 Forming values.					
<b>Unit:2</b>	<b>INTERPERSONAL SKILLS</b>			<b>06-- HOURS</b>	
2.1 Interpersonal Skills					
2.2 Understanding Others Developing interpersonal relationship					
2.3 Team building					
2.4 Group dynamics					
2.5 Networking Improved Work relationship					
<b>Unit:3</b>	<b>COMMUNICATION SKILLS</b>			<b>06-- HOURS</b>	
3.1 Communication Skills					
3.2 Communication with others Art of listening-					
3.3 Art of reading					
3.4 Art of speaking					
3.5 Art of writing-Art of writing e-mails-e mail etiquette.					

<b>Unit:4</b>	<b>REQUIRED PROFESSIONAL SKILLS AT WORLING ENVIRONMENT</b>	<b>06-- HOURS</b>
4.1 Corporate Skills 4.2 Working with Others Developing body language 4.3 Practicing etiquette and mannerism 4.4 Time management 4.5 Stress management		
<b>Unit:5</b>	<b>REQUIRED SKILLS FOR JOB HUNTING</b>	<b>06-- HOURS</b>
5.1 Selling Self/ 5.2 Job Hunting Writing resume/ 5.3 CV-interview skills-Group discussion 5.4 Mock Interview-Mock GD 5.5 Goal setting - Career planning.		
<b>Total Lecture hours</b>		<b>30-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Developing the leader within you John c Maxwell	
<b>2</b>	Good to Great by Jim Collins	
<b>3</b>	The seven habits of highly effective people Stephen Covey	
<b>4</b>	Emotional Intelligence Daniel Goleman	
<b>5</b>	You can win Shive Khera	
<b>Reference Books</b>		
<b>1</b>	Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills: A Road Map to Success), P.R. Publishers & Distributors, No, B-20 & 21, V.M.M. Complex, Chatiram Bus Stand, Tiruchirappalli- 620 002. (Phone No: 0431-2702824: Mobile No: 94433 70597, 98430 74472)	
<b>2</b>	Alex K. (2012) Soft Skills – Know Yourself & Know the World, Chand& Company LTD, Ram Nagar, New Delhi- 110 055. Mobile No: 94425 14814 (Dr.K.Alex)	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://ncert.nic.in/textbook/pdf/kect108.pdf">https://ncert.nic.in/textbook/pdf/kect108.pdf</a>	
<b>Course Designed By: College Common Syllabus</b>		

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	L	L	M	M	M							
C03	L	M	S	M	M							
C03	M	M	L	L	L							
C04	S	M	S	S	S							
C05	M	L	S	M	M							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTTME1</b>	<b>TRAVEL FORMALITIES</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>NME- I</b>		<b>02</b>		<b>02</b>
<b>Pre-requisite</b>	<b>Other Major students acquaint with basics of the Travel formalities</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the fundamental concept of tourism industry</li> <li>2. gain the knowledge about Passport, Visa, and Travel formalities</li> <li>3. know the itinerary preparation methods and techniques</li> <li>4. familiarize with various travel documents</li> <li>5. Grasp the knowledge about online travel formalities</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Spell out the basics of travel and tourism				<b>K1</b>
<b>2</b>	Classify various functions of the travel agencies				<b>K2</b>
<b>3</b>	Make use of various mode of transportations for tourism activities				<b>K3</b>
<b>4</b>	Examine various types of documents required for travel purposes				<b>K4</b>
<b>5</b>	Estimate and measure various types of tour planning and costing methods				<b>K5</b>
<b>6</b>	Design overall travel plan				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF TOURISM</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Definition – Tourism, Tour, Tourist</li> <li>1.2 Basic Components of Tourism</li> <li>1.3 Elements of Tourism</li> <li>1.4 Travel Motivation</li> <li>1.5 Travel Formalities</li> </ol>					
<b>Unit:2</b>	<b>FUNCTIONS OF TRAVEL AGENCIES</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Travel Agent</li> <li>2.2 Types of Travel Agents</li> <li>2.3 Functions of a Travel Agent</li> <li>2.4 Tour Operators</li> <li>2.5 Types of Package Tours</li> </ol>					
<b>Unit:3</b>	<b>VARIOUS MODES OF TRANSPORTATIONS</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Air Transport</li> <li>3.2 Road Transport</li> <li>3.3 Rail Transport</li> <li>3.4 Water Transport</li> <li>3.5 Modern Transportation system</li> </ol>					

