

ANNA ADARSH COLLEGE FOR WOMEN
DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

Name of the Faculty

1. Dr. Geethapriya. J
2. Dr. P. D. Sherlin
3. Mrs. T. Prabha
4. Mrs. M. Sofia Rashida
5. Mrs. A. Tasneem Unissa

UNIVERSITY OF MADRAS

**B.A. TOURISM AND TRAVEL MANAGEMENT
(With effect from 2020-2021)**

COURSE STRUCTURE

SEMESTER I

Course Component	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
				Int	Ext	
PART I	Language Paper -I	4	3	25	75	100
PART II	English Paper-II	4	3	25	75	100
PART III	BTM-DSC01: Fundamentals of Tourism	5	4	25	75	100
	BTM-DSC02: History of Tourism	5	4	25	75	100
	Allied Paper I:	6	5	25	75	100
PART IV	Basic Tamil / Adv. Tamil / NME*	2	2	25	75	100
	Soft Skill – I		3	50	50	100
SEMESTERWISE CREDITS TOTAL			24			

* NME; Choose any one Paper from the other Department

SEMESTER II

Course Component	Name of the Paper	Int. Hrs	Credit	Max Marks		Total
				Int.	Ext.	
PART I	Language Paper – II	4	3	25	75	100
PART II	English Paper – II	4	3	25	75	100
PART III	BTM-DSC03: Tourism Business	5	4	25	75	100
	BTM-DSC04: Tourism Resources in India	5	4	25	75	100
	Allied Paper II	6	5	25	75	100
PART IV	Basic Tamil / Adv Tamil / NME*	2	2	25	75	100
	Soft Skill – II		3	50	50	100
SEMESTERWISE CREDITS TOTAL			24			

* NME; Choose any one Paper from the other Department

Third Semester

Course Component	Subjects	Credits	Inst Hours	Maximum Marks		
				Int	Ext	Total
Part I	Language Paper III	3	4	25	75	100
Part II	English Paper III	3	4	25	75	100
Part III	BTM-DSC05: Travel Agency and Tour Operations Management – I	4	5	25	75	100
	BTM-DSC06: Tourism Resources in Tamil Nadu	4	5	25	75	100
	Allied Paper – III	5	6	25	75	100
Part IV	Soft Skill III	3	2	50	50	100
	Environmental Studies		2	Examination will be held in IV Semester		
SEMESTERWISE CREDITS TOTAL		22				

Fourth Semester

Course Component	Subjects	Credits	Instr Hours	Maximum Marks		
				Int.	Ext	Total
Part I	Language Paper IV	3	4	25	75	100
Part II	English Paper IV	3	4	25	75	100
Part III	BTM-DSC07: Travel Agency and Tour Operations Management – II	4	5	25	75	100
	BTM-DSC08: Tourism Policies and Planning in India	4	5	25	75	100
	Allied Paper – IV	5	6	25	75	100
Part IV	Soft Skill IV	3	2	50	50	100
	Environmental Studies	2	2	25	75	100
Total Credits		24				

Fifth Semester

Course Component	Subjects	Credits	Inst Hours	Maximum Marks		
				Int	Ext	Total
Part – III	BTM-DSC09: Hospitality Management	4	4	25	75	100
	BTM-DSC10: Tourism Marketing	4	4	25	75	100
	BTM-DSC11: Global Tourism	4	5	25	75	100
	BTM-DSC12: Eco Tourism	4	5	25	75	100
	Elective Paper – I	5	6	25	75	100
Part –IV	Value Education	2	2	25	75	100
SEMESTERWISE CREDITS TOTAL		23				

Sixth Semester

Course Components	Subjects	Credits	Inst Hours	Maximum Marks		
				Int	Ext	Total
Part IV	BTM-DSC13: Legal Framework for Tourism	4	4	25	75	100
	BTM-DSC14: Tour Guiding and Interpretation	4	4	25	75	100
	BTM-DSC15: Heritage Tourism	4	5	25	75	100
	Elective Paper – II	5	5	25	75	100
	Elective Paper – III	5	6	25	75	100
Part V	Extension Activities	1				
SEMESTERWISE CREDITS TOTAL		23				

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்

பொதுத்தமிழ் - முதலாமாண்டு - முதற்பருவம் (FIRST SEMESTER)

நோக்கும் கற்றல் பயன்பாடும் (2021 - 2022)

Objective - Syllabus - Out come (2021 -2022)

பாடத்திட்டத்தின் நோக்கம்:

காலந்தோறும் தமிழ் அடைந்துள்ள வளர்ச்சியையும், இன்றைய நவீன காலத்தில் உருவான தமிழ் இலக்கியங்களையும் ஒற்றுமை வேற்றுமைப்படுத்தி ஆராய்கின்ற நோக்கில் பொதுத்தமிழ்ப் பாடப்பகுதி கட்டமைக்கப்பட்டுள்ளது.

பாரதியார், பாரதிதாசன், கவிமணி உள்ளிட்டோரின் மரபுக்கவிதைகளும், அப்துல் ரகுமான், சிற்பி, மு.மேத்தா, வைரமுத்து உள்ளிட்டோரின் புதுக் கவிதைகளும் இரா.பி.சுதுப்பிள்ளை அவர்களின் உரைநடை, முத்துசாமி அவர்களின் நாடகம் போன்றவை இடம்பெற்றுள்ளன.

தமிழ் மக்களின் வாய்மொழி இலக்கியங்களில் சிலபாடல்கள் பாடமாக வைக்கப்பட்டுள்ளன. இந்த இலக்கியங்கள் சார்ந்த வரலாற்றுப் பின்புலமும் பாடமாக அமைந்துள்ளன.

மாணவர்களுக்குப் படிப்பின் ஆர்வத்தைத் தூண்டும் வகையில் கவிதைகள், சிறுகதை, உரைநடை, நாடகம் போன்ற எளிமையான பகுதிகள் அமைக்கப்பட்டுள்ளன.

6. பட்டுக்கோட்டை அ. கல்யாணசுந்தரம் - வருங்காலம் உண்டு
7. தமிழ் ஒளி - வழிப்பயணம்

புதுக்கவிதை

1. கவிஞர் ந. பிச்சமூர்த்தி - காதல்
2. கவிஞர் அப்துல் ரகுமான் - பித்தன்
3. கவிஞர் மு.மேத்தா - காதலர் பாதை, ஒரு கடிதம் அனாதையாகிவிட்டது, நிழல்கள்
4. கவிஞர் இன்குலாப் - ஒவ்வொரு புல்லையும் பெயர் சொல்லி அழைப்பேன்
5. கவிஞர் தமிழன்பன் - சொல்லில் உயர்வு தமிழ்ச்சொல்லே
6. கவிஞர் வைரமுத்து - விதைச்சோளம்
7. கவிஞர் அ.சங்கரி - இன்று நான் பெரிய பெண்

அலகு - 2

நாட்டுப்புற இலக்கியம்

1. ஏற்றப்பாட்டு
2. தெம்மாங்கு
3. அம்பா பாடல்கள்
4. விளையாட்டுப் பாடல்கள்
5. நடவுப் பாடல்கள்

அலகு - 3

சிறுகதைகள்

1. கு.ப.ரா- கனகாம்பரம்
2. கு.அழகிரிசாமி - குமாரபுரம் ஸ்டேஷன்
3. தமிழ்ச்செல்வன் - வெயிலோடு போய்
- 4.தோப்பில் முகமது மீரான் - வட்டக்கண்ணாடி
- 5.அம்பை - பிளாஸ்டிக் டப்பாவில் பராசக்தி முதலியோர்

உரைநடை

- 1.இரா.பி.சேதுப்பிள்ளை - வண்மையும் வறுமையும்

அலகு - 4

நாடகம்

நா.முத்துசாமி - நாற்காலிக்காரர்

அலகு -5

தமிழிலக்கிய வரலாறு

1. மரபுக் கவிதை - இருபதாம் நூற்றாண்டு கவிஞர்கள்
2. புதுக்கவிதை - தோற்றம் - வளர்ச்சி -வரலாறு
3. நாட்டுப்புறப் பாடல்கள், கதைகள், கதைப்பாடல்கள், பழமொழிகள், விடுகதைகள்
- வரலாறு
4. சிறுகதை, உரைநடை வரலாறு
5. நாடகம் - வரலாறு

அலகு - 6

மொழிப் பயிற்சி

1. வாக்கிய வகை(தொடர் வாக்கியம், தனி வாக்கியம், கூட்டு வாக்கியம்)
2. இரு வழக்குகள் (பேச்சு, எழுத்து)
3. எழுவாய், பயனிலை, செயப்படுபொருள்
4. ஒருமை, பன்மை மயக்கம்
5. திணை, பால், எண், இட வேறுபாடு
6. நால்வகைச் சொற்கள் (பெயர், வினை, இடை, உரி)
7. அகரவரிசைப் படுத்துதல்

கற்றலும் பயன்பாடும்:

தமிழ் மொழியின் இலக்கிய வளங்களின் மதிப்பைப் புரிதல். தமிழ் இலக்கிய வாசிப்பின் வழி சமூக விழிப்புணர்வைத் தூண்டுதல். தமிழ் இலக்கிய வளங்களின் வாயிலாகத் தமிழ்ப்பண்பாட்டை அடுத்த தலைமுறைக்குக் கொண்டுசெல்லுதல். மொழிவளத்தின் தேவையை வலியுறுத்துதல். மாணவர்கள் பிழையின்றி எழுத மொழிப்பயிற்சி உதவுகிறது.

இப்பாடத்திட்டம் மாணவர்கள் தங்கள் படைப்புகளை உருவாக்குவதற்கும் பயன்படுகிறது. போட்டித்தேர்வுகளை எதிர்கொள்ளுவதற்குரிய வகையில் இலக்கிய வரலாற்றுப்பகுதி மிகுந்த பயனுடையதாய் உள்ளது.

பாடநூல்

சென்னைப் பல்கலைக்கழகம் (University of Madras)

➤ அடித்தளப் படிப்பு - பகுதி - I தமிழ்

முதலாம் மற்றும் இரண்டாம் பருவங்களுக்குரியது. அனைத்துப் பட்டப்படிப்பு

பிரிவுகளுக்கும் ஐந்தாண்டு ஒருங்குமுறை பட்ட மேற்படிப்புப் பிரிவுகளுக்கும்

பொதுவானது.

தாள் -I - செய்யுள் திரட்டு

(Foundation Course

Part - I Tamil - For I & II Semesters

Common to all undergraduate course and Five-Year Integrated postgraduate courses. (2020 - 2021 onwards.)

- நாற்காலிக்காரர் - நா.முத்துசாமி
- தமிழ் இலக்கிய வரலாறு பாடம் தழுவியவை
- மொழிப்பயிற்சி

Reference book

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள்

ஆகையால் குறிப்புதவி நூல் என்று தனியாக இல்லை. (Reference book not applicable)

ANNA ADARSH COLLEGE FOR WOMEN
DEPARTMENT OF HINDI – SHIFT-I
FOUNDATION COURSE IN HINDI
COURSE OBJECTIVES AND COURSE OUTCOMES
ACADEMIC YEAR 2020-2021

NAME OF THE STAFF: Dr. J. PADMAPRIYA

SUBJECT CODE: CLE1E

YEAR/SEMESTER: I YR/ I SEMESTER

I. COURSE OBJECTIVES:

The objectives of the course is to sensitize the students -

1. To the aesthetic and cultural aspects of literary appreciation and analysis.
2. To introduce modern Hindi Prose to the students and to understand the cultural, social and moral values of modern Hindi Prose.
3. To familiarize Official correspondence , General letter correspondence and technical words.
4. To motivate to demonstrate human value in different life situations

PART-I - HINDI
(With effect from the Academic Year 2015-2016)

I YEAR – I SEMESTER

PAPER – I - PROSE, FUNCTIONAL HINDI & LETTER WRITING

I. PROSE (Detailed Study) : HINDI GADHYA MALA
Ed. by Dr. Syed Rahamathulla
Poornima Prakashan, 4/7 Begum III Street
Royapettah, Chennai – 14.

LESSONS PRESCRIBED :

1. Sabhyata ka Rahasya
2. Mitrata
3. Yuvavon sen
4. Paramanu Oorja evam Khadya Padarth Sanrakshan
5. Yougyata aur Vyavasay ka Chunav.

II. FUNCTIONAL HINDI & LETTER WRITING

Students are expected to know the office and Business Procedures,
Administrative and Business Correspondence.

I. General Correspondence:

1. Personal Applications
2. Leave Letters
3. Letter to the Editor
4. Opening an A/C
5. Application for Withdrawal
6. Transfer of an A/C
7. Missing of Pass Book / Cheque Leaf
8. Complaints
9. Ordering for Books
10. Enquiry

III. OFFICIAL CORRESPONDENCE:

1. Government Order
2. Demi Official Letter
3. Circular
4. Memo
5. Official Memo
6. Notification
7. Resolution
- 8.

Notice BOOKS FOR
REFERENCE :

1. Karyalayeen Tippaniya : Kendriya Hindi Sansthan, Agra
2. Prayojan Moolak Hindi : Dr. Syed Rahamathulla, Poornima Prakashan
4/7, Begum III Street, Royapettah, Chennai – 14.

UNITISED SYLLABUS

UNIT-I

1. Sabhyata ka Rahasya
2. Personal Applications
3. Leave Letters
4. Government Order
5. Administrative Terminology Hindi to English (25 Words)

UNIT - II

1. Mitrata
2. Letter to the Editor
3. Opening an A/C
4. Demi Official Letter
5. Administrative Terminology English to Hindi (25 Words)

UNIT-III

1. Yuvavon Se
2. Application for Withdrawal
3. Circular
4. Memo

5. Administrative Terminology Hindi to English (25 Words)

UNIT-IV

1. Paramanu Oorja evam Khadya Padarth Sanrakshan
2. Transfer of an A/C
3. Missing of Pass Book / Cheque Leaf
4. Official Memo
5. Administrative Terminology English to Hindi (25 Words)

UNIT-V

1. Yougyata aur Vyavasay ka Chunav
2. Complaints
3. Ordering for Books
4. Notification
5. Official Noting Hindi to English (25 words)

UNIT-VI

1. Enquiry
2. Resolution
3. Notice
4. Official Noting English to Hindi (25 words)

• COURSE OUTCOMES:

1. Understanding the concept and importance of functional Hindi
2. Understanding various forms of functional Hindi and its usage according to its area of application
3. Knowledge about good civilization qualities and culture.
4. Knowledge about the importance of human values.

UNIVERSITY OF MADRAS
FRENCH SYLLABUS WITH EFFECT FROM 2022-2023

Common to all B.A / B.sc / B.com courses

Inst.Hrs : 4

YEAR: I SEMESTER

Foundation Course: Paper I-French I

Title of the Paper : Prescribed text and grammar-I

Objectives

In teaching French we aim to

- provide the learners with a basic knowledge of grammar and gradually give them an insight into the culture and literature of France
- enable them to comprehend the nuances of the language so they are better equipped to express themselves in French
- discover another world , another people , another way of life .
- make them more accepting of people who differ from them

Prescribed textbook:

> Régine Mérieux & Yves Loiseau, Latitudes 1, Paris, Didier, 2017 (Units 1-6 only).

Unité 1 - Salut!

Saluer - entrer en contact avec quelqu'un - se présenter- s'excuser

Unité 2 - Enchanté !

Demander de se présenter - Présenter quelqu'un

Unité 3 - J'adore !

Exprimer ses goûts - Échanger sur ses projets

Unité 4 - Tu veux bien ?

Demander à quelqu'un de faire quelque chose - Demander poliment - Parler d'actions passées

Unité 5 - On se voit quand ?

Proposer , accepter, refuser une invitation. - Indiquer la date - Prendre et fixer un rendez-vous - Demander et indiquer l'heure

Unité 6 - Bonne idée !

Exprimer son point de vue positif et négatif - S'informer sur le prix - S'informer sur la quantité - Exprimer la quantité .

UNIVERSITY OF MADRAS
FRENCH SYLLABUS WITH EFFECT FROM 2022-2023

Outcome :

Learners are able

- to comprehend and express themselves well
- to have an interest to look into another world
- to improve communication skills
- to perform well in the University Exams .

