

AGENDA

**3RD MEETING OF THE ACADEMIC COUNCIL
25TH NOVEMBER, 2013, 11.00 A.M.**

CENTRAL UNIVERSITY OF JAMMU

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3rd MEETING OF THE ACADEMIC COUNCIL

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Item No 1

To peruse the report of the Vice-Chancellor about the University since June 2013.

1.1 Recruitment of Teaching and Non- Teaching Staff

The University had issued advertisement for appointment of faculty positions in the month of February, 2013 in the disciplines of Computer Science & Information Technology, Economics, Education, English, Environmental Sciences, Human Resource Management, Mathematics, National Security Studies, Public Policy & Public Administration and Tourism & Travel Management. In its response, 1461 applications were received in 10 advertised disciplines. The Selection Committee meetings were held for faculty recruitments in respective subjects/Departments in the months of May and June 2013. The recommendations of the Selection Committees were placed before the Executive Council in its meeting held on 29th June, 2013 for consideration. Consequently appointment letters were issued for appointment to 29 Assistant Professors, 01 Associate Professor and 02 Professors. Out of these selected candidates, 04 Assistant Professors did not join within stipulated time allowed for joining. A fresh advertisement notice for filling up of vacant positions in above mentioned disciplines was issued vide No. CUJ/Appt./2013-14/Advt.(5)/1447-55 dated: 03.08.2013. The University received 569 applications forms upto the last date prescribed for receipt of applications i.e 5th September, 2013. The meetings of the Selection Committees for the conduct of Interviews in respective disciplines have been scheduled as under:

Subject	Date of Interview
Mathematics	22.10.2013
Computer Science and Information Technology	23.10.2013
Human Resource Management & Tourism and Travel Management	05.11.2013
Economics (A/N)	08.11.2013
Economics (F/N) & Public Policy & Public Administration (A/N)	09.11.2013

Public Policy & Public Administration (F/N)	10-11-2013
National Security Studies	22.11.2013
Educational Studies	27.11.2013 & 28.11.2013 (F/N)
Environmental Sciences	28.11.2013(A/N) & 29.11.2013 (F/N)

The selection process is in progress and same shall be completed by 30th November, 2013. The recommendations of the Selection Committees shall be placed before the Executive Council for consideration in its next meeting.

The Advertisement for filling of 65 Non-Teaching positions which includes Deputy Registrar, Assistant Registrar, System-Analyst, Security Officer and other ministerial as well as technical Staff has also been issued vide Advertisement No. CUJ/Aptt./2011-12/Advt(2)/1830-1835 dated: 2nd September, 2013. The University received 5606 applications upto the last date prescribed for receipt of application i.e 30th September, 2013. Applications received in response to the above cited advertisement are being processed for scrutiny/short-listing of candidates by way of written test or otherwise.

1.2 Appointment of Registrar

The interview for the post of Registrar was held on 29th May, 2013. Recommendations of the Selection Committee were sent to Ministry of Human Resource Development, Govt. of India, New Delhi. The Ministry, on the approval of the President of India in his capacity as the Visitor of the University, appointed Sh. Jit Singh as the first Registrar of the Central University of Jammu for the tenure of 3 years. Consequently appointment order was issued vide No.CUJ/VC/Apptt/2013/1505-1512 dated 08-08-2013. Sh Jit Singh has since joined the Central University of Jammu w.e.f. 6th September, 2013.

1.3 Admissions:

The University had initiated the process of admissions for eight Post-Graduate Programmes for the Academic Session 2013-14. The admission process started from 15th March, 2013

which was made through Central Universities Common Entrance Test (CUCET). The entrance test at All India Level for Post-Graduate Programmes was held on 15th and 16th June, 2013 in offline mode in three sessions for each day where 2725 candidates appeared in the Entrance Examination at Jammu.

The Counseling Sessions were held at Temporary Academic Block for admission of the candidates who have opted for admission to the Central University of Jammu and stood in the merit lists in the respective Disciplines. 233 students were admitted in 8 disciplines on the basis of composite merit of academics and performance in the CUCET in the proportion of 30:70 respectively. The Department-wise details of students admitted in the Academic Session 2013-2014 is as follows.

S.No.	Disciplines	Intake capacity	Students admitted
1	Computer Science and Information Technology	30	30
2	Economics	30	29
3	Educational Studies	30	30
4	English	30	24
5	Environmental Sciences	30	30
6	Human Resource Management	30	30
7	Mathematics	30	30
8	Tourism and Travel Management	30	30
	Total	240	233

The Entrance Examination for admission to Integrated M.Phil- Ph.D programmes was also held on 14th July, 2013. Presently, the University is offering Research programmes in 8 disciplines having intake capacity of 5 scholars in each. The admission process is underway and classes would commence in November, 2013.

1.4 Results:

The Examination for 2nd and 4th Semesters were held in the month of July, 2013 and the results of the same were declared in the last week of July and last week of August, 2013

respectively. 76.64% students of 2nd semester were declared successful and 94.23% students of 4th semester in three disciplines were declared successful. With this first batch of Post Graduate students in the subjects of English and Comparative Literature, Economics, Applied Mathematics and Master of Education(M.Ed.) became the first pass out alumni of the Central University of Jammu during 2013.

Support from UGC

The UGC under XII Plan has made tentative allocation of an amount of Rs. 388,50,00,00/- (Rs. Three hundred eighty eight crore and fifty lac) vide D.O. No. F.1-1/2012 (CU) dated 10th June, 2013.

The UGC accorded approval for 75 non-teaching posts besides 100 outsourced positions including 4 already sanctioned for various services of the University vide letter No. F. 63-1/2010 (CU) dated 10th June, 2013 under XII Plan for Central University of Jammu.

1.5 Events and Functions:

A. Induction Day function (31st July, 2013)

The University organized Induction Day function for the Academic Session 2013-2014 on 31st July, 2013. The Vice Chancellor welcomed the new students and emphasized on hard work, commitment and ethical values among the students. The kits containing Course Books, Vision & Mission of the University, Campus update and a Bag embossed with University Logo were distributed among the new entrant students.

B. Foundation Day (19th September, 2013)

The second foundation day of the University was scheduled to be celebrated on 8th August, 2013 but due to some administrative exigencies it was postponed and celebrated on 19th September, 2013 at Temporary Academic Block. Various cultural items were presented by University students and local artists depicting local ethos.

C. Foundation Laying Ceremony of the University.

Bhoomi Poojan and Foundation Laying Ceremony was performed at the Campus site on October 09, 2013. Besides members of the EPIL (Engineering Project India Limited) and team members of the Construction Agency M/s Nagarjun Construction Ltd., Prof. Rajive Gupta, Member Academic Council of the University, Addl. Deputy Commissioner, Samba attended the function. The outgoing first batch of the students of the University were specially invited to attend the foundation laying function.

D. Old Students Day (10th October, 2013)

Last year 10th October was celebrated as Foundation Day of the University. It was then decided to celebrate 10th October as Old Students Day and 8th August as Foundation Day henceforth. Cultural programmes were presented by the passed out students. The Vice Chancellor appreciated the performance of the students and wished them all success in their future endeavors.

1.6 Status Report regarding Transfer / acquisition of land to/ for the University .

For establishing the Central University of Jammu, the State Government has allocated two chunks of land falling on the northern and the southern sides of the *Raya Morh – Mandal Road*. The quantum of land comes to 4880 kls 19 mls. The land is situated at Village Bagla, District Samba and as per the revenue records, further description of the same is as under:-

- i) State land : 4254 kls 14 mls
- ii) Private land : 584 kls 06 mls
- iii) Evacuee's land : 41 kls 19 mls

The status of transfer /acquisition of land to/for the Central University of Jammu is as under:-

A. Transfer of 3000 Kanals of Forest land :

The land measuring 3000 Kanals of State land has been handed over by the Forest Department to the Higher Education Department. The matter stands taken up with the Higher Education Department for initiating further process for entering into MOU/lease Agreement and transfer of the said land to the Central University of Jammu. While the issue concerning formalisation of MOU/Lease Agreement is in process with the Higher Education Department, vide letter No: HE-Edu/Plan-CU/55/2010 dated 26th April, 2013 the Higher Education Department had asked the Deputy Commissioner, Samba, to get the land demarcated and possession handed over to the Central University of Jammu. Accordingly, possession of forest land measuring 3000 kanals stands handed over by the Higher Education Department and taken over by the Central University of Jammu on 06-05-2013.

B. Transfer of State land measuring 1254 Kanals 14 Marlas:

As per decision taken in the meeting held under the Chairmanship of Principal Secretary, Planning & Development, J&K Government, the land in question has been held to be State land. But in view of existence of a number of trees/bushes over the said land, it has been decided to seek permission for cutting down trees/removal of bushes after payment of compensation by the Higher Education Department, as would be decided by the Forest Advisory Committee headed by the Chief Secretary. The Higher Education Department accordingly took up the matter with the Forest Department. In turn, Forest Department in association with State Higher Education Department, after conducting enumeration of trees and assessment of compensation etc., compilation of requisite details/documents, took up the matter with the Forest Clearance Committee. After a lot of follow up, among others, the issue came to be discussed in the Committee in its meeting held on 8th March, 2013. The Committee cleared the case and minutes of the meeting were issued on 31st March, 2013. Thereafter, the State Cabinet, in its meeting held on 15th May, 2013, approved the proposal of Forest Department and consequently, the Forest Department had also issued formal Government Order No: 220-FST of 2013 dated 17th June, 2013 in allowing use of 62.70 hectare of land for establishment of Central University of Jammu. In terms of the said Government Order the Higher Education Department was required to make payment of Rs 6, 50, 64, 800 /- to the Forest Department on account of NPV, compensation of trees/poles and compensatory afforestation prior to execution of the Project, for which the

Higher Education Department had certain reservation / observations. Accordingly the matter was again taken up with Chief Secretary, Jammu and Kashmir Government, for his intervention and to get the issue resolved. With vigorous follow up, a meeting was arranged and was held on 13th June, 2013 under the Chairmanship of the Chief Secretary and attended by the Principal Secretary to Government, Higher Education Department; the Secretary (Technical), Forest Department; and Consultant (Land Management) CUJ. The issue came to be discussed threadbare in the said meeting and the Higher Education Department agreed in principle to arrange funds/make payment to the Forest Department. Thereafter, the Higher Education Department took matter with the Planning and Development for release of requisite funds and then with the Finance Department for seeking approval of advance drawal of amount for deposit of the same to the Forest Department's account. The process has now been completed and an amount of Rs.625.57 lakh stands deposited to the Forest Department account on the last day of closing of Darbar Move now. The matter is being followed up with the Forest Department for formally handing over possession of the land at the earliest.

C. Acquisition of private and evacuee's land measuring 626 Kanals 5 Marlas:

The Collector Land Acquisition, District Samba, has announced the final award. As per the final award of Rs. 4.52 crore. There has been a shortfall of an amount of Rs. 67.045 lakhs on account of compensation to be paid to the ex-owners. The matter had been taken up with the Higher Education Department for release of the additional requirement. After the amount is released, land will be got handed over to the Higher Education Department for further leasing out and handing over the same to the Central University of Jammu. Planning and Development Department, as a special case, has authorised the Higher Education Department for utilisation of funds to the extent of Rs.67.045 lakh in respect of funds required for the purpose. Since the concerned file is under submission in connection with another issue dealing with drawal of Rs.2.11 crore lying in civil deposit and payment of the same to the Forest Department, the issuance of formal order for release of Rs. 67.045 lakh in favour of the Collector, Land Acquisition, is held up. The issue would be got sorted out on priority, as soon as the other issue is settled.

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Thus transfer and handing over of possession of State land 1254 kanals 14 marlas and private/evacuees land measuring 626 kanals 5 marlas is pending in view of clearance of procedural matters between the Forest Department, the Revenue Department and the Higher Education Department of the State Government. University is expecting the resolution at an early date for complete possession of the allotted land.

1.7 Status of the development of the University campus

The Executive Council, upon recommendation of the Finance Committee, approved the budget estimates of the Phase I and Sub-Phase I of the development of the University campus in its last meeting held on 29th June, 2013 for an amount of Rs 1187.91 Crores and Rs.102.33 Crores respectively. Accordingly, EPIL (approved PMC) were conveyed the approval to initiate the tendering process. M/S EPIL floated the tender for the work of Sub-Phase I and selected the lowest bidder. M/S Nagarjun Construction Company Ltd (NCCL) was adjudged as the lowest bidder.

The University, after seeking justification from the PMC, approved the contract. It is pertinent to mention here that the said phase has been planned to be completed on or before June, 2014, aiming at commencement of academic activity with introduction of new programmes in the main campus for the Academic Session 2014-2015. The time line of 8 months is indeed very tight but the University is hopeful to achieve the same.

The work is in progress and every effort is being put to complete the sub-phase I. The university has identified and prioritized the construction of such buildings and infrastructure out of the Phase I in order to make the campus functional within a short span of time in commensuration of the availability of the funds.

The pre-tendering process in respect of the Road network, Utilities and identified buildings in the Academic zone is in the advanced stage and the University is hopeful to float the tenders latest by the end of December, 2013. The same would be finalized and the construction activity is likely to commence during February, 2014.

Item No. 2

To consider confirmation of the Minutes of the meeting of the Academic Council held on 13-5-2013.

Minutes of meeting of the Academic Council held on 13-5-2013 have been circulated among the members of the Academic Council vide **No.CUJ/OSD(A)/AC-Meet/2012/603 to 622 dated 27-5-2013**. No comments/observations have been received from the members. The minutes as circulated may be confirmed.

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Item No.3

Action Taken Report in respect of decisions taken by the Academic Council In its meeting held on 13th May, 2013.

Item No.	Item	Action taken
1.	To peruse the report of the Vice-Chancellor.	a. The report was noted and placed on record b. Pursuant to the suggestions made by worthy Members, a meeting of the Committee was held on 12 th & 13 th August, 2013 at New Delhi to prepare the course structure for Diploma and Certificate courses in Public Policy and Public Administration. c. Similarly, proposal for introduction of the Academic Programme in Mass Communication and New Media to be started from the Academic Session 2014-15 has been included as an item in the Agenda.
2.	To consider the minutes of the meeting of the Academic Council held on 25-04-2012.	Placed on record.
3.	To consider the action taken report in respect of suggestions made and decisions taken by the Academic Council in its meeting held on 25-04-2012.	Placed on record.
4.	To consider Draft Regulations as recommended by the Standing Committee of the Academic Council.	Regulations governing meeting of the Academic Council (No. 03) as approved is being implemented. Regulation governing meeting of the Board of Studies (No. 05) with incorporation of amendment as suggested by Academic Council has been adopted.
5.	To consider the proposal for admission to various Courses of Studies and Research Programmes through Central Universities Common Entrance Test (CUCET) by the Collegium of 10 Universities established for the Academic Session 2013-14.	Admission to Master's Degree Programmes and Integrated M.Phil-Ph.D Programmes has been finalized for the Academic Session 2013-14 as per approved criteria. As suggested by Worthy Member Prof. Riyaz Punjabi, Law will be included as one of the Allied Subjects for admission to Integrated M.Phil-Ph.D Programmes in National Security Studies, and Public Policy and Public Administration in the Academic Session 2014-15.

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6.	To consider 13 Draft Ordinances, Nos.41 to 53, placed on the agenda as Annexures VI to XVIII.	The Draft Ordinances recommended by the Academic Council and approved by the Executive Council are in operation. Ordinances have also been submitted to the Ministry of Human Resource Development, Department of Higher Education, New Delhi.
7.	To consider confirmation of the action taken by the Vice Chancellor in having approved, in anticipation of approval of the competent authority, incorporation of course No.HRM 108 in MBA (Human Resource Management) programme, first Semester Course Academic Session 2012-13.	The courses approved have been incorporated as part of the scheme for MBA (HRM) programme.
8.	To consider addition of names to expand the panel of experts for nomination to the Selection Committees.	The panel of experts, recommended by the Academic Council, in the subjects have been approved by the Executive Council.
9.	To peruse the observations made by the Hon'ble Visitor during the Vice Chancellors' Conference held in Rashtrapati Bhavan, New Delhi on 5 th of February, 2013.	Observations made by the Hon'ble Visitor during the Vice Chancellors' Conference are being acted upon. Action taken is submitted to the Ministry of Human Resource Development, New Delhi.
10.	To consider the confirmation by the Standing Committee of the Academic Council of the action taken by the Vice Chancellor, in anticipation of the approval of the competent authority, approving the scheme of courses and detailed course contents of various courses.	The scheme of courses and detailed course contents as approved by the Academic Council form part of the curriculum.
11.	To consider confirmation of action taken by the Vice Chancellor, in anticipation of the approval of the competent authority, in having approved the detailed course contents of 4 th semester, Master Degree Programmes in Applied Mathematics, Economics and English and Comparative	The scheme of courses and detailed course contents as approved by the Academic Council form part of the curriculum.