<b>Unit:4</b>	<b>TRAVEL DOCUMENTATIONS</b>	<b>06-- HOURS</b>
4.1 Passport: Definition and Types 4.2 Required documents for Passport. 4.3 Visa and Types- Visa formalities- Emigration formalities and Immigration 4.4 Travel Insurance -Forex 4.5 Medical Certificates- Pandemic Related Documents		
<b>Unit:5</b>	<b>TOUR PLANNING</b>	<b>06-- HOURS</b>
5.1 Itinerary Planning 5.2 Types of Trips 5.3 Tour Costing 5.4 Tour Brochure 5.5 Tour Pamphlet – Leaflet		
<b>Total Lecture hours</b>		<b>30-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	International Tourism Management (Revised Edition), A.K.Bhatia, Sterling Publication Pvt. New Delhi, 2008.	
<b>2</b>	Air travel Ticketing and Fare construction, Jagmohan Negi, Kanishka, New Delhi, 2005.	
<b>Reference Books</b>		
<b>1</b>	International Tourism Management, K.P.Jha, ALP Books, New Delhi, 2011.	
<b>2</b>	IATA, Foundation Course Textbook, 5.9 Edition, Montreal, 2008.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://fdocuments.in/document/travel-formalities-and-regulation.html">https://fdocuments.in/document/travel-formalities-and-regulation.html</a>	
<b>Course Designed By:</b> Dr.R. Narasimmaraj		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>L</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>	<b>L</b>							
<b>C04</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>							
<b>C05</b>	<b>M</b>	<b>L</b>	<b>S</b>	<b>M</b>	<b>S</b>							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21AEC</b>	<b>FUNDAMENTALS OF YOGA</b>	<b>L</b>	<b>P</b>	<b>C</b>
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<b>Core/Elective/Supportive</b>	<b>AEC - II</b>	<b>01</b>	<b>02</b>
<b>Pre-requisite</b>	<b>Understanding the Basics of Yoga</b>	<b>Syllabus Version</b>	<b>2021</b>
<b>Course Objectives:</b>			
<b>The main objectives of this course are to:</b>			
<ol style="list-style-type: none"> <li>1. learn about the importance of yoga</li> <li>2. study about the schools of yoga</li> <li>3. obtain the basic benefits of yoga, in connection with our human welfare</li> <li>4. know about the develop our social and spiritual qualities</li> <li>5. understand about the physical efficiency and Emotional efficiency through yoga.</li> </ol>			
<b>Expected Course Outcomes:</b>			
<b>On the successful completion of the course, student will be able to:</b>			
<b>1</b>	Explain about the Comparison between yoga practices and physical exercises.	<b>K1</b>	
<b>2</b>	Analyse the different types of Yoga and Paranyama.	<b>K2</b>	
<b>3</b>	Examine the impact of yoga on Muscular system and Respiratory system	<b>K3</b>	
<b>4</b>	Discuss about the Yoga as therapy for Physical, Mental, Social and Spiritual.	<b>K4</b>	
<b>5</b>	Describe about the Improvement of various efficiency through yoga.	<b>K5</b>	
<b>6</b>	Elaborate the holistic understanding of yoga	<b>K6</b>	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>			
<b>Unit:1</b>	<b>INTRODUCTION TO YOGA</b>	<b>03-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Introduction: Definition, Aims and objectives of yoga.</li> <li>1.2 Misconception about yoga, Contributions of Patanjali and Tirumular to yoga.</li> <li>1.3 Comparison between yoga practices and physical exercises.</li> <li>1.4 Yoga diet, Stress, definition of stress and Depression</li> <li>1.5 Stress management through yoga</li> </ol>			
<b>Unit:2</b>	<b>TYPES OF YOGA</b>	<b>03-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 School of Yoga: Meaning and Definition of yoga.</li> <li>2.2 Bhakthi Yoga, Janan Yoga, Karma Yoga, Kundalini Yoga, Manthra Yoga, Hatha Yoga, Raja Yoga and Limbs of Yoga</li> <li>2.3 Yama, Niyama, Asanas, Paranyama, Pratyahara, Dharana, Dhyana and Samadhi.</li> <li>2.4 General principles of practicing Asanas and Pranayamas</li> <li>2.5 Meditations Kriyas, Bandhas and Mudras</li> </ol>			
<b>Unit:3</b>	<b>CLASSIFICATION OF ASANAS</b>	<b>03-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Classification of Asanas: Meditative Asanas, Relative Asanas, Cultural Asanas and Precaution while performing Asanas.</li> <li>3.2 Pranayama- Different phases in pranayama practices</li> <li>3.3 impact of yoga on Muscular system and Respiratory system</li> </ol>			