Recommend text : Not applicable

COMMUNICATIVE ENGLISH

Semester 1

LEARNING OBJECTIVES:

- To give English language skill practice to students to enhance their English proficiency.
- To expose students to native speakers' spoken language to enable students to recognize native speakers' accent and language usage.
- To simulate real life situations in the classroom to practice real English dialogues and speeches to gain English language fluency.
- To give both silent and loud reading practice to students, to enhance their comprehension and English sound recognition skills
- To help students overcome their fear and to speak in English in front of their peers and teachers thus, build their self-confidence through various classroom activities and outdoor activities

LEARNING OUTCOMES:

- The course seeks to develop the students' abilities in grammar, oral skills, reading, writing and study skills
- Students will heighten their awareness of correct usage of English grammar in writing and speaking
- Students will improve their speaking ability in English both in terms of fluency and comprehensibility
- Students will give oral presentations and receive feedback on their performance
- Students will increase their reading speed and comprehension of academic articles
- Students will improve their reading fluency skills through extensive reading

<p>Extensive and Intensive Reading</p> <ul style="list-style-type: none"> c. Reading a prose passage d. Reading a poem e. Reading a short story <p>2. Paragraphs: Structure and Types</p> <ul style="list-style-type: none"> a. What is a Paragraph? b. Paragraph structure c. Topic Sentence d. Unity e. Coherence f. Connections between Ideas: Using Transitional words and expressions g. Types of Paragraphs <p>3. Study Skills II: Using the Internet as a Resource</p> <ul style="list-style-type: none"> a. Online search b. Know the keyword c. Refine your search d. Guidelines for using the Resources e. e-learning resources of Government of India f. Terms to know <p>4. Grammar in Context Involving Action-I</p> <ul style="list-style-type: none"> a. Verbs b. Concord 	<p>94 - 101</p> <p>102 - 122</p>
<p>Unit III (16 hours)</p> <p>1. Listening and Speaking</p> <ul style="list-style-type: none"> a. Giving and following instructions b. Asking for and giving directions c. Continuing discussions with connecting ideas <p>2. Reading and writing</p> <ul style="list-style-type: none"> a. Reading feature articles (from newspapers and magazines) b. Reading to identify point of view and perspective (opinion pieces, editorials etc.) c. Descriptive writing – writing a short descriptive essay of two to three paragraphs. <p>3. Grammar in Context: Involving Action – II</p>	<p>123 - 157</p> <p>124 - 132</p> <p>133 - 144</p>

<ul style="list-style-type: none"> • Verbals - Gerund, Participle, Infinitive • Modals 	145 – 157
<p>Unit IV (16 hours)</p> <ol style="list-style-type: none"> 1. Listening and Speaking <ol style="list-style-type: none"> a. Giving and responding to opinions 2. Reading and writing <ol style="list-style-type: none"> a. Note taking b. Narrative writing – writing narrative essays of two to three paragraphs 3. Grammar in Context: <p style="margin-left: 20px;">Tense</p> <ul style="list-style-type: none"> • Present • Past • Future 	<p>158 - 198</p> <p>159 - 163</p> <p>164 - 189</p> <p>190 - 198</p>
<p>Unit V (18 hours)</p> <ol style="list-style-type: none"> 1. Listening and Speaking <ol style="list-style-type: none"> a. Participating in a Group Discussion 2. Reading and writing <ol style="list-style-type: none"> a. Reading diagrammatic information – interpretations maps, graphs and pie charts b. Writing short essays using the language of comparison and contrast 3. Grammar in Context: Voice (showing the relationship between Tense and Voice) 	<p>199 - 231</p> <p>199 - 203</p> <p>204 - 216</p> <p>217 - 231</p>

UNIVERSITY OF MADRAS
B.A.TOURISM AND TRAVEL MANAGEMENT
WITH EFFECT FROM 2020-2021

Unit -3:

Motivation for Travel:Basic travel motivators, Early travel motivators. Tourism Demand, Motivationof Tourism Demand: Measuring Tourism Demand. Pattern and Characteristic of Tourism supply; Factorsinfluencing Tourism demand and Supply.

Unit -4:

Organizations in Tourism:Need and Factors, National Tourist Organizations, Role and Functions ofImportant Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality &Tourism

Unit – 5:

Impacts of Tourism at the Destination. It'sImpact: Socio-Cultural, Environmental and EconomicFactors affecting the future of Tourism business. Sociology and Tourism.

Suggested Readings:

1. Introduction to Tourism:A.K.Bhatia
2. Tourism System: Mill R.C & Morrison
3. Tourism Development:R.Garther
4. Successful Tourism Management:PranNath Seth
5. Burkharot and Medt, "Tourist Past, Present and Future", Butterworth Heinemann,
6. Gilbert Sigeaux, History of Tourism
7. Herbert, "Heritage Tourism and Society"..
8. MolatoshGoldner, Ritchie, "Tourism: Principles, Practices, Philosophy", John Wiley, new York, 1995..

UNIVERSITY OF MADRAS
B.A.TOURISM AND TRAVEL MANAGEMENT
WITH EFFECT FROM 2020-2021

BTM-DSC01

CORE-I: FUNDAMENTALS OF TOURISM

Instr.Hrs.: 5
Credits : 4

Year : I
Semester: I

FUNDAMENTALS OF TOURISM

Learning Objectives

- To learn about the fundamentals of mobility of Mankind from a place to another.
- To make the students to understand the Concepts and Definitions, Domestic and International Tourism etc.,
- To let the students aware of the various Nature and Forms of Travel/Tourism.
- To develop the perception of the student community on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI and WTTC. Seasonality & Tourism.

Course Outcome

At the end of the course, the student will be able to

- Learn about the fundamentals of mobility of Tourism
- Understand the Concepts and Definitions, Domestic and International Tourism etc.,
- Realize the role of the various Nature and Forms of Travel & Tourism
- Voice on the basic aspects that are to be on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & Tourism

Unit – 1:

Tourism: Concepts, Definitions and Historical Development; Types of Tourists: Tourists, Travelers and Excursionists; Forms of Tourism: Inbound, Outbound, Domestic and International.

Unit – 2:

Nature and Forms of Travel/Tourism, Tourism System: Nature, Characteristics and Components of Tourism Industry. Push-pull factors in Tourism.

UNIVERSITY OF MADRAS
B.A. TOURISM AND TRAVEL MANAGEMENT
WITH EFFECT FROM 2020-2021

BTM-DSC02

CORE-I: HISTORY OF TOURISM

Instr. Hrs.: 5

Credits : 4

Year : I

Semester: I

Learning Objectives

- To learn about the mobility of Mankind from a place to another out of Social, Religious and other obligations in the Ancient Period
- To make the students to understand the antiquity of Tourism, metamorphosis of its development, its economic contribution in the society as an industry etc.,
- To let the students aware of the various International and National Organizations in a Global perspectives which promotes Tourism
- To develop the perception of the student community on the imperative need of Tourism as an driving force of the economy, its recent developments, challenges and prospects with a futuristic approach.

Course Outcome

At the end of the course, the student will be able to

- Trace the origin of Tourism from its rudimentary stage in the World scenario.
- Understand the development in Tourism with the emergence of capitalism and industrialization in the 19th Century.
- Realize the significant role of private entities, international agencies, agreements and conventions in the promotion of Tourism.
- Voice on the basic aspects that are to be augmented, revenue generation, infrastructure development, Policies to attract Tourists, vision document etc.,

Unit- I

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

Unit-II

1845-1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Result Tourism, Role of Infrastructure, Tourism as an Industry.

1914-1960: Tourist boom between the World Wars, Tourism and ECONOMY and Crises, Social changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism,

UNIVERSITY OF MADRAS
B.A.TOURISM AND TRAVEL MANAGEMENT
WITH EFFECT FROM 2020-2021

League of Nations, TUOTO, Bermuda Agreement, TATA, Emergence of Tourism- Services, Organizations and Civil Aviation.

Unit-III

1960-2000: Tourism Phenomenon, Long Halts, Thomas Cook and Package Tours -Charters, Role of Escorts and Guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of Services.

Unit-IV

Tourism as a Globalized System, Early forms of Travel and Types of Journey. Precursors of Modern Tourism, The Functions of Modern Tourism, the Boom in Mass Tourism in the 19th Century, Holidaying Practism in the Interwar Period, The expansion of Tourism and Globalization Approaches to Travel and Tourism, Tourism and Five Year Plans in India, SWOT analysis of National tourism Policy 2002.

Unit-V

Accommodations Early inns, The Grand Hotels, Motels, Hotels Today. The Dimensions of Tourism, Attractions Facilities, Transportation, Hospitality. The role of Transportation in Shaping Tourism.

Suggested Readings:

1. A Fercuqui "Early Social Formations", Manak, Delhi, 2001.
2. A.L. Rouse, "The Uses of History," 1971.
3. Burkharot and Medt, "Tourist Past, Present and Future", Butterworth Heinemann,
4. Collingwood, "The idea of History", Oxford, 1873.
5. Franck and Brownstone, "The Silk Road- A History.
6. Gilbert Sigeaux, History of Tourism
7. Herbert, "Heritage Tourism and Society".
8. J. Christopher Holloway, "The business of Tourism".
9. Masels, "Early Civilizations of the World", Business Books Communications, 1978.
10. Molatosh Goldner, Ritchie, "Tourism: Principles, Practices, Philosophy", John Wiley, new York, 1995.
11. Nisbet, " Social Change and History", oxford University Press, 1972.
12. Nora Start, " View Point", Prentice Hall, 1997
13. Ratnager, "Trading Encounters", Oxford University, New Press, 2004.
14. T. Walter Wallbank, "Civilizations Past and Present", Scott Fctosman, London, 1978.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSA01

ALLIED: PRINCIPLES OF GEOGRAPHY

Objectives

- Introduce the field of Geography
- Acquaint students with major concepts in Geography
- Provide understanding on the concepts and Functions of Environment and Ecosystem

Course Outcome

Students will be able to

- Critically read the concepts and relevance of Geography with special reference to India
- Understand the environmental problems and ecological imbalances and measures and policies to check the same

UNIT I: Introduction: Geography in Making: Definition, Nature, Scope and Purpose, Relevance – Relation with other Subjects – Branches of Geography – Basic Concepts in Geography: Earth Surface, Site, Location, Area, Space, Region in Geography.

UNIT II: Physical: Physiographic Divisions – Soil and Vegetation – Population – Soil and Vegetation – Climate and Weather – Classification of Climates - Composition and Structure of Atmosphere – Population

UNIT III: Economic: Mineral and Power Resources in India – Distribution and Utilisation of Iron ore, Coal, Petroleum, Gas – Agricultural Distribution and Distribution of Rice and Wheat – Industrial Development – Automobile and Information Technology

UNIT IV: Social Geography of India: Population Data: Census and National Sample Survey – Population size - Distribution of Population by Caste, Race, Religion, Language and Tribes – Social, Cultural and Economic regions in India

UNIT V: Environmental Geography: Meaning, Concepts and Components of Environment – Ecology – Man and Environment – Ecosystem: Concepts Structure and Functions – Environmental problems: Global Warming, Deforestation, Loss of Bio Diversity – Environmental Policies and Programmes

Reference Books:

1. Chandana, R.C. Environmental Awareness. Kalyani Publishers, New Delhi, 1997
2. Das, P.K. The Monsoons. National Book Trust, New Delhi, 1988
3. Dikshit, R.D. The Art and Science of Geography. Pi Learning, New Delhi, 2006
4. Dubey, S.C. Indian Society, National Book Trust, New Delhi, 1991

Singh, R.L. & Dutt, P.K. Elements of Practical Geography. Learners Friends, Allahabad, 1968

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்

அடிப்படைத்தமிழ் - பகுதி 4 - முதலாமாண்டு -முதற்பருவம்

BASIC TAMIL – PART IV – FIRST YEAR – I SEMESTER

நோக்கும் கற்றல் பயன்பாடும் (2020 – 2021)

பாடத்திட்டத்தின் நோக்கம் (Objective)

தமிழ்மொழியைப் பேசவும் எழுதவும் படிக்கவும் தெரியாத மாணவர்கள் அடிப்படைத்தமிழ் பாடம் படித்துப் பயன்பெறும் நோக்கில் பாடத்திட்டம் அமைகிறது. அண்டை மாநிலங்களிலிருந்தும் பிற நாடுகளிலிருந்தும் இளங்கலை, இளம் அறிவியல் பட்டம் பெறும் மாணவர்கள் தமிழ் நாட்டின் மாநில மொழியைப் பேசவும் எழுதவும் துணைபுரியும் வகையில் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

தமிழ் மொழியின் எழுத்துக்களை எழுதவும் படிக்கவும் பயிற்சி அளிக்கப்படுகிறது. தமிழ் மொழியின் சொல் வகை, தொடரமைப்பு, தமிழில் எண்ணுப்பெயர்கள், உடல் உறுப்புகள், அன்றாட வாழ்விற்குத் தேவையான பொருள்களை அறிந்துகொள்ள வைப்பதே இதன் நோக்கமாகும்.

பாடத்திட்டம் - முதல் பருவம் (SYLLABUS)

2022.09.09 12:22

அலகு - 1 - எழுத்துகள்

1. உயிர் எழுத்து, ஆய்த எழுத்து, 2. மெய் எழுத்து, 3. உயிர் மெய் எழுத்து

அலகு - 2 - சொற்கள்

1. பெயர்ச்சொல், 2. வினை சொல், 3. இடை சொல், 4. உரிச் சொல்

அலகு - 3 - தொடரமைப்பு

1. எழுவாய், 2. பயனிலை, 3. செயப்படுப் பொருள்

அலகு - 4 - பிழை நீக்கம்

1. ஒற்றுப் பிழை, 2. எழுத்துப் பிழை, 3. தொடர்ப்பிழை,

அலகு - 5

எண்கள், உறவுப் பெயர்கள், வாழ் இடங்களும், பொருள்களும்

அலகு - 6

அறிமுகம் - 1. விழாக்கள், 2. இயற்கை, 3. உணவு முறைகள்-சுவை-

காய்கள் - பழங்கள் போன்றன.

பாடத்திட்டத்தின் பயன்கள் (Subject Outcome)

- இந்தப் பாடத்தினால் வேற்றுப்புல மாணவர்கள் தமிழகத்தில் பாமர மக்களிடமும் தமிழில் பேச முடியும்.
- தமிழ் மொழியிலுள்ள சிறு சிறு படைப்புகளைப் பார்த்து இலக்கிய இன்பம் பெறமுடியும்.
- தமிழகத்திலுள்ள சுற்றுலாத்தலங்களுக்கு வழிகாட்டி இன்றிப் போய் வருதல்.

பாட நூல்

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் அடிப்படைத் தமிழுக்குப் பாடத்திட்டங்கள் மட்டுமே வரையறுத்துள்ளது. அதை நூலாக வெளியிடவில்லை. எனவே, பாடநூல் இல்லை.

Reference book

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை.

(Reference book not applicable)

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

சிறப்புத் தமிழ் (Advanced Tamil)

முதற் பருவம்

2 மதிப்பீடுகள்

I. நாட்டுப் புறப்பாடல்

1. பஞ்சம்
2. மானம் விடிவதெப்போ?

II. புனை கதை

1. "கட்டை விரல்" - சி.என்.அண்ணாதுரை

III. புதுக்கவிதை

1. ஆடிக்காற்றே-சிற்பி
2. கடமையைச் செய்-மீரா
3. இழந்தவர்கள்-அப்துல் ரகுமான்

IV. மொழித்திறன்

1. கலைச்சொல்லாக்கம்
2. பொருந்தியச் சொல் தருதல்
3. பிழை நீக்கி எழுதுதல்

UNIVERSITY OF MADRAS
UG – NON-MAJOR ELECTIVE COURSE
OFFERED IN THE DEPARTMENT OF CORPORATE SECRETARYSHIP
SYLLABUS WITH EFFECT FROM 2020-2021

BCS-NMEIA

BASIC ELEMENTS OF LOGISTICS MANAGEMENT

Level of Knowledge: Basic Level

Unit – I

Logistics – Concept & Significance – Logistics System Fundamentals – Transport System: Railway, Road, Air, Waterways, Pipe Lines, Animals and Animal driven vehicles – Economics of transportation – Stocking Policies – Storage and handling capacities – Warehousing.

Unit – II

Packaging – Principles, functions and types – Containerization – Concepts – Infrastructure – Inventory Policy – Concept of Supply Chain Management and its strategic role in the organization – Intra and Inter Organization Supply Chain.

Suggested Readings:

1. Strategic Logistics Management – Lambert
2. Logistical Management – The Integrated Supply Chain Process – Bowersox
3. Logistics & Supply Chain Management – Christopher
4. Supply Chain Management – Sunil Chopra
5. Logistics & Supply Chain Management – Raghuram
6. Supply Chain Management for 21st Century – Sahay.

PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES

SEMESTER - I

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or

Grammar

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions

- Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.-Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition-

Free Writing.

Vocabulary: Register specific - Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking: Brainstorming. (Mind mapping).

Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading : Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்

அடிப்படைத்தமிழ் - பகுதி 4 - முதலாமாண்டு -முதற்பருவம்

BASIC TAMIL – PART IV – FIRST YEAR – I SEMESTER

நோக்கும் கற்றல் பயன்பாடும் (2020 – 2021)

பாடத்திட்டத்தின் நோக்கம் (Objective)

தமிழ்மொழியைப் பேசவும் எழுதவும் படிக்கவும் தெரியாத மாணவர்கள் அடிப்படைத்தமிழ் பாடம் படித்துப் பயன்பெறும் நோக்கில் பாடத்திட்டம் அமைகிறது. அண்டை மாநிலங்களிலிருந்தும் பிற நாடுகளிலிருந்தும் இளங்கலை, இளம் அறிவியல் பட்டம் பெறும் மாணவர்கள் தமிழ் நாட்டின் மாநில மொழியைப் பேசவும் எழுதவும் துணைபுரியும் வகையில் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.

தமிழ் மொழியின் எழுத்துக்களை எழுதவும் படிக்கவும் பயிற்சி அளிக்கப்படுகிறது. தமிழ் மொழியின் சொல் வகை, தொடரமைப்பு, தமிழில் எண்ணுப்பெயர்கள், உடல் உறுப்புகள், அன்றாட வாழ்விற்குத் தேவையான பொருள்களை அறிந்துகொள்ள வைப்பதே இதன் நோக்கமாகும்.

பாடத்திட்டம் - முதல் பருவம் (SYLLABUS)

2022.09.09 12:22

அலகு - 1 - எழுத்துகள்

1. உயிர் எழுத்து, ஆய்த எழுத்து, 2. மெய் எழுத்து, 3. உயிர் மெய் எழுத்து

அலகு - 2 - சொற்கள்

1. பெயர்ச்சொல், 2. வினை சொல், 3. இடை சொல், 4. உரிச் சொல்

அலகு - 3 - தொடரமைப்பு

1. எழுவாய், 2. பயனிலை, 3. செயப்படுப் பொருள்

அலகு - 4 - பிழை நீக்கம்

1. ஒற்றுப் பிழை, 2. எழுத்துப் பிழை, 3. தொடர்ப்பிழை,

அலகு - 5

எண்கள், உறவுப் பெயர்கள், வாழ் இடங்களும், பொருள்களும்

அலகு - 6

அறிமுகம் - 1. விழாக்கள், 2. இயற்கை, 3. உணவு முறைகள்-சுவை-

காய்கள் - பழங்கள் போன்றன.

பாடத்திட்டத்தின் பயன்கள் (Subject Outcome)

- இந்தப் பாடத்தினால் வேற்றுப்புல மாணவர்கள் தமிழகத்தில் பாமர மக்களிடமும் தமிழில் பேச முடியும்.
- தமிழ் மொழியிலுள்ள சிறு சிறு படைப்புகளைப் பார்த்து இலக்கிய இன்பம் பெறமுடியும்.
- தமிழகத்திலுள்ள சுற்றுலாத்தலங்களுக்கு வழிகாட்டி இன்றிப் போய் வருதல்.

பாட நூல்

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் அடிப்படைத் தமிழுக்குப் பாடத்திட்டங்கள் மட்டுமே வரையறுத்துள்ளது. அதை நூலாக வெளியிடவில்லை. எனவே, பாடநூல் இல்லை.

Reference book

தமிழ் - பகுதி 4 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள் ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை.

(Reference book not applicable)

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

சிறப்புத் தமிழ் (Advanced Tamil)

முதற் பருவம்

2 மதிப்பீடுகள்

I. நாட்டுப் புறப்பாடல்

1. பஞ்சம்
2. மானம் விடிவதெப்போ?

II. புனை கதை

1. "கட்டை விரல்" - சி.என்.அண்ணாதுரை

III. புதுக்கவிதை

1. ஆடிக்காற்றே-சிற்பி
2. கடமையைச் செய்-மீரா
3. இழந்தவர்கள்-அப்துல் ரகுமான்

IV. மொழித்திறன்

1. கலைச்சொல்லாக்கம்
2. பொருந்தியச் சொல் தருதல்
3. பிழை நீக்கி எழுதுதல்

UNIVERSITY OF MADRAS
UG – NON-MAJOR ELECTIVE COURSE
OFFERED IN THE DEPARTMENT OF CORPORATE SECRETARYSHIP
SYLLABUS WITH EFFECT FROM 2020-2021

BCS-NME1A

BASIC ELEMENTS OF LOGISTICS MANAGEMENT

Level of Knowledge: Basic Level

Unit – I

Logistics – Concept & Significance – Logistics System Fundamentals – Transport System: Railway, Road, Air, Waterways, Pipe Lines, Animals and Animal driven vehicles – Economics of transportation – Stocking Policies – Storage and handling capacities – Warehousing.

Unit – II

Packaging – Principles, functions and types – Containerization – Concepts – Infrastructure – Inventory Policy – Concept of Supply Chain Management and its strategic role in the organization – Intra and Inter Organization Supply Chain.

Suggested Readings:

1. Strategic Logistics Management – Lambert
2. Logistical Management – The Integrated Supply Chain Process – Bowersox
3. Logistics & Supply Chain Management – Christopher
4. Supply Chain Management – Sunil Chopra
5. Logistics & Supply Chain Management – Raghuram
6. Supply Chain Management for 21st Century – Sahay.

PROFESSIONAL ENGLISH FOR ARTS & SOCIAL SCIENCES

SEMESTER - I

OBJECTIVES:

- To develop the language skills of students by offering adequate practice in professional contexts.
- To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

LEARNING OUTCOMES:

- Recognise their own ability to improve their own competence in using the language
- Use language for speaking with confidence in an intelligible and acceptable manner
- Understand the importance of reading for life
- Read independently unfamiliar texts with comprehension
- Understand the importance of writing in academic life
- Write simple sentences without committing error of spelling or

Grammar

UNIT 1: COMMUNICATION

Listening: Listening to audio text and answering questions

- Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION

Listening: Listening to process description.-Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-

Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended definition-

Free Writing.

Vocabulary: Register specific - Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES

Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking: Brainstorming. (Mind mapping).

Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading : Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

அண்ணா ஆதர்ஷ் மகளிர் கல்லூரி, சென்னை

தமிழ்த்துறை

சென்னைப் பல்கலைக்கழகப் பாடத்திட்டம்

பொதுத் தமிழ் - முதலாமாண்டு - இரண்டாம் பருவம் (second semester)

நோக்கும் கற்றல் பயன்பாடும் (2021 - 2022)

Objective - Syllabus - Out come (2021 -2022)

பாடத்திட்டத்தின் நோக்கம்

காலந்தோறும் தமிழ் அடைந்துள்ள வளர்ச்சியும் பரந்து விரிந்து கிடக்கும் அதன் ஆழ அகலத்தையும் ஒரு பருந்து பார்வையில் நோக்கும் வகையில் பொதுத்தமிழ்ப் பாடப்பகுதி கட்டமைக்கப்பட்டுள்ளது.

பழந்தமிழ் இலக்கியங்களின் வாயிலாக அறம், பொருள், இன்பம் ஆகியவற்றைப் போதித்தல். பழந்தமிழ் இலக்கியங்களின் இலக்கியச் செறிவையும், சொல் வளங்களையும் உணர வைத்தல்.

பழந்தமிழ்ச் சொற்களின் அருமையைப் புரியவைத்து மொழி கலப்பின்றிப் பேசுவதன் அவசியத்தை வலியுறுத்தல். பழந்தமிழ் மக்களின் வாழ்வியலை எடுத்துரைத்தல். இவையே இப்பாடத்திட்டத்தின் நோக்கமாகும்.

பாடத்திட்டம்

(SYLLABUS)

I.இலக்கியம்

II.அதைச் சார்ந்த தமிழிலக்கிய வரலாறு

III.மொழிப் பயிற்சி

அலகு 1

1. நற்றிணை - 87, 88
2. குறுந்தொகை - 46, 88, 89
3. கலித்தொகை - 11 ஆம் பாடல் - "அரிதாய அறன் எய்தி..

அலகு 2

1. அகநானூறு - 86 ஆம் பாடல் (உழுந்து தலைபெய்த)
2. ஐங்குறுநூறு - கிள்ளைப்பத்து
3. பரிபாடல் - செவ்வேள் 5, கடுவன் இளவெயினார் (1 முதல் 10 வரிகள் - வெற்றி வேல்)

அலகு 3

1. புறநானூறு - 182, 192
2. பதிற்றுப்பத்து - காக்கைப்பாடினியார், நச்செள்ளையார் பாடல் (56, 57)

அலகு 4

1. பத்துப்பாட்டு - முல்லைப்பாட்டு

அலகு 5

1. திருக்குறள் - பொருட்பால் - 3 அதிகாரம் (காலமறிதல், சுற்றந்தழால், கண்ணோட்டம்)
2. நாலடியார் - ஈகை (முதல் 5 பாடல்கள்)

// தமிழிலக்கிய வரலாறு

1. முச்சங்க வரலாறு, பதினெண்மேற்கணக்கு நூல்கள் (எட்டுத்தொகை, பத்துப்பாட்டு)
2. பதினெண்கீழ்க்கணக்கு நூல்கள்

III மொழிப் பயிற்சி

1. இலக்கணக் குறிப்பு (வேற்றுமைத் தொகை, உவமைத் தொகை, பண்புத் தொகை, உம்மைத் தொகை, அன்மொழித் தொகை.....வடிவம்) [பத்தியிலிருந்து இலக்கணக் குறிப்புகளைக் கண்டறிதல்]
2. ஒற்று மிகும் மிகா இடங்கள்
3. மரபுத் தொடர்கள் (தமிழ் மரபுத் தொடர்களைக் கண்டறிதல்)

பாடத்திட்டத்தின் பயன்கள்

பழந்தமிழ் இலக்கியங்களின்வழியாக, அக்கால மக்களின் அகவுணர்வுகளையும் அக ஒழுக்கங்களையும் பண்பாட்டையும் உணர்ந்து கொள்ளுதல். பழந்தமிழ் இலக்கிய வாசிப்பின் வழி இயற்கையின் உன்னத மகத்துவத்தைப் புரியவைத்தல்.

தமிழ் இலக்கிய வளங்களின் வாயிலாகத் தமிழ்ப்பண்பாட்டை அடுத்த தலைமுறைக்குக் கொண்டுசெல்லுதல். மொழிவளத்தின் தேவையை வலியுறுத்துதல். மாணவர்கள் பிழையின்றி எழுத மொழிப்பயிற்சி உதவுகிறது.

இப்பாடத்திட்டம் மாணவர்கள் தங்கள் நடிப்பு திறனை வளர்க்கின்றது. போட்டித்தேர்வுகளை எதிர்கொள்வதற்குத் தமிழ் இலக்கிய வரலாற்றுப்பகுதி மிகுந்த பயனுடையதாக அமைகிறது.

பாடநூல்

சென்னைப் பல்கலைக்கழகம் (University of Madras)

அடித்தளப் படிப்பு - பகுதி - I தமிழ்

முதலாம் மற்றும் இரண்டாம் பருவங்களுக்குரியது.

அனைத்துப் பட்டப்படிப்பு பிரிவுகளுக்கும் ஐந்தாண்டு ஒருங்குமுறை பட்ட மேற்படிப்புப் பிரிவுகளுக்கும் பொதுவானது.

தாள் -I - செய்யுள் திரட்டு

(Foundation Course - Part - Tamil

For I & II Semesters

Common to all undergraduate course and Five-Year Integrated postgraduate courses. -
2021 onwards.)

Reference book

தமிழ் - பகுதி 1 - சென்னைப் பல்கலைக்கழகம் வடிவமைத்த பாடத்திட்டங்கள்

ஆகையால் குறிப்புதவிநூல் என்று தனியாக இல்லை. (Reference book not applicable)

ANNA ADARSH COLLEGE FOR WOMEN
DEPARTMENT OF HINDI – SHIFT-I
FOUNDATION COURSE IN HINDI
COURSE OBJECTIVES AND COURSE OUTCOMES
ACADEMIC YEAR 2020-2021

NAME OF THE STAFF: Dr. J. PADMAPRIYA

SUBJECT CODE: CLE2G

YEAR/SEMESTER: I YR/ II SEMESTER

I. COURSE OBJECTIVES:

The objectives of the course is

1. To appreciate and analyse the dramatic elements in Hindi literature.
2. To understand the distinct features Hindi short stories and One Act Play.
3. To understand the importance and process of translation and the qualities of translators.
4. To understand the importance of vocabularies.

I YEAR – II SEMESTER

PAPER – II – ONE ACT PLAY, SHORT STORY &
TRANSLATION

I . ONE ACT PLAY (Detailed Study): **AATH EKANKI**

Edited By: Devendra Raj Ankur, Mahesh Aanand

Vani prakashan, 4695, 21-A Dariyagunj,; New Delhi – 110 002

LESSONS PRESCRIBED :

1. Aurangzeb ki Aakhari Raat
2. Laksmi Ka Swagat
3. Basant Ritu ka Naatak
4. Bahut Bada Sawal

II. **SHORT STORIES** (Non- Detailed Study): **SWARNA MANJARI**

Edited by: Dr. Chitti. Annapurna
Rajeswari Publications
21/3, Mothilal Street, (Opp. Ranganathan Street),
T. Nagar, Chennai – 600 017.

LESSONS PRESCRIBED :

1. Mukthidhan
2. Mithayeewala
3. Seb aur Dev

Semester II

Foundation Course: Paper II-French II

Title of the Paper : Prescribed text and grammar-II

Objectives

In teaching French we aim to

- provide the learners with a basic knowledge of grammar and gradually give them an insight into the culture and literature of France
- enable them to comprehend the nuances of the language so they are better equipped to express themselves in French
- discover another world , another people , another way of life .
- make them more accepting of people who differ from them

Prescribed textbook:

> Régine Mérieux & Yves Loiseau, Latitudes 1, Paris, Didier, 2017 (Units 7-12 only).

Unité 7 - c'est où ?

Demander et indiquer une direction - localiser (près de, en face de ...)

Unité 8 - N'oubliez pas !

Exprimer l'obligation ou l'interdit - Conseiller

Unité 9 - Belle vue sur la mer !

Décrire un lieu - situer - se situer dans le temps

Unité 10 - Quel beau voyage !

Raconter - décrire les étapes d'une action - exprimer l'intensité et la quantité - interroger

Unité 11 - oh! Joli!

Décrire quelqu'un - comparer - exprimer l'accord ou le désaccord - se situer dans le temps

Unité 12 - Et après ?

Parler de l'avenir - exprimer des souhaits - décrire quelqu'un

Outcome :

Learners are able

- to comprehend and express themselves well
- to have an interest to look into another world
- to improve communication skills
- to perform well in the University Exams .

UNIVERSITY OF MADRAS
FRENCH SYLLABUS WITH EFFECT FROM 2022-2023

Recommend text - Not applicable

COMMUNICATIVE ENGLISH

Semester II

LEARNING OBJECTIVES: LEARNING OBJECTIVES:

To give English language skill practice to students to enhance their English proficiency.

To expose students to native speakers' spoken language to enable students to recognize native speakers' accent and language usage.

To simulate real life situations in the classroom to practice real English dialogues and speeches to gain English language fluency.

