

BHARATHIAR UNIVERSITY, COIMBATORE-641 046

BA History with the Specialisation in Civil Services (CBCS PATTERN)

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)

Part	Study Components	Course Title	Ins. hrs / week	Exam			Credit
				CIA \$	Uni. exam	Total	
Semester I							
I	Language-I		6	25	75	100	3
II	English-I		6	25	75	100	3
III	CORE I – Ancient India Paper I		5	25	75	100	4
III	CORE II – Ancient India Paper II		5	25	75	100	4
III	ALLIED PAPER I Public Administration Paper I		6	25	75	100	5
IV	Environmental Studies #		2	-	50	50	2
Semester II							
I	Language-II		6	25	75	100	3
II	English-II		6	25	75	100	3
III	CORE III – Medieval India Paper I		5	25	75	100	4
III	CORE IV – Medieval India Paper II		5	25	75	100	4
III	ALLIED PAPER II Public Administration Paper I		6	25	75	100	5
IV	Value Education – Human Rights#		2	-	50	50	2
Semester III							
I	Language-III		6	25	75	100	3
II	English-III		6	25	75	100	3
III	Core V – Medieval India Paper III		4	25	75	100	4
III	Core VI – Medieval India Paper IV		4	25	75	100	4
III	Allied : III - Indian Constitution/General Economics		5	25	75	100	5
IV	Skill based Subject 1 (Diploma) History of Tourism		3	25	75	100	3
IV	Tamil@ / Advanced Tamil# (OR) Non-major elective - I (Yoga for Human Excellence)# / Women's Rights#		2	75	75	75	2

Semester IV							
I	Language-IV		6	25	75	100	3
II	English-IV		6	25	75	100	3
III	Core VII – Medieval India Paper V		4	25	75	100	4
III	Core VIII – Medieval India Paper VI		4	25	75	100	4
III	Allied : IV Sociology/Geography		5	25	75	100	5
IV	Skill based Subject 2 (Diploma) Travel Management		3	25	75	100	3
IV	Tamil @ /Advanced Tamil # (OR) Non-major elective -II (General Awareness #)		2	75	75	75	2

Semester V						
III	Core IX – Modern India Paper I	6	25	75	100	4
III	Core X – Modern India Paper II	6	25	75	100	4
III	Core XI – Modern India Paper III	6	25	75	100	4
III	Core XII – India Science 1965	5	25	75	100	4
III	Elective –I	4	25	75	100	5
IV	Skill based Subject 3 (Diploma) Heritage Management	3	25	75	100	3
Semester VI						
III	Core XIII – World History Paper I	6	25	75	100	4
III	Core XIV - World History Paper II	6	25	75	100	4
III	Core XV - World History Paper III	5	25	75	100	4
III	Elective –II	5	25	75	100	5
III	Elective –III	5	25	75	100	5
IV	Skill based Subject 4 (Diploma) Indian Tourist Panorama – Project Work	3	25	75	100	3
V	Extension Activities @	-	50	-	50	1
Total					3700	140

§ 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)

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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 IV :** Input/output units – Driver – Recorder – Printer – Cathode Ray Tube – Key board and Terminals – MICR, OCR, Scanners Mark sensor.
- 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 I: Aims and methods of Excavation – Exploration – excavation – Different kinds of excavations – pottery types and their importance – stone Age cultures - A brief Survey of Paleolithic, Megalithic and Neolithic cultures of India.
- Unit II : Harappan Culture – chalcolithic culture of Western and Central India and the Deccan - 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 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 :

Basic concepts - communication process - SMCR model - Mass Media - History of the press in India. Role of the press in Freedom Movement.

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 :

Principles of Reporting - Definitions, Components and sources of news. Writing the news - types of Lead, body. Principles of Editing - Editing techniques.

UNIT V :

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

WORKSHOP :

1. News writing; 2. News editing; 3. Writing Lead, Headline; 4. Translation; 5. Proof Reading; 6. Visiting Newspaper Offices, Radio station and T. V. Stations.

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.Srinvastava
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.
Lahore - Karachi Dacca

PAKISTAN

BANGALADESH

NEPAL

SRILANKA

CHINA

JAPAN

VIETNAM

Colombo - Kandy - Anuradhapura.

Great wall - Peking - Shanghai

Tokyo

Thailand -Singapore - Malaysia - Indonesia
&Combodia

AUSTRALIA

KUWAIT

Sydney, Canberra, Melbourn

Mecca-Madhina

SOUTHAFRICA

MADAGASKAR

UNIT : III

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 - Callifornia - Disneyland

Cuba-Havana

Brazll - Peru

BOOKS RECOMMENDED

1. Dennis : L.Foster - First class: An introduction to Travel and Tourism
2. David L. Edgell - The formulation of Tourism Polisy
3. Brent Ritchie T.R. & CHARLES . R.Goeldrer - Travel. Tourism and Hospitality Research
4. KRISHNAMOORTHY.V. - TOURISM DEVELOPEMENT

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 evaluation

The Hiring Procedures

Types of interviews Principles of interviewing Approval of the Supervisor Physical Examination Introduction / Orientation

Development

Operative Training

On the job training, Vestituce Schools, apprenticeship programme
special courses

Executive Development

Executive needs & Developmental programmms

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

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

UNIT : V

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

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

BOOKS RECOMMENDED:

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

Elective – III –C
APPLIED HISTORY FOR CIVIL SERVICE EXAMINATIONS.

Unit I	:	Dynasties in the Ancient period – Maurya – Kushana – Gupta – 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.