3.4 Circulatory system and Nervous system		
3.5 Digestive system and Endocrine system		
<b>Unit:4</b>	<b>HEALTH ASPECTS OF YOGA</b>	<b>03-- HOURS</b>
4.1 Health and Yoga: Meaning and definition of Health		
4.2 Various dimensions of health (physical, Mental, Social and Spiritual)		
4.3 Yoga as therapy-(Physical, Mental, Social and Spiritual)		
4.4 Physical fitness, stress control exercises –sitting mediation – walking mediation		
4.5 progressive muscle relaxations, gentle stretches. Variations like aerial yoga etc		
<b>Unit:5</b>	<b>YOGA AND PERSONALITY AND PERSONALITY</b>	<b>03-- HOURS</b>
5.1 Yoga and Personality: Development of yoga and social qualities		
5.2 Personality, Co-operation, simplicity, and Tolerance.		
5.3 Improvement of personal efficiency		
5.4 physical efficiency and Physiological efficiency		
5.5 Emotional efficiency through yoga.		
<b>Total Lecture hours</b>		<b>15-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Author's guide (2003).Yoga- The science of Holistic living. Chennai: Vivekananda Kendra Prakashana trust. Chandrakasan,K., (199) Sound Health through yoga. Sedapatti: PremKalyan Publications.	
<b>2</b>	Magurie., Imelda., (2005) Yoga for health body. London. L: Greenwich Edition	
<b>Reference Books</b>		
<b>1</b>	Nagendra,H..anNagarathana R., (2004). Yoga Practices for anxiety and depression	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="http://www.yogadaycelebration.com/fundamentals-of-yoga.html">http://www.yogadaycelebration.com/fundamentals-of-yoga.html</a>	
<b>Course Designed By: College Common Paper</b>		

Mapping with Programme Outcomes												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	M	L	L	L							
CO3	L	M	L	L	L							
CO3	M	M	L	L	L							
CO4	M	M	M	M	M							
CO5	M	L	M	M	L							

\*S-Strong; M-Medium; L-Low



<b>Course code</b>	<b>21UTT13</b>	<b>DESTINATION DEVELOPMENT AND MANAGEMENT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE - XIII</b>		<b>05</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Understanding features of the various Tourism Destination</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. understand the importance of the destination management</li> <li>2. learn about the inter-relationship between marketing and destination image</li> <li>3. familiarize about destination image</li> <li>4. know the destination promotion and development</li> <li>5. acquire knowledge about promotion and publicity of the destinations</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define the basic knowledge about destination				<b>K1</b>
<b>2</b>	Classify the core ideas of DMS				<b>K2</b>
<b>3</b>	Develop the Destination Image				<b>K3</b>
<b>4</b>	List out the core principles of DDS				<b>K4</b>
<b>5</b>	Evaluate the destination promotion and publicity				<b>K5</b>
<b>6</b>	Formulate the holistic positive images on the destinations				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO DDM</b>			<b>18-- HOURS</b>	
1.1 Definition of Destination 1.2 Meaning and Concepts of Destination 1.3 Characteristics of destinations 1.4 Types of destinations 1.5 Destinations and products					
<b>Unit:2</b>	<b>DESTINATION MANAGEMENT SYSTEM</b>			<b>18-- HOURS</b>	
2.1 Destination planning guidelines 2.2 Sustainable Design 2.3 Destination Selection Process -Identification of Destination 2.4 Destination Development 2.5 Destination Life Cycle					
<b>Unit:3</b>	<b>DESTINATION IMAGE</b>			<b>18-- HOURS</b>	
3.1 Development of Destination Image 3.2 Measurement of destination Image 3.3 Destination branding					