To give both silent and loud reading practice to students, to enhance their comprehension and English sound recognition skills

To help students overcome their fear and to speak in English in front of their peers and teachers thus, build their self-confidence through various classroom activities and outdoor activities

LEARNING OUTCOMES:

The course seeks to develop the students' abilities in grammar, oral skills, reading, writing and study skills

Students will heighten their awareness of correct usage of English grammar in writing and speaking

Students will improve their speaking ability in English both in terms of fluency and

comprehensibility

Students will give oral presentations and receive feedback on their performance

Students will increase their reading speed and comprehension of academic articles

Students will improve their reading fluency skills through extensive reading

SYLLABUS

CONTENTS

Unit

<p>Unit I</p> <ol style="list-style-type: none"> 1. Listening and Speaking <ol style="list-style-type: none"> a Listening and responding to complaints (formal situation) b Listening to problems and offering solutions (informal) 2. Reading and writing <ol style="list-style-type: none"> a Reading aloud (brief motivational anecdotes) b Writing a paragraph on a proverbial expression/motivational idea. 3. Word Power/Vocabulary <ol style="list-style-type: none"> a Synonyms & Antonyms 4. Grammar in Context <ul style="list-style-type: none"> ● Adverbs Prepositions 	<p>(18 hours)</p>
<p>Unit II</p> <ol style="list-style-type: none"> 1. Listening and Speaking <ol style="list-style-type: none"> a Listening to famous speeches and poems b Making short speeches- Formal: welcome speech and vote of thanks. Informal occasions- Farewell party, graduation speech 2. Reading and Writing <ol style="list-style-type: none"> a Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic) b Reading poetry <ol style="list-style-type: none"> b.i. Reading aloud: (Intonation and Voice Modulation) b.ii. Identifying and using figures of speech - simile, metaphor, personification etc. 3. Word Power <ol style="list-style-type: none"> a Idioms & Phrases 4. Grammar in Context Conjunctions and Interjections 	<p>(20 hours)</p>
<p>Unit III</p> <ol style="list-style-type: none"> 1. Listening and Speaking <ol style="list-style-type: none"> a Listening to Ted talks b Making short presentations – Formal presentation with PPT, analytical presentation of graphs and 	<p>(18 hours)</p>

<p>reports of multiple kinds</p> <p>c. Interactions during and after the presentations 2.</p> <p>Reading and writing</p> <p>a Writing emails of complaint</p> <p>b Reading aloud famous speeches</p> <p>3. Word Power</p> <p>a One Word Substitution</p> <p>4. Grammar in Context: Sentence Patterns</p>	
<p>Unit IV (16 hours)</p> <p>1. Listening and Speaking</p> <p>a Participating in a meeting: face to face and online</p> <p>b Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.</p> <p>2. Reading and Writing</p> <p>a Reading visual texts – advertisements</p> <p>b Preparing first drafts of short assignments</p> <p>3. Word Power</p> <p>a Denotation and Connotation</p> <p>4. Grammar in Context: Sentence Types</p>	
<p>Unit V (18 hours)</p> <p>1. Listening and Speaking</p> <p>a Informal interview for feature writing</p> <p>b Listening and responding to questions at a formal interview</p> <p>2. Reading and Writing</p> <p>a Writing letters of application</p> <p>b Readers’ Theatre (Script Reading)</p> <p>c Dramatizing everyday situations/social issues through skits. (writing scripts and performing)</p> <p>3. Word Power</p> <p>a Collocation</p> <p>4. Grammar in Context: Working With Clauses</p>	



UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC03

CORE-III: TOURISM BUSINESS

Teaching Hours: 75

Credits: 4

OBJECTIVES:

To enable the students to

- Create an awareness in the mind of the students that tourism is an upcoming industry, its importance and difference mode of transport.
- Develop added interest in the field of tourism.
- Specialise in its multi dimensional features.

COURSE OUTLINE

UNIT I	: Definition – nature – importance – components and scope of tourism	15hrs
UNIT II	: Motivations for travel – planning and tourism administration	15hrs
UNIT III	: Tourism and transport – rail – road – sea and air travel	15hrs
UNIT IV	: Accommodation – traditional and supplementary	15hrs
UNIT V	: Tourism as an industry	15hrs

RECOMMENDED TEXT BOOKS:

1. R.K.Sinha Travel and Tourism Management
2. Mm Anand Tourism and Hotel Industry

REFERENCE BOOKS:

1. Chakravarthy – Railways For Developing The Nation.
2. International Tourism Travel

PERIODICALS:

1. Annais to Tourism Research
2. Travel Agent
3. The Environment papers

WEBSITES AND e-LEARNING SOURCES:

www.indiatourism.com/

www.tamilnadutourism.org

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC04

CORE-IV: TOURISM RESOURCES IN INDIA

Teaching Hours: 75

Credits: 4

OBJECTIVES:

To enable the students to

- Understand the rich heritage of India.
- Analyse the role of Tourism as a means of social education.
- Enhance their interest during the specialization at the post graduate level.

COURSE OUTLINE

UNIT I	: The people of India – Arts & Crafts – Fairs & Festivals.	15hrs
UNIT II	: India's worlds heritage sites – Ajanta – Elehanta – Ellora – Qutab Minar – Taj Mahal – Fatehpursikri – Mamallapuram – Konark Sun Temple – Brahadeeswarar Temple – Goan Churches – Saint cathedral	15hrs
UNIT III	: Famous museums & Art Galleries – National Museum (New Delhi) The National Gallery of Modern Art (New Delhi) – Victoria Memorial Museum (Kolkatta) – Hawa mahal Museum (Jaipur) – Salar Junk Museum (Hyderabad)	15hrs
UNIT IV	: Performing Arts of India – Dance – Classical – Katak – Bharat Natyam Kutchipudi – Manipuri – Odissi – Folk – Bangre – Gama – Karagam – Music – Carnatic – Industhani.	15hrs
UNIT I	: Customs & Costumes of India. Common customs in North, South, East & West India.	15hrs

RECOMMENDED TEXT BOOKS:

1. Bhatiya A.K. Tourism development in India
2. Dubey & Negi, Economic Geography of India

REFERENCE BOOKS:

1. David Philips Monuments of India
2. Growther G India a Travel Survival Kit
3. Konlis, Mountaineering in India

PERIODICALS:

1. Travel & Tourism Analyst
2. Journal of Travel Research
3. WTO Publications.

WEBSITES AND e-LEARNING SOURCES:

www.indiatourism.com

www.tamilnadutourism.org

ALLIED: BUSINESS COMMUNICATION SKILLS

Objectives

- To learn Basics of communication
- To introduce the skills of Business communication
- To provide an overview of prerequisites of Business Communication Skills

Course Outcomes

Students will be able to

- Understand the nuances of business communication skills
- Demonstrate various skills and effective verbal and non-verbal Communication ability
- Acquire critical writing skills

- UNIT I:** Communication as Skill – Principles of Communication – Types of Communication - Verbal and Non Verbal Communication– Interpersonal Communication – Questioning – Reflecting – Explaining – The Process of Listening – Reading Styles
- UNIT II:** Skills in Communication – Effective Verbal Communication – The Importance of Listening – Reading Body Language – Communicating Confidently – Public Speaking
- UNIT III:** Business Communication – Interacting in Task Groups – Negotiation and Bargaining – Relational Communication – Organising Interview – Facing Interview –
- UNIT IV:** Organisational Communication – Cross Cultural Communication – Communication and Social Media – Communication and Audio Visual Presentation – Communication for Conflict Management
- UNIT V:** Art of Writing – Types of Writing – Stages of Writing – Business Letters, Memos, minutes, and Emails – Composing Business Reports

Reference Books

1. Sri Jin Kushal, *Business Communication Skills*. VK Publications, 2014
2. Asha Kaul, *Effective Business Communication*. PHI Learning Pvt. Ltd, Delhi, 2015
3. K K Ramachandran, *Business Communication*. Vikas Publications, Delhi, 2014
4. Prasad P. *The Functional Aspects of Communication Skills*. New Delhi

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

அடிப்படைத் தமிழ்ப் பாடம் - (BASIC TAMIL)

இரண்டாம் பருவம்

2 மதிப்பீடுகள்

1. நீதி நூல்கள்

1. ஆத்திச் சூடி(1-12)
2. கொன்றை வேந்தன்(1-8)
3. திருக்குறள்(5)
 - I. அகர முதல (1)
 - II. செயற்கரிய (26)
 - III. மணத்துக்கண் (34)
 - IV. கற்க கசடறக்..... (391)
 - V. எப்பொருள் (423)

(இப்பகுதியில் 15 வினாக்கள் பாடம் தொடர்பாகவும், 5 வினாக்கள் பாடல் வரிகளை எழுதும் வகையில் அமைதல் வேண்டும்)

2. நீதி கதைகள்

1. பீர்பால் கதை
2. பரமாத் குரு கதை

3. அறிமுகம்

1. தமிழ் இலக்கிய வரலாறு - இலக்கியங்கள் புலவர்கள்
2. தமிழக வரலாறு – வரலாற்றுச் சின்னங்கள், சுற்றுலாத்தலங்கள், அலுவலகப் பெயர்கள்
3. பழமொழிகள்.

NOTE:

The mode of conduct of Examination for PART-IV - Basic Tamil (I & II Semesters) are as follows:

அடிப்படைத் தமிழுக்கு விடையைத் தேர்ந்தெடுத்தல் முறையின்படி (objective type) 50 வினாக்கள் கொடுக்கப்பட வேண்டும். ஒவ்வொரு வினாவிற்கும் 2 மதிப்பெண்கள் வீதம் எழுத்துத் தேர்வில் 100க்கு மதிப்பெண்கள் வழங்கி பின்னர் 75க்கு மாற்றம் செய்ய வேண்டும். அகமதிப்பீட்டிற்கு உள்ள 25 மதிப்பெண்களுடன் எழுத்துத் தேர்வு மதிப்பெண்ணையும் சேர்த்து 100க்கு மொத்தமாக வழங்கலாம்.

UNIVERSITY OF MADRAS
U.G. DEGREE COURSES

சிறப்புத் தமிழ் (Advanced Tamil)

இரண்டாம் பருவம்

2 மதிப்பீடுகள்

I. கட்டுரை

1. பெண்ணின் பெருமை-திரு.வி.க

II. செய்யுள்

புறநானூறு

- அ. கெடுகசிந்தை-ஓக்கூர் மாசாத்தியார்
- ஆ. ஈன்று புறந்தருதல் - பொன்முடியார்
- இ. யாதும் ஊரோ - கனியண் பூங்குண்ணார்
- ஈ. திருகுறள் - வான் சிறப்பு முழுமையும்
- உ. சிலப்பதிகாரம் - மங்கல வாழ்த்துப் பாடல்
- ஊ. திருவாசகம் - வேண்டத்தக்கது
- எ. திருவாய்மொழி - உயர்வற
- ஏ. இரட்சண்ய யாத்ரிகம் (சிலுவைப்பாடு)-பாடல்எண்-1,3,4
- ஐ. சீறாப்புராணம் - வானவர்க்கும்
- ஓ. பாரதியார் - நல்லதோர் வீணை

III. இலக்கிய வரலாறு

பாடம் தழுவிய இலக்கிய வரலாறு

IV. மொழிப் பெயர்ப்பு

ஆங்கிலப் பகுதியை தமிழாக்கம் செய்தல்

LEARNING OBJECTIVES

Students are able to be familiar with some basic daily banking procedures.

To learn about how financial innovation led to the growth of banking system

To understand the bank technology in terms of E-Money, E-Banking and E-Commerce

UNIT - I

Banking – Definition – pass book – cheque book – Format of Cheque – Filling up of Cheque- Deposit Challan – Filling up – Clearing cheque – Transfer cheque – Collection Cheque – Payable at par – Demand Draft – application filling – Account Opening form – Filling up – Documents required - Debit Card – Credit Card – ATM Machine – Cash Deposit Machine – Pass book printing machine. MICR- IFSC- Fund transfer through ECS – NEFT – RTGS – Form filling for Fund transfer.

UNIT- II

Online Banking – Sign up – Process – Requirements – Log in – Customer ID – User ID – Pass word – Hints for creating Pass words – change of pass word – on line transactions – Account statements – Fund Transfer – Payment of bills – Utility payments – Loans – Repayment for Loans – other services. Mobile Banking – meaning – importance – Advantages – Mobile Applications (App) – WAP (Wireless Application Protocol)- USSD (Unstructured Supplementary Service Data)- Registration process – through Mobiles – Process at Bank Branch – ATM- User ID-MPIN- change of MPIN –IMPS D(Immediate Mobile Payment System) - UPI(Unified Payment interface) – BHIM(Bharat Interface for money)- NPCI (National Payment Corporation of India) - Bank account Management – Transfer Funds – paying Bills – Locating ATMs - QR code payments- Alerts and notifications- Tracking Spending habits – Cash back- Safe banking methods.

Suggested Readings:

1. B.Santhanam- Banking & Financial systems, Margham Publications
2. S.N.Maheshwari Banking theory, law and practice , Kalyani Publications
3. Parameswaran- Indian Banking, S.Chand& Co.

LEARNING OUTCOME

Acquire fundamental understanding of Banking

Describe the context of today's banking services

Describe the services offered by banking sector

Explain the importance and operations of the banking system

சென்னைப்பல்கலைக்கழகப்பாடத்திட்டமாற்றம்
2020 ஆம்கல்வியாண்டுமுதல்
பொதுத்தமிழ் – (Foundation Course)
B.A./B.Sc./B.Com.,

BFC-LT003

பொதுத்தமிழ்மூன்றாம்பருவம்

மொத்தமதிப்பெண்கள் – 75

பாடப்பகிர்வு

- I. இலக்கியம்
- II. அதைச்சார்ந்ததமிழிலக்கியவரலாறு
- III. மொழிப்பயிற்சியும்மொழிபெயர்ப்பும்

அலகு 1

1. காரைக்கால்அம்மையார் – அற்புதத்திருவந்தாதி
("பிறந்துமொழி" எனத்தொடங்கி 5 பாடல்கள்)
2. தேவாரம் – திருஞானசம்பந்தர் – திருத்தில்லைபதிகம்
"கற்றாங்கு" எனத்தொடங்கி 11 பாடல்கள்
3. திருநாவுக்கரசர் – "மாசில்வீணையும்" எனத்தொடங்கி 10 பாடல்கள்
4. சுந்தரர் – "பித்தாபிறைசூடி" எனத்தொடங்கி 10 பாடல்கள்
5. மாணிக்கவாசகர் – திருப்பள்ளியெழுச்சி 10 பாடல்கள்

அலகு 2

1. ஆண்டாள் – நாச்சியார்திருமொழி – ஏழாம்பத்து
2. பொய்கையாழ்வார், பூதத்தாழ்வார், பேயாழ்வார் – முதல்பாடல்
3. நம்மாழ்வார் – முதல்பத்து – நான்காந்திருமொழிமுதல் 5 பாடல்கள்

அலகு 3

1. தாயுமானவர் - பைங்கிளிகண்ணி (5 கண்ணிகள்)

2. வள்ளலார் - திருவருட்பா - பிள்ளைச்சிறுவிண்ணப்பம் (1-5)
3. அருணகிரிநாதர் - விநாயகர்துதி - நினதுதிருவடிஎனத்தொடங்கும் 5 ஆம்பாடல்

அலகு 4

1. சித்தர்பாடல்கள் - திருமூலர் - திருமந்திரம் (270,271,274,275,285)
2. குணங்குடிமஸ்தான் - பராபரக்கண்ணி (முதல்பத்துக்கண்ணிகள்)
3. வேதநாயகம்பிள்ளை - தாய்தந்தையர்வணக்கம் 25 - 32 வரிகள்
(பெண்மதிமாலை)

அலகு 5

1. முத்தொள்ளாயிரம்
2. தமிழ்விடுதூது - முதல்16கண்ணிகள்
3. நந்திக்கலம்பகம்(61, 96, 100, 105, 110)

II தமிழிலக்கியவரலாறு

1. பக்திஇலக்கியம் (சைவம், வைணவம், சித்தர்கள், இஸ்லாம், கிறித்துவம்)
2. சிற்றிலக்கியங்கள்

III மொழிப்பயிற்சியும்மொழிபெயர்ப்பும்

ஒருபொருள்குறித்தபலசொல் , பலபொருள்குறித்தஒருசொல்,
பிறமொழிச்சொல்நீக்கல், அலுவலகக்கடிதம்வரைதல்,
தமிழில்மொழிபெயர்த்தல்

மதிப்பெண்பங்கீடு I & II - 50

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

SECOND YEAR – SEMESTER III

Paper III Drama

Unit I – Origin and Development of Sanskrit Drama – Madhyamavyayogah

Unit II – Characteristics of Sanskrit Drama - Madhyamavyayogah – Grammar –
sarvanamaprayogah – yusmad sabdah

Unit III – Dramas of Bhasa - Madhyamavyayogah

Unit IV – Dramas of Kalidasa - Madhyamavyayogah

Unit V - Dramas of Bhavabhuti, Sri Harsha - Madhyamavyayogah – Grammar –
Lang lakara (past tense) – select roots

Note: No translation for semester III

Reference Book: Samskrta Granthamala III

Published by:

Sanskrita Academy, 84, Royapettah High Road, Mylapore, Chennai – 600 004.