	Literature for the Academic Session 2012-13.	
12.	To consider the Academic Calendar for the year 2013.	Academic Calendar approved by the Academic Council is being implemented.
13.	To consider action taken by the Vice Chancellor, in anticipation of approval of the competent authority, approving the detailed course contents of various courses of studies.	The scheme of courses and detailed course contents as approved by the Academic Council form part of the curriculum.
14.	<p>To consider the proposal for introduction of Integrated Master of Science in Computer Science – Computer Applications.</p> <p>During deliberation a Committee of the worthy Members of the Academic Council was constituted to prepare the Draft Ordinance providing for provisions of part-time Ph.D Programme for in-service candidates with specific experience.</p>	<p>Introduction of Integrated Master of Science in Computer Science – Master of Computer Applications as approved by the Academic Council has been further developed. Scheme of the programme and course contents has been included as an item in the Agenda.</p> <p>A meeting comprising the following members was held at New Delhi:</p> <ol style="list-style-type: none"> 1. Prof. K.B. Powar. 2. Prof. Pothini Krishna Prasad. 3. Prof. Riyaz Punjabi, special invitee. 4. Prof. Shyam Singh, Acad. Coordinator 5. Dr. P.S. Pathania, OSD (Admn.) <p>After deliberations and consultative process with other Members an Ordinance providing for part-time Ph.D. Programme was drafted which is being placed before the Academic Council for its consideration as an agenda item.</p>

Item No.4

To consider Draft Ordinance No. 6 A governing Part- time Ph.D. Programme for in- service Academic and Administrative personnel.

The matter regarding a provision for part-time Ph.D Programme for in-service candidates with specific experience came up for discussion in the Academic Council in its meeting held on 13-5-2013. In pursuance of Academic Council's decision, a committee comprising Prof. K.B. Powar, Prof. Pothini Krishna Parsad, Prof. Faizan Ahmed, Prof. P.V Shivapallaiah, Prof. H.N Jagannatha Reddy and Prof. Shyam Singh, Member-Secretary, was constituted to deliberate upon the matter and to draft an Ordinance in this respect. The Committee held its meeting on 12th and 13th August 2013, at New Delhi which was attended by Prof. K.B Powar, Prof. Pothini Krishana Parsad, Prof. Riyaz Punjabi, Prof. Shyam Singh, Prof Chander Mohan, Dr. P.S Pathania OSD (Administration). The committee deliberated on the issue decided that a draft Ordinance in this regard may be submitted to Academic Council.

The draft Ordinance is placed for consideration of the Academic Council as an **Annexure- I**.

Item No. 5

To consider Draft (Amendment) Ordinance No. 54 governing Master's Degree Programme; Curriculum and Condition for Award of Degree.

The Academic Council in its meeting held on 13-5-2013, approved a scheme for introduction of Integrated M.Sc. Computer Science - MCA Programme of three years duration with an option to the students to exit after successful completion of two years of studies with M.Sc. Computer Science Degree and after completion of three years studies with MCA Degree. The Scheme will be made effective from the Academic Session 2014-15 with an option to the students already admitted to M.Sc. Computer Science Programme during the sessions 2012-13, and 2013-14 to continue their studies for the third year for MCA Degree.

This necessitates the amendment of the Ordinance governing Master's Degree Programme; Curriculum and Condition for Award of Degree. The Draft (Amendment) Ordinance is placed for consideration of the Academic Council as an **Annexure- II**.

Item No. 6

To consider Draft (Amendment) to Ordinance No. 55 governing Award of Integrated M.Phil-Ph.D Degree.

While finalizing admissions to Integrated M.Phil-Ph.D Programme during the current session it is observed that there are some aspects which have not been expressly taken care of by the existing Ordinance governing Award of Integrated M.Phil-Ph.D Degree.

In order to have an express provision to deal with the situation certain amendments to the existing Ordinance are proposed. The Draft (Amendment) Ordinance is placed for consideration of the Academic Council as an **Annexure- III**.

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Item No.7

To consider Draft Statute (Amendment) Statute No.44 regarding the Constitution of the Academic Council.

Section 22 (2) of the Central Universities Act, 2009, inter-alia, provides that the constitution of the Academic Council shall be prescribed by the Statutes. The first Academic Council has been constituted by the Central Government for a period of three years as per section 44 (d) of the Act. Before expiry of the term of the present Academic Council, Statute providing for constitution of the Academic Council is required to be put in place. Statutes as contained in the Second Schedule to the Central Universities Act, 2009 do not provide for constitution of the Academic Council. Therefore, Statute 13 need to be amended, so as to provide for the constitution of the Academic Council.

The Draft (Amendment) Statute is placed for consideration as an **Annexure-IV**.

Item No. 8

To consider approval of the action taken by the Vice Chancellor in having adopted University Wide Elective Courses in anticipation of approval to competent authority.

Ordinance No. 3 governing Master's Degree Programme: Curriculum and conditions for Award of Degree prescribes that in order to be eligible for award of Master Degree a student has to accumulate minimum of 80 credits as detailed below:

Course Type	Credits
Department wide Core Courses	48
Department wide Electives	16
University wide Electives	16
Total	80

To fulfil this requirement, the Vice Chancellor, on the recommendation of the concerned Head of the Departments, has approved the University wide Elective courses for 1st and 3rd semesters for the session 2013-14, in anticipation of the approval of the competent authority.

The detail of courses and the course contents are placed for consideration as an Annexure- V.

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Item No.9

To consider continuation of admission to the Post Graduate and Integrated M.Phil-Ph.D Programmes through CUCET for the academic session 2014-15.

The Central University of Jammu is a member of the collegium of the Central Universities for the Conduct of Central Universities Common Entrance Test (CUCET) for admission to Post Graduate and Integrated M.Phil - Ph. D Degree Programmes. The admissions to the Programmes for the Academic Sessions 2012-13 and 2013-14 have been made through Central Universities Common Entrance Test in which ten Central Universities namely Bihar, Gujarat, Jammu, Jharkhand, Kashmir, Kerala, Orissa, Punjab, Rajasthan and Tamil Nadu were part of the Collegium.

It is proposed that the Central University of Jammu shall continue making admissions to the Post Graduate and Integrated M. Phil – Ph. D Programmes for the Academic Session 2014-15 also on the basis of CUCET which shall be conducted by the Nodal Central University as decided by the Collegium members of the Central Universities Common Entrance Test – 2014.

The matter is submitted for consideration and approval.

Item No.10

To consider the proposal for starting of four new Post Graduate Programmes during the Academic Session 2014-15.

Central University of Jammu is presently running eight Master Degree Programmes, namely M.A./M.Sc. Applied Mathematics; M.Sc. Computer Science; M.A. Economics, M.A. English and Comparative Literature; M.Sc. Environmental Sciences; M.B.A. Human Resource Management; M.B.A. Tourism and Travel Management and M.Ed.(Master of Education) and Integrated M.Phil – Ph.D Programme in eight subjects, namely, Economics, Education, English, Human Resource Management, Mathematics, National Security Studies, Public Policy and Public Administration and Tourism and Travel Management.

It is proposed that the following Master's Degree Programmes may be started in the upcoming Campus of the Central University of Jammu during the Academic Session 2014-15:

1. Master's Degree Programme in Public Policy and Public Administration in the Department of Public Policy & Public Administration.
2. Master's Degree Programme in National Security Studies in the Department of National Security studies

It is further proposed to start the following:

- 1 The School of Knowledge Management, Information and Media Studies with the Department of Mass Communication and New Media having Master's Degree Programme in Mass Communication and New media; and
2. Department of Sociology and Social Work in the existing School of Humanity and Social Sciences, having Master's Degree Programme in Social Work.

The Academic Council may consider the proposal.

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Item No. 11

To consider and confirm the action taken by the Vice Chancellor , in anticipation of the approval of the Competent Authority, approving the Scheme of the courses and detailed course contents of courses of studies for the academic session 2013-2014.

In order to facilitate teaching in the courses started by the university during academic session 2012-2013, the Vice-Chancellor in anticipation of the approval of the competent authority, has approved the scheme of the courses and detailed course contents of the programmes of studies as mentioned below:-

S.NO	Programme of Studies	Scheme of Course	Detailed Course	Session
1	MBA- Tourism & Travel Management	<u>II Semester</u> MTTM-201 Tourism Marketing MTTM-212 Sustainable Tourism and Environmental Management MTM-213 Tourism Resources of India MTTM-214 Tourism Policy, Planning and Development. MTTM-205 Destination Management MTTM-216 Tour Guiding and interpretation MTTM-217 Research Methodology MTTM-208 Foreign language-1 (French) M TTM-209 Seminar Course (Tourism Circuits-National Level) MTTM-210 Viva Voce	Annexure-VI	2013-14
		<u>III Semester</u> MTTM-301 Entrepreneurship development in Tourism MTTM-302 Tourism product designing & development MTTM-303 Foreign Language-2 (French) MTTM-304 Inbound Operation Management (Major Specialization-1) MTTM-305 Outbound Operation Management(Major	Annexure-VII	2013-14

		<p>Specialization-1) MTTM-306 Event Management (TT01-Major Specialization-2) MTTM-306 Aviation Management (TT02-Major Specialization-2) MTTM-307 (TT01) Travel Writing MTTM-307 (TT02)Cross Cultural Management MTTM-308 Adventure and Tourism (TT01 Minor specialization-2) MTTM-308 Heritage Tourism Management (TT02 Minor specialization) MTTM-309 Summer Training Report. MTTM-310 Viva Voce <u>IV Semester</u></p> <p>MTTM-401 Dissertations : Project Report and Presentation MTTM-402 On-the-Job Training: Report Presentation MTTM-403 Comprehensive Viva Voce</p>	Annexure-VIII	2013-14
2	MBA-HRM	<p><u>III Semester</u> (Core Courses) MHRM-301 Industrial /Organizational Psychology MHRM -302 Strategic Human resource Management MHRM-303 Strategic Compensation Management. MHRM-304 Labour Laws and Legal Aspects of Human Resource. MHRM-305 Personal Effectiveness and Leadership MHRM-306 Summer Project Report MHRM-307 Viva Voce</p> <p>(Elective Courses) Any two MHRM-308 International HRM MHRM-309 Managerial Competencies and Career</p>	Annexure-IX	2013-14

		<p>Development</p> <p>MHRM-310 Power Dynamics and Impression Management in Organizations</p> <p>MHRM-311 Team Building and Leadership</p> <p>MHRM-312 Managing Diversity</p> <p>IV Semester (Core Courses)</p> <p>MHRM-401 Performance Management System and Strategies.</p> <p>MHRM-402 Training and Development</p> <p>MHRM -403 Human Resource Information System</p> <p>MHRM -404 Organization Development and Change</p> <p>MHRM -405 Talent Management</p> <p>MHRM-406 Viva Voce (Elective Courses) Any two</p> <p>MHRM-407 Conflict Resolution and Collective Bargaining</p> <p>MHRM-408 Counseling, Coaching and Mentoring</p> <p>MHRM-409 HR in Composite Cultural Environment</p> <p>MHRM-410 Competency Mapping</p> <p>MHRM-411 Role of HR in Knowledge Management</p>	Annexure-X	2013-14
3	Environmental Sciences	<p>III Semester</p> <p>MEVS-301 Bio Diversity and Conservation Biology</p> <p>MEVS -302 Ecotoxicology</p> <p>MEVS-303 Environmental Technology</p> <p>MEVS-304 Environmental Pollution and Control</p> <p>MEVS-305 Atmospheric Science and Climate Change</p>	Annexure-XI	2013-14
4	Applied Mathematics	<p>I Semester</p> <p>MAMT -107 Real Analysis</p>	Annexure-XII	2013-14

Courses already approved for MBA (TTM) II Semester 2012-13 be authorized to be continued for re-appear candidates during Academic Session 2013-14 and 2014-15. Further the course content approved for the Academic Session 2012-13 for MBA (TTM) Ist semester be authorised to be continued for the Academic Sessions 2013-14, and 2014-15. "Details of course code and course contents are placed as an Annexure VI – XII. Submitted for confirmation of Action taken.

Central University of Jammu

Draft Ordinance No. 6 A

governing

Part-time Ph.D. Programme for in-service Academic and Administrative Personnel.

(The Central Universities Act 2009: Section 28 (1) (b) and (d))

1. There shall be a part-time Ph.D. programme leading to the Ph.D. degree for in-service academic and administrative personnel in the programmes of studies as determined by the Academic Council on the recommendations of the concerned School Board.
2. The object of the programme shall be to encourage in service personnel (academic and administrative) to undertake research and enrich the subjects of their concerns through inputs of their academic attainments and professional experiences.

Eligibility

3. Candidates seeking admission to a part-time Ph.D. programme shall fulfill the eligibility conditions laid down under Clause 5 of Ordinance No. 6 of the Central University of Jammu, with the proviso that it will not be necessary for the person seeking admission to the part-time Ph.D. Programme to pass the All India Admission Entrance Test as given in Clause 6 of Ordinance No. 6, nevertheless qualifying in the entrance test conducted by the concerned School shall be a pre-condition for admission to the course. The School Board shall prescribe the mechanism and procedure for the test with the approval of the Vice Chancellor. The candidates currently serving within the territorial jurisdiction of the Central University of Jammu only will be eligible for admission.
4. Candidate seeking admission to part-time Ph.D. programme shall have minimum experience of 10 years in the service of Central or State Government, or Defence/Paramilitary forces or Central/State Universities.

Provided that for Candidates employed as teachers in Higher Education institutions, a minimum of 2 years of regular service is essential.

5. The candidates shall ordinarily pursue Ph.D. in the discipline in which one has obtained one's Master's Degree with the proviso that in case of other disciplines considered to be inter-disciplinary, the eligibility criteria shall be post-graduation in any discipline subject to the approval by the School Board.

Admission

6. Admission to the Part-time Ph.D. Programme shall be made by the School Board concerned.
7. Admission of a Candidate shall be subject to satisfactory progress as evidenced by half-yearly progress reports to be submitted to the Head of the Department through the Research Supervisor. In case of unsatisfactory performance the Head of the Department shall submit progress report through Dean of School to the School Board. The School Board may deregister a scholar after giving him/her an opportunity of being heard.
8. Over the entire tenure of his/her Ph.D. Programme, a candidate shall spend a minimum of six months in the University Campus interacting with one's Supervisor and other faculty of the School to which he/she has been admitted. This period may be covered over eight semesters with each stay being of at least two weeks.

Supervisor and Topics of Research

9. A Candidate shall be allotted normally a Research Supervisor of his/her choice willing to accept such candidate, provided that there are vacancies with such Supervisor. In case of no such choice available, the School Board on the recommendations of the Board of Studies concern shall allot a supervisor from among the eligible members of the department or allied sister department within the School after due consultation.
10. The number of candidates which an individual Supervisor shall supervise shall be in accordance with Clause 27 of Ordinance No. 6 of the University.

11. The topic of research chosen by the candidate with the due consent of the Research Supervisor, shall be approved by the School Board on the recommendation of the Board of Studies.

Course Work Evaluation Test

12. After completion of one year work, the student(s) shall be required to take an examination. The pattern, components and mode of evaluation shall be internal and to be decided by the Supervisor concerned with the approval of Head of the Department. The result, after evaluation, shall be submitted to the Dean of School through Head of the Department.

A student who scores a CGPA of at least 5 points shall be deemed to have completed the course work successfully.

Period of Study

13. In case of candidates registered for a part-time Ph.D. Programme, the minimum period of requirement for submission of the thesis shall be four years or eight semesters.
14. The candidate shall have to submit his or her thesis within five years of admission or ten semesters. Failure to submit within the stipulated period may lead to the cancellation of registration. In special cases, the School Board may give extension not exceeding one year in such cases.

Submission of Thesis and Evaluation

15. The rules relating to submission of thesis, evaluation and matters not covered in this Ordinance will be in accordance with Clauses 48 to 71 of Ordinance No. 6 of the University.

Central University of Jammu

Draft (Amendment) Ordinance No. 54

(Amendment of Ordinance No. 3)

Master's Degree Programmes: Curriculum and Conditions for Award of Degree

(The Central Universities Act 2009: Section 28 (1) (d))

The following amendments shall be made to Ordinance No. 3 governing Master's Degree Programmes: Curriculum and Conditions for Award of Degree:

1. In Clause 5 following shall be added as proviso after the note below the table:

Provided that for a programme of study of three years duration there shall be an increase of 50% in all the components mentioned in the above cited table. In such case, a student shall have to accumulate a total of 120 credits, equally spread over six semesters.

After amendment Clause 5 shall read as under:

Choice Based Credit System (CBCS)

5. All programmes of study in the University shall be based on a Comprehensive Choice-Based Credit System (CBCS). For successful completion of a programme of study, a student shall be required to accumulate a total of 80 credits as under:

Course Type	Credits	Contact Hours	Field Work/ Lab work/ Practicals/ Tutorials (hours)	Other work load (hours)	TSE work load (hours)
Department Wide Core Courses	48	480	240	720	1440
Department Wide Electives	16	160	80	240	480
University Wide Electives	16	160	80	240	480
Total	80	800	400	1200	2400

Note: 80 credits shall be equally spread over the four semesters

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Provided that for a programme of study of three years duration there shall be an increase of 50% in all the components mentioned in the above cited table. In such case, a student shall have to accumulate a total of 120 credits, equally spread over six semesters.