3.4 perspectives and challenges of Destination Development		
3.5 Barding of a Destination		
<b>Unit:4</b>	<b>DESTINATION DEVELOPMENT STRATEGIES</b>	<b>18-- HOURS</b>
4.1 Six 'A's Tourism		
4.2 Framework for tourism destinations		
4.3 Destination Marketing Mix		
4.4 Distribution Channels		
4.5 Marketing strategies		
<b>Unit:5</b>	<b>DESTINATION PROMOTION AND PUBLICITY</b>	<b>18-- HOURS</b>
5.1 Destination Promotion and Publicity		
5.2 Participations of Stakeholders in Destination Development		
5.3Public Private Partnership Destination Competitiveness		
5.4 New Product Development		
5.5 Issues and Challenges in New Product Development		
<b>Expert lectures, online seminars – webinars</b>		
	<b>Total Lecture hours</b>	<b>90—HOURS</b>
<b>Text Book(s)</b>		
1	Destination Branding: Creating the Unique Proposition, Nigel Morgan, BH,2001	
2	Destination Development, A.K. Batia, Himalaya Publications, 2001	
<b>Reference Books</b>		
1	Tourism in Destination Communities, Shalini Singh, CABI Publishing, 2003	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://backup.pondiuni.edu.in/sites/default/files/Destination%20Planningt200813.pdf">https://backup.pondiuni.edu.in/sites/default/files/Destination%20Planningt200813.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	M	M	S	S	L							
C03	S	M	S	M	S							
C03	S	S	S	S	M							
C04	S	M	M	M	S							
C05	M	S	M	M	S							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTT14</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE COURSE- XIV</b>		<b>06</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Familiarizing customer handling skills</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. obtain the customer behavior, customer satisfaction</li> <li>2. understanding process of the market segmentation techniques</li> <li>3. acquire datamining and customer loyalty management</li> <li>4. know the basic concept service quality management and customer handling techniques</li> <li>5. familiarize the concept of e- CRM</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	What are the salient features of the CRM in present context of the business				<b>K1</b>
<b>2</b>	Explain the main concept of big data				<b>K2</b>
<b>3</b>	Enunciate the core principles of big data of the customer				<b>K3</b>
<b>4</b>	Identify various customer loyalty programmes				<b>K4</b>
<b>5</b>	Agree the need and importance of the e-CRM in the day today contest				<b>K5</b>
<b>6</b>	Adopt the evaluation of the e-CRM and its importance				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF CONSUMER BEHAVIOUR</b>			<b>15—HOURS</b>	
1.1 Definition Customer 1.2 Consumer Vs. Customer 1.3 Customer Relations – Importance 1.4 Customer Acquisition and Retention 1.5 Market Segmentation					
<b>Unit:2</b>	<b>BIG DATA ON CUSTOMER</b>			<b>15—HOURS</b>	
2.1 Customer Information Database 2.2 Data Warehousing 2.3 Data mining 2.4 Data Analysis 2.5 Data Base Management System (DBMS)					
<b>Unit:3</b>	<b>CUSTOMER LOYALTY MANAGEMENT</b>			<b>15—HOURS</b>	
3.1 Customer Acquisition 3.2 Customer Retention 3.3 Types of Loyalty Programmes 3.4 Customer Profitability					

3.5 Value Modelling		
<b>Unit:4</b>	<b>SERVICE QUALITY AND CRM</b>	<b>15—HOURS</b>
4.1 Concept of Service Capacity 4.2 Service Capacity Planning Process 4.3 Queuing Theory and System 4.4 Customer Service 4.5 Customer Satisfaction Measurement		
<b>Unit:5</b>	<b>e- CRM</b>	<b>15—HOURS</b>
5.1Introduction to e CRM 5.2 Benefits and Data Handling in e-CRM 5.3 Ethical issues in CRM 5.4Emerging Technologies in CRM. 5.5 Present scenarios in e-CRM		
	<b>Total Lecture hours</b>	<b>75-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Customer Relationship Management, Urvashi Makkar, Harinder Kumar Makkar, TATA Mc Graw Hill, New Delhi.	
<b>2</b>	Tourism Marketing, Devashish Dasgupta, Pearson, Delhi,2011.	
<b>Reference Books</b>		
<b>1</b>	Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, Ramesh Kumar.S, Pearson, New Delhi,2010.	
<b>2</b>	Services Marketing, Christopher Lovelock & Jochen Wirtz, Pearson Education, Delhi,2004.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf">https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf</a>	
<b>Course Designed By: Dr. R. Narasimmaraj</b>		

#### Mapping with Programme Outcomes

Cos	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	M	M	S	S	S							
C03	L	M	S	M	S							
C03	S	S	S	M	M							
C04	M	M	S	S	M							
C05	M	S	M	M	S							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTTFA1</b>	<b>DISSERTATION/ INTERNSHIP TRAINING/ TOUR REPORT</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE - XIII</b>		<b>06</b>		<b>05</b>
<b>Pre-requisite</b>	<b>Acquiring practical exper of perusing Dissertation/ Project/ Internship Training / Tour Report Preparation Knowledge</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
The main objectives of this course are to:					
<ol style="list-style-type: none"> <li>1. familiarizes with concepts, tools and techniques of the research methodology in the field of tourism and allied areas.</li> <li>2. acquire the spirit of team work activity while doing a group Dissertation/ Internship Training/ Tour Report as a Group Activity in their Sixth semester.</li> <li>3. understand data collection techniques</li> <li>4. know the basic functions of SPSS and its usages</li> <li>5. ability to do data collection, data analysis and data interpretation</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define the basic concept of research				<b>K1</b>
<b>2</b>	Classify the types of research and its importance				<b>K2</b>
<b>3</b>	Apply the theoretical knowledge in to the group project				<b>K3</b>
<b>4</b>	List out the need and importance of Internship training and tour report writing				<b>K4</b>
<b>5</b>	Evaluate need and importance of data collection, data analysis, data interpretation for the report writing etc...				<b>K5</b>
<b>6</b>	Formulate a complete project				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					

## **DISSERTATION/ INTERNSHIP TRAINING/ TOUR REPORT**

Each candidate has to undergo any one of the above-mentioned works namely internship in Tourism and allied industries for a period of 30 days/ Dissertation (Project Work)/ Tour Report.