Available with Publishers and also at Kuppuswamy Sastri Research Institute, Sanskrit College
Campus, Mylapore, Chennai -4

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

SEMESTER III

Foundation Course: Paper III-French III

Title of the Paper : Translation, Comprehension and Grammar-I

Prescribed textbook:

- K.Madanagobalane & N.C.Mirakamal, *Le français par les textes*, Chennai, Samhita Publications-Goyal Publisher & Distributors Pvt Ltd, 2017

The following grammar components are chosen from the prescribed textbook:

- Les pronoms relatifs
- Le passé composé
- L'imparfait
- Le plus-que-parfait
- Le subjonctif
- Le conditionnel
- La comparaison

The following texts from the prescribed textbook:

- Les feuilles mortes
- Le vrai Père
- Nos études
- Demain dès l'aube
- Par une journée d'été
- Une visite inattendue
- L'hiver
- Le Libraire

Paper setters to strictly adhere to the syllabus and ask questions only from the pages included in the syllabus. Questions should cover the entire syllabus.

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

Section A (25 Marks)

Answer ALL questions

1. Translate the following passage from the prescribed text into English (10 Marks)
2. Translate the unseen passage into English (15 Marks)

Section B (25 Marks)

Answer ALL questions

1. FIVE Questions on Comprehension of a passage from the prescribed text (5 x 2 = 10 Marks)
2. FIVE Questions on Comprehension of an unseen passage (5 x 3 = 15 Marks)

Section C (5 x 5 = 25 Marks)

Answer any FIVE exercises

7 grammar exercises to be given from the prescribed text.

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

II YEAR - III SEMESTER

Paper III Ancient Poetry and Introduction to Hindi Literature
(Upto ReetiKaal)

1. Ancient Poetry

Prescribed Text Book : Selections in Poetry (2007)
University Publications
University of Madras .

Lessons Prescribed :

1. Kabirdas - Saakhi (Dohas from 1 to 10)
2. Surdas - Bramargeet Saar only
3. Tulasidas – Vinay ke Pad only
4. Meera Bai – Pad only
5. Tiruvalluar (Dharmakaand only)
6. Biharilal (Dohas 1 to 5)

2. Introduction to Hindi Literature (up to Reethikaal)

Lessons Prescribed :

1. Literary Trends of Veeragatha Kaal (Aadikaal) - Important poets : 1. Chand Baradai 2. Vidhyapathi and their Works
2. Literary Trends of Bhakthi Kaal – Important Poets : 1. Kabirdas 2. Joyasi
3. Tulasidas 4. Surdas and their works
3. Literary Trends of Reethikaal – Important Poets : 1. Bihari 2. Bhushan 3. Ghananand

Reference Books :

1. Hindi Sahithya Ka Itihas
By: Ramchandra Shukla , Jayabharathi Publications, 217, B, Maya Press Road, Allahabad – 211 003.
2. Hindi Sahithya Yug Aur Pravritthiya
By: Dr. Sivakumar Varma,
Asok Prakashan Nayi Sarak, New Delhi – 6
3. Hindi Sahithya ka Sybodh Itihas
By : Babu Gulabroy, Lakshmi Narayanan Agarwas Book Publishers seller, Anupama Plaza -1, Block.No.50, Sanjay Place, Agra- 282002.

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

Unit wise Syllabus for III Semester

UNIT –I

1. Kabirdas - Saakhi (Dohas from 1 to 10)
2. Literary Trends of Veeragatha Kaal (Aadikaal)
3. Chand Baradai and his Works
4. Vidhyapathi and his Works

UNIT - II

1. Surdas - Bramargeet Saar
2. Literary Trends of Bhakthi Kaal
3. Gyan Margi Shakha
4. Important Poet : 1. Kabirdas

UNIT - III

1. Tulasidas – Vinay ke Pad only
2. Literary Trends of Bhakthi Kaal – Prem Margi Shakha
3. Literary Trends of Bhakthi Kaal - Ram Bhakthi Shakha
4. Important Poets – 1. Joyasi and 2. Tulasidas

UNIT - IV

1. Meera Bai – Pad only
2. Tiruvalluar (Dharmakaand only)
3. Literary Trends of Bhakthi Kaal – Krishna Bhakthi Shakha
4. Important Poet – Surdas

UNIT - V

1. Biharilal (Dohas 1 to 5)
2. Literary Trends of Reethikaal
3. Important Poet : Bihari and his works
4. Bhushan and his works and Ghananand and his works

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

SECTION- A (5x3=15)

I. Answer **any 5 out of 8** Questions – Give Answer in **50 Words**

- i) 1 to 4 from Poetry Selection
- ii) 5 to 8 from Sahithya ka itihās

SECTION- B (4x5=20)

II. a) Four Annotations out of **Seven**
(Q.No.9 to 15 annotations from Poetry Selection)

SECTION- C (4x10=40)

Answer in **500 Words**

- 1) Literary Evaluation of Poems 2 out of 3 (2 X 10 = 20)
(Q. No. 16 to 18)
- 2) Essays from History of Hindi Literature 1 out of 2 (1 X 10 = 10)
(Q. No. 19 to 20)
- 3) Brief note on Poets and Writings (1 X 10 + 10)
(Any 2 out of 4) (Q. No. 21)

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC05

CORE-V: TRAVEL AGENCY AND TOUR OPERATIONS
MANAGEMENT – I

Learning Outcomes:

1. To know the history and growth of Travel Agency.
2. To learn setting up a travel agency and identify its sources of income.
3. To understand Consumer Protection Laws.

Unit - 1

Meaning and Definition of a Travel Agency – Growth and Structure of Travel Agency - Thomas Cook, Cox & Kings and American Express – Functions of Travel Agencies - Types of Travel Agency – Wholesaler – Retailer and Tour Operators - An overview of the Travel Agents in India, Pre and Post-Independence – Difference Between Travel Agency and Tour Operators.

Unit - 2

Setting up of Travel Agency - Procedures, Government Rules and Policies for Approval - IATA Regulation for Accreditation - Documentation - Practical Exercise in Setting up a TA/TO - Sources of Earning: Commissions, Service Charges.

Unit - 3

Travel Documents - Passport, Types of Passports - Visa, Procedures to Apply for Visa, Category of Visa, Visa Guidelines.

Unit - 4

Role and Responsibility of Travel Trade Associations – International Travel Trade Associations: UFTAA, PATA, ASTA, Domestic Travel Trade Associations: TAAI, IATO, ATOAI, TAFI, FIYTO and ADTOI.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit - 5

Travel Agency Fairs and Benefits – International Tourism Board – World Travel Mart – Travel Trade Workshop – Business Travel Meetings – Future of Travel Agencies: Travel Trade Publications – Training Programmes – Travel Agency’s Sponsored Programmes.

Text Books:

1. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.
2. Foster, D.L (2010), “The Business of Travel Agency and Administration”, McGraw- Hill, Singapore.
3. Mohinder Chand (2000), “Travel Agency Management”, Anmol Publications Pvt. Ltd., New Delhi.
4. Pran Nath Seth (1998), “Successful Tourism Management”, Sterling Publishers Pvt. Ltd., New Delhi.
5. R.K. Sinha (2003), “Growth and Development of Modern Tourism”, Dominant Publishers, New Delhi.

Reference Books:

1. Frenmount P (2000) “ How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
2. Marc Mancini, (2000), “Conducting Tours: A Practical Guide”, Cengage Learning Publications, New Zealand.
3. Mohinder C (2007), “Travel Agency Management: An Introductory Text”, Anmol Publication Pvt. Ltd, New Delhi.

Web Sources:

1. <http://www.uftaa.org/index.php/aboutus/about-uftaa>
2. https://en.wikipedia.org/wiki/Pacific_Asia_Travel_Association

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC06

CORE-VI: TOURISM RESOURCES IN TAMIL NADU

Teaching Hours: 75

Credits: 4

OBJECTIVES:

To enable the students to

- Differential between natural and manmade tourist product
- Define the following terms scope during

COURSE OUTLINE

UNIT I	: Tourist products of India – Natural and manmade – Geographical Background of the Country.	15hrs
UNIT II	: Newly created destinations in Tamil Nadu – Top Slip – Tranquebar Valparai – Vattakottai – Pulicat - Chettinad	15hrs
UNIT III	: Adventure Tourism- Scope diving – Snorkelling, Parachuting, Rattting, Trekking – Rock climbing, Hang Gliding and mountaineering	15hrs
UNIT IV	: Desert Tourism – India’s Main Desert Areas – Geological Structures Desert & festivals – Hill Tourism – Ooty – Kodaikanal – Yercard.	15hrs
UNIT V	: Tourism ecology – India’s natural sights – Pitchavaram – Sunderbans Kazhanga National park (Assam) – Koleladeo Ghana Bird Sanctuary (Bharakpur)	15hrs

RECOMMENDED TEXT BOOKS:

1. Bhatiya A.K.Tourism development in India
2. International of India, New Delhi
- 3.Jacemohan Legi - . International tourism and Travel Management, New Delhi

REFERENCE BOOKS:

1. David Philips Monuments of India
2. Growther G India a Travel Survival Kit
3. Konlis, Mountaineering in India

PERIODICALS:

1. Travel & Tourism Analyst
2. Journal of Travel Research
3. WTO Publications.

WEBSITES AND e-LEARNING SOURCES:

www.indiatourism.com

www.tamilnadutourism.org

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSA05

ALLIED: ART AND ARCHITECTURE IN SOUTH INDIA

COURSE OBJECTIVES:

- Course surveys the evolution of art and architecture in South India and their transformation through the years.
- Various architectural features embedded in the ancient monuments particularly in the temple would be thrown open to the students to understand the heritage monuments of South India in right perspectives.
- Understand the rich heritage in the forms of sculptures, icons and paintings.

COURSE OUTCOME:

On successful completion of the course students will be able to:

- Trace the evolution of art and architecture in South India
- Appreciate the rich monumental and sculptural wealth of South India
- Learn the technique of Bronze Casting and Materials used in paintings

Unit I – Introduction – Beginning of Art and Architecture in South India - - Architectural Terminologies - Reference in Sangam Literature - Buddhist and Jain Architecture- – Satavahana (Nagarjunakonda and Amaravati) - Early Jaina caverns (Sittannavasal)

Unit II – Western Chalukyan (Badami, Aihole, Pattadakal)- Gangas (Sravanabelagola) - Hoysalas— Belur, Halebid, Somnathpur- Pallavas- Rock cut – rathas - Structural temples (Mandagapattu, Mamandur, Mamallapuram, Kanchipuram) - Pandyas – (Lower Rock cut at Trichy-Kalugumalai) - Cholas (Brihadesvara at Tanjore, Brihadesvara at Gangaikondacholapuram, Airavatesvara temple Darasuram) -Kakatiyas (Warangal) - Vijayanagara (Hampi - Vittala, Hazara Ramasami temples - Virupaksha and, Srirangam temple) - Nayaks (Meenakshi temple at Madurai, Jalakantesvara temple, Vellore)

Unit III – Sculptures – Terracotta - Stone – Metal - Types of Sculptures- Relief and round - Satavahana – Chalukyas of Badami - Pallavas – Gangas - Cholas – Hoysalas – Kakatiyas - Vijayanagara – Nayaks

Unit IV– Definition & Scope of Iconography - Mode of posture- Attributes - Asanas, Mudras, Ayudhas (Weapons), Vahanas - The techniques of Bronze Casting - Bodhisatva Maitraya, Tirtankaras, Ganesa, Somaskandha, Nataraja, Ten incarnations of Vishnu, Brahma, Durga, Lakshmi, Sarasvati

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit V – Painting - Genres of Indian Paintings - Material used in paintings - Pre-Historic Rock Art – Murals – Chalukyas (Badami) - Pallavas (Kanchipuram and Panamalai) – Early Pandyas (Sittanavasal) – Cholas (Tanjavur) – Vijayanagar (Kalamkari, Lepakshi, Srirangam) – Nayaks (Madurai, Tanjavur)

RECOMMENDED TEXTBOOKS:

1. Brown, Percy. Indian Architecture, Buddhist and Hindu Periods, (Taraporevala Sons, New Delhi, 1959).
2. Krishna Deva, Temples of North India, (New Delhi, 1969)
3. Srinivasan, K.R., Temples of South India, (New Delhi, 2005)
4. Edith Tomory, A History of Fine Arts in India and the West, Chennai, 1977
5. Krishnasastri, H., South Indian Image of Gods and Goddess, Madras

REFERENCE BOOKS

1. Vincent Smith, History of Fine Arts in India and Ceylon, Bombay, 1962
2. Soundara Rajan K.V., Cave Temples of Deccan, ASI, 1981
3. Balasubramaiaam, S.R., Early Chola Temples, Orient Longman, 1971
4. Balasubramaiaam, S.R., Middle Chola Temples, Thomas Press India Ltd, 1975
5. Balasubramaiaam, S.R., Later Chola Temples, Mudgala Trust, 1979
6. Srinivasan, K.R., Temples of South India, Publications Division, N.Delhi, 1998
7. Srinivasan, K.R., Cave Temples of Pallavas, ASI, N.Delhi, 1980
8. Gopinatha Rao, T.A., Elements of Hindu Iconography, Vols. I & II, Madras, 1914, 916 (reprint 1997)
9. Banerjee, J.N., Development of Hindu Iconography, Calcutta, 1985
10. Ganguly, O.C., South Indian Bronzes, 1914

JOURNALS:

1. Journal of Heritage Tourism, Taylor & Francis, ISSN 1743-873
2. Brand architecture in tourism branding2010: the way forward for India, Emerald insight. ISSN: 1755-4195

E-LEARNING RESOURCES:

- <https://www.culturalindia.net/indian-architecture/index.html>
<https://www.culturalindia.net/indian-architecture/ancient-architecture/cave-architecture.html>

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

ENVIRONMENTAL STUDIES PROGRAMME
ABILITY ENHANCEMENT COMPULSORY COURSES
(AECC- Environmental Studies)

Syllabus with effect from the academic year 2018-2019
(i.e. for batch of candidates admitted to the course from the academic year 2017-18)

Credits: 2

II Year / III/IV Sem.

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; concept of sustainability and sustainable development.

Unit 2 : Ecosystem (2 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem:
Food chains, food webs and ecological succession, Case studies of the following ecosystem:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3: Natural Resources : Renewable and Non – renewable Resources (6 lectures)

- Land resources and land use change: Land degradation, soil erosion and desertification.
- Deforestation : Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation (8 lectures)

- Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots
- India as a mega- biodiversity nation, Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution (8 lectures)

- Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution.
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies.

UNIVERSITY OF MADRAS

U.G. DEGREE COURSE

Unit 6: Environmental Policies & Practices (8 lecturers)

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

- Human population growth, impacts on environment, human health and welfare.
- Resettlement and rehabilitation of projects affected persons; case studies.
- Disaster management: floods, earthquake, cyclone and landslides.
- Environmental movements : Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental ethics : Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies(e.g. CNG Vehicles in Delhi)

Unit 8 : Field Work (6 lectures)

- Visit to an area to document environmental assets: river / forest/ flora/ fauna etc.
 - Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural.
 - Study of common plants, insects, birds and basic principles of identification.
 - Study of simple ecosystem- pond, river, Delhi Ridge etc.
- (Equal to 5 Lectures)

Suggested Readings:

1. Carson , R. 2002.Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil , M.,& Guha, R. 1993.This Fissured Land: An Ecological History of India. Univ.of California Press.
3. Glesson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993.Water Crisis. Pacific Institute for Studies in Dev.,Environment & Security. Stockholm Env.Institute, Oxford Univ.Press.
5. Groom, Martha J., Gary K.Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates,2006.
6. Grumbine,R.Edward, and Pandit,M.K2013.Threats from India's Himalayas dams .Science,339:36-37
7. McCully,P.1996.Rivers no more :the environmental effects of dams(pp.29-64).Zed books.
8. McNeill,John R.2000.Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum,E.P.,Odum, H.T.& Andrees,J.1971.Fundamental of Ecology. Philadelphia Saunders.
10. Pepper,I.L.,Gerba,C.P & Brusseau,M.L.2011.Environmental and Pollution Science. Academic Press.
11. Rao,M.N.& Datta,A.K1987.Waste Water Treatment. Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven,P.H.,Hassenzahl,D.M & Berg,L.R.2012 Environment.8th edition. John Willey & sons.

