## BA History with the Specialisation in Civil Services (CBCS PATERN)

With compulsory Diploma/Skill Based subjects in Tourism

(For the students admitted during the academic year 2008-2009 and onwards)

MODEL SCHEME OF EXAMINATIONS (WITH 4 SEM LANGUAGE PAPERS)

<table>
<thead>
<tr>
<th>Part</th>
<th>Study Components</th>
<th>Course Title</th>
<th>Ins. hrs / week</th>
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### Semester V

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### Semester VI

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$**Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.**$

### Notes:
1. The syllabus for the above papers be the same as prescribed for the academic year 2007-08 except electives.
2. The syllabus for electives are furnished below:

**@ No University Examinations. Only Continuous Internal Assessment (CIA)**

**# No Continuous Internal Assessment (CIA). Only University Examinations.**

**List of Elective papers (Colleges can choose any one of the paper as electives)**

**Elective – I**
- A. Computer Application Paper I
- B. Archaeology
- C. Tourism Marketing

**Elective – II**
- A. Computer Application Paper II
- B. Introduction to Journalism and Mass Communication
- C. Tourist Centres in India

**Elective – III**
- A. Human Resource Management
- B. Indian Cultural Heritage
- C. Applied History for Civil Services examinations.
Elective – I –A
COMPUTER APPLICATION IN HISTORY I

Unit I : Introduction to computer – Generation of computers.

Unit II : Classification of computer – Analog, Digital and Hybrid Computers

Unit III : Computer Organisation: CPU and Memory Organization – RAM - Types of Random Access Memories – ROM – Types of Read only Memory other types of Memories.


Unit V : Softwares – System software Application software – Computer and Communication Application with Historical events.

Books Recommended

1. N. Subramanian - Computers
2. C.S. Subramanian - Introduction to Computer and Foundations
3. Donalo H.Sanders - Computer Today
4. Dr.N. Subramanian - Computer Genesis, Programming, Software Applications
5. R.K.Taxali - PC Software made simple IV edition
6. Rapidex computer courses
Elective – I –B
ARCHAEOLOGY


Unit II: Harappan Culture – chalcolithic culture of Western and Central India and the Deccen - Early Iron Age cultures painted Grey ware and Northern Black polished ware culture.

Unit III Megalithic and Black and Redware cultures of south India – Archaeology of Tamil Nady.

Unit IV: Epigraphy and its importance Brahmi Script – Language and types of inscriptions with special reference to south India.

Unit V: Numismatics - its illustration – coins of the Guptas, Cholas, Pandyas and Vijayanagar.

Books for Reference

1. Childe, G - Introduction to Archaeology
2. Sankalia, H.D - Indian Archaeology Today
3. Wheeler, M. - Early India and Pakistan
4. Mahalingam, T.V - Early south Indian Paleography
5. Subramanian, T.N - Pandia Tamil Eluthukkal (Tamil)
6. Brown, C. - Indian Coins
Elective – I –C

TOURISM MARKETING _PAPER I

UNIT -I CONCEPT OF MARKETING

What is marketing - Nature - Classification - Characteristics of services - Difference between Travel market and Commodity market.

UNIT - II PRINCIPLES AND PRACTICES OF TOURISM MARKETING

Ideas of well known experts of tourism marketing - Tourism marketing peculiarities — Integrated marketing - marketing mix - product Designing - Pricing Strategies — Five 'P'S of marketing - marketing Segmentation - Target marketing and positioning.

UNIT - III LINKAGES IN TOURISM IN OTHER SECTORS

Travel - Travel Agency Accommodation sector - Food and Nutrition - Catering Services.

UNIT - IV TOURISM MARKETING IN INDIA

Indian marketing Strategies - Tourism promotion - Tap or Develop New markets - promote supper summer Saver - Build up the operators confidence in India - Strengthen distribution net work - Encourage chart preflight — boost up image of India - Consistency in our efforts Target for future.

UNIT –V
Governmental efforts to market Tourism - Department of Tourism — Tourist information. Offices - Roll of Indian Tourism Development Corporations - Publicity for Indian gastronomy.

BOOK RECOMMENDED

1. Marketing management : ROTLER PHILIP
2. Tourism and Travel : JAGMOHANNEGI
3. Tourism in India : S.DHARMARAJAN
4. Successful Tourism management : PRANNATH SET H.
Elective – II –A

SEMESTER VI

COMPUTER APPLICATION IN HISTORY PAPER II

Unit I : Introduction to Microsoft Windows

Unit II : M.S.Office – M.S. Word – Creating Web pages

Unit III : Automation and information system - Multimedia – E – mail system
            - Fax.

Unit IV : Internet – Introduction to internet – Resources of the Internet Top

            Level Domains.

Unit V : Use of internet in History using the Web – search Engines – Reading

            a Historical Web pages.

Two hours practicals per week

Lab

Ms Office – Word

1) Prepare a Error Free Document
2) Prepare a Document
3) Prepare the Tables
4) Prepare a Document in Newspaper column Layout
5) Perform Mail Merge operation
6) Create a web page

Books Recommended

1. N.Subramanian - Computers
2. C.S. Subramanian - Introduction to Computer and Foundations
3. Donalo H.Sanders - Computer Today
4. Dr.N. Subramanian - Computer Genesis, Programming, Software Applications
5. R.K.Taxali - PC Software made simple IV edition
6. Rapidex computer courses
Elective – II –B

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATIONS

UNIT I :

UNIT II :
Leading Newspapers of India (Language - 2nd English 2) Brief History of Tamil Journalism. Freedom of the Press.

UNIT III :
Career aspects of Journalism. Structure of a Newspaper organisation characteristics of a Journalist.

UNIT IV :

UNIT V :
Writing Headlines and types of Headlines. Law of Defamation. Recent trends in Indian press.