### **Internship Training:**

Their performance during the training period will be evaluated by the concerned mentors on various competencies like attitude, attendance, interest, understanding and involvement.

### **Tour Report**

The students shall be taken for a Regional/ State level/National tours. The learning objectives are Ticket bookings, accommodation, Itinerary preparation, local Transfers and Guide services. They will be evaluated based on various components like their involvement, punctuality, and reporting. A precise report has to be submitted.

### **Viva -Voce:**

1. After successful completion of internship/ Dissertation (Project Work)/ Tour Report a detailed project report should be submitted by the students. A presentation on the report should be done.
2. The Dissertation/ Internship Training/ Tour Report shall be between 30 to 50 pages word processed in 12-point font Times New Roman Front (One point Five spaced) in A4 size paper.
3. The Dissertation/ Internship Training/ Tour Report should be submitted before the end of the sixth semester examination.
4. Valuation of the Dissertation/ Internship Training / Tour Report shall be conducted by a panel of examiners not less than two (one external and one internal).

**Course Designed By:** Dr.R. Narasimmaraj

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>L</b>	<b>L</b>							
<b>C04</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>S</b>							
<b>C05</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UTTME2</b>	<b>TOURISM ENTREPRENEURSHIP</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>ME- II</b>		<b>05</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Gain need and importance of the Entrepreneurship Development</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. trace the origin, growth, and development of Entrepreneurship</li> <li>2. gain the various motivational techniques for Entrepreneurial Development</li> <li>3. know about process of tourism entrepreneurial development</li> <li>4. understand various institutional support for the development entrepreneurship development</li> <li>5. Examine issues and challenges of the entrepreneurship development</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Tell about the fundamental concept of Entrepreneurship Development				<b>K1</b>
<b>2</b>	Explain the intention of motivations to start up a venture				<b>K2</b>
<b>3</b>	Analyse major institutions supports and their role in the development of the new business venture				<b>K3</b>
<b>4</b>	Examine the process, classification, and support of the financial institution to start-up a new tourism venture				<b>K4</b>
<b>5</b>	Measure the various kind of issues and challenges of the Entrepreneurship development.				<b>K5</b>
<b>6</b>	Invent scope and opportunity to start new ventures in the present scenario				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>BASICS OF AN ENTREPRENEURSHIP</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Definition, Structure and Concepts of Entrepreneurship</li> <li>1.2 Nature, Growth and Importance of Entrepreneurship</li> <li>1.3 Theories of Entrepreneurship</li> <li>1.4 Types of Entrepreneurship</li> <li>1.5 Classification of Entrepreneurship</li> </ol>					
<b>Unit:2</b>	<b>ENTREPRENEURIAL MOTIVATION</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>2.1 Entrepreneurial Traits and Motivation</li> <li>2.2 Characteristics of Entrepreneur</li> <li>2.3 Quality of an Entrepreneur</li> <li>2.4 Entrepreneur Vs Professional Management</li> <li>2.5 Entrepreneurial Motivation</li> </ol>					
<b>Unit:3</b>	<b>INSTITUTIONAL SUPPORTS</b>			<b>15-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Institutional Aid for Entrepreneurs</li> <li>3.2 Process of Tourism Entrepreneurial Development</li> </ol>					