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

13. Rosencranz, A., Divan,S.,& Noble, M.L.2001.Environmental law and policy in India. Tirupathi 1992.
14. Sengupta,R.2003.Ecology and Economics: An approach to sustainable development.OUP
15. Singh,J.S.,Singh,S.P and Gupta,S.R.2014.Ecology,Environmental Science and Conservation. S.Chand Publishing, New Delhi.
16. Sodhi,N.S.,Gibson,L.&Raven ,P.H(eds).2013.Conservation Biology :Voices from the Tropics. John Willey & Sons.
17. Thapar,V.1998.Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren,C.E.1971.Biology and water Pollution Control. WB Saunders.
19. Willson,E.O.2006. The Creation: An appeal to save life on earth..New York: Norton.
20. World Commission on Environment and Development.1987.Our Common Future. Oxford University Press.

சென்னைப்பல்கலைக்கழகப்பாடத்திட்டமாற்றம்
2020 ஆம்கல்வியாண்டுமுதல்
பொதுத்தமிழ் – (Foundation Course)
B.A./B.Sc./B.Com.,

BFC-LT004

பொதுத்தமிழ்நான்காம்பருவம்

மொத்தமதிப்பெண்கள் – 75

பாடப்பகிர்வு-

I இலக்கியம்

II அதைச்சார்ந்ததமிழிலக்கியவரலாறு

III மொழித்திறன்

அலகு 1

1. சிலப்பதிகாரம் – ஊர்க்காண்காதை
2. மணிமேகலை – பாத்திரமரபுகூறியகாதை

அலகு 2

1. சீவகசிந்தாமணி – ஏமாங்கதநாட்டுவளம் 10 பாடல்கள்மட்டும்
2. சூளாமணி – 5 பாடல்கள் (நாட்டுச்சருக்கம், நகரச்சருக்கம், தூதுசருக்கம், கல்யாணச்சருக்கம், சுயம்வரச்சருக்கம்)

அலகு 3

1. கம்பராமாயணம் – குகப்படலம்
2. பெரியபுராணம் – மெய்ப்பொருள்நாயனார்புராணம்

அலகு 4

1. சீறாப்புராணம் - உடும்புபேசியபடலம் – 40 பாடல்கள்
2. தேம்பாவணி – வளன்சனித்தபடலம் – 31 பாடல்கள்

அலகு 5

1. மீனாட்சியம்மைபிள்ளைத்தமிழ் – வருகைப்பருவம் – 5 பாடல்கள்
2. திருக்குற்றாலக்குறவஞ்சி - மலைவளம்

II இலக்கியவரலாறு

1. காப்பியஇலக்கியங்கள்
2. சிற்றிலக்கியங்கள்
3. இஸ்லாமியஇலக்கியவரலாறு
4. கிறித்துவஇலக்கியவரலாறு

III மொழித்திறனறிதல்

- i. கலைச்சொற்கள்
- ii. படைப்பு – சிறுகதை (அ) புதுக்கவிதை

மதிப்பெண்பங்கீடு - I & II – 50

III – 25

UNIVERSITY OF MADRAS
PART II - ENGLISH
CHOICE BASED CREDIT SYSTEM
Second Year | Fourth Semester | Language through Literature II

All BA (except BA English) and

BCom. (Corporate Secretaryship & Cooperative studies) Programmes

Textbook– PROWESS by Orient Blackswan | ₹195/-

Unit - I History Makers	10 Hours (including all worksheets to be done in class in the textbook)
Unit - II Self-help Essays	10 Hours (including all worksheets to be done in class in the textbook)
Unit - III Contemporary writings from India	12 Hours (including all worksheets to be done in class in the textbook)
Unit - IV Regional Indian Literature in Translation and English	18 Hours (including all worksheets to be done in class in the textbook)
Unit - V Fiction	20 Hours (including all worksheets to be done in class in the textbook)
Formative Assessment	05 Hours (Unit-end assessment tasks given in the textbook to be done, detached and submitted for evaluation)

UNIVERSITY OF MADRAS

PART II ENGLISH-LANGUAGE THROUGH LITERATURE II | SEMESTER 4

II B.Com. Corp. Sec & Cooperation and All BA (Except BA English) Programmes

Textbook : PROWESS | Publishers: Orient BlackSwan Rs. 195/

Course Objectives

- To use literature as a medium to teach/learn vocabulary, writing mechanics, creative writing and thinking skills
- To strengthen contextual understanding of the language through texts and offer scope for imaginative involvement and self-expression
- To help absorb the values, ethics and attitudes of life from personalities, perspectives and the cultural diversity in India from translated literary texts
- To stimulate interest in acquiring twenty-first century skills
- To engage in self assessment activities for self- development

Unit	Theme	Lessons	Writing Skills
Unit I : History Makers	Vision Mission	1.1 <i>Coffee, Tea and JRD</i> by Harish Bhat 1.2 <i>Work Brings Solace</i> by APJ Abdul Kalam	<ul style="list-style-type: none">• Gathering details and information – Brainstorming• Listing events and experiences• Creating mind maps• Pre-writing, Writing and Rewriting/Revising• Autobiographies and memoirs• Biographies
Unit II : Self- help Essays	Introspection Discover	2.1 <i>How to Do What You Love</i> by Paul Graham 2.2 <i>Why We Travel</i> by Pico Iyer	<ul style="list-style-type: none">• Journal writing• Travel writing• Preparing checklists and itineraries• Writing about social events, festivals, sports• Writing about nature and the environment

<p>Unit III : Contemporary Writing from India</p>	<p>Perception</p> <p>Standard</p>	<p>3.1 <i>Wikileaks, Facebook and the End of Discretion</i> by Mukul Kesavan</p> <p>3.2 <i>What is Wrong with Indian Films</i> by Satyajit Ray</p>	<ul style="list-style-type: none"> • Critical and analytical writing • Analyzing media reports • Writing opinions • Writing film reviews • Writing appraisals
<p>Unit IV : Regional Indian Literature in Translation and English</p>	<p>Perspective</p> <p>Challenge</p> <p>Tradition</p> <p>Empathy</p> <p>Will power</p>	<p><u>Poems</u></p> <p>4.1 <i>Oh Great Poet</i> by Daya Pawar translated from Marathi by Graham Smith</p> <p>4.2 <i>The Cock Fight</i> by Sitakant Mahapatra translated from Odia by Ramakanta Rath</p> <p>4.3 <i>Earthen Pots</i> by ONV Kurup translated from Malayalam by K Sreedharan Nair</p> <p><u>Short Stories</u></p> <p>4.4 <i>The Woodrose</i> by Abburi Chaya Devi translated from Telugu by P Jayalakshmi</p> <p>4.5 <i>Laburnum for My Head</i> by Temsula Ao</p>	<ul style="list-style-type: none"> • Translation • Writing acrostic poems • Critique/culture study • Analyzing short stories • Writing outlines and short stories • Rewriting/expanding stories • Writing stories based on pictures
<p>Unit V : Fiction</p>	<p>Globalization</p> <p>Social Justice</p>	<p><i>The White Tiger</i> by Aravind Adiga</p>	<ul style="list-style-type: none"> • Creative writing • Critical writing

Learning Outcomes

After completing the course, the students will be able to

- improve the ability to gather ideas and information to collaborate and write with clarity and ease

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

SEMESTER IV

Foundation Course: Paper IV-French IV

Title of the Paper : Translation, Comprehension and Grammar-II

Prescribed textbook:

- K.Madanagobalane & N.C.Mirakamal, *Le français par les textes*, Chennai, Samhita Publications-Goyal Publisher & Distributors Pvt Ltd, 2017

The following grammar components are chosen from the prescribed textbook:

- Le passé simple
- Temps du passé - Emplois (le passé composé, l'imparfait, le passé simple, le plus-que-parfait)
- L'expression de la cause
- L'expression de la conséquence
- L'expression du but
- L'expression de la concession
- L'expression de la condition et de l'hypothèse

The following texts from the prescribed textbook:

- Décadi et son grand-père
- Le Petit chose
- L'égoïste puni
- Estula
- Une Saison dans la vie d'Emmanuel
- Une mauvaise nouvelle
- La visite de la grand-mère
- *Le Horla*

Paper setters to strictly adhere to the syllabus and ask questions only from the pages included in the syllabus. Questions should cover the entire syllabus.

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

Section A (25 Marks)

Answer ALL questions

1. Translate the following passage from the prescribed text into English (10 Marks)
2. Translate the unseen passage into English (15 Marks)

Section B (25 Marks)

Answer ALL questions

1. FIVE Questions on Comprehension of a passage from the prescribed text (5 x 2 = 10 Marks)
2. FIVE Questions on Comprehension of an unseen passage (5 x 3 = 15 Marks)

Section C (5 x 5 = 25 Marks)

Answer any FIVE exercises

7 grammar exercises to be given from the prescribed text.

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

II YEAR - IV SEMESTER

Paper –IV Modern Poetry And Introduction To Hindi Literature
(Aadhunik Kaal)”

1. Modern Poetry

Prescribed Text Book : Selections in Poetry

University Publications, University of Madras .

Lessons Prescribed :

1. Asha – (Jayashankar Prasad)
2. Tum Logon se Door (Nagarjun)
3. Kavi Aur Kalpana – (Dhramaveer Bhaarathi)
4. Bharat Ki Aarathi - (Shamsher Bahadur Singh)
5. Varadan Mangoonga Nahi (Siva Mangal Singh Suman)
6. Anevalon Se Ek Savaal (Bharat Bhooshan Agarwal)

2. Introduction to Hindi Literature (Aadhunik Kaal)

Lessons Prescribed :

1. Literary Trends of Chayavaad
2. Literary Trends of Pragathivaad
3. Literary Trends of Nayee Kavita
4. Literary Trends of Hindi Short Stories
5. Literary Trends of Hindi One Act Plays
6. Brief Note on the writers and their works

Maithili Saran Gupta, Jayashankar Prasad, Nirala, Mahadevi Varma, Panth,
Dinakar, Premchand, Yashpaal Jainendra Kumar, Mohan Rakesh,

Reference Books :

1. Hindi Sahithya Ka Itihas

By: Ramchandra Shukla , Jayabharathi Publications, 217, B, Maya Press Road, Allahabad – 211 003.

2. Hindi Sahithya Yug Aur Pravritthiya

By: Dr. Sivakumar Varma,

Asok Prakashan Nayi Sarak, New Delhi – 6

3. Hindi Sahithya ka Sybodh Itihas

By : Babu Gulabroy, Lakshmi Narayanan Agarwas Book Publishers seller, Anupama Plaza -1, Block.No.50, Sanjay Place, Agra- 282002.

UNIVERSITY OF MADRAS
UG & 5 YR INTEGRATED DEGREE COURSES
SYLLABUS – OTHER LANGUAGES

Unit wise Syllabus for IV Semester

UNIT -I

1. Asha – (Jayashankar Prasad)
2. Tum Logon se Door (Nagarjun)
3. Literary Trends of Chayavaad

UNIT - II

1. Kavi Aur Kalpana – (Dhramaveer Bhaarathi)
2. Bharat Ki Aarthi - (Shamsher Bahadhur Singh)
3. Literary Trends of Pragathivaad

UNIT - III

1. Varadan Mangoonga Nahi (Siva Mangal Singh Suman)
2. Anevalon Se Ek Savaal (Bharat Bhooshan Agarwal)
3. Literary Trends of Nayee Kavita

UNIT –IV

1. Literary Trends of Hindi Short Stories
2. Literary Trends of Hindi One Act Plays

UNIT- V

1. Maithili Saran Gupta, Jayashankar Prasad, Nirala,
2. Mahadevi Varma, Panth, Dinakar, Premchand,
3. Yashpaal Jainendra Kumar, Mohan Rakesh,

QUESTION PAPER PATTERN

Time : 3 Hours

Maximum Marks : 75

SECTION- A (5x3=15)

- I. Answer **any 5 out of 8** Questions – Give Answer in **50 Words**
- i) 1 to 4 from Poetry Selection
 - ii) 5 to 8 from Sahithya ka itihās

SECTION- B (4x5=20)

- II. a) Four Annotations out of **Seven**
(Q.No.9 to 15 annotations from Poetry Selection)

SECTION- C (4x10=40)

Answer in **500 Words**

- 1) Literary Evaluation of Poems 2 out of 3 (2 X 10 = 20)
(Q. No. 16 to 18)
- 2) Essays from History of Hindi Literature 1 out of 2 (1 X 10 = 10)
(Q. No. 19 to 20)
- 3) Brief note on Poets and Writings (1 X 10 + 10)
(Any 2 out of 4) (Q. No. 21)

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC07

**CORE-VII: TRAVEL AGENCY AND TOUR
OPERATIONS MANAGEMENT – II**

Learning Outcomes:

1. To acquire an in depth knowledge about the Tour Operation Management
2. To become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
3. To acquire an indepth knowledge about the techniques and approaches for successful tour operation management.

Unit – I

Tour Operation: Definition – Concept, Nature and Scope of Tour Operation – History and Growth of Tour Operation Business - Functions and Types of Tour Operators – Types of Packaged Tour, Tour Manager, Rules for Recognition of Tour Operation.

Unit – II

Setting up of tour operation business – Primary Requisites - Comparative study of various types of organisation proprietorship, partnership, private limited and limited - Govt. rules for getting approval - IATA rules, regulation for accreditation - Practical exercise in setting up a Tour Operation.

Unit – III

Itinerary Preparation - Important Considerations for Preparing Itinerary, Costing, Packaging and Promotion. Computerized Reservation System (CRS), Functions and Various Computerized Reservation Systems, Global Distribution System (GDS) - European and Indian Directive on Tour Operation.

Unit - IV

Policies, Practices and Problems in Tour Operation Management - Tourism Bills of Rights - Manila declaration - International conventions- Future Trends in Travel Management - Consumer protection law - Corporate Travel Policy.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit - V

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

Text Books:

1. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.
2. Foster, D.L (2010), “The Business of Travel Agency and Administration”, McGraw- Hill, Singapore.
3. Mohinder Chand (2000), “Travel Agency Management”, Anmol Publications Pvt. Ltd., New Delhi.
4. J.M.S. Negi, Travel Agency and Tour Operation: Concepts and Principles.
5. Pran Nath Seth (1998), “Successful Tourism Management”, Sterling Publishers Pvt. Ltd., New Delhi.
6. R.K. Sinha (2003), “Growth and Development of Modern Tourism”, Dominant Publishers, New Delhi.

Reference books

1. Chunk, James, Dexter &Boberg “Professional Travel Agency Management”
2. Foster, D., “Travel Agency & Tour Operations”
3. J. Christopher Holloway & Chris Robinson “Marketing for Tourism”

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC08

CORE-VIII: TOURISM POLICIES AND PLANNING IN INDIA

OBJECTIVES

- To explain key concepts in tourism planning
- To develop critical study on planning and managing tourism studies
- To explore the impact of tourism planning in India

COURSE OUTCOMES

Student will be able

- To plan, lead, organize and control resources for effective and efficient tourism operations.
- Create, apply, and evaluate marketing strategies for tourism policy and planning

- UNIT I:** Objectives and Aims of Tourism policy – Strategies of Tourism Policy Formulation - Social and Economic Developmental Plans in Tourism – Tourism Infrastructure – Creation of Tourism Supply - State Role in Tourism
- UNIT II:** Tourism Policy Initiatives – Evolution of Tourism Policy in India – Five Year Plans and Tourism Sector – Tourism Department in India – The Process of Tourism Policy Formulation – Tourism Funding, Taxes, and Visa Policies in India
- UNIT III :** Tourism and Organizations – Tourism Finance Corporation of India(TFCI) – Tourism Association of India(TAAI) – The India Association of Tour Operators (IATO) – India Tourism Development Corporation (ITDC) – Indian Institute of Tourism and Travel Management(ITTm)
- UNIT IV :** Tourism Planning – Co-ordination in Planning – Planning Process – Assessment of Demand and Supply – Establishing Objectives – Territorial Planning – Human Resource Planning – Financial Planning – Monitoring Time factors – Tourism Marketing and Promotion.
- UNIT V:** Physical Structure of Planning – Major Infrastructure - Major Tourist Attraction – The Internal Transportation Network in India – Major Tour Routs in India – Challenges in Tourism Planning

REFERENCES

1. A.K. Bhatia, 2003, **International Tourism**, Sterling Publishers, New Delhi.
2. Pushpinder S.Gill, , 1999, **Dynamics of Tourism**, Anmol Publication Pvt Ltd, New Delhi.
3. Pran Nath Seth, 1998, **Successful Tourism Management**, Sterling Publication Pvt Ltd,
4. R.K.Sinha,1999,**Growth & Development of Modern Tourism**,Dominant Publishers Delhi.
5. R.K.Sinha, 1999, **Travel and Tourism Management**, Dominant Publishers and Distributors, Delhi.
6. Shashi Prabha Sharma, 2004, **Tourism Education**, Kanishka Publishers, New Delhi.
7. Praveen Sethi, 1999, **Tourism for the Next Millenium**, Rajat Publications, New Delhi.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit-V

[20 Hrs]

Promotion: Concept of Promotion and Communication - objectives and importance of marketing promotion and communication - promotion mix - components of promotion mix - factor affecting promotion mix - types of marketing promotion and communication tools.