2. Clause 16 shall be substituted as under:

Before amendment	After amendment
<p>16. Individual School/ Department may, with the approval of the Vice Chancellor, modify the specified credits, depending upon the specific needs and requirements of a course subject to the condition that a student shall accumulate a minimum of 80 credits and one credit course would entail a minimum total student effort/workload of thirty hours.</p>	<p>16. Individual School/Department may, with the approval of the Vice Chancellor, modify the specified credits, depending upon the specific needs and requirements of a course subject to the condition that a student shall accumulate a minimum of 80 credits in case of a programme of study of two years duration and 120 credits in case of a programme of study of three years duration. One credit course would entail a minimum total student effort/workload of thirty hours.</p>

3. Clause 19 shall be substituted as under:

Before amendment	After amendment
<p>19. A student admitted to a programme of study shall be awarded Master Degree in the concerned subject, if he/she successfully completes four semesters with minimum of 80 credits or additional credits specified for the purpose by the individual School/Department.</p>	<p>19. A student admitted to a programme of study shall be awarded Master Degree in the concerned subject, if he/she successfully completes four semesters with minimum of 80 credits or six semesters with minimum 120 credits, as the case may be, and additional credits specified for the purpose by the individual School/ Department.</p>

Item No. 14

To consider the proposal for introduction of Integrated Master of Science Degree in Computer Science - Computer Applications.

The University has started M.Sc. Computer Science Programme of studies during the academic session 2012-2013 keeping in view the importance and placement of human resource trained in computer technology. M.Sc. Computer Science programme is being run in various institutions of higher learning/ universities. During the course of interaction with the faculty and the students of the Computer Science Department an opinion has emerged that though the Master Degree in Computer Science provides for employment opportunities yet Master in Computer Applications being a three years course prepare the students for better core competency in technology and soft skills, thus is a more preferred course for placement of the students as compared to Master Degree programme in Computer Science. Further, opinion of the Dean, Faculty of Mathematical Sciences and Professor of Computer Science, University of Jammu was sought who has in explicit term said that keeping in view the current course structure of M.Sc. Computer Science of the University which is two years duration, syllabus can be so designed that if the students put one additional year (third year) then they can be given MCA Degree.

It is pertinent to mention that the M.Sc. Computer Science Degree does not enable its holder to be eligible for consideration for appointment by the Jammu Public Service Commission in the Education Department of J&K State. The matter is being taken up with Public Service Commission and J&K State Government for inclusion of this Degree as eligibility by for the same

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The case is therefore placed before the Academic Council for consideration regarding the proposal for introduction of Integrated Master of Science Degree in Computer Science - Computer Applications, a three years Degree course, with an option to quit after completion of two years of studies with M.Sc. Computer Science Degree. The students already admitted to M.Sc. Computer Science programme shall be given an option to continue for the proposed Integrated programme after completion of M.Sc. Computer Science.

Central University of Jammu

8/8 Trikuta Nagar, Jammu

Minutes of the meeting of the Academic Council held on 13th May, 2013 at 10.30 AM in the Committee Room, Administrative Block of Central University of Jammu, Trikuta Nagar, Jammu.

Item No. 1 to 13

Item No. 14

Considered the proposal for introduction of Integrated Master of Science in Computer Science- Computer Applications.

Resolved that the proposal be approved.

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Central University of Jammu

Draft (Amendment) Ordinance No. 55

Amendment to Ordinance No. 6

Award of Integrated M.Phil – Ph.D Degree

(The Central Universities Act 2009: Section 28(1) (b) & (d) and 37(1))

The following amendments shall be made to Ordinance No. 6 governing Integrated M.Phil – Ph.D Degree.

- 1 The following shall be added as provisos to clause 5:-

Provided further that a candidate having qualified Master's Degree in the allied subject will be considered for admission only if Integrated M.Phil – Ph. D Programme in that subject is not run by the University.

Clause 5 after amendment shall be read as under:-

Eligibility Criteria

5. No person with less than 55% marks or equivalent grade at the Master's Degree in the subject concerned or allied subject to be determined by the Academic Council, from a recognized University shall be eligible for admission to the Integrated M.Phil – Ph.D Programme in the University. Provided that 5% relaxation in the qualifying marks shall be given to Scheduled Caste, Scheduled Tribe and persons with Disabilities candidates.

Provided further that a candidate having qualified Master's Degree in the allied subject will be considered for admission only if Integrated M.Phil – Ph. D Programme in that subject is not run by the University.

2. Clauses 7 and 7.1 shall be substituted as under:-

Selection Criteria for Admission

7. Admission to Integrated M.Phil-Ph.D Programme shall be on the basis of merit of Composite score obtained in Admission Entrance Test (AET), qualifying examination, and interview as mentioned below:

Sr. No.	Components of the Composite Score	Weightage
1)	Scores obtained in Admission Entrance Test (AET)	60%
2)	Percentage of marks in the PG degree	30%
3)	Interview	10%
	Total	100%

7.1 The JRF/NET/SLET/SET qualified candidates shall be exempted from AET for admission to Integrated M.phil - Ph.D Programme. For the purpose of calculating composite score, JRF qualified candidates shall be deemed to have scored 100% marks in the AET whereas, the NET/SLET/SET qualified candidates shall be deemed to have scored marks equivalent to the marks scored by the topper of that year's AET.

Provided that if a JRF/NET/SLET/SET qualified candidate appears in the AET, at his/ her own discretion, he/she shall be awarded the actual marks scored in the AET by him/her, and he/she shall not be deemed have scored 100% marks or the marks scored by the topper of that year's AET respectively.

Provided further that a candidate, who has passed Master's Degree Examination in an allied subject, shall have either to qualify JRF/NET/SLET/SET or the AET in the subject in which admission is sought.

Explanation: - For the purpose of this Clause "topper of that Year's AET", means a candidate who is non JRF/NET/SLET/SET and has obtained the highest marks in the AET amongst the candidates who have applied for admission to the Central University of Jammu in the relevant category in which NET/SLET/SET/ qualified candidate will be eligible to be considered.

3 Clause 14 shall be substituted as under:-

14(i) Subject to the minimum cut off marks candidates equivalent to three times the number of seats shall be called for interview strictly on the basis of merit of cumulative score of AET and marks obtained at Master's Degree.

14(ii) Interview shall be organized by the Department/ Centre concerned and conducted by a Committee consisting of Head of Department; One Professor, One Associate Professor, and One Assistant professor to be nominated by the Head of Department, and a Dean's nominee. At the time of interview, candidates are expected to discuss their areas of research.

Central University of Jammu

DRAFT (AMENDMENT) STATUTE 44
(Amendment of Statute 13)
CONSTITUTION OF THE ACADEMIC COUNCIL

(The Central Universities Act 2009, Section 22 (2) and Section 27 (2)).

44. The following amendments shall be made in the Statutes of the University contained in the Second Schedule to the Central Universities Act, 2009.

1. Statute 13 shall be substituted as under:

Constitution of Academic Council.

13 (1) The Academic Council shall consist of the following members:

- a) The Vice Chancellor, Chairman
- b) The Pro-Vice Chancellor,
- c) Deans of Schools of Studies,
- d) Dean of Students' Welfare,
- e) Proctor,
- f) Librarian,
- g) One member of the Court from amongst the elected members of the Court to be nominated by the Court,
- h) Ten Heads of teaching departments on the basis of seniority and rotation to be nominated by the Vice Chancellor,
- i) Five Directors of Centres, if any, on the basis of seniority and rotation, to be nominated by the Vice Chancellor.
- j) Two Professors, who are not Deans of Schools of Studies or Heads of the Departments/Centres and are not members of the Executive Council, from each School, on the basis of seniority and rotation, to be nominated by the Vice Chancellor.
- k) Two Associate Professors, who are not covered in (c), (d) and (e) above, or not Heads of the Departments or not Directors of Centres or who are not members of the Executive Council, by rotation according to seniority, to be appointed by the Vice Chancellor.
- l) Two Assistant Professors, who are not members of the Executive Council, by rotation according to seniority, to be appointed by the Vice Chancellor.
- m) Ten persons, not in the service of the University, co-opted by the Academic Council for their special knowledge in educational progress, development and industry linkage.

Term of office

- (2) All members of the Academic Council, other than the ex-officio members, shall hold office for a term of three years.

Quorum

- (3) Half of the total members of the constituted Academic Council shall form the quorum for the meeting of the Academic Council.

Central University of Jammu

Notification

On the recommendations of the Heads of the Departments, the Vice Chancellor has been pleased to authorize the adoption of University wide inter-disciplinary Elective courses, for the first and third Semesters for the Academic Year 2013-2014, and to be offered to the students of other Departments for Completion of Masters Degree Programmes in pursuance to the provision of clause 5 of Ordinance No.3 governing Curriculum & conditions for Award of Degree, as per details given below:

S.No.	Name of the Department	University wide Elective inter-disciplinary courses
1.	Mathematics	i. <u>First semester:-MAMT-175</u> (Fundamental of Calculus) ii. <u>Third semester-MAMT-375</u> (Basic Linear Algebra)
2.	English	i. <u>First semester:- MECL-175</u> (English for Specific Purposes) ii. <u>Third semester- MECL-375</u> (Philosophy & Literature)
3.	Human Resource Management & Organisations Behaviour	i. <u>First semester:- MHRM-175</u> (Fundamentals of Management & Organisational Behaviour) ii. <u>Third semester- MHRM-375</u> (Business Environment & Corporate Ethics)
4.	Tourism & Travel Management	i. <u>First semester:- MTT-175</u> M (Tourism Concepts & Principles) ii. <u>Third semester- MTT-375</u> M (Entrepreneurship Development in Tourism)
5.	Public Policy & Public Administration	i. <u>First semester:- MPPA-175</u> (Indian Public Administration) ii. <u>Third semester- MPPA-375</u> (Local Governance in India)
6.	Economics	i. <u>First semester:- MECO -175</u> (Introduction to Indian Economy) ii. <u>Third semester- MECO-375</u> (Money Banking & Finance)
7.	Computer Science And Information Technology	i. <u>First semester:- MSCS-175</u> (Fundamentals of computers) ii. <u>Third semester- MSCS-375</u> (Advanced Computer concepts)

Contd-P-2

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dc

8.	Environmental Sciences	i. First semester:-MEVS-175 (Basics of Ecology & Environmental Sciences) ii. Third semester- MEVS-375 (Natural Resource & their Management)
9.	Educational Studies	(Functional Hindi & Art of translation) ES-175
10.	National Security Studies	(I) First Semester :- MNSS-175 Introduction to International Security. (II) Third Semester:-MNSS-375 Evolution of warfare.

Notes:-

1. Student has to earn 16 credits in all having 4 Elective courses of 4 credits each with one Elective of 4 credit in each semester to be offered to the students of other Departments as inter-disciplinary Elective course for completion of Post-Graduate Programme.

2. One Elective course in Hindi of 4 credits shall be offered in all semesters by Department of Education. This will provide the student's, 10 Elective courses of 4 credits in each semester to choose one for each semester.


Registrar
25/9/13

No.CUJ/OSD-A/2013-14/2010-24

Dated: 25-09-2013

Copy to -

- 1 Staff officer to V.C
- 2 All HOD's for follow up action
- 3 OSD Administration
- 4 OSD Finance
- 5 Academic Coordinator
- 6 A.R. Examinations
- 7 A.R (Adm.) - for putting up an item for ratification/approval by the AC.
- 8 S.O. Academic Block. He is required to display the notification on the Notice Boards of all Deptts. for wider publicity.

- 9 Office Copy

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Title: Calculus
Course no.: MAMT-175

Credit: 4

Unit-I

Lines, Parabolas, Ellipses, Hyperbola. differentiation, differentiation formulas, the chain rule, Continuous functions, differentiable functions, composite of continuous functions, maxima and minima

Unit-II

Trigonometric functions, exponential functions and logarithms, Inverse functions, derivatives and graphs, indefinite integral, the definite integral, Parametric equations, change of variable

Unit-III

Integrating rational functions, integrating by parts, Trigonometric integrals, trigonometric substitution, limits at infinity

Unit-IV

Sequences, series, power series, power series for functions, Taylor polynomials, Taylor series

Unit-V

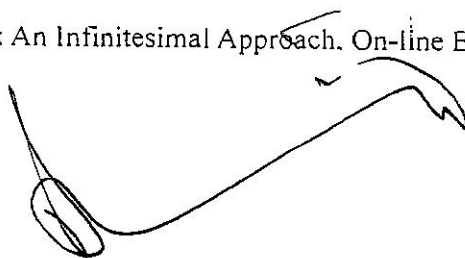
Differential equations, first order: variables separable, homogeneous, linear, exact.

Text Book:

H. S. Bear, Understanding calculus, Second Edition, Wiley Interscience, 2003.

Reference Books:

- JR. George B. Thomas and Ross L. Finney, Calculus and analytic geometry, Addison-Wesley World Student Edition, 1979.
- H. Jerome Keisler, Elementary Calculus: An Infinitesimal Approach, On-line Edition, February 2012.



000040

Course code & Title: MAMT 375: Basic Linear Algebra

Course Credits: 4

Unit-1

- Matrix. Matrix operations. Diagonal. Upper triangular. symmetric. skew symmetric. orthogonal. hermitian. skew-hermitian and unitary matrices. Invertible Matrix. Row reduction: Elementary matrices and elementary row operations. Linear system of equations. Solution of linear system of equations using Gaussian elimination. Exercises based on above topics

Unit-2

- Determinants: Determinant function. expression defining the determinant. properties and geometric meaning of determinant. axiomatic characterization of determinant function. permutation matrices. Cramer's formula. Exercises based on above topics

Unit-3

- Field. Vector space \mathbb{R}^n and \mathbb{C}^n . Linear independence and dependence. linear span. linear subspaces. Basis and dimension of a vector space. Exercises based on above topics

Unit-4

- Linear transformation. Matrix of a linear transformation. rank-nullity theorem. rank of a matrix. Eigen values and eigen vectors of a linear operator. Characteristic polynomial. Exercises based on above topics

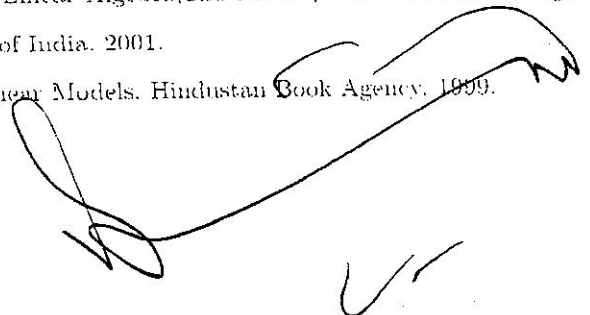
Unit-5

- Eigen values of the matrices stated in unit I. Inner product spaces. orthonormal bases. Gram-Schmidt orthogonalization. diagonalizability of a linear operator. Exercises based on above topics.

Textbooks:

1. H Anton. Elementary Linear algebra and applications (8th edition). John Wiley. 1995.

Reference books:

1. G Strang. Linear algebra and its applications (4th edition). Thomson. 2006.
 2. S Kumaresan. Linear algebra - A Geometric Approach. Prentice Hall of India. 2000.
 3. T M Apostol. Calculus. Volume 2(2nd edition). Wiley Eastern. 1980.
 4. A R Rao and P Bhimasankaran. Linear Algebra(2nd edition). Hindustan Book Agency. 2000.
 5. M Artin. Algebra. Prentice Hall of India. 2001.
 6. R Bapat. Linear Algebra and Linear Models. Hindustan Book Agency. 1999.
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Central University of Jammu
Department of English
Syllabus of Interdisciplinary Elective Course

Type of Course: Elective

Course Code : MECL 175

Title of Course : English for Specific Purposes

Credits: 4

UNIT I

Communication: Definition; Concept; Context; Barriers to Communication.

Listening Skills: Active Listening

Passive Listening

Interpretative Listening

Understanding Accent

Speaking Skills: Effective Speaking

Reading Skills: Types of Reading, Effective Reading

UNIT II

Personality Enhancement: Personality Traits

Evaluation of Strengths and Weaknesses

Goal-setting

Critical-thinking

Interpersonal-skills

Group Discussion

Team work

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Rudendra

Syllabus of Interdisciplinary Elective Course

Type of Course: Elective

Course Code : MECL 375

Title of Course : Philosophy and Literature

Credits: 4

Objective: To study how philosophy has been incorporated into the traditional body of knowledge. It will give a comprehensible introduction to philosophies and ideologies and its application in Educational environment i.e. pedagogy of teaching Literature. The prescribed philosophies in Unit II to V have to be studied in the light of life, times and philosophical contribution.

UNIT I

Introduction: Philosophy and Reality

- (i) Idealism
- (ii) Realism
- (iii) Pragmatism
- (iv) Existentialism
- (v) Post modernism: Philosophy and Literature

UNIT II

The Ancient Philosophers

Life, times, and philosophical contribution of

- (i) Socrates
- (ii) Plato
- (iii) Aristotle

UNIT III

Introduction: Challenging the Ancients

- (i) Rene Decartes
- (ii) Francis Bacon
- (iii) John Locke

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Raldanth

UNIT IV

Knowledge and Self

- (i) Jean – Jacques Rousseau
- (ii) Immanuel Kant
- (iii) Georg Hegel Wilhelm Fredrick
- (iv) Karl Marx

UNIT V

Subjectivity and Truth

- (i) Soren Kierkegaard
- (ii) JeanPaul Sartre

Required Readings:

- (i) Johann Friedrich Habart
- (ii) William James
- (iii) John Dewey

Suggested Readings:

1. Bertrand Russell, History of Western Philosophy
2. Will Durrant, The story of Philosophy
3. S. Feibleman, Understanding philosophy
4. M. Charlesworth, The Existentialists ans Jean paul Sartre
5. Kenny. A. led 199, The Oxford History of Western Philosophy Ox England OUP
6. Krant, R.éd', The Cambridge comparative Plato.