WORKSHOP :

BOOKS :
1. Mass communication in india - Keval J.kumar
2. Introduction to communication - Edward Emeri Agnee
3. Reporting - Baba Prasad
4. News reporting - P. M.Srinastava
5. Journalism - Ahuja.
Elective – II –C
SEMESTER –V
TOURIST CENTRES IN INDIA AND ABROAD

UNIT: I
Introduction - importance of tourist centres - Advantages - Foreign exchange - Travel documents - Visa, Passport, Airport clearance, Currency exchange - Diplomatic relationship - Classifications.

UNIT : II
'ASIA'

INDIA
Kashmir - Delhi & Agra - Calcutta - Mysore - Goa
Trivandrum - Kanyakumari, Tanjore & Mamallapuram - Maldives.

PAKISTAN
Lahore - Karachi Dacca

BANGLADESH

NEPAL

SRILANKA
Colombo - Kandy - Anuradhapura.

CHINA
Great wall - Peking - Shanghai

JAPAN
Tokyo

VIETNAM
Thailand - Singapore - Malaysia - Indonesia & Cambodia

AUSTRALIA
Sydney, Canberra, Melbouzne

KUWAIT
Mecca-Madhina

UNIT : III
SOUTHAFRICA

EUROPE

ENGLAND

FRANCE

SPAIN

GERMANY

SWITZERLAND

NETHERLANDS

ITALY

GREECE

UNIT : IV
AFRICA

EGYPT
London - Scotland
- Ireland
Paris - French
Rivera
Barcelona -
Madrid
Bonn-Berlin
Zurich - Lausanne
Berne
Amsterdam
Rome, Sicily
Athens

Cairo - Laxtor -
Alexandria Safari
- Capetown
Antanativo.
Tanzania
UNIT: V

AMERICA
CANADA
USA
PANAMA
ARGENTINA

Ottawa - Toronto
Newyork - Niagara - Calliformia - Disneyland
Cuba-Havana
Brazil - Peru

BOOKS RECOMMENDED
1. Dennis : L. Foster - First class: An introduction to Travel and Tourism
2. David L. Edgell - The formulation of Tourism Policy
4. KRISHNA MOORTHY.V. - TOURISM DEVELOPMENT
Elective – III –A
HUMAN RESOURCE MANAGEMENT

UNIT : I
Introduction
Definition of Personnel Management
Role of Personnel Manager
Challenges of Modern Personnel Management

ORGANISATIONAL AND JOB DESIGN
Organisation objectives, Organisation structure Job Design - Job enlargement, Job enrichment

CONTROLLING THE PERSONNEL T]NIT
Strategic control prints
The personnel audit

UNIT : II

JOB ANALYSIS &HUMAN RESOURCES REQUIREMENTS

Job Analysis Process
Job description
Role Analysis
Job Specification
Uses of Job Analysis Information
Human resources planning

WORK-FORCE ANALYSIS
Absenteeism Turn over

UNIT : III
Recruitment - Internal & External recruitment Recruitment evalution
The Hiring Procedures
Types of interviews Principles of interviewing Approval of the Supervisor Physical Examination Introduction / Orientation
Development
Operative Training
On the job training, Vestiute Schools, apprenticeship programme
special courses
Executive Development
Executive needs & Developmental programmes
Decision making skills, Interpersonal skills, job knowledge,
Organization Knowledge, General knowledge
Organization Development

UNIT: IV
Performance Appraisal
Performance Appraisal System The appraisal programme Nature of carriers Careers anchors
Career Development Programme compensation
Factors affecting compensation Policy
Equity + Compensation
Job Evaluation & Job Evaluation System
Fringe benefits
Principles of Employee Benefit programme
Payments for time not worked
Guaranteed Annual wage
Life Insurance
Medical Services
Recreational Programme
Cafeteruas & Housing
Legal \& Financial - counseling
Educational Tution

UNITV
Nature of human importance of Human relations
Nature of Human needs
Motivations Theories of Abraham, Mastar, MC Gregar & Hezberz. The Start of Labour union Nature of Labour union, Types of union starting unions Separations -
Separation processes
Retirement, Mandatory VS Volentary Retirement, Retirement Programmes
Lay-off
Out-Placement
Discharge

REFERENCE
PERSONNEL MANAGEMENT _ EDVIN B. FLIPPO _
MCGRAW HILL.
Elective – III –B

INDIAN CULTURAL HERITAGE

UNIT: I

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

UNIT: II

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

UNIT: III

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

UNIT: IV


UNIT: V

Arya Samaj - Brahma Samaj - Ramakrishna mission - Thesophical Society - Dravidian Rationalistic Movement - Developments in India after the British.

Railways - Postal and Telegraphy - Industrial Revolution - emergence or Educational Institutions. Etc.

BOOKS RECOMMENDED:

1. R. Sathyanathaiyer : History of India Vols I and II
2. Relevant chapter in Bharathiya Vidya Bhavan : (History of the Indian People)
3. O. Mallev : Indianand west
Elective – III –C
APPLIED HISTORY FOR CIVIL SERVICE EXAMINATIONS.

Unit I : Dynasties in the Ancient period – Maurya – Kushana – Guptha – Chola – Societies.
Unit II : Greater Mughals – Akbar – Shah Jahan – Aurangzeb – Administrative Systems -society
Unit III : Colonialism to Nationalism – Impact of British rule
Unit IV : Contemporary World events from 1900 -1950
Unit V : Contemporary World events between 1950 and 2000.

Books for References:
1. Romila Thaper - Ancient India.
2. R. Sathyanatha Iyer - History of India 3 Volumes.
3. Bipan Chandra - Modern India
4. Bipan Chandra - India since Independence.
5. Contemporary World, NCRET Publications.