Text Books:

1. Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi.
2. V.S. Ramaswamy , S. Namakumari, (2018), ‘Marketing Management – Indian Context Global Prospective, Sage text.
3. Willam J. Stanton, (1984), ‘Fundamentals of Marketing’, McGraw Hill
4. Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education
5. [Kavita Sharma](#), [Swati Aggarwal](#), (2018), ‘Principles of Marketing’, Taxman

Reference Books:

1. Middleton, Victor (2001). Marketing in Travel and Tourism, B-H L, New Delhi
2. Philip Kotler, Jon Bower, James Maken, (2017)‘Marketing for Hospitality and Tourism’, Pearson
3. J. Christopher Holloway &Chris Robinson, (1995) , ‘Marketing for Tourism’ Longman
4. Holloway J. Christopher, (2002),’The Business of Tourism’, Prentice Hall of India
5. Les Lumsdon, (1997), ‘Tourism Marketing’ : International Thomson Press

Web Sources:

1. <https://www.marketing91.com/what-is-tourism>
2. https://tourismnotes.com/tourism-marketing_
3. <https://smallbusiness.chron.com/tourism-marketing-56473.html>

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSA06

ALLIED: PRINCIPLES OF MARKETING

Course Objectives:

1. To acquaint the principles in marketing both at micro and macro levels
2. To understand the concepts and techniques of marketing
3. To promote marketing business activity in managing, planning and controlling

Course Outcomes:

Students will be able;

- 1: to recognize the importance of marketing in tourism industry
- 2: to describe the basic understanding of marketing concepts
- 3: to discuss the way of marketing to get an edge over others
- 4: to understand the way of marketing in the stiff rising competition
- 5: to critically analyze the advantage for tourism businesses

Unit-I

[20 Hrs]

Introduction to Marketing Concepts - Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process - Marketing Environment

Unit-II

[15 Hrs]

Market targeting: Concept of market segmentation; targeting and positioning - Types of segmentation - Marketing mix.

Unit-III

[15 Hrs]

Product issues: Types of products - product mix dimensions - product strategies - product life cycle.

Unit-IV

[20 Hrs]

Pricing; Concept of price - factor influencing tourism pricing - method of price fixation - pricing strategies - Distribution channels - Nature and importance of distribution system - Marketing intermediaries.

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

ENVIRONMENTAL STUDIES PROGRAMME
ABILITY ENHANCEMENT COMPULSORY COURSES
(AECC- Environmental Studies)

Syllabus with effect from the academic year 2018-2019
(i.e. for batch of candidates admitted to the course from the academic year 2017-18)

Credits: 2

II Year / III/IV Sem.

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; concept of sustainability and sustainable development.

Unit 2 : Ecosystem (2 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem:
Food chains, food webs and ecological succession, Case studies of the following ecosystem:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3: Natural Resources : Renewable and Non – renewable Resources (6 lectures)

- Land resources and land use change: Land degradation, soil erosion and desertification.
- Deforestation : Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation (8 lectures)

- Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots
- India as a mega- biodiversity nation, Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution (8 lectures)

- Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution.
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies.

UNIVERSITY OF MADRAS

U.G. DEGREE COURSE

Unit 6: Environmental Policies & Practices (8 lecturers)

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

- Human population growth, impacts on environment, human health and welfare.
- Resettlement and rehabilitation of projects affected persons; case studies.
- Disaster management: floods, earthquake, cyclone and landslides.
- Environmental movements : Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental ethics : Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies(e.g. CNG Vehicles in Delhi)

Unit 8 : Field Work (6 lectures)

- Visit to an area to document environmental assets: river / forest/ flora/ fauna etc.
- Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystem- pond, river, Delhi Ridge etc.

(Equal to 5 Lectures)

Suggested Readings:

1. Carson , R. 2002.Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil , M.,& Guha, R. 1993.This Fissured Land: An Ecological History of India. Univ.of California Press.
3. Glesson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993.Water Crisis. Pacific Institute for Studies in Dev.,Environment & Security. Stockholm Env.Institute, Oxford Univ.Press.
5. Groom, Martha J., Gary K.Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates,2006.
6. Grumbine,R.Edward, and Pandit,M.K2013.Threats from India's Himalayas dams .Science,339:36-37
7. McCully,P.1996.Rivers no more :the environmental effects of dams(pp.29-64).Zed books.
8. McNeill,John R.2000.Something New Under the Sun: An Environmental History of the Twentieth Century.
9. Odum,E.P.,Odum, H.T.& Andrees,J.1971.Fundamental of Ecology. Philadelphia Saunders.
10. Pepper,I.L.,Gerba,C.P & Brusseau,M.L.2011.Environmental and Pollution Science. Academic Press.
11. Rao,M.N.& Datta,A.K1987.Waste Water Treatment. Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven,P.H.,Hassenzahl,D.M & Berg,L.R.2012 Environment.8th edition. John Willey & sons.

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

13. Rosencranz, A., Divan,S.,& Noble, M.L.2001.Environmental law and policy in India. Tirupathi 1992.
14. Sengupta,R.2003.Ecology and Economics: An approach to sustainable development.OUP
15. Singh,J.S.,Singh,S.P and Gupta,S.R.2014.Ecology,Environmental Science and Conservation. S.Chand Publishing, New Delhi.
16. Sodhi,N.S.,Gibson,L.&Raven ,P.H(eds).2013.Conservation Biology :Voices from the Tropics. John Willey & Sons.
17. Thapar,V.1998.Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren,C.E.1971.Biology and water Pollution Control. WB Saunders.
19. Willson,E.O.2006. The Creation: An appeal to save life on earth..New York: Norton.
20. World Commission on Environment and Development.1987.Our Common Future. Oxford University Press.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC09

CORE-IX: HOSPITALITY MANAGEMENT

Credits 4 (Instruction Hours 4)

Learning Outcomes:

Students will acquire

It is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

Unit – 1:

Introduction to Hospitality: Origin and History of Hospitality Industry, Concept, Modern Evolution of Hospitality Industry – Hospitality Ethics – Hospitality around the World – Global and Indian Context – Scope of Hospitality – Role of Hospitality in the development of tourism industry

Unit – 2:

Types of Plan: European plan, American plan, modified American plan, continental plan & Bermuda plan – Types of accommodation – intermediary accommodation – grouping of accommodations – Classification of hotels: Size, Location, Length of Stay & Facilities offered – Various Departments: Front Office, Room Division Management, Housekeeping, Food & Beverage Preparation, Food Production – Sales & Marketing – Purchasing – Accounts & Financing – Human Resource Management – Maintenance – Grading Star Category by HRACC and Ministry of Tourism – Government. of India – FHRAI, SIHRA, AHLA and IHRA

Unit – 3:

Different types of rooms – available in India and various tariffs and facilities offered – Types of room: single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency – Hotel industry future in India – Changing trends – Relation of Tourism with hospitality industry – Sustainability in Hospitality Industry: Sustainable Lodging – Green

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage, Sustainable Restaurants, Sustainable Restaurant Operation – Sustainable Managed Services.

Unit - 4

Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License, Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry

Unit - 5

Trends in Hospitality: Trends in Hotel and Rooms Division Operations, Trends in Lodging, Food and Beverage - Case Study of major Hotels chains in India – Taj, Oberoi, ITC Welcome Group, Leela Group, Sheraton, Marriott, Radisson, Hilton (With details of Location, Types of Properties, Number of Properties) Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

Text Books:

1. John Walker (2017), “Introduction to Hospitality Industry, Pearson Education Limited, England.
2. Sudhir Andrew, (2007), “Introduction to Tourism and Hospitality Industry”, Tata Mc. Graw Hill Publishing Company, New Delhi.
3. Andrews Sudhir (2012), Hotel Front Office Training Manual, Tata Mc Graw Hill Pulication, New Delhi.

Reference Books:

1. Jagmohan Negi, Gaurav. M.J. and Suniti (2011), “Housekeeping Operations and Management Procedure and Techniques”, Kanishka Publishers, New Delhi
2. Kasavana M and Brooks R (2012), “Managing Front Office Operations”, Prentice Hall
3. Medlik S and Ingram H (2000), “The Business of Hotels” Butterworth Heinemann, New Delhi

Web Source:

1. <http://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe.pdf>
2. <http://setupmyhotel.com/job-description-for-hotels/front-office/324-guestrelation.html> 3 S

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC10

CORE-X: TOURISM MARKETING

Course Objectives:

1. To acquaint the concepts used in tourism marketing
2. To understand the techniques of marketing both at micro and macro levels
3. To promote tourism marketing business activity in managing, planning and controlling

Course Outcomes:

Students will be able;

- 1: to recognize the importance of marketing in tourism industry
- 2: to describe the basic understanding of marketing concepts in tourism
- 3: to discuss the way of tourism marketing to get an edge over others
- 4: to understand the way of tourism marketing in the stiff rising competition
- 5: to critically analyze the advantage for tourism businesses

Unit-I

[20 Hrs]

Marketing: Introduction to tourism marketing – Definition, nature and scope of tourism marketing - Process and growth of tourism marketing - Understanding the needs, wants, demands, values, satisfaction and evolution of marketing.

Unit-II

[20 Hrs]

Understanding Markets Uniqueness of Tourism Marketing - Market Segmentation of Tourism Market - Identifying and Selecting Target Market - Developing market activities of Tourism Market - Marketing mix for travel and tourism.

Unit-III

[15 Hrs]

Product Managing Service - Product Decisions- Product Line - Product Mix - Product Life Cycle - New Product Development, Branding and Packaging Decisions.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit- IV

[20 Hrs]

Marketing mix Process - service blueprinting; Physical evidence - roles of physical evidence, dominant and peripheral goods as physical evidence; Place (Service logistics) - distribution options, managing channels, franchising; Managing People and internal marketing – internal marketing at a destination.

Unit- V

[15 Hrs]

Service Marketing Concepts and marketing of tourism packages Concept of value, customer satisfaction and service quality; Service quality Gaps Model. Strategy and role of marketing for competitive advantage for tourism businesses - Case studies of marketing - tourism package offerings by major tourism companies in India.

Text Books:

1. V.S. Ramaswamy , S. Namakumari, (2018), ‘Marketing Management – Indian Context Global Prospective, Sage text.
2. Victor T.C. Middleton, (1994), ‘Marketing in Travel and Tourism’ B-H Publishers
3. Willam J. Stanton, (1984), ‘Fundamentals of Marketing’, McGraw Hill
4. Bhattacharya K. Sisir. , (2004), ‘Marketing Management’ National Publishing House
5. [Kavita Sharma](#), [Swati Aggarwal](#), (2018), ‘Principles of Marketing’, Taxman

Reference Books:

1. Philip Kotler, Jon Bower, James Maken, (2017)‘Marketing for Hospitality and Tourism’, Pearson
2. Les Lumsdon, (1997), ‘Tourism Marketing’ : International Thomson Press
3. J. Christopher Holloway &Chris Robinson, (1995) , ‘Marketing for Tourism’ Longman
4. Holloway J. Christopher, (2002),’The Business of Tourism’, Prentice Hall of India

Web Sources:

1. <https://www.marketing91.com/what-is-tourism>
2. <https://tourismnotes.com/tourism-marketing>
3. <https://smallbusiness.chron.com/tourism-marketing-56473.html>

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC11

CORE–XI: GLOBAL TOURISM

Credits 4 (Instruction Hours 5)

Learning Outcomes:

Students will be able to

Acquaint with the past, present and future trends of Global Tourism. They will understand the tourism business with reference to Asia, Europe, USA and Australia. After doing this course, the students would be able to appreciate the significance of tourism industry at the global level and will understand the emerging tourism products.

UNIT I

Global Tourism: Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

UNIT II

ASIA- Location and situation, Physiography of Asia, Main countries & capitals, Main tourist attractions of Malaysia, Singapore, Thailand, Nepal, Sri Lanka, India, Maldives, UAE, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia – Golden Triangle, Mumbai-Goa and Rajasthan and other famous tourism circuits in Asia.

UNIT III

EUROPE: Location and situation, Physiography of Europe, Main countries & capitals. Main tourist attractions of France, United Kingdom, Switzerland – Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile – Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

UNIT IV

Location and situation of North & South America: Physiographic of North America and South America, Main countries & capitals, Main tourist attractions of USA & Brazil –AFRICA: Location and situation, Physiography of Africa, Main countries and capitals. Main tourist attractions of South Africa - Egypt.

Unit-V

AUSTRALIA: Location and situation, Physiography of Australia, Main countries & capitals, Main tourist attractions of Australia and New Zealand.

REFERENCES

1. Boniface, B., Cooper, R. & Cooper, C. (2016). World Wide Destinations – The
2. Geography of Travel and Tourism. New York: Routledge.
3. Nelson, V. (2013). An Introduction to the Geography of Tourism. United Kingdom: Rowman and Littlefield Publisher.
4. Hall, M. (1999). Geography of Travel and Tourism. London: Routledge.
5. Hall, M., & Page, S.J. (2006). The Geography of Tourism and Recreation -Environment, Place and Space. London: Routledge.
6. Hudman, L.E., & Jackson, R. H. (2003). Geography of Travel and Tourism. London: Thomson.
7. IATA. (2009). Travel Information Manual. Netherlands: IATA Publications. World Atlas.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC12

CORE–XII : ECO TOURISM

Credits 4 (Instruction Hours 5)

Learning Outcomes:

Students will be able to know about the Ecosystem, Properties of Ecosystem and the importance of Ecotourism Venue. They will also understand the Ecotourism Sustainability and develop the Tourist Destinations as per Environmental Impact Assessment

Unit - 1 Introduction to Ecotourism: Ecotourism History and Growth – Ecology, Ecosystem, Biosphere, Community, Habitat – Carrying Capacity, Types and Absorbing Capacity – Species - Biodiversity in Ecosystems - The International Ecotourism Society – Kyoto Protocol

Unit - 2 Ecotourism Venues: Caves, National Parks, Wildlife Sanctuaries, Tiger reserves, Elephant reserves, Natural heritage sites, Botanic Gardens, Wetlands, Mangroves, Coral Reefs, Island and Desert areas – Flora and Fauna.

Unit - 3 Ecotourism Planning and Development: Ecotourism Products and Trends - Guidelines for Ecotourism by the Ministry of Environment and Forests, obtaining Official Permits, Use of Information Technology, Developing Blogs and Websites related to Ecotourism – Environmental Impact Assessment (EIA) – Ecotourism Management

Unit - 4 Sustainability: Principles of Sustainability – Tourism Ecological Sustainability – Economic Sustainability – Socio Cultural Sustainability, Psychological Sustainability - Major Tribal Communities in Tamil Nadu : Toda, Kurumba, Paniya, Irular, Malayali and Kattunayakkan.

Unit - 5 Selected Case Studies: Ecotourism in Tamil Nadu - Manimuthar, Gulf of Mannar, Pichavaram, Point Calimere Wildlife Sanctuary and Bird Sanctuary – Ecotourism in Kerala Thenmala Ecotourism, Periyar Tiger Reserve, Eravikulam National Park – Ecotourism Practices: COSTA RICA Model Educational Tour to Eco-Tourism Destination.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Text Books:

1. Nigam C (2008), “Ecotourism and Sustainable Development”, Neha Publishers.
2. Ratandeeep Singh (2003), “Indian Ecotourism”, Kanishka Publishers.