Baldanta

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1st Semester

Course Title: Fundamentals of Management and Organisational Behaviour

Course No. MHRM 175

Contact Hrs/Week: 4 Hrs

Objectives

The Course has been designed such that it acquaints the students with the basic management concepts and organizational processes in the organisation.

Unit-I

Managerial Roles; Types of Managers; Management levels and skills; Challenges of Management. Era of Dynamic Engagement; New Organisational Environment; Globalisation and Management; Diversity and Cross Cultural Management; Ethical and Environmental foundations of management; Quality management; Entrepreneurship and Intrapreneuring.

Unit-II

Planning: Concept, Nature, Processes and Frameworks of Planning; Types of plans and planning premises; Organising, approaches in Organisation Design and Structuring, Span of Management, Authority and Responsibility relationship, Delegation and Decentralisation; Direction as Management Function.

Unit-III

Decision Making: Concept and Significance, types of Decisions, Processes of Decision Making; Techniques of decision-making and Forecasting. Management by Objectives (MBO). Management Control: - Concept, features, process and Techniques.

Unit - IV

Understanding and Managing Individual Behaviour values: Types of values; Value based management; - Personality – Meaning; Development of Personality; Personality Determinants and Traits. Locus of Control (LOC) & Types of Perception; - Nature and Importance; Factors influencing Perception; developing perceptual skills. Attitudes; - Nature and Dimensions; Components and functions of attitudes.

Unit - V

Leadership and influence process; - Concept; Leadership Skills; theories of leadership; - Trait Theory; Situation theory; Path-goal Leadership model; Understanding and managing organizational System; Organisational design and structure.

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

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Reference Books and Suggested Readings

- Koontz, Herold and Wehrich, Heinz. "Management", McGraw Hill, New York. 5th edition.
- Stoner, James A.F. and Freeman, R.Edward, "Management". New Delhi. 6th edition.
- Mathew, M.J "Business Management" Sheel Sons Publishers, Jaipur. 1st edition.
- Robbins, Stephens, P. : Organisational Behaviour, Prentice Hall of India, New Delhi.
- Newstorm and Keith Davis - Organisational Behaviour – Human Behaviour at work, Tata Mc Graw Hill, New Delhi.
- Luthans Fred - Organisational Behaviour, Tata Mc Graw Hill, New Delhi.

Om Chime

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Neelika

Harsh Jais

Ajali Pathania

Prakash Rawat

3rd Semester
Course Title: Business Environment and Corporate Ethics

Course No. MHRM 375

Contact Hrs/Week: 4 Hrs

Objective:

The purpose of this course is to develop an awareness of the ethical issues related to business and to give the participants the basic understanding of the important ethical and environmental aspects business.

Unit- I

Business Ethics concept and nature, Ethical Theories; causes of unethical behaviour, ethical abuses, Work Ethics. Ethics in practice – Professional ethics for functional managers, ethics in Global Business, Ethical Dilemma, Ethos in HRM

Unit – II

Introduction and definition of business and its Emergence in the 21st Century. The concept of Environment components of Environment Political, Legal, Social, Technological and International Need to scan the business environment and techniques of scanning the business environment.

Unit – III

Politico Legal Environment rationale and extent of State Intervention Public Sector in India; Privatization Prominent Features of MRTP, FEMW, EXIM in the light of Liberalization.

Unit – IV

SEBI guidelines relating to capital issues; Socio-Cultural Environment and its impact on business operations. The impact of technology on Business import of technology.

Unit – V

Economic Environment; New Economic Policies; Main features of Economic planning with respect to business industrial policy in light of liberalization; Emergence of globalization Implications for India; Social responsibility of Business; Business and Environmental Issues in Indian context.

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practioner's view will be incorporated.

Asim Chandra

Neelima

Harsh Jain

Arijati Pattnaik

Gourishankar
Rajesh

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A minimum of two cases or articles or a combination of these shall also be introduced to the students for imparting practical knowledge about the course.

Reference Books and Suggested Readings:

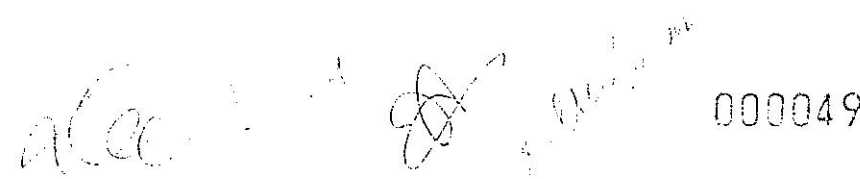
- The Ethics of Management, Larue Tonbe Hosmer, Richard D. Irwin Inc
- Ethics in Management S.A. Sherlekar Himalaya Publishing House
- Business Ethics Murthy C.V. Himalaya Publishing House
- Essentials of Business Environment Aswathapa, Himalaya Publishing House

Manjave *Nesher* *Hosmer* *Manjave* *Anjali Pathania* *Gowd* *Rasat*

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Academic Session - 2013-2014

COURSE CODE:	MTT117S	MTT117S
COURSE TITLE:	TOURISM CONCEPTS AND PRINCIPLES	
COURSE OBJECTIVES:	This course shall introduce learner to tourism's growth and development. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It is also important to appreciate the future of tourism.	
UNIT-1	Tourism; an overview: Elements, Nature and Characteristics - Typology of tourism - Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.	
UNIT-2	Tourism Industry; Structure and Components: Attractions - Accommodation - Activities - Transportation - F&B - Shopping - Entertainment - Infrastructure and Hospitality - Emerging areas of tourism - Rural, Eco, Medical, MICE, Therapy, Indigenous, Wellness, Film, Golf, etc.. - Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.	
UNIT-3	<p>Tourist Transportation:</p> <p>Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.</p> <p>Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Transport & Insurance documents, All-India Permits</p> <p>Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak)</p> <p>General information about Indian Railways, Types of rail tours in India, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass.</p> <p>Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.</p>	
UNIT-4	Tourism Impacts - Tourism Area Life Cycle (TALC) - Dosey's Index - Demonstration Effect - Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism - MNC's in Tourism Industry.	
UNIT-5	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of ISK, FHRAI, IHA, IATA, TAAI, IATC.	
REFERENCES:	<p>Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi.</p> <p>Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.</p> <p>Chuck Y. Gee, James C. Makent & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.</p> <p>Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.</p> <p>Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London.</p> <p>Medlik, S. (1997), Understanding tourism, Butterworth Heinemann, Oxford.</p> <p>Michael M. Coitman (1989), Introduction to Travel and Tourism: An International Approach. Van Nostrand Reinhold, New York.</p> <p>Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.</p> <p>Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.</p> <p>Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press.</p>	



COURSE CURRICULUM THIRD SEMESTER

MTT 375

COURSE CODE:	MTT 375
COURSE TITLE:	Entrepreneurship Development in Tourism
COURSE OBJECTIVES:	The objective of the course is to enable the learners to start and manage small enterprises. This includes: How to scout for a good tourism business idea? How to analyse the business environment specially customers and competitors? How to analyse feasibility? How to prepare a Business Plan? How to start a business in tourism sector?
UNIT-1	Entrepreneurship- concept and definitions; Entrepreneurship – Theories & Approaches – Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship – Role of Entrepreneurship in Economic Development- Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.
UNIT-2	Entrepreneurship in Tourism – Opportunities Identification – Business Plan - Feasibility Report – Funding options-Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management in tourism.
UNIT-3	Conceptualising a business; business model; business strategy- understanding customers and analyzing competition; Form of organization and legal considerations; networking and collaboration; good business practices;
UNIT-4	Setting up a tourism enterprise- steps, procedures, licenses, registration etc.; Institutional support for MSMEs.
UNIT-5	Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major MNCs and National Tourism and Travel Firms- MakeMyTrip, Thomas Cook, Cox and Kings, Kuoni, Equation, Taj Hotel, Radisson Hotel, Welcome etc
REFERENCES	Chowdhary, N & Prakash, M (2010). Managing A Small Tourism Business, Matrix Publication, New Delhi. Desai, Vasant. Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi Mohanty, Sangram Keshari. Fundamentals of entrepreneurship, New Delhi: Prentice Hall of India. Kaulgud, Aruna. Entrepreneurship Management. Vikas Publishing House, Delhi.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSI	ESE	Total
MTT 301	Entrepreneurship Development in Tourism		0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week , CIA: Continuous Internal Assessment ,

MSE : Mid Semester Exam, ESE : End Semester Exam

000050



Semester-I

COURSE NO: MPPA-175

COURSE TITLE: INDIAN PUBLIC ADMINISTRATION

Unit-I: Introduction

Introduction and Evolution of Indian Public Administration
Constitutional framework of Indian Public Administration
Environmental Setting of India Public Administration: Parliamentary Democracy,
Federalism, Democratic Socialism.

Unit-II: Central Administration

Political Executive at the Union Level: President, Prime Minister, Council of Ministers
and Cabinet
Structure of Central Administration
Cabinet Secretariat: Significance, Functions and Role
Prime Minister's Office: Significance, Functions and Role

Unit-III: State Administration

Political Executive at the State Level: Governor, Chief Minister and Council of Ministers
Structure of State Administration
Chief Secretary; State Secretariat; Directorates
District Administration: Role of District Collector

Unit-IV: Aspects of Indian Public Administration

Centre-State Relations: Legislative and Administrative
Relationship between Political and Permanent Executive
Generalists and Specialists in Administration
Integrity in Civil Services

Unit-V: Issues in Indian Public Administration

Administrative Reforms
Lokpal and Lokayukta
Corruption and Administration
Judicial Activism

RL
2

000051

LIST OF READINGS

1. Avasthi and Avasthi, *Indian Administration* (Agra: Luxmi Narain Aggarwal, Latest Edition).
2. Avasthi, *Central Administration*, (New Delhi Tata McGraw Hill, Publishers Co. Pvt. Ltd. 1988).
3. D.D. Basu, *Introduction to the Constitution of India* (New Delhi: Wadhwa and Company, 20th edition 2008).
4. Herbert H. Hyman, *Political Socialization: A Study in the Psychology of Political Behaviour* (New Delhi: American Publishing, 1972).
5. Hoshiar Singh (ed.), *Indian Administration* (Jaipur: Aalekh Publishers, 2008).
6. Mohinder Singh and Hoshiar Singh, *Public Administration in India* (New Delhi: Sterling Publishers 1989).
7. Pramata Sharan, *Public Administration in India* (Meerut: Meenakshi Publications, 1978).
8. Ramesh K. Arora and Rajni Goyal, *Indian Public Administration* (New Delhi: Vishwa Parkashan, 1997).
9. Sriram Maheshwari, *Indian Administration* (New Delhi: Macmillan, 6th edition 2001).
10. V. Bhaskara Rao and B. Venkateswarlu (ed.), *Parliamentary Democracy in India: Trends and Issues* (Delhi, Mittal Publishers, 1987).

RL

SEMESTER – III

COURSE NO: MPPA-375

COURSE TITLE: LOCAL GOVERNANCE IN INDIA

UNIT-I: Introduction

Concept, Rationale and Types of Local Governance in India
Evolutionary Perspective of Local Governance in India
The 73rd and 74th Constitutional Amendment Acts

UNIT-II: Rural Local Governance

Meaning, Scope and Significance of Rural Local Governance
Structure of Rural Local Government
Composition, Functions and Role of Gram Sabha, Gram Panchayat, Panchayat Samiti
and Zila Parishad

UNIT-III: Urban Local Governance

Meaning, Scope and Significance
Structure of Urban Local Government
Composition, Functions and Role of Municipal Corporation, Municipal Council and
Nagar Panchayat

UNIT-IV: Aspects of Local Governance in India

Role of State Finance Commission with special reference to Rural and Urban Local
Bodies
Rural and Urban Local Finance
State Control over the Rural and Urban Local Institutions

UNIT-V: Poverty Alleviation Programmes

Rural Poverty Alleviation Programmes:

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) and
Swarnjayanti Gram Swarozgar Yojana (SGSY)

Urban Poverty Alleviation Programmes:

Swarna Jayanti Shahari Rozgar Yojana (SJSRY)
Jawaharlal Nehru National Urban Renewal Mission (JNNURM)


4

000053

LIST OF READINGS

1. Abdul Aziz (ed.) *Decentralised Governance in Asian Countries* (New Delhi: Sage, 1996).
2. B.D.S. Bhadouria and V.P. Dubey, *Panchayati Raj and Rural Development* (New Delhi: Commonwealth Publishers, 1989).
3. B.S. Khanna, *Rural Development in South Asia* (New Delhi: Deep and Deep, 1992).
4. Danny Burns, et. al. *The Politics of Decentralisation: Revitalising Local Democracy* (London: Macmillan, 1994).
5. George Mathew, *Panchayati Raj in India: From Legislation to Movement* (New Delhi: ISS, 1994).
6. K.C. Sivaramakrishnan, et. al. *Urbanisation in India: Basic Services and People's Participation* (New Delhi: ISS, 1993).
7. M.A. Oommen and Abhijit Datta, *Panchayats and their Finance* (New Delhi: ISS, 1995).
8. M.A. Oommen, *Devolution of Resources from the State to the Panchayati Institutions* (New Delhi: ISS, 1995).
9. Mohit Bhattacharya, *Management of Urban Government in India* (New Delhi: Uppal, 1976).
10. Peter Oakley, et. al. *Approaches to participation in Rural Development* (Geneva: I.C.O., 1984).
11. Peter Oakley, *Projects with People: The Practice of Participation in Rural Development* (Geneva: I.L.O., 1991).
12. Ramesh K. Arora and Rajni Goyal, *Indian Public Administration* (New Delhi: Vishwa Prakashan, 1996).
13. S.N. Mathur, *Nyaya Panchayats as Instruments of Justice* (New Delhi: ISS, 1997).
14. S.N. Mishra, *New Panchayati Raj in Action* (New Delhi: Mittal Publication, 1996).
15. S.R. Maheshwari, *Local Government in India* (Agra: Lakshmi Narain Aggarwal, 2003).
16. T.N. Chaturvedi and Abhijit Datta, *Local Government* (New Delhi: IIPA, 1984).

RLBLW

Course No: Meco-¹⁷⁵

Semester-I

4 Credits

Course Title:

INTRODUCTION TO INDIAN ECONOMY

UNIT-I

INDIAN ECONOMY AT THE TIME OF INDEPENDENCE

British rule and underdevelopment of India. Colonial exploitation; forms and consequences. Characteristics of economic underdevelopment of India (with reference to colonial rule of India)

UNIT II

ECONOMIC PLANNING IN INDIA

Rationale for India's Economic Planning. Main objectives of Indian plans, strategy of Indian plans. An appraisal of Indian planning process. Vision and strategy of 12th five year plan.

UNIT III

INDIAN AGRICULTURE

Role of agriculture in Indian economy, productivity in Indian agriculture, land reforms, green revolution. Public distribution system and Food security, Agricultural price policy.

UNIT IV

INDUSTRIAL SECTOR IN INDIA

Industrial development during planning period,

Industrial policy resolution, 1948, 1956, New industrial policy (1991); Appraisal of new industrial policy, Public sector and Private sector in Indian Economy; Role, Performance and Problems. Major industries of India; iron steel and textile, Small scale industries; role performance and problems.

UNIT V

FOREIGN TRADE

Composition and direction of India's foreign trade, India's balance of payment situation since 1991, Foreign trade policy (2009-2014), Foreign Investment Flows Since 1991; A Critical Appraisal, Non resident Deposits, India's external debt.

000055

References ;

Kapila, Uma. *Indian economy : performance and policy* ,Acadamic foundation ,New Delhi.

Sundaram .and Dutt (2013), *Indian economy* ,S.Chand

Chakarvaty, S (1987), *Development Planning*: Oxford

Puri. and Mishra(2013), *Indian Economy*,Himalaya publisher

Government of india ,Ministry of finance,economic survey ,various issues .

Jalan,Bimal (ed). *The Indian Economy ;Problems and prospects* .Penguin.

Course No: Meco-

375

Semester III

4 Credits

MONEY, BANKING AND FINANCE

UNIT -I

MONEY

Definition of Money, Different concepts of money(M1,M2,M3 &M4), Functions of Money, Demand for Money, Money creation, Money Supply , Components and Determinants of Money Supply , Measures of Money Supply in India, Factors affecting Money Supply in India..

UNIT-II

COMMERCIAL BANKING SYSTEM

Concept of Commercial Banking , Functions of the Commercial Banks, Changing Role Of Commercial Banks ,Process Of Credit creation by commercial banks, Deposit Mobilization, Commercial Banking Structure in India. Role of Commercial Banks in the Development of India.

UNIT -III

CENTRAL BANKING SYSTEM

Concept of Central Banking, Functions of a Central Bank , Methods of credit control –Qualitative and Quantitative),Reserve bank of India- Functions and Policy; Short Term Liquidity Management.

UNIT -IV

MONEY AND CAPITAL MARKETS

Nature and Function of Indian Money and Capital Market. The Composition Of The Money Market, Features And Defects Of The Money Markets, The Reform Of The Money Market, The Composition Of The Capital Market, Development Financial Institutions(DFIS), Non-Banking Finance Companies (NBFCs),.