3.3 Search for a Tourism Business Idea		
3.4 Concept and Classification of Tourism Project		
3.5 Tourism Marketing Channels		
<b>Unit:4</b>	<b>PLANNING AND DEVELOPMENT</b>	<b>15-- HOURS</b>
4.1 Project Identification		
4.2 Project Formulation		
4.3 Budget and Planning Process		
4.4 Institutions Aid & Financial Institutions support		
4.5 Business Idea- Concept and Classification of Tourism Projects -		
<b>Unit:5</b>	<b>ISSUES AND CHALLENGES</b>	<b>15-- HOURS</b>
5.1 Setting-Up Quality Standard		
5.2 Development of Women Entrepreneurs		
5.3 Small Scale Industry- Types, Incentives & Subsidies		
5.4 Tourism Marketing Channels		
5.5 Incentives & Subsidies - Sickness of Industry and Remedies.		
	<b>Total Lecture hours</b>	<b>75-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Dynamics of Entrepreneurial Development and Management, Vasanth Desai, Himalaya Publication House, New Delhi, 2003.	
<b>2</b>	Innovation & Entrepreneurship, Peter F. Drucker, Harper & Row, New York, 1995.	
<b>Reference Books</b>		
<b>1</b>	Tourism Entrepreneurship: International Perspective, Stephen Page, Ovo Ateljeve, Butterworth- Heinemann, London, 2009.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://books.emeraldinsight.com/resources/pdfs/chapters/9781787435308-TYPE23-NR2.pdf">https://books.emeraldinsight.com/resources/pdfs/chapters/9781787435308-TYPE23-NR2.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

#### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	M	M	S	S	M							
C03	L	M	S	M	S							
C03	S	S	M	M	L							
C04	S	M	M	M	S							
C05	M	S	M	M	S							

\*S-Strong; M-Medium; L-Low



<b>Course code</b>	<b>21UTTME3</b>	<b>BUSINESS ECONOMICS FOR TOURISM</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>ME- III</b>		<b>05</b>		<b>04</b>
<b>Pre-requisite</b>	<b>Acquiring Economic of Tourism</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. obtain the fundamental concept of economics and its importance</li> <li>2. understand the need and importance of economics in the tourism industry</li> <li>3. acquire knowledge about GDP and its importance in the tourism industry</li> <li>4. know tourism forecasting methods</li> <li>5. familiarize of the tourism contribution to GDP</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define fundamental concept of economics				<b>K1</b>
<b>2</b>	Explain the importance of the demand and supply theory				<b>K2</b>
<b>3</b>	Build importance of tourism on the socio economics condition the country				<b>K3</b>
<b>4</b>	Discover the core principles of forecasting techniques and GDP calculation methods.				<b>K4</b>
<b>5</b>	Defined the contribution of tourism on GDP				<b>K5</b>
<b>6</b>	Construct the interrelationship between tourism and economic growth				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>INTRODUCTION TO ECONOMICS</b>			<b>15-- HOURS</b>		
<ol style="list-style-type: none"> <li>1.1 Business Economics- Nature; Scope &amp; Characteristics</li> <li>1.2 Microeconomics and Macroeconomics</li> <li>1.3 Application - Wealth Oriented, Welfare Oriented</li> <li>1.4 Scarcity Oriented, Development Oriented</li> <li>1.5 Indian Scenario- Before and After LPG</li> </ol>					
<b>Unit:2</b>					
<b>DEMAND</b>			<b>15-- HOURS</b>		
<ol style="list-style-type: none"> <li>2. 1Demand Analysis</li> <li>2.2 Meaning of Demand &amp;Law of Demand</li> <li>2.3 Determinants of Demand Factors</li> <li>2.4 Elasticity of Demand</li> <li>2.5 Demand Forecasting and its methods</li> </ol>					
<b>Unit:3</b>					
<b>SUPPLY</b>			<b>15-- HOURS</b>		
<ol style="list-style-type: none"> <li>3.1 Supply - Meaning and Law of Supply</li> <li>3.2 Determinants of Supply</li> <li>3.3 Factors Affecting Supply</li> <li>3.4 Business Environment</li> </ol>					

3.5 Market Structure		
<b>Unit:4</b>	<b>TOURISM FORECASTING</b>	<b>15-- HOURS</b>
4.1 Inflation and Deflation 4.2 Balance of payment (BOT)- Balance of Trade (BOP) 4.3 Economic Impact of Tourism 4.4 Tourism Multiplier Effects 4.3 Bilateral Agreements		
<b>Unit:5</b>	<b>TOURISM DEVELOPMENT AND NATIONAL ECONOMY</b>	<b>15-- HOURS</b>
5.1 Five Year Plans in Tourism Development 5.2 Role of Public and Private Sector in Tourism 5.3 FDI, Green Field Investment 5.4 Impacts of Tourism on Indian Economy 5.5 Tourism Contribution to GDP		
<b>Total Lecture hours</b>		<b>75-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Economics of Tourism- K.K.Kamra, Kaniskha Publishers, New Delhi	
<b>2</b>	Sipra Mukhopadhyay (2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.	
<b>Reference Books</b>		
<b>1</b>	Economics of Tourism and Development- Romila Chawla, Sonali Publications, New Delhi.	
<b>2</b>	Drivedi DN (2001), Managerial Economics, Vikas, New Delhi.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://www.tourismeconomics.com/">https://www.tourismeconomics.com/</a>	
<b>Course Designed By:</b> Dr.R. Narasimmaraj		