Reference Books:

1. BidhanKanti Das (2017), “Rethinking Tribe in Indian Context: Realities, Issues & Challenges”, Rawat Publishers
2. Kulwant Singh Pathania (2008), “Ecotourism”, Regal Publications
3. LalitaSharma (2001), “Introduction to Ecotourism”, Centrum Press
4. Seema Bhat (2011), “Ecotourism development in India”, Foundation Books
5. Tyler & Miller (2014), “Living in the Environment”, Cengage Learning, New Delhi

Web sources:

1. www.sciencedirect.com 2. Business.mapsofindia.com 3. www.ecotourism.org

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSE01

ELECTIVE: MEDICAL TOURISM

Learning Outcomes:

1. Understanding the concept of Medical tourism
2. Knowledge on current trends in India and the world
3. Learning the scope of Medical tourism and wellness

Unit - 1

Introduction to Medical Tourism: Nature and Scope of Medical Tourism – Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. History, Purpose of Medical Travels – Dimensions of Medical Tourism.

Unit - 2

Types of Medical Tourism: - Treatment Types Natural and Indigenous System - AYUSH and Types of Ayurvedic, Yoga, Unani, Siddha and Homeopathy Therapies, Concept of Spa and Rejuvenation – Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

Unit - 3

Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance – Medical Travel Services - National and International Travel Services, Visas, Hospital Logistics, Medical Record Transfer, Communications, Client Assistant, Destination Management, One Bill Transparent Pricing.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit – 4

Legal Aspects of Medical Tourism: Certification and Accreditation in Health and Medical Tourism, Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). NAHT - National Association of Health Tourism.

Unit - 5

Medical Tourism in India: Centres / Destinations, Current and Futuristic Trends, Potentials, Issues and Challenges, Trousing the Challenges, Government Support. Factors affecting Medical Tourism in India. Case Studies: Apollo Hospitals, Global Hospitals, Sankara Nethralaya, CMC Vellore.

Text Books:

1. Raj Pruthi (2006), “Medical Tourism in India”, Arise Publication, New Delhi.
2. Smith, M & L Puczko (2009), “Health and Wellness Tourism”, Publication: Routledge Taylors Francis Group, London, New York

Reference Books:

1. Heinemann Sonali Kulkarni, B (2008), “Spa and Health Tourism”, Publication: Book Enclave, Jaipur.

Web Sources:

1. <https://www.medicaltourismassociation.com/en/>
2. <https://www.cdc.gov/features/medicaltourism/>
3. www.cdc.gov/features/medicaltourism

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

PART – IV - VALUE EDUCATION

Common for all U.G. & Five Year Integrated Courses
(Effective from the Academic Year 2012 – 2013)

SYLLABUS

CREDITS: 2

III YEAR / V SEM

Objective: Value are socially accepted norms to evaluate objects, persons and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

UNIT I: Value education-its purpose and significance in the present world – Value system – The role of culture and civilization – Holistic living – balancing the outer and inner – Body, Mind and Intellectual level – Duties and responsibilities.

UNIT II: Salient values for life – Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills – Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

UNIT III: Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

UNIT IV: Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

UNIT V: Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

UNIVERSITY OF MADRAS
U.G. DEGREE COURSE

Books for Reference :

1. M.G. Chitakra: Education and Human Values, A.P.H. Publishing Corporation, New Delhi, 2003.
2. Chakravarthy, S.K: Values and ethics for Organizations: Theory and Practice, Oxford University Press, New Delhi, 1999.
3. Satchidananda, M.K: Ethics, Education, Indian Unity and Culture, Ajantha Publications, Delhi, 1991.
4. Das, M.S. & Gupta, V.K.: Social Values among Young adults: A changing Scenario, M.D. Publications, New Delhi, 1995.
5. Bandiste, D.D.: Humanist Values: A Source Book, B.R. Publishing Corporation, Delhi, 1999.
6. Ruhela, S.P.: Human Values and education, Sterling Publications, New Delhi, 1986.
7. Kaul, G.N.: Values and Education in Independent Indian, Associated Publishers, Mumbai, 1975.
8. NCERT, Education in Values, New Delhi, 1992.
9. Swami Budhananda (1983) How to Build Character A Primer : Rmakrishna Mission, New Delhi.
10. A Culture Heritage of India (4 Vols.), Bharatiya Vidya Bhuvan, Bombay, (Selected Chapters only)
11. For Life, For the future : Reserves and Remains – UNESCO Publication.
12. Values, A Vedanta Kesari Presentation, Sri Ramakrishna Math, Chennai, 1996.
13. Swami Vivekananda, Youth and Modern India, Ramakrishna Mission, Chennai.
14. Swami Vivekananda, Call to the Youth for Nation Building, Advaita Ashrama, Calcutta.
15. Awakening Indians to India, Chinmayananda Mission, 2003.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC13

CORE–XIII : LEGAL FRAMEWORK FOR TOURISM

Credits 4 (Instruction Hours 4)

Learning Outcomes:

This paper will help students to understand the legal and regulatory framework in the travel and Tourism sector.

Unit I

Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.

Unit II

Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.

Unit III

Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.

Unit IV

Contract legislation in relation to Travel and Tourism customers.

Unit V

Business Ethics in travel and tourism sector; CSR policy for travel and tourism businesses.

Text books

1.Mill, Robert C.& Morrison Alastair(2013). The Tourism System. 6th ed. Kendall Hunt Publishing Co.

Reference books

- 1.Downes, John, P. & Tricia (2011). Travel and Tourism Law. 5th ed. Huntington: ELM publications.
- 2.Grant, David, M. M. & Stephen (2012). Holiday Law. 5th ed. London: Sweet and Maxwell.
- 3.Singh, A. (2008). Contract and Specific Relief.
- 4.Williams, G. L., & Smith, A. T. H. (2002). Glanville Williams: learning the law. Sweet & Maxwell.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC14

CORE–XIV: TOUR GUIDING AND INTERPRETATION

Credits 4 (Instruction Hours 4)

Learning Outcomes:

This course will orient the students about the scope of tour guiding as a career option and help them students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritties of this profession and also intends to deliver key skills.

Unit - 1

Tour Guiding : Concept - History Dimensions and Present Status, Role and Responsibilities of Tour Guide - Tour Guides Code of Conduct, Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide- Developing Tour Guiding Skills.

Unit - 2

Communication for Tour Guiding - Language - Posture and Presentation, Roadblocks in Communication - Speaking Faults - Body Language for Speaking, Tour Commentary Composition and Contents-Microphone Technique - Sense of Humor, Dealing with Awkward Questions, Timing and Indications- Apology and Pausing, Linking Commentary with what to be seen.

Unit - 3

Conducting Tours: Pre Tour Planning, Modes of Transportation, Conducting various types of Tours, Understanding Clients Need, Establishing Good Service Security Measures, Relationship with Fellow Guides, Coordination with Hospitality Institutions; Points to remember while Guiding and Costing.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit - 4

Visitor Interpretation: Concept - Principles and Types, Developing good Interpretation Skills
Popular Understanding of a Place, Principles of Good Interpretive Practice – Interpretation -
Personal, Stereotype.

Unit - 5

Handling with Emergencies - Accidents, Law and Order, Theft, Loss of Documents, First Aid:
Importance - General Procedures - Evaluation of Situation - First Aid Procedure - Artificial
Ventilation - Bleeding Control - Treating Wounds, Principles of Bandaging - Treating Burns -
Treating Snake Bite - Dealing with Fractures, Complaint Handling. Students must organize one
day field visit and the report for it should be submitted. First Aid Training should be given to
Students

Text Books:

1. Mohinder C (2007), "Travel Agency Management: An Introductory Text", Anmol Publication Pvt. Ltd, New Delhi.
2. Negi. J (2004), "Travel Agency and Tour Operation, Concepts and Principals", Kaniksha Publishers, New Delhi.

Reference Books:

1. Foster, D (1985), "Travel Agency & Tour Operation", Macmillan Press Ltd., London
2. Frenmount P (2000) " How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
3. Pond K L (1993), "The Professional Guide", Dynamics of Tour Guiding

Web Sources:

1. <http://www.audioconexus.com/products/tour-guide-systems>
2. http://wikieducator.org/Tour_Guiding 3. <http://wftga.org/tourist-guiding/what-tourist-guide>

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSC15

CORE PAPER XV: HERITAGE TOURISM

COURSE OBJECTIVES

- To enable students to understand the growing significance of the tourism industry in India
- To provide a comprehensive view of culture- heritage - tourism relationship
- To create in students an appreciation for Indian Heritage
- To evaluate India's potential as a tourist destination

COURSE OUTCOME

On successful completion of the course students will be able to:

- Demonstrate a critical understanding of the relationships between culture, heritage and tourism.
- Evaluate both the positive and negative impacts of tourism on cultures and communities.
- Describe cultural and heritage tourism policy, planning and management issues.
- Assess the role of various national international organizations in the Conservation and Preservation of Heritage Sites

Unit 1 - Tourism - Conceptual Framework - Definition, Meaning, Nature and Scope - Leisure, Recreation and Tourism - Components and Elements of Tourism - Tourism System - Genesis of Modern Tourism in India

Unit 2 - India's Natural Heritage - Natural Resources - Water Bodies, Forests, Hills and Mountains - Wildlife Tourism - Ecotourism

Unit 3 - India's Intangible Heritage - India as a Cultural Destination - Music - Classical and Folk - Dance - Classical and Folk - Indian Cuisine - Fairs and Festivals - Customs and Traditions - Cultural Events Management Case Studies- Kumbha Mela, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival, Music and Dance festivals

Unit 4 - India's Tangible Heritage - Religious and Secular Monuments - Heritage Sites in India - Important Tourist Circuits - Handicrafts and Handlooms - Museums and Art Galleries of India - Global Approach UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites - Impact of IT

Unit 5 - Problems and Prospects of Cultural Tourism in India - Cultural & Heritage Management Sustaining Tourism Infrastructure for Religious Tourists & Pilgrimages, Local Consultation & Participation, Administrative and Regulatory issues - Tourism Planning in India - Planning &

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

management approaches - India's Tourism Policy - Tourism Organisation - Tourism - Impact of tourism on cultures and communities - Promotional Festivals of India - Tourism Development in India - the Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, Protection, Conservation & Preservation of Culture & Heritage Sites

BOOKS FOR STUDY

Acharya, R. *Tourism and Cultural Heritage of India*. Jaipur: Rosa, 1986.

Chawla, Romila. *Cultural Tourism and Development*. New Delhi: Sonali, 2004

BOOKS FOR REFERENCE

Bhatia, A.K. *Tourism Development: Principles and Practices*. New Delhi: Sterling, 2003.

Chopra, S. *Tourism and Development in India*. New Delhi: Vikas, 1998.

Andrews, S. *Introduction to Tourism and Hospitality Industry*. Tata Mcgraw-Hill, New Delhi, 2007.

JOURNALS

International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly).

(SAJTH) South Asian Journal of Tourism & Heritage (Bi-annual), Centre for Tourism & Heritage Research, Department of Commerce, Dayanand College, Ajmer.

Bi-annual Journal of Indian Art, Culture, Heritage and Tourism, Bharati Women's College, Chennai.

WEB RESOURCES

<http://indiaheritage.org/>

<http://whc.unesco.org/>

www.asi.nic.in

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSE02

ELECTIVE: AIR TICKETING AND FARE CONSTRUCTION

Learning Outcomes:

Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations.

This course is essentially a practical course aim to make learners understands GDS system functionality, basic commands, and have the ability to interpret booked itineraries.

A mix of theory and lab- practice will be main pedagogy for this course.

Unit - I

Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions Freedoms of Air – Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time – Anatomy of Journey - TIM; Hubs and Gateways; Flight and Routing Terms – Aircraft types.– Role of IATA and its functions – ICAO; role and functions – Airport Authority of India – Open sky Policy – International Conventions: Warsaw Convention, Chicago Convention

Unit - II

Management of Airlines: Types of Airlines – Airline personnel and revenue earning – Airport Management – Study of aircraft parts – The aircraft turnaround The control tower- Airport facilities and special passengers _ Airport access _ Check in facilities – Landing facilities for departing passengers – In-flight services – cabin component – Audio and video projection equipments – Emergency equipments for disembarkation – In-flight entertainment – Class of service with more comfort.

Unit - III

Familiarization with OAG: Three letter city and airport code, airline designated code – minimum connecting time – Global indicators – Familiarisation with Air tariff: Currency regulation, NUC conversion factors, General rules, Planning itinerary by air, Introduction to fare construction –

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Mileage principles – Fare construction with Extra Mileage allowances (EMA) – Extra Mileage surcharge (EMS).

Unit - IV

One Way and Return Trip – Circle trip journey – Open Jaw – Add-on mixed class journey- HIP check – Back Haul Minimum Check (BHC) – CTM check – Indirect Travel Limitation – Around the World fare – Special fares.

Unit - V

Issue of manual ticket – reservation procedure – MPD, MCO, PTA and their purposes – Universal Air Travel Plan: Types of air travel cards – Billing and Settlement Plan (BSP) – Case studies of selected Airlines' Modules

Text book/s

Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributers (P) Ltd.

Semer-Purzycki, J. (2000). A Practical Guide to Fares and Ticketing. Delmar Thomson Learning.

Reference books

Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.

Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

BTM-DSE06

ELECTIVE: CIVIL AVIATION MANAGEMENT

Learning Outcomes:

1. Learner can work in airport as they get familiarize with all working stations.
2. They can learn all the terminologies and functions related to aviation and air cargo.
3. This course is aimed at introducing the learner to the fundamentals of managing aviation business.
4. The course will be oriented toward operations management in aviation industry.

Unit - 1

Aviation Industry: Introduction to Airline Management - Indian aviation – Airport's Authority of India - Open Sky Policy - Freedoms of Air - IATA - Director General of Civil Aviation. IATA Geography - IATA Traffic Conference Areas, Global Indicators - Types of Journey. Roles & Functions – ICAO and IAPA.

Unit - 2

Airline Administration: Types of Aircrafts - Narrow body and Conventional - The aircraft turnaround - Control Tower, Airfield Amenities and Special Passengers. In-flight Services, Cabin Components: Equipment's, Emergency Orientation, Onboard Services. Airport Handling: Embarkation and Disembarkation Procedure - RAMP.

Unit - 3

Baggage & Cargo Handling: Baggage - Most Significant Career - Baggage Breakup Area - Baggage Makeup Area - SOP for Baggage Handling at Ramp. Air Cargo: Cargo Booking Procedures – Sky Cargo - Introduction to Dangerous Goods – Regulations for live Animals. Cargo Documentation: Airway Bill - Cargo Manifesto - Load and Trim.

UNIVERSITY OF MADRAS
B.A. DEGREE COURSE IN TOURISM AND TRAVEL MANAGEMENT
SYLLABUS WITH EFFECT FROM 2020 – 2021

Unit - 4

Time Calculation: World Time Zones - GMT - Concept of Standard Time and Daylight Saving Time, Calculation of Elapsed Time, Flying Time - Minimum Connecting Time, Map Reading Skills. Familiarization with OAG, TIM& PAT - Air Tariff: Currency Regulations. Passenger Ticket – Airfare Regulations – IROE.

Unit - 5

Travel Formalities – Air Transport Abbreviations - Transit Areas -Special Formalities – Health Insurance - Currency. Passport - Definition – Types of Passport - Required Documents for Passport. Visa – Types - VISA Formalities - Itinerary Planning. Internship and Industrial visit to Airport or Cargo is Mandatory

Text Books:

1. IATA, (2016), “Foundation in Travel and Tourism”, Course Text Book 5.14 Edition.
2. John, G. Wensveen (2013), “Air Transportation a Management Perspective”.
3. Doganis, Rigas (2010). Flying Off Course. Routledge (4th Ed.).
4. Shaw, Stephen (2011). Airline Marketing and Management. Ashgate (7th Ed.).

Reference Books:

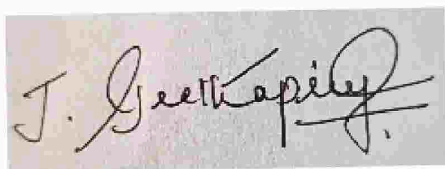
1. Vivek Tiwari, Encyclopedia of flight & airline ticketing
2. Arsonval Mairiho, Airline Cabin Crew Training Manual
3. Kotter, John P. (1996), “Leading Change”, Harvard Business School Press,
4. Trompenaars & Woolliams (2006). Business Across Cultures. Capstone Publishing.
5. Scholes (2010). Exploring Corporate Strategy. Pearson.

Web Sources:

1. <http://www.iata.org/Pages/default.aspx>
2. <http://www.iata.org/publications/timatic/Pages/tim.aspx>
3. <https://www.oag.com>

Assessment Details

Internals (25)	Particulars	Marks
	Test (2 out of 3)	10
	Attendance	05
	Seminars	05
	Assignments	05
	Total	25
External (75)		75
	Total	25+75= 100



Signature of the HOD



Signature of the Principal