UNIT -V

INSTITUTIONAL FINANCING

Evolution of Institutional Financing , Classification of Institutional Financing , All India Development Financial Institutions, Investment Institutions, Specialized Financial Institutions , State level Institutions, A Critical Appraisal of the Industrial Financing Institutions.

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REFERENCES

1. Rakshit, Mihir (2011); Money and Finance in the Indian Economy; Oxford University Press.
2. Datt, Ruddar and Sundharam, K.P.M(2012); Indian Economy; S.Chand
3. Khatkhate, Deena(2009); Money, Finance, Political Economy; Academic Foundation
4. Misra, S.k. and Puri, V.K.(2013); Indian Economy; Himalaya Publishing House.
5. Kapila, Uma; Indian Economy; Academic Foundation

For 1st Sem.

MSC175

Fundamentals of Computers

MSCS

Unit-1

Introduction: Introduction to Computers, Classification of Computers. Analog vs Digital Computer, Block Diagram of Digital Computer, Input Devices, Output devices, CPU, Memory, Types of Memories, Storage Devices, Types of Softwares, Generations of Computers.

Unit-2

Data Representation: Representation of characters in computers, Representation of integers and fractions, Hexadecimal and octal representation of numbers, number system conversions, Two's complement of numbers, addition/subtraction of numbers using 2's complement notation, Error detection codes

Unit-3

Operating System: Operating Systems and their overview, Types of Operating System, Introduction to Unix and Windows. Anatomy of Windows, Files and Folders, Searching Files, Desktop, Windows Explorer, GUI Features, Disk Cleanup, Disk Defragmenter.

Word Processing: Introduction to MS-Word and its features, Formatting text and paragraph, Page Formatting, Find and Replace, Inserting page number, Symbols, footnotes, endnotes, textbox, auto text, pictures, tables, Drawing Shapes, Mail Merge, Printing of documents, Spelling & Grammar etc.

Unit-4

Presentation Software: Introduction to MS-Power point, Slide Layouts, Slide Designs, Task Pane, Header and Footer, Text Formatting, Inserting slide number, Symbols, Comments, Textbox, Pictures, Slide show, Slide Transition, Slide Animation, Customize show, Rehearse Timing, Record Narrations, Notes, Web Page Preview, Pack and go.

Unit-5

Spreadsheet: Introduction, to Ms-excel, Cell-Referencing-relative and absolute, Entering Data and Formula, Excel Workbook, Inserting and Renaming Sheets, Automatic Calculation and Recalculation, Formatting Cells, Rows, Columns and Sheets, Sorting and Filtering data, Formulas-Mathematical, Statistical and Logical Functioning, Preparing Charts and analysing data.

References

1. Fundamentals of Computers, by V.Rajaraman, PHI, Fifth Edition, April 2010.
2. Computer Fundamentals :Pradeep K. sinha, PreetiSinha, BPB Publications, New Delhi
3. Fundamentals of computers , E.Balagurusamy, TMH, second reprint 2010. 000059

Advanced Computer Concepts

Unit-1

Fundamentals:-Functions and types of operating system, Single User and multi user OS, Multitasking OS, Programming Languages, Program Language Translators –Assembler, Compiler, Interpreter. Utility Programs, Virus and types.

Networking:-Introduction to Networking, Importance of Networking, Communication Devices -Modems, hubs, switches, routers, gateways. Network Topology-Ring, Star, Bus, etc. Types of Networks-LAN,MAN,WAN,VAN,Internet,Intranet and Extranets

Unit-2

Database Management System:-Introduction of Database and DBMS, Advantages and disadvantages of DBMS, components of DBMS, Levels of Architecture, Instance and Schemes, DBMS facilities, Database users, Data dictionaries, Entity Relationship models, attributes, Types of keys, Entity sets and Relationship sets, Traditional Data Models, Relational Model, Relations, Normalization(1NF,2NF,3NF)

Unit-3

Database Management(MS Access): Features of Microsoft Access, Field types, Record, Data types, Defining relationships, Defining keys, Field Properties, Database Access, Creation of Tables, SQL, DMLDDL, DCL, Queries, Import and Export Data, Queries, Forms, Reports

Unit-4

Internet Concepts:-Getting connected to Internet, Evolution of Internet, Applications of Internet, Services of Internet, Internet Protocol, IP Addresses, Named Addresses, DNS,URL, World Wide Web(WWW), Characteristics of WWW, Features of web Browsers, Search Engines, Search Directories, Email, Basic Terminology-HTTP, HTML, Hyperlinks, Address Navigation, History, downloading files.

Unit-5

HTML & Web Page Designing:-Web Page development, Hypertext Markuplanguage (HTML), Mark-up Tags, Attributes, Text and Paragraph Formatting, Inserting Images, Tables, Hyperlinks, Creating Lists, Creating Forms, Web Authorising Tools. Image Maps, DHTML.

जम्मू केंद्रीय विश्वविद्यालय

शैक्षिक अध्ययन विभाग

कोर्स कोड: ES ¹⁷⁵

कोर्स शीर्षक: प्रयोजन मूलक हिंदी और अनुवाद कला

(Functional Hindi and Art of Translation)

क्रेडिट- 4

अधिकतम अंक: 100

परीक्षा अवधि: 3 घंटे

आंतरिक: बाहरी 20: 80

मूल्यांकन मापदंड:

1. मिड टर्म परीक्षा: 25%
 2. समाप्ति अवधि परीक्षा: 50%
 3. सतत आंतरिक आकलन (सीआईए): 25%
- क) एसाइनमेंट: 10%
- ख) प्रस्तुति: 10%
- ग) छात्र की भागीदारी: 5%

उद्देश्य

- हिंदी का ज्ञान प्रदान करना और उन्हें यथासंभव नौकरी को प्राप्त करने योग्य बनाना।
- हिंदी भाषा के व्याकरण का ज्ञान प्रदान करना।
- कार्यालयीय कामकाज से जुड़े पत्रों के बारे में ज्ञान प्रदान करना।

इकाई- 1

- प्रयोजन मूलक हिंदी
 - राजकाज की भाषा के रूप में हिंदी
 - राजभाषा से सम्बंधित विविध सवैधानिक अधिनियम
- हिंदी व्याकरण
 - शब्द विचार , संज्ञा, सर्वनाम , वचन, विशेषण, क्रिया, क्रिया-विशेषण, कारक, शब्द -संधि,
 - वाक्य -विचार, वाक्य -रचना , वाक्य -विश्लेषण , वाक्य -चिन्ह

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- वाक्य व शब्द प्रयोग की सामान्य अशुद्धियाँ
- वर्तनी की अशुद्धियाँ

इकाई- 2 हिंदी का प्रयोजनमूलक उपयोग

- कार्यालयीय पत्र लेखन
- पत्र और पत्र का वर्गीकरण - निजी व कार्यालयीय
- पत्र के गुण -स्पष्टता, शुद्धता, संक्षिप्तता, निष्पक्षता, व्यापकता, पठनीयता
- कार्यालयीय कार्यवाही
 - कार्यवृत्त, प्रेस विज्ञप्ति, टिप्पणी, संक्षेपण, प्रचार सामग्री
 - कार्यालयीय प्रतिवेदन व इसके महत्वपूर्ण तत्व और प्राधिकार
- विषय, सूचना संकलन की प्रक्रिया, सूचना विश्लेषण, निष्कर्ष, सिफारिशें
- कार्यालयीय प्रतिवेदन के आवश्यक गुण - स्पष्टता, शुद्धता, संक्षिप्तता, निष्पक्षता, व्यापकता, पठनीयता, प्रभाविकता

इकाई- 3 अनुवाद कला

- अनुवाद की मुख्य विशेषताएं
- अनुवाद के प्रकार - शब्दानुवाद, भाषानुवाद, पद्यानुवाद, गद्यानुवाद और इसके मूलभूत तत्व
- शब्द व्यवस्था, ध्वनि प्रक्रिया, व्याकरण रचना

इकाई- 4 अनुवाद व अनुवादक

- अनुवाद व अनुवादक के गुण- सरलता, स्पष्टता, निश्चितता, भावानुकूलता, सहजता, मूल शैली का अनुकरण
- अनुवाद की समस्याएँ व कठिनाईयाँ
- दो भाषायों की प्रकृति भिन्नता, वाक्य-विचार भिन्नता, शैली गत भिन्नता, सांस्कृतिक और परिवेशगत भिन्नता, भाषायों के व्याकरण गत भेद, भाषायों के अलंकरण, बिम्बीकरण, रूपकीकरण, प्रतिकीकरण सम्बन्धी भिन्नता, पद्य की भाषा में भावगत गूढ़ता रहस्यमय, विषयगत कलिष्ठता

इकाई- 5

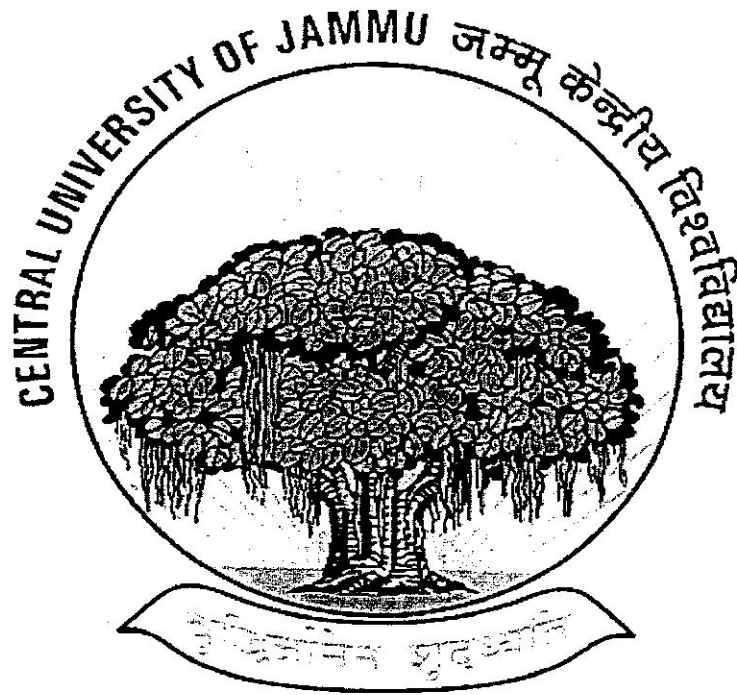
- अनुवाद के दोष -

मूल से दूरी, मूल की संक्षिप्तता, व्यंग की कमी, असंयम, मूल के अनुवाद की अपेक्षा, नवसृजन की आकांक्षा, मूल की शैली का अपूर्ण अनुवाद

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CENTRAL UNIVERSITY OF JAMMU
DEPARTMENT OF NATIONAL SECURITY STUDIES



Syllabus
for
Integrated M.Phil/Ph.D. Programme
Session 2013-14

000070

Introduction

The department of National Security Studies offers Integrated M.Phil/Ph. D Programme which intends to develop research and expertise in the field of National Security and its allied subjects. The programme consists of four courses including research methodology in security studies and theories of security. It is designed to strengthen the research caliber of scholars by facilitating research specialization on various themes related to their field of study. The course work is intensive as well as rigorous in terms of research training and teaching. The programme would also introduce the students to the state-of-the-art research techniques and global exposure.

Objectives

The Integrated M.Phil/Ph.D. programme intends to:

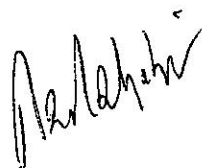
- Assist students to better understand the structure of the scientific method and the fundamentals of research design in the field of security studies and to facilitate students to develop empirical research designs, formulate and test hypotheses by using scientific techniques.
- Enable students to become more informed "critics" of social science and security studies literature. To familiarise students with various theoretical perspectives on security studies and its parent subject, International Relations. Introduce students to various security paradigms evolved in the recent past.
- Introduce students to major themes in national security studies such as:-
 - Geostrategic significance of South Asia and security challenges faced by the South Asian states
 - Relevance of Confidence Building Measures in South Asian context
 - The Problem of Nuclear Proliferation in the region
 - The Concept, Causes and Types of Terrorism in India
 - Modus operandi of Major Terrorist Organisations and Financial sources to these Organisations,
 - Global Response to Terrorism, and Counter Terrorism measures in India

Duration

The duration of the M. Phil part of the Integrated M.Phil/Ph.D. programme is three semesters (full-time) carrying 40 credits.

Medium of Instruction

The medium of instruction and examination is English.



Scheme of M. Phil Programme

M.Phil programme shall be of three semesters carrying 40 credits. The first semester comprises four courses including a course on research methodology and computer applications. The programme follows the Chicago research manual for style and reference. It also includes the review of published literature and specialized training in interdisciplinary areas of research. The following two semesters will be devoted to the research work and thesis writing. Each course carries 100 marks and to earn M. Phil degree students will have to avail a total of 40 credits as mention below.

- i. Course Work = 20 Credits (During 1st Semester)
ii. Thesis = 20 Credits (During 2nd and 3rd Semester)

M. Phil. (National Security Studies) Course Work 1st Semester

Sr. No.	Course	Title	Credits	Total Marks	Teaching Hours	Field Work/Tutorial/teacher-led-activity Hours	Students' efforts/(Library work, Indl/group work etc.) Hours
1	MPNS-101	Research Methods In Security Studies	5	100	50	25	75
2	MPNS-102	Theories of Security & Security Paradigms	5	100	50	25	75
3	MPNS-103	Conflict And Cooperation In South Asia	5	100	50	25	75
4	MPNS-104	Terrorism In India	5	100	50	25	75
		Total	20	400	200	100	300

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examinations. The status of attendance of every student for different course papers shall be notified month-wise and students have to ensure to attend academic work for the minimum required working days. Every student must also have participated in at least three seminars/group discussion sessions. A candidate who earns not less than 'C' grade (as per the grading system on a seven point scale adopted by the Central University of Jammu) in each prescribed course of first semester shall be deemed to have successfully completed the first semester of Integrated M.Phil/Ph.D. programme.

2nd & 3rd Semesters

The scholar shall remain involved in the thesis work throughout the semester 2nd and 3rd for different phases of their research work. The research work shall carry 400 marks out of which 100 marks shall be reserved for viva-voce examination. The distribution of marks of the research work shall be as under

Thesis	: 300 marks
Via-voce	: 100 marks

Thesis work

1. Each student will be required to select a research topic approved by the M. Phil Committee and write a thesis. The selection of research problem will be on the basis of review of related researches, discussion with the peers and the guide. The research problem must be presented with adequate description and justification before the whole group and the staff, and discussed. Students will be required to select their research topic in the beginning of the second semester.
2. After approval, the scholar shall develop a synopsis highlighting the assumptions, the objectives, the rationale, the procedures and the methodology of data collection and analysis procedures of analysis of data etc. Every activity concerning to the thesis work shall be completed through presentation in the seminar and the feedback by the committee members.
3. The synopsis will be discussed in the whole group and will be refined based on the feedback given by the committee.
4. A student shall submit his/her thesis within the stipulated period (before the end of the 3rd semester).
5. Prior to submission of the thesis, the student shall make a pre-submission presentation in the Department that will be open to all faculty members and research scholars, for getting feedback and comments which may be suitably incorporated in the thesis under the advice of the supervisor.



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Integrated MPhil/PhD Programme

Course Code: MPNS-101

Credits – 5
Total Lecture Hrs.: 50

Maximum Marks: 100
Exam Duration: 3 hours

Course Title RESEARCH METHODS IN SECURITY STUDIES

- Course Aim**
- Assist students to better understand the structure of the scientific method and the fundamentals of research design.
 - Facilitate students to develop empirical research designs, and formulate and test hypotheses by using scientific techniques
 - Enable students to become more informed "critics" of social science and security studies literature.