Mapping with Programme Outcomes												
Cos	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	M	M	S	S	L							
C03	L	M	S	M	S							
C03	S	S	L	L	L							
C04	S	M	M	M	S							
C05	M	L	M	M	S							

\*S-Strong; M-Medium; L-Low

<b>Course code</b>	<b>21UTTNE2</b>	<b>AIRPORT FORMALITIES</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>NME - II</b>		<b>2</b>		<b>2</b>
<b>Pre-requisite</b>	<b>Other Major students can understand the Airport Formalities</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. know the basic air travel formalities</li> <li>2. gain the knowledge about various air lines and classes of services.</li> <li>3. familiarizes the baggage and various rules in the airport.</li> <li>4. obtain the travel insurance and other health related issues while in the air travel</li> <li>5. visualize passenger related air travel Procedures</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	What is the basic ideas about airport and how its helps for modern airport system				<b>K1</b>
<b>2</b>	Explain the procedures and formalities at the airport terminals				<b>K2</b>
<b>3</b>	Experiment with classes of service offered by the Airlines				<b>K3</b>
<b>4</b>	Analyse the need and importance of travel insurance				<b>K4</b>
<b>5</b>	Interpret the baggage formalities at the airlines and airports				<b>K5</b>
<b>6</b>	Discuss about the international currency regulations				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>	<b>INTRODUCTION TO AIRPORT</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>1.1 Introduction to Airline and Airports</li> <li>1.2 Centralized Reservation System (CRS)</li> <li>1.3 Global Distribution System (GDS)</li> <li>1.4 Common Air Transport Terms, Sources of Airport Revenues</li> <li>1.5 Phonetic Alphabets- Airport Three letter codes –Airline three letter codes</li> </ol>					
<b>Unit:2</b>	<b>DEPARTURE / ARRIVAL FORMALITIES</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>2. 1Airport Terminals</li> <li>2.2 Departure / Arrival Formalities</li> <li>2.3 Transit Areas</li> <li>2.4 Security Check</li> <li>2.5 Baggage Check</li> </ol>					
<b>Unit:3</b>	<b>AIRLINE AND AIRPORT SERVICES</b>			<b>06-- HOURS</b>	
<ol style="list-style-type: none"> <li>3.1 Classes of Services</li> <li>3.2 In- Flight Services</li> <li>3.3 Immigration 3</li> <li>3.4 Passport -Visa Formalities</li> </ol>					

3.5 Baggage Claim- Customs		
<b>Unit:4</b>	<b>BAGGAGE RELATED PROCEDURES</b>	<b>06-- HOURS</b>
4.1 Special Passengers 4.2 Baggage- Free Baggage Allowance 4.3 Special Charges-Surcharge -Airport Taxes 4.4 List of Prohibited Items 4.5 Carrying Pet Animals		
<b>Unit:5</b>	<b>PASSENGER RELATED AIR TRAVEL PROCEDURES</b>	<b>06-- HOURS</b>
5.1 Health Certificates 5.2 Insurance 5.3 Currency Regulations 5.4 Money Exchange 5.5 Difference between Immigration and Emigration		
	<b>Total Lecture hours</b>	<b>30-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	IATA Foundation Course Modules	
<b>2</b>	Official Airline Guides	
<b>Reference Books</b>		
<b>1</b>	Travel Information Manual	
<b>2</b>	International Tourism Management, K.P. Jha, Alp Books, New Delhi,2011	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://www.tutorialspoint.com/aviation_management/aviation_management_tutorial.pdf">https://www.tutorialspoint.com/aviation_management/aviation_management_tutorial.pdf</a>	
<b>Course Designed By: Dr.R. Narasimmaraj</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>C01</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>							
<b>C03</b>	<b>L</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>M</b>	<b>S</b>							
<b>C04</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>							
<b>C05</b>	<b>M</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>							