Course Contents

- Unit - I The Scientific Approach of Research in Security Studies (8hrs)**
- Basic assumptions of science – the philosophy of science
 - Conceptual foundations of research – concepts, definitions, theory and models
 - Introduction to logic
 - Basic elements of research in security studies – identifying research problems, unit of analysis, variables and hypotheses
- Unit -II Qualitative Research Methods in Security Studies (8hrs)**
- Introduction to research methods in Security Studies
 - Case Studies and Comparative Case Studies
 - Interviews and Fieldwork & Data Collection
- Unit -III Quantitative Research Methods in Security Studies (8hrs)**
- Introduction to statistics – descriptive and inferential; Statistical decision theory
 - Definition of probability; conditional probability: independent & dependent events.
 - Correlation & Regression; Internet survey and social media analysis
- Unit - IV Methodological Critique in Security Studies (8hrs)**
- Postmodernism – scientific knowledge vs. Narrative knowledge
 - Post-structuralism – new approaches in security studies
 - Critical security studies
- Unit - V Thesis Writing in Security Studies (8hrs)**
- Model synopsis – research proposal, review of literature and formulation of hypotheses
 - Research design, Analytical techniques and Data gathering, analysis and presentation
 - Research ethics – professional codes of ethics

Research Methodology course will be assessed through the following course work:

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Book Review	: 10 Marks
Expert Interview	: 10 Marks
Sample Synopsis	: 10 Marks
A Term paper	: 20 Marks
End-semester	: 50 Marks

Reading Lists

- Agesti, Alan and Barbara Finlay (1997), *Statistical Methods for the Social Sciences*, Prentice-Hall: New Jersey
- Carl G. Hempel; Paul Oppenheim (1948), "Studies in the Logic of Explanation", *Philosophy of Science*, Vol. 15, No. 2, pp. 135-175
- Clive Seale (2008), *Social Research Methods: A Reader*, Routledge: London
- Colin Wight (2006), *Agents, Structures and International Relations*, Cambridge University Press: New York
- Curtis Signorino (1999), "Strategic Interaction and the Statistical Analysis of International Conflict", *American Political Science Review*, 93:279-98.
- Daniel M. Jones, Stuart A. Bremer and David J. Singer (1996), " Militarized Disputes 1816-1992: Rationale, Coding Rules, and Empirical Applications", *Conflict Management and Peace Science*, 15:163-213
- David Freedman, Robert Pisani and Roger Purves (2009), *Statistics*, Viva Books: New Delhi
- Elijah Chudnoff (2007), *A Guide To Philosophical Writing*, Writing Centre: Harvard University
- Frankfort-Nachmias, Chava and David Nachmias (1996), *Research Methods in Social Sciences*, St.Martin's Press: New York
- Garry King (1991), "On Political Methodology", *Political Analysis*, 2:1-30
- Herbert M.Kritzer (1996), "The Data Puzzle: The Nature of Interpretation in Quantitative Research", *American Journal of Political Science*, 30(3):666-687.
- Jhon A. Vasquex (1996), "Distinguishing Rivals that Go to War from Those That Do Not: A Quantitative Comparative Case Study of the Two Paths to War", *International Studies Quarterly*, 40:531-558
- John GeRRING (2004), "What Is A Case Study and What is it Good for?", *American Political Science Review*, Vol.98, No.2, pp.341-354
- Kenneth N. Waltz (1979), *Theory of International Politics*, (Random House: New York)
- Madan Sarup (1993), *An Introductory Guide to Post-structuralism and Postmodernism*, Harvester Wheatsheaf: Hempstead
- Nathaniel Beck, Gary King and Langche Zeng (2000), "Improving Quantitative Studies of International Conflict: A Conjecture", *American Political Science Review*, 94:21-36
- Paul D. Allison (1999), *Multiple Regression: A Primer*, Pine Forge Press: London
- Stephen Van Evera (1997), "What Are Case Studies? How Should They Be Performed? In *Guide to Methods for Students of Political Science* (Cornell University Press: Ithaca), pp.49-88
- William Mendenhall, Robert J. Beaver and Barbara J. Beaver (2007), *Introduction to Probability and Statistics*, Thomson: Delhi



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Integrated MPhil/PhD Programme
Course Code: MPNS-102

Credits – 5
Total Lecture Hrs.: 50

Maximum Marks: 100
Exam Duration: 3 hours

Course Title THEORIES OF SECURITY & SECURITY PARADIGMS

Course Aim

- To familiarise students with various theoretical perspectives on security studies
- Introduce students to various security paradigms evolved in the recent past
- Facilitate students to develop theoretical understanding on security issues

Course Contents

- Unit - I The Philosophical Foundation of Security Studies (8hrs)**
- Classical discourse – Sun Tsu, Kautilya and Thucydides
 - Modern discourse - Machiavelli, Jean-Jacques Rousseau and Karl Marx
 - Contemporary discourse – E.H. Carr, Hans Morgenthau and Kenneth Waltz
- Unit -II The First Great Debate (Pre-war period) (8hrs)**
- Utopianism/Idealism Vs. Realism
- Unit -III The Second Great Debate (Post-war period) (8hrs)**
- Traditionalism Vs. Scientism (Behaviourism)
 - Neo-Realism and its variants – Offensive, Defensive, neoclassical and hegemonic realism
 - Rationalism in Security Studies
- Unit - IV The Contemporary Debate (8hrs)**
- Liberalism Vs. Pluralism
 - Neo-liberalism Vs. Neo-realism(structural realism)
 - Methodological Individualism
- Unit - V Critical Theory on Security Studies (8hrs)**
- Postmodernism and post-structuralism
 - Feminism

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Integrated MPhil/PhD Programme

Course Code: MPNS-103

Credits – 5
Total Lecture Hrs.: 50

Maximum Marks: 100
Exam Duration: 3 hours

Course Title **CONFLICT AND COOPERATION IN SOUTH ASIA**

Course Objectives: The course enlightens the students with the:

- Strategic Position and Significance of South Asia,
- Security challenges which South Asian states are facing,
- Relevance of Confidence Building Measures in South Asian countries' context,
- The Importance of Cooperation among South Asian countries, and
- The Problem of Nuclear Proliferation in the region

Course Contents

Unit I - South Asia- An Introduction

(8hrs)

- South Asia- Regional State System and its Geo-Political Structure
- Geo-Strategic Significance and Environment in the Region
- Contemporary Security Perspectives in South Asia

Unit II - Security Challenges in South Asia

(8hrs)

- Causes and Results of Mass Migration in South Asia
- Proliferation of Small Arms in South Asian Countries
- Energy Security in South Asia

Unit III - Non State Actors in South Asia

(8hrs)

- Threats of Non State Actors to South Asian security – Ethnic Conflict; Insurgency; and Terrorism
- Main Causes of these Threats
- Responses of South Asian States

Unit IV - Cooperation in South Asia

(8hrs)

- Confidence Building Measures in South Asia – Prospects and Challenges
- Relevance of Confidence Building Measures in South Asia
- Political, Economic and Security Cooperation in South Asia – with particular reference to South Asian Association for Regional Cooperation (SAARC)

Unit V - Nuclear Issue in South Asia

(8hrs)

- Nuclear Proliferation in South Asia
- Nuclear Deterrence and Non Proliferation Treaty (NPT)
- Nuclear Vs. Non-Nuclear South Asian countries – India's Status as a Nuclear Power

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Suggested Readings:

- Ali, Asghar (1987), *Ethnic Conflict in South Asia*, Delhi: Ajanta Publications
- Bidwai, Praful (2001), *South Asia on Short Fuse-Nuclear Politics and the Future of Disarmament*, London: Oxford University Press
- Budania, Rajpal (2001), *India's National Security Dilemma: The Pakistan Factor and India's Policy Response*, New Delhi: Indus Publications
- Chari, P. R., Gupta, Sonika (ed.) (2003), *Nuclear Stability in Southern Asia*, New Delhi: Manas Publications
- Cohen, S. P. (1987), *The Security of South Asia*, Illinois: University of Illinois
- Ghosh, Partha S. (1989), *Cooperation and Conflict in South Asia*, New Delhi: Manohar Publications
- Gonsalves, Eric & Jetly, Nancy (1999), *The Dynamics of South Asia, Regional Cooperation and SAARC*, New Delhi: Sage Publication
- Gosh, S. Patho (1995), *Cooperation and Conflicts in South Asia*, New Delhi: Manohar Publishers
- Jain, B. M. (1998), *South Asian Security Problems and Perspectives*, Jaipur: Shree Publications
- Kennedy, D. E., (1965), *Security in South Asia*, New York: Frederike A Praeger
- Mishra, K. P. (1986), *Security and Development: South Asia Pacific Perspective*, New Delhi: United Press
- Muni, S. D. & Muni, Anuradha, (1984), *Regional Cooperation in South Asia*, New Delhi: Sage Publication
- Nanda, J. N., Batra, M. S. (2011), *Resurgent India*, New Delhi: Concept Publications
- Paranjpe, Srikant (1995), *India and South Asia Since 1971*, New Delhi: Radiant
- Perkovich, George (1999), *India's Nuclear Bomb: The Impact on Global Proliferation*, London: University of California Press
- Prasad, Bimal, (1989), *Regional Cooperation in South Asia: Problems and prospects*, Delhi: Vikas Publishing House
- Sen, Gautam (1986), *India's Security Considerations in Nuclear Age*, New Delhi: Atlantic
- Singh, Jasjit (1999), *Asian Security in the 21st Century*, New Delhi: Knowledge Word



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Integrated MPhil/PhD Programme

Course Code: MPNS-104

Credits – 5

Total Lecture Hrs.: 50

Maximum Marks: 100
Exam Duration: 3 hours

Course Title **TERRORISM IN INDIA**

Course Objectives: The course will offer the students information related to:

- The Concept, Causes and Types of Terrorism in India,
- Functioning of Major Terrorist Organisations,
- Aid and Finances to these Organisations,
- Global Response to Terrorism, and
- Main Measures to Counter Terrorism in India

Course Contents

Unit I – Terrorism – An Introduction

(8hrs)

- Terrorism – Meaning, Definitions & Concept
- Main Causes of Terrorism
- Types of Terrorism - Political Terrorism, State Sponsored Terrorism, Cross Border Terrorism, Suicide (Fidayeen) Terrorism

Unit – II – Major Terrorist Organisations in India

(8hrs)

- Major Terrorist Organisations in India
- Main Aims and Objectives of Terrorist Groups operating in India
- Strategies, Strength and Activities of Terrorist Organisations

Unit – III – Cross Border Terrorism in India

(8hrs)

- Organizational Aid – Safe Haven and the Recruits
- Training and Logistical Assistance
- External Aid to Terrorism

Unit – VI – Global Response to Terrorism

(8hrs)

- Role of International Organisations – United Nations, SAARC, SCO
- Role of Media
- Role of Non-Governmental Organisations

Unit – V – Counter – Terrorism Measures in India

(8hrs)

- Counter Terrorism – Meaning and Concept
- Counter Terrorism Measures – Military and Non-Military
- Counter Terrorism in India

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Suggested Readings:

- Aubrey, Stefan M. (2004), *The New Dimension of International Terrorism*, Zurich: VDF
- Awasthi, S. K. (2009), *Terrorism As War*, New Delhi: M. D. Publications
- Bhatt, Ashok (2007), *Global Terrorism*, New Delhi: Lotus Press
- Daly, Sara A. (2009), *Women as Terrorists: Mothers, Recruiters and Martyrs*, California: ABC-CLIO
- Freeman, Michael (2013), *Financing Terrorism: Case Studies*, New Delhi: Ashgate Publications
- Kaur, Kulwant (2005), *Global Terrorism: Issues, Dimensions and Options*, New Delhi: Kanishka Publishers
- Kay, Sean (2009), *Global Security in the Twenty First Century: The Quest for the Search for Peace*, USA: Rowman & Littlefield Publishers
- Khatri, Sridhar K. (2003), *Terrorism in South Asia: Impact on Development and Democratic Process*, New Delhi: Shipra Publications
- Lutz, James M., Lutz, Branda J. (2013), *Global Terrorism*, New York: Routledge
- Mahan, Sue, Griset, Pamala L. (2003), *Terrorism in Perspective*, New Delhi: Sage Publications
- Nikbay, Ozgur, Hancerli, Suleyman (2007), *Understanding to the Terrorism Phenomenon: A Multidimensional Perspectives*, Netherlands: IOS Press
- Pape, Rober (2005), *Dying to Win: The Strategic Logic of the Suicide Terrorism*, USA: Random House Publishing Group
- Prabhakar, Peter Wilson (2003), *Wars, Proxy Wars and Terrorism: Post Independent India*, New Delhi: Mittal Publications
- Reich, Walter (1998), *Origins of Terrorism: Psychologies, Ideologies, Theologies, States of Mind*, Maryland: John Hopkins University Press
- Sehgal, Barinder Pal Singh (1996), *Global Terrorism: Socio-Political and Legal Dimensions*, New Delhi: Deep & Deep Publications
- Thackrah, John Richard (2004), *Terrorism as war*, New York: Routledge
- Whittaker, David J. (2004), *Terrorist and Terrorism: In Contemporary World*, London: Routledge

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Core Reading

- Bajpai, Kanti (Ed.), *India's National Security: A Reader*, OUP: India
- Baldwin, David, "The Concept of Security", *Review of International Studies*, 23, 1997, pp.5-26.
- Buzan, Barry (1991), *People, States and Fear: National Security Problem in International Relations*, Hartnolls, Cornwall.
- Earle, Edward Mead (1943), *Makers of Modern Strategy: Military Thought From Machiavelli to Hitler*, Princeton University Press: New York
- Jabri, Vivienne, "War, Security and the Liberal State", *Security Dialogue*, Vol.7, no.1 2006, pp.47-64.
- Lake, A. David, "Rational Extremism: Understanding Terrorism in the 21st Century", *International Organisation*, Spring 2002, pp. 15 – 29.
- Pin-Fat, Véronique, "The Metaphysics of the National Interest and the 'Mysticism' of the Nation State: Reading in Hans J.Morgenthau", *Review of International Studies*, vo.31, no.2 2005:217 – 36.
- Rajagopalan, Rajesh (2008), *Fighting Like a Guerrilla: The Indian Army and Counterinsurgency*, Routledge: India
- Walt, Stephen, "Alliance Formation and the Balance of Power", *International Security*, 9(1985):3- 43.
- Walt, Stephen, "The Renaissance of Security Studies", *International Studies Quarterly*, (1991):35-51.
- Williams, C Michael (2007), *Culture and Security: Symbolic Power and the Politics of International Security*, Routledge: London.

Further Reading

- Bickerton, Christopher ed., (2007), *Politics without Sovereignty: A Critique of Contemporary International Relations*, London: Roulledge.
- Fitzgerald Valpi (2006), *Globalization Self Determination & Violent Conflict*, London: Palgrave Macmillan
- Ganguly, Sumit (2010), *India's Foreign Policy: Retrospect and Prospect*, London: OUP.
- Hearn, Jonathan (2006), *Rethinking Nationalism: A critical Introduction*, London: Palgrave Macmillan
- Hensel, Howard (2008), *The Legitimate Use of Military Force: The Just War tradition and the Customary law of Armed Conflict*, London: Ashgate
- Hough, Peter (2008) *Understanding Global Security*, New York: Roulledge.
- Kirchner, Sperling (2007) *Global Security Governance: Competing Perceptions of Security in the 21st Century*, New York: Roulledge.
- Lechner, Frank (2012), *The Globalisation Reader*, United Kingdom: Blackwell Publisher Ltd.
- Mahnken, Thomas G (2008), *Strategic Studies: A Reader*, New York: Routledge
- Mooney, Evans (2007), *Globalisation: The Key Concepts*, Oxford: Berg
- Morgenthau, H.J (1948), *Politics Among Nations*, New York: Knopf
- Moussalli, Ahmed (2008), *US Foreign Policy and Islamist Politics*, USA: University Press of Florida

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- Munck, Ronaldo (2007), *Globalisation and Contestation: The new great counter movement*, London: Routledge
- Nikbay, Ozgur (2007), *Understanding and responding to the terrorism phenomena: A Multi-dimensional perspective*, Netherland: IOS Press
- Ozkirimli, Umut (2005), *Contemporary Debates on Nationalism: Critical Engagement*, London: Palgrave Macmillan
- Parekh, Bikhu (2008), *A New Politics of Identity: Political principles for an interdependent world*, London: Palgrave Macmillan
- Phares, Walid (2008), *The War of Ideas Jihad Against Democracy*, London: Palgrave Macmillan
- Ruggiero, Vincenzo (2008), *Social Movements: A Reader*, London: Routledge
- Russell, Wirtz (2008), *Globalisation and WMD Proliferation: Terrorism, Transnational networks, and International Security*, London: Routledge
- Snyder, Craig (1999), *Contemporary Security and Strategy*, London: Routledge
- Somayagi, Sakarama (2006), *Sociology of Globalisation: Perspectives from India*, New Delhi: Rawat.
- Vertigans, Stephen (2008), *Militant Islam: Sociology of Characteristics, Causes and Consequences*, London: Routledge
- Vertigans, Stephen (2008), *Terrorism and Societies*, Hamsphere: Ashgate
- Williams, Paul D (2012), *Security Studies: An Introduction*, London: Routledge

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New Scheme

**COURSE CURRICULUM MBA (TOURISM AND TRAVEL)
SECOND SEMESTER (2013-2014)**

SECOND SEMESTER										
Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT ^M 201	Tourism Marketing	3	0	0	3	3	25	25	50	100
MTT ^M 212	Sustainable Tourism and Environmental Management	3	0	0	3	3	25	25	50	100
MTT ^M 213	Tourism Resources of India	3	0	0	3	3	25	25	50	100
MTT ^M 214	Tourism Policy, Planning & Development	3	0	0	3	3	25	25	50	100
MTT ^M 205	Destination Management	3	0	0	3	3	25	25	50	100
MTT ^M 216	Tour Guiding and Interpretation	3	0	0	3	3	25	25	50	100
MTT ^M 217	Research Methodology	2	0	1	3	3	25	25	50	100
MTT ^M 208	Foreign Language-1 (French)	2	0	1	3	2	50			50
MTT ^M 209	Seminar Course (Tourism Circuits- National Level)	0	0	3	3	3	100	0	0	100
MTT ^M 210	Viva Voce	0	0	0	0	3	0	0	100	100
	Total				27	29				950
	Summer Training (Eight Weeks)									