**\*S-Strong; M-Medium; L-Low**

<b>Course code</b>	<b>21UGS</b>	<b>GENDER STUDIES</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>UGC PAPER</b>		<b>01</b>		<b>01</b>
<b>Pre-requisite</b>	<b>Understand the various kinds of Gender issues and challenges</b>		<b>Syllabus Version</b>	<b>2021</b>	
<b>Course Objectives:</b>					
<b>The main objectives of this course are to:</b>					
<ol style="list-style-type: none"> <li>1. make boys and girls aware of each other's strengths and Weakness.</li> <li>2. develop sensitivity towards both genders to lead an ethically enriched life.</li> <li>3. promote attitudinal change towards a gender balanced ambience and women empowerment.</li> <li>4. understand women empowerment through various measures</li> <li>5. know various acts on establishing gender quality</li> </ol>					
<b>Expected Course Outcomes:</b>					
<b>On the successful completion of the course, student will be able to:</b>					
<b>1</b>	Define the fundamental of gender				<b>K1</b>
<b>2</b>	Classify various gender equality measures and initiatives				<b>K2</b>
<b>3</b>	Experiment with various kinds of gender issues				<b>K3</b>
<b>4</b>	Examine women development and progressive and initiatives				<b>K4</b>
<b>5</b>	Evaluate various women's' protection act				<b>K5</b>
<b>6</b>	Construct positive image gender quality				<b>K6</b>
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>					
<b>Unit:1</b>					
<b>BASICS OF GENDER STUDIES</b>			<b>03—HOURS</b>		
<ol style="list-style-type: none"> <li>1.1 Concepts of Gender: Sex – Gender – Biological Determinism – Patriarchy – Feminism</li> <li>1.2 Gender Discrimination – Gender Division of labour</li> <li>1.3 Gender Stereotyping – Gender Sensitivity</li> <li>1.4 Gender Equity – Equality</li> <li>1.5 Gender Mainstreaming - Empowerment.</li> </ol>					
<b>Unit:2</b>					
<b>GENDER EQUALITY INITIATIVES</b>			<b>03—HOURS</b>		
<ol style="list-style-type: none"> <li>2.1 Women's Studies vs Gender Studies</li> <li>2.2 UGC's Guidelines – VII to XI Plans</li> <li>2.3 Gender Studies: Beijing Conference</li> <li>2.4 CEDAW</li> <li>2.5 Exclusiveness and Inclusiveness.</li> </ol>					
<b>Unit:3</b>					
<b>GENDER ISSUES</b>			<b>03—HOURS</b>		
<ol style="list-style-type: none"> <li>3.1 Areas of Gender Discrimination: Family – Sex Ratio – Literacy – Health – Governance</li> <li>3.2 Religion Work Vs Employment</li> <li>3.3 Market – Media – Politics – Law</li> </ol>					

3.4 Domestic Violence – Sexual Harassment		
3.5 State Policies and Planning		
<b>Unit:4</b>	<b>WOMEN EMPOWERMENT THROUGH VARIOUS MEASURE</b>	<b>03—HOURS</b>
4.1 Women Development and Gender Empowerment		
4.2 Initiatives – International Women’s Decade		
4.3 International Women’s Year		
4.4 National Policy for Empowerment of Women		
4.5 Women Empowerment Year 2001 – Mainstreaming Global Policies		
<b>Unit:5</b>	<b>VARIOUS WOMEN PROTECTION ACTS</b>	<b>02-- HOURS</b>
5.1 Women’s Movements and Safeguarding Mechanism in India National /State Commission for Women (NCW)		
5.2 All Women Police Station – Family Court – Domestic Violence Act		
5.3 Prevention of Sexual Harassment at Work Place Supreme Court Guidelines		
5.4 Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005		
5.5 Eve Teasing Prevention Act – Self Help Groups – 73rd and 74th Amendment for PRIS.		
	<b>Total Lecture hours</b>	<b>15-- HOURS</b>
<b>Text Book(s)</b>		
<b>1</b>	Mary E. John. Women's Studies in India: A reader. Penguin Books. 200	
<b>2</b>	M.Ahmad Child Labour in Indian Politics: A Legal Study, NewDelhi: Kalpaz Publication (2004).	
<b>Reference Books</b>		
<b>1</b>	S Ahuja, Social Problems in Inida, NewDelhi,Rawat Publication (1999)	
<b>2</b>	R.K. Rao, (2001). “Women and Education”. Kalpaz Publications, Delhi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
<b>1</b>	<a href="https://arwachinschools.com/media/event_13_64_1.pdf">https://arwachinschools.com/media/event_13_64_1.pdf</a>	
<b>Course Designed By: College Common Paper</b>		

<b>Mapping with Programme Outcomes</b>												
<b>Cos</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>P06</b>	<b>P07</b>	<b>P08</b>	<b>P09</b>	<b>P010</b>	<b>P011</b>	<b>P012</b>
<b>C01</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>L</b>							
<b>C03</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>S</b>							
<b>C03</b>	<b>S</b>	<b>S</b>	<b>L</b>	<b>L</b>	<b>L</b>							
<b>C04</b>	<b>S</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>L</b>							
<b>C05</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>S</b>							

\*S-Strong; M-Medium; L-Low