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K. S. Jaiswal

COURSE CODE:	MTT 201
COURSE TITLE:	TOURISM MARKETING
COURSE OBJECTIVES:	Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.
UNIT-1	Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment, Uniqueness of Tourism Marketing
UNIT-2	Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model.
UNIT-3	Market Targeting: Market Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market. Identifying & Developing Market Activities of Tourism Market. Marketing mix for travel and tourism.
UNIT-4	Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.
UNIT-5	Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.
References	Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken Tourism Marketing : Les Lumsdon Marketing for Tourism - J. Christopher Holloway & Chris Robinson Marketing Management - V.S. Ramaswamy , S. Namakuman Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mourtinho Marketing in Travel and Tourism - Victor T.C. Middleton Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI. Principles of Marketing, Kotler Philip and Armstrong, G. PHI. Fundamentals of Marketing, Stanton, Willam J. , McGraw Hill. Marketing Management, Bhattacharya K. Sisir. , National Publishing House. Marketing Management Strategy and Cases, Dalrymple, J.D. and Parson, J.L., John Wiley and Sons.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 201	Tourism Marketing	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment ,
MSE : Mid Semester Exam, ESE : End Semester Exam

MBA (Tourism and Travel)

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COURSE CODE	MTT-212
COURSE TITLE	Sustainable Tourism and Environmental Management
UNIT-I	Sustainable Development- Evolution, Characteristics & Requirements; Major Dimensions of Sustainability; Approaches to Sustainable Tourism Development: Tourism & Millennium Development Goals; Alternative Tourism Models; Sustainable Tourism and Poverty Alleviation; National Geographic Society & Geotourism Principles.
UNIT-II	Tourism, Environment and Society: Tourism & the Natural Environment; Tourism & the Touristic Representation of Nature; Environmental Impacts of Tourism; Tourism & Resource Management; National Parks: Wilderness & Culture; Ecotourism Theory & Practice; Tourism, Sustainability & Social Theory; Climate Change: Issues & Implications for Tourism; Disappearing Destinations; Tourism & Environmental Peacebuilding.
UNIT-III	Sustainable Tourism Planning; Meaning & Principles of STP; Agenda 21 for Travel and Tourism Industry; Basic Concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis; Carrying Capacity Analysis; Zoning System.
UNIT-IV	Instruments for Sustainable Tourism: Measurement Instruments; Command & Control Instruments; Economic Instruments; Voluntary Instruments & Supporting Instruments.
UNIT-V	Global Initiatives: Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism Development, Global Partnership for Sustainable Tourism; Potential of Ecotourism in Post-Conflict Peacebuilding: Case Study on Siachin Glacier; Homestays-An Approach to Facilitate Ecotourism: Case Study on Korzok, Ladakh; Ecotourism between India & Pakistan: Case Study on K2 Peace Park.
References	<ul style="list-style-type: none"> • Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold. • Ritchie, J.R. & Crouch, I.G (2005), The Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK. • Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London. • Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. • Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK. • Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 212	Sustainable Tourism and Environmental Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment , MSE : Mid Semester Exam, ESE : End Semester Exam

MBA (Tourism and Travel)

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COURSE CODE:	MTT 213
COURSE TITLE:	TOURISM RESOURCES OF INDIA
COURSE OBJECTIVES:	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales & marketing of the tourism product.
UNIT-1	Tourism Products: Definition, Concept and classification; Cultural Heritage of India - Stages of evolution, continuity; Heritage – Meaning, types of Heritage Tourism, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.
UNIT-2	Architectural Heritage of India, glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Jain, Buddhist and Islamic.
UNIT-3	Popular Religious Centres of Hindu, Buddhist, Jain, Sikh, Muslim and Christian religions. Selected case studies of World Heritage Sites in India (Taj Mahal, Khajuraho, Konark, and Ajanta & Elora Caves).
UNIT-4	Important Museums, Art Galleries and Libraries of India; Performing arts of India: classical dances, folk dances and folk culture; Handicrafts and textiles: important handicraft objects and centres, craft <i>melas</i> ; Souvenir industry; Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Indian cuisine (gastronomy), regional variations
UNIT-5	Major wildlife sanctuaries, national parks and biological reserves; (Jim Corbett Tiger Reserve, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambhore and Keoladeo Ghana). Hill Stations, Beaches, Deserts and Islands of India.
REFERENCES:	<p>Agrawal V.S.: <i>The Heritage of Indian Art</i>, Govt. of India Publication.</p> <p>Basham A L: <i>The Wonder that was India</i>, Tapling Publishing Co., New York</p> <p>Basham A L: <i>The Cultural History of India</i>, Tapling Publishing Co., New York</p> <p>Christopher Tadgell : <i>The History of Architecture in India</i>, Penguin, New Delhi</p> <p>Daljeet and PC Jain: <i>Indian Miniature Paintings</i>, Brijwasi Art Press</p> <p>Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai</p> <p>Dixit Manoj and Charu Sheela, <i>Tourism Product of India</i>, Lucknow: New Royal Publisher</p> <p>Jagannathan Shankutala : <i>Hinduism – an Introduction</i> , Vakils, Feffer and Simon, Mumbai</p> <p>Keay John: <i>India: A History</i>, Harper Collins</p> <p>Luniya B.N.: <i>Ancient Indian Culture</i>, Laxmi Narain Educational Publisher, Agra</p> <p>Pattanaik Devdutt: <i>A Handbook of Hindu Mythology</i> , Penguin Global</p> <p>Brown Percy, <i>Indian Architecture</i>.</p> <p>Venkataraman Leela: <i>Indian Classical Dance</i>, Roli Books</p> <p>Thapar Romila and Percival Spear: <i>History of India</i>, Orient Longman, New Delhi</p> <p>Sarina Singh et. al., <i>India</i>, Lonely Planet Publications, Australia</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 213	Tourism Resources of India	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment , MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 214
COURSE TITLE:	TOURISM POLICY PLANNING AND DEVELOPMENT
COURSE OBJECTIVES:	The Course is intended to build a holistic understanding about the conceptualization of planning process and policy making, its dynamics, its methodologies and applications in the tourism sector.
UNIT-1	Policy: Concept, Need and Objective; Importance and scope of tourism policy ,institutional framework of public tourism policy; The role of govt., public and private sector in formulation of tourism policy; Policy making bodies and its process at national levels.
UNIT-2	Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Public and Private sectors role in Tourism Development
UNIT-3	Study of National Tourism Policy 1982 and 2002, National Action Plan Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism
UNIT-4	Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 12th Five-year Plan. Agents and typologies of tourism development.
UNIT-5	Case study of tourism policies of a few countries- Singapore, Malaysia and States (Rajasthan, Kerala, Madhya Pradesh, Himachal Pradesh).
REFERENCES:	Mohinder Chand, <i>Travel Agency Management</i> , Anmol: Delhi Chunk, James, Dexter & Boberg, <i>Professional Travel Agency Management</i> . Prentice Hall Publication Fay Betsy, <i>Essentials of Tour Management</i> , New Jersey: Prentice Hall Publication. Negi J.M., <i>Travel Agency and Tour Operation: Concepts and Principles</i> , New Delhi: Kanishka Publishers & Distributors.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 214	Tourism Policy Planning And Development	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment ,
 MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT ^M 205
COURSE TITLE:	DESTINATION MANAGEMENT
COURSE OBJECTIVES:	This course will make students to understand and appreciate competition between tourism destinations, which has continued to increase in recent years and how destinations can be built.
UNIT-1	Tourism Destination: Definition, Concepts, and Perspectives. Patterns Typologies of Tourism Destination –Destination Life Cycle, Destination Visioning, Destination attractiveness and competitiveness; Destination Management Planning (DMP): concepts, benefits, characteristics, process.
UNIT-2	Destination Management Organisations (DMOs)-roles, importance, types; Destination Management Companies (DMCs); performance measurement; two roles of DMOs- IDD and EMD.
UNIT-3	Internal Destination Development (IDD): IDD activities; feasibility analysis; carrying capacity and sustainability; integrated quality management of destination; destination benchmarking; destination e-business and information management.
UNIT-4	External Destination Marketing: EMD activities; understanding travel trends, market research, destination positioning, image and branding; promotion of destination through special events. Destination Marketing Strategy and Plan.
UNIT-5	Strategic Issues in Destination Management: Global forces and impacts on destinations- safety and security, health, economic, accessibility. Critical success factors of destination management organizations, the future of tourism destination.
REFERENCES:	David Pike (2008), Destination Marketing, UK: Butterworth-Heinemann Frank Howie (2003), Managing the Tourist Destination, London: Continuum. Ernie Heath and Geoffrey Wall (1992), Marketing Tourism Destinations, John Wiley and Son, Inc.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 205	Destination Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment , MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 216
COURSE TITLE:	Tour Guiding and Interpretation
COURSE OBJECTIVES:	The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.
UNIT-1	Tour Guiding: Concept-History-Dimensions and Present Status. Certification of tourist guides in India. Role and Responsibilities of Tour Guide, Code of Conduct for tour guides, Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide, Occupational Skill Standards -How to develop tour guiding skills.
UNIT-2	Dealing with tourist arrivals and departures, Communication for tour guiding-Language -Posture and Presentation. Roadblocks in Communication, Speaking faults, Body language.
UNIT-3	Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing. Linking commentary with what to be seen. Managing difficult situations, Handing Complaints First Aid: Importance and General procedures
UNIT-4	Visitor interpretation: Concept-Principles and Types. How to develop good interpretation skills-Popular understanding of a place. Principles of good interpretive practice by David Uzzel. Re-constructive and Recreative Interpretation, personal and Stereo type.
UNIT-5	Nature interpretation-Concept-Perspective-Approach-Principles of Nature interpretation. Book Field model of Nature Interpretation Intrinsic quality of a Resource Hierarchy of Interpretation. Heritage interpretation.
REFERENCES:	Travel Agency & Tour Operations, Foster D Conducting Tours, Dellers Travel Agency and Tour Operation, J M Negi Travel Agency Management, M.N. Chand Tour Operations and Tour Guiding, J.N. Negi What time is this place, David Hetchenberg.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 216	Tour Guiding and Interpretation	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week , CIA: Continuous Internal Assessment , MSE : Mid Semester Exam, ESE : End Semester Exam

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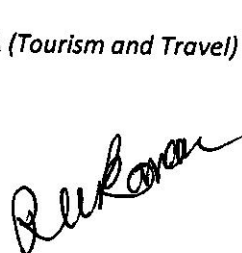
COURSE CODE:	MTT 217
COURSE TITLE:	RESEARCH METHODOLOGY
COURSE OBJECTIVES:	The objective of this course is to make the student acquaint with the research methodology which will help in developing business strategies.
UNIT-1	Research: Meaning and Scope; Objectives of Research; Significance of Research; Types of Research: Exploratory Research, Descriptive Research, Causal Research; Research Process.
UNIT-2	Sampling: Meaning and Scope; Significance of Sampling; Types of Sampling: Probability and Non Probability Sampling; Sampling and Non-Sampling Errors; Standard Error; Sample Size; Hypothesis.
UNIT-3	Types and Sources of Data: Primary and Secondary Data; Research Design: Meaning and Types; Questionnaire Designing.
UNIT-4	Data Analysis Methods: Meaning and Application; Data Analysis Techniques: Correlation and Regression Analysis; t-test; F-test.
UNIT-5	Data Interpretation; Report Writing and Presentation.
REFERENCES:	Gaur, A.S. and Gaur, S.S. (2006). Statistical methods for practice and research, New Delhi: Response books. Krishnaswami, O.R. and Ranganatham, M. (2005). Methodology of research in social sciences, 2/e, Mumbai: Himalaya Publishing House. Punch, Keith, F. (2003). Survey research – the basics, New Delhi: Sage Publications. Walliman, Nicholas (2006). Social research methods, New Delhi: Sage Publications. Chandan, J.S. (1998). Statistics for business and economics, New Delhi: Vikas Publishing House Pvt. Ltd.

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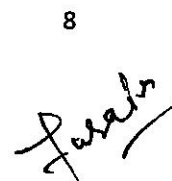
Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 207	Research Methodology	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week ,CIA: Continuous Internal Assessment ,
MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 208
COURSE TITLE:	FOREIGN LANGUAGE – 1 (FRENCH)
COURSE OBJECTIVES:	Tourism is a business of dealing with strangers and some basic knowledge of foreign language is necessary for tourism professionals. Further in hospitality industry French is considered as an important language therefore learners will try to learn basic French in this course.
SYLLABUS	<p>Conjugation of verbs from the text to be put in present tense only</p> <p>A series of exercises covering the grammar</p> <p>Translation of sentences from the text form French to English and English to French</p> <p>Demanding of a service: A simple dialogue to be formed between two persons for any of the following situations:- reserving of train tickets, room booking, giving directions to reach a place, taking a phone call, ordering food, fixing a date</p>
REFERENCES	<p>Bienvenue En France – Tome I By A. Monnerie. Chapters 1-7</p> <p>Cours De Langue Dt De Civilisation Francaises Book I. By G. Mauger. Chapters 1-14.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 208	FOREIGN LANGUAGE – 1 (FRENCH)	2	0	1	3	2	50			50

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment , MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 209
COURSE TITLE:	Seminar Course (Tourism Circuits- National Level)
COURSE OBJECTIVES:	The main objective of this course is to develop some specific skills among students like product knowledge, development of itineraries, and personality development through public speaking. This seminar will encourage students to have an in-depth knowledge of the country and the current events which will help students in their professional career development.
COURSE CONTENTS :	Field Visits /Practicum Note: The detailed course structure and methodology for the Field Visits /Practicum will be planned by the Faculty In-charge.
REFERENCES:	This course will have continuous internal assessment of 100 points and would be evaluated by an internal faculty.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 209	Seminar Course	0	0	3	3	3	100	0	0	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment ,
MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 210
COURSE TITLE:	Viva Voce
COURSE OBJECTIVES:	There shall be an oral examination at the end of first semester of the programme that will test student on his comprehension of the subject knowledge acquired during the first semester of learning.
EVALUATION	This comprehensive oral examination would be evaluated by a panel of external/internal examiners, nominated by the University, out of 100 points. This viva would cover whole curriculum of first semester of programme and general understanding of tourism business

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 210	Viva Voce	0	0	0	0	3	0	0	100	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment ,
MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CURRICULUM THIRD SEMESTER

COURSE CODE:	MTT 301
COURSE TITLE:	Entrepreneurship Development in Tourism
COURSE OBJECTIVES:	The objective of the course is to enable the learners to start and manage small enterprises. This includes: How to scout for a good tourism business idea? How to analyse the business environment specially customers and competitors? How to analyse feasibility? How to prepare a Business Plan? How to start a business in tourism sector?
UNIT-1	Entrepreneurship- concept and definitions; Entrepreneurship – Theories & Approaches – Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development- Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.
UNIT-2	Entrepreneurship in Tourism – Opportunities Identification – Business Plan - Feasibility Report – Funding options-Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management in tourism.
UNIT-3	Conceptualising a business; business model; business strategy- understanding customers and analyzing competition; Form of organization and legal considerations; networking and collaboration; good business practices;
UNIT-4	Setting up a tourism enterprise- steps, procedures, licenses, registration etc.; Institutional support for MSMEs.
UNIT-5	Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major MNCs and National Tourism and Travel Firms- MakeMyTrip, Thomas Cook, Cox and Kings, Kuoni, Equation, Taj Hotel, Radisson Hotel, Welcome etc
REFERENCES	Chowdhary, N & Prakash, M (2010). Managing A Small Tourism Business, Matrix Publication, New Delhi. Desai, Vasant. Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi Mohanty, Sangram Keshari. Fundamentals of entrepreneurship, New Delhi: Prentice Hall of India. Kaulgud, Aruna. Entrepreneurship Management. Vikas Publishing House, Delhi.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 301	Entrepreneurship Development in Tourism		0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week , CIA: Continuous Internal Assessment ,

MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 302
COURSE TITLE:	Tourism Product Designing & Development
COURSE OBJECTIVES:	The overall objective of this module is to provide students with an understanding of the tourism product designing and development in general; and the specific skills and steps required in Tourism product development. The subject will develop students' awareness of the importance of the Tourism product development at both national and international level, and at the same time, students will also familiarize themselves with the key elements and processes of tourism product development, and the theoretical concepts and principles underlying them.
UNIT-1	Definitions, Influences and Determinants: Defining Tourism Product Development, the Tourism Destination and its Characteristics, Variables Influencing Tourism Product Development, Destination Strategy for Tourism Product Development, the Role of Destination Authorities in Tourism Product Development
UNIT-2	Principles of Tourism Product Development: Principles and Procedures for Tourism Product Development-Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching, Tourism and Product Development Areas (TDAs), Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding
UNIT-3	Steps in the Tourism Product Development Process: The Present Situation Analysis- PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Boston Consulting Group Matrix. Identification of Tourism Product Development. Putting the Plan into Action.
UNIT-4	Destination Variations: Mature Destinations, Newly Emerging Destinations, Destinations with Fragile Environments/Endangered Species., Countries with Perception Problems in International Markets, Destinations with a Dominant Product, Destinations without a Major Tourism Development Opportunity, Destinations Specializing in Sports/Adventure/Activity Tourism etc.
UNIT-5	New Tourism Product Creation and Package Designing: Meaning of tourism packaging and its importance, packaging for group versus Individual traveler. Packaging versus product development. The Steps to Building A Tourism Package. Indian Tourism Segments- SWOT analysis. Niche Tourism Products –Film tourism, Golf tourism, Adventure, rural tourism, MICE, Wellness, Medical, events etc
REFERENCES	Kotler, P. Marketing Management. Prentice Hall of India, New Delhi. Ramaswamy, V.S. and Namakumari, S. Marketing Management, Planning and Control. Macmillan India Ltd., New Delhi. Kumar, A. and Meenakshi, N. Marketing Management. Vikas Publishing House Pvt. Ltd., New Delhi.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 302	Tourism Product Designing & Development	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week ,CIA: Continuous Internal Assessment ,

MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 303
COURSE TITLE:	FOREIGN LANGUAGE – 2 (FRENCH)
COURSE OBJECTIVES:	Tourism is a business of dealing with strangers and some basic knowledge of foreign language is necessary for tourism professionals. Further in hospitality industry French is considered as an important language therefore learners will try to learn basic French in this course.
SYLLABUS	<p>Conjugation of Verbs from the text into present and past tense.</p> <p>A series of short grammar exercise from the chapters done, covering areas of: Pronons demonstratif, changing of tenses, pronons complement, possessif, les comparatives, interrogation, etc</p> <p>Translation of sentences from the text, French to English and English to French.</p> <p>Demanding of a service: simple dialogue to be formed in any of the following situations: Calling a Taxi, Reservation of a dinner table, Hotel room, etc.</p>
REFERENCES	<p>Bienvenue En France – Tome I By A. Monnerie. Chapters 8-13</p> <p>Cours De Langue Dt De Civilisation Francaises Book I. By G. Mauger. Chapters 15-22.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 303	Foreign Language -2 (French)	2	0	1	3	3	50			50

L : Lecturers per week , T : Tutorials per week , P : Practical per week , CIA: Continuous Internal Assessment ,
MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 304
COURSE TITLE:	INBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)
COURSE OBJECTIVES:	To comprehend the planning and execution of the inbound tourism operations in the most efficient and effective manner whilst ensuring the utmost level of professionalism, To make students aware of the competencies which are expected of them as inbound tourism professionals by the tourism industry, To create awareness about the various famous destinations of inbound tourism and to aware about the most promoted itineraries for the inbound tourists by the top tour operator organizations and to make students aware of the present inbound tourism scenario.
UNIT-1	INBOUND TOURISM PROCESS: Definition/ Meaning of inbound tourism, Importance of Networks;B2B and B2C,Source Markets of inbound tourism, Marketing Initiatives, Booking and Execution, Inbound tourism scenario in India, Challenges and opportunities in Inbound Tourism, Importance of Inbound Tourism to India.
UNIT-2	MEGA INBOUND TOURISM CIRCUITS : Golden Triangle of India, Golden Triangle of Odisha, Buddhist Circuits of India, Jainism Circuits of India,Char Dhams of India etc. Andhra Pradesh Tirupati : Kadapa Heritage Tourist Circuit etc. Assam : National Park Mega Circuit National Park Mega Circuit covering Manas, Orang, Nameri, Kaziranga, Jorhat, Sibsagar & Majouli Bihar : Bodhgaya-Rajgir-Nalanda- Circuit Goa: Churches of Goa Gujarat: Dwarka-Nageshwar-Bet Dwarka Circuit Odisha : Bhubaneshwar- Puri-Chilka- Circuit Uttarakahnd : Haridwar-Rishikesh-Munikireti- Circuit ,Char Dhams of Uttarakhand.
UNIT-3	ITINERARY ANALYSIS OF THE TOP TOUR OPERATORS <ul style="list-style-type: none"> ○ Cox & Kings ○ Le Passage to India ○ Thomas Cook ○ Kuoni ○ Online Travel Agencies (OTAs) ○ Others <p>General information about Indian Railways, Types of rail tours in India;Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass.</p>
UNIT-4	INBOUND TOURISM SCENARIO AND FORMALITES : Inbound tourism statistics, VOA (Visa on arrival) to different countries and its formalities, Regulations for NRI/Indian Diaspora , characteristics of best itinerary, feasibility check of an itinerary, useful linkages with hotels, transportation and excursion points, procedure of introducing new itineraries and problems involved in it, Knowledge of seasonality, special rates,

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	price undercutting in tourism and its remedies for successful business exchange programs, decision of percentage mark ups, costing as the marketing tool.
UNIT-5	NESTING OF THE TOURISM TRAINEES Induction ,Organisation Culture (Cases of leading travel houses), Competencies expected: Networking ability, amicability, techno savvy, initiative, confident, time management, analytic skills, written and verbal communication skills, etc.
References	<ul style="list-style-type: none"> • Tourism Products of India by Manoj Dixit and Charu Sheela • Lonely Planet: India

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 304	INBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment ,
MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 305
COURSE TITLE:	OUTBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)
COURSE OBJECTIVES:	The purpose of this course is to acquire in-depth knowledge about the Outbound operations and the necessary formalities involved in it. The objectives of this course it to give injunction to the student about the outbound operations. The course covers the major outbound destinations and the some of the popular outbound itineraries.
UNIT-1	CONTEMPORARY PRESPECTIVES IN OUTBOUND TOURISM: Outbound tourism and its challenges, Top outbound tourism markets of India, Factors affecting Outbound and regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in outbound tourist mobility, Political aspects of the outbound travel, tourism Barriers to travel, regulations, need for government support to promote outbound tourism, political stability, travel advisories, political risk, and crisis management. Understanding about EU, Schengen nations, and EURAIL passes etc.
UNIT-2	DESTINATION PROFILE ASSESSMENT: Understanding the leading tourism markets of the world, Europe, North America, South America, Australasia, Africa. Europe : Spain ,Italy ,France ,UK,Germany etc. Africa: Egypt,South Africa,Kenya etc. North America : Canada,USA South America : Brazil,Argentia etc South East Asia, Middle East
UNIT-3	ITINERARY ANALYSIS: Concepts of airbnb,rome2rio web portals, Couch surfing, Home Exchange etc. in Outbound Tourism , Escorted International Group Tour Packages, Different Europe Tour Packages, America tour package, Canada tour packages, African tour packages, South east Asia tour packages.
UNIT-4	OUTBOUND TRADE RELATED FORMALITIES Knowledge of travel documents, passport, visa, multiple visa, different fees for visa to different areas, travel insurance, health insurance, Foreign exchange policy of India, amount of foreign exchange valid for an outbound traveler in and from India, custom clearances and immigration formalities, weight of luggage in international aircraft valid.
UNIT-5	TOURISM AND INTERNATIONAL RELATIONS Supranational tourism regimes (SAARC, ASEAN,EU etc.) , Cross-border tourism policies (Case studies)
REFERENCES	Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.

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Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 305	OUTBOUND OPERATION MANAGEMENT (MAJOR SPECILIZATION -1)	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week , CIA: Continuous Internal Assessment ,
MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 306 (TT 01) –MAJOR SPECILIZATION -2
COURSE TITLE:	EVENT MANAGEMENT
COURSE OBJECTIVES:	The purpose of this course is to familiarize the students with the essentials of event management and the potential of MICE in the industry.
UNIT-1	Introduction: Meaning, characteristics and types of events; Social, Economic, Political and Developmental implications of events.
UNIT-2	Dynamics of Event Management: Event Planning and organizing; Event preparation, logistics and support services; Financial management and Marketing of events, Risk management and emergency services.
UNIT-3	Introduction to MICE: Components of MICE, Economic and Social significance of MICE, Introduction to professional meeting planning-definition, types and roles; associate, corporate and independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus-functions, structure and funding sources.
UNIT-4	Event Marketing: Customer care; Marketing equipments and tools – Promotion, Media Relations and Publicity ; Event Co-ordination - Visual and Electronic Communication ; Event Presentation; Event Evaluation; Case Studies of events of National and International importance.
UNIT-5	Travel Industry Fairs: Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.
REFERENCES	<ul style="list-style-type: none"> • Leonard H. Hoyle (2002), <i>Event Marketing</i>, John Wiley and Sons, New York. • Anton Shone & Bryn Parry (2002), <i>Successful Event Management</i>, Cengage Learning. • Bhatia A.K. (2001), <i>Event Management</i>, Sterling Publishers, New Delhi. • David C. Watt (1998), <i>Event Management in Leisure and Tourism</i>, Pearson, UK.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 306 (TT-01)	EVENT MANAGEMENT	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment , MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 306 (TT 02) - MAJOR SPECILIZATION -2
COURSE TITLE:	AVIATION MANAGEMENT
COURSE OBJECTIVES:	The knowledge of structure and dynamics of airline industry is pre-requisite for any tourism professional. This course is about understanding airport management, constructing airfare and basic concept of air cargo.
UNIT-1	Introduction: Evolution of aviation industry; International Conventions- Warsaw Convention, Chicago Convention; Functions and role of ICAO, IATA, DGCA and AAI. Understanding OAG codes decodes of cities, countries, airports, aircrafts, airlines; Time difference, Flying time, Elapse time; Hub and Spoke system.
UNIT-2	Airport Management: Travel Documentation; Airport Facilities, Check-in formalities, In-flight services, Classes of service and comfort, special passengers, Baggage handling- procedures and practices.
UNIT-3	Airline Ticketing: Meaning and Types; Airline ticketing procedure, Reissuance of ticket, cancellation of ticket; Types of airline Journeys; Air fare construction: IATA-UFTAA fare formula, calculation of MPM, TPM, EMA and EMS.
UNIT-4	Computer and IT in Airline Reservation: Major online reservation packages; CRS/GDS- Meaning, characteristics, function codes of packages such as Amadeus/Galileo; Planning itinerary by air.
UNIT-5	Air Cargo: Meaning, Cargo rates-Baggage Allowance, Weight and piece concept; Dangerous goods; Airway Bill; Consignment; Case study of Cargo operating airlines.
REFERENCES	<ul style="list-style-type: none"> • Jagmohan Negi (2005). <i>Air Travel Ticketing and Fare Construction</i>, Kanishka, New Delhi. • Gupta, S.K. (2007). <i>International Airfare and Ticketing- Methods and Techniques</i>. New Delhi: UDH Publishers and Distributers (P) Ltd. • 3. Davidoff, D.S. and Davidoff, P.G. (1995). <i>Air Fares and Ticketing</i>. New York: Prentice Hall. • Foster, Dennis L. (2010). • IATA Ticketing Hand Book.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 306 (TT-02)	AVIATION MANAGEMENT	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week ,CIA: Continuous Internal Assessment ,MSE : Mid Semester Exam, ESE : End Semester Exam

000102

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COURSE CODE	MTT-307 (TT-01)
COURSE TITLE	TRAVEL WRITING AND JOURNALISM
COURSE OBJECTIVES	To provide basic understanding about travel journalism and its role in tourism promotion; and to equip the students with the practical know-how on travel writing and the dynamics of making travelogues.
UNIT-1	Travel Writing: Introduction & Historical Evolution; Types of Travel Stories: Service Stories, Destination Stories, Autobiographical Tales – Anthologies; Quintessential Qualities of a Good Travel Writer; Publishing Opportunities: Articles and Short Pieces of Travel Writing for Newspapers, Magazines, Travel Newsletters, Short Pieces for Books, The Internet, Travel Books , Guide Books , Accommodation Guides, Business Travel , Coffee Table Books.
UNIT-2	Electronic Media in Documenting Destinations, Travel and Transport, Hospitality and Tourism resources - Nature of Media Coverage: Webcast and Telecast ; Script writing for Travel Programs: Identifying points for Visual Support, Conducting interviews; Virtual tourism.
UNIT-3	The Art & Craft of Travel Writing: Elements of Good Travel Writing, Crafting a Structure, Five Compelling Beginnings, The Middle Section, Conclusion that Leads to new Directions, Elements of Structure: Building Blocks, Transitions; Research Topics: Sources of Information; Research on the Internet; Researching on the spot ; Organizing research material.
UNIT-4	Developing Ideas for Travel Articles: Journey Pieces ; Activity Pieces ; Special Interest Piece; Side-trips; Reviews; Ideas from Own Travel Experiences; Ideas from other Sources.
UNIT-5	The Tools of the Trade: Journal, Audio Recorder, Camera, Laptop Computer; How to Portray the Experiences: Practical Tips; Choosing the Right Words - Verbs, Adjectives and Clichés, Illustrations; The Practicality of taking Photographs, Non-photographic Illustrations; Career Prospects: Working as a Staff Writer; Working as a Freelancer; Part-Time Travel Writing.
References	<ul style="list-style-type: none"> • Janet Macdonald (2000), Travel Writing, Robert Hale, London. • Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK. • Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK. • Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne. • Arvham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK., UK.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 307 (TT 01)	Travel Writing and Journalism	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week ,P : Practical per week ,CIA: Continuous Internal Assessment ,MSE :

Mid Semester Exam, ESE : End Semester Exam

000103

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COURSE CODE:	MTT 307 (TT-02)
COURSE TITLE:	CROSS CULTURAL MANAGEMENT
COURSE OBJECTIVES:	This course will focus on issues related to managing inter cultural interactions as primarily the tourism business is focused on handling people with various cultural beliefs. It highlights the importance of recognising and addressing cross cultural sensitivities. A large part of tourism business is to either handle inbound tourists or accompany tourist to an outbound destination. In both cases a tour manager must prepare for cross-cultural sensitivities. This course will discuss issues related to managing intercultural interactions.
UNIT-1	Introduction to Cross Cultural Management, Elements and Characteristics of Culture, The Global Community & Cultural Diversity, Narratives, Natives & Tourists, Significance of Culture in International Management, Growing presence of Multinationals with Expatriate Managers.
UNIT-2	Cultural Theories and Practice: Cultures as Adaptive Systems, Ideational Theories of Culture: Cultures as Cognitive Systems; Cultures as Structural Systems; Cultures as Symbolic Systems; Intercultural Theories: Contact Model, Acculturation Theory, Enculturation Theory, Social Exchange and Social Representation Theory.
UNIT-3	Globalisation, Tourism and Culture: Cultural Variability-Sources of Differences; Identifying Differences in Culture-Specific Perception – the Kluckhohn- Strodtbeck Model, Hall's Model of High and Low Context Cultures, Hofstede's Model; Tourism & Cultural change.
UNIT-4	Intercultural Communication: Concepts and Challenges; Cultural Influences on Tourist Behaviour, Learning about Host Culture; Social Interactions; Culture Shock; the Phases of Cultural Shock; Influence on Services; Ethical Considerations: Fundamentalism; Relativism.
UNIT-5	Cross Cultural Comparisons: Cultural Basis for International Society, the Anthropological Concept, Local vs Global Culture, Differences among International Societies like the United States, China, Russia, Islamic Civilization, India etc.; Multiculturalism and Competence.
REFERENCES:	Reisinger, Yvette (2009). <i>International Tourism: Cultures and Behaviours</i> . Burlington: Butterworth-Heinemann Hodgetts Richard and Luthans, Fred (2008). <i>International Management: Culture, Strategy and Behaviours</i> . New Delhi: Tata McGraw Hill. Hooker, John (2003). <i>Working Across Cultures</i> . Stanford: Stanford University Press. Deresky, Helen (2007). <i>International Management- Managing Across Borders and Cultures</i> (Eastern Economic Edition). New Delhi: Prentice Hall of India Private Limited. Carr-Ruffino, N. (2008). <i>Managing Diversity: People Skills for a Multicultural Workplace</i> . Boston, MA: Pearson Custom Publishing.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 307 (TT- 02)	Cross-Cultural Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week ,CIA: Continuous Internal Assessment ,MSE : Mid Semester Exam, ESE : End Semester Exam

000104

COURSE CODE:	MTT 308 (TT 01) –MINOR SPECILIZATION -2
COURSE TITLE:	ADVENTURE TOURISM
COURSE OBJECTIVES:	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of adventure tourism's technicalities and an understanding of various organizations working in the related field.
UNIT-1	Introduction of Adventure Tourism, Definition and history of adventure tourism, various components of adventure tourism.
UNIT-2	Types of adventure tourism, popular adventure tourism activities (Mountaineering, Trekking, Rafting, Paragliding, Skiing, Safaris etc.) and Artificial environment adventure, Case study of Himachal Pradesh & Uttarakhand.
UNIT-3	The demand and supply side: The adventure tourist, The adventure tourism market, Destinations and venues, Management of adventure tourism: Marketing, Risk management, Ethical issues in adventure tourism.
UNIT-4	Training in adventure tourism, popular adventure programs in India, role of adventure tourism guides, tools and techniques of communication in adventure operations, different grades of adventure (with special reference to trekking, rafting and climbing).
UNIT-5	Role and history of IMF in developing the adventure tourism in India, history and development of mountaineering institutes of India, Role of ATOAI in promoting adventure tourism in India, Future of adventure tourism in India.
REFERENCES:	<p>Swarbrooke J., C. Beard, S. Leckie and G. Pomfret. <i>Adventure Tourism- New Frontier</i>, Butterworth Heinemann: London</p> <p>Buckley, Ralf, <i>Adventure Tourism</i>, CABI: Oxfordshire, UK</p> <p>Negi Jagmohan, <i>Adventure Tourism and Sports: Risks and Challenges</i> (a set of 2 volumes), Delhi: Kanishka</p> <p>Malik, S.S., <i>Adventure Tourism</i>, Delhi: Rahul</p> <p>Adventure Travel Report, 1997.</p> <p>http://www.tia.org/pubs/domestic.asp?PublicationID=40</p> <p>Adventure Travel Society, 2001.</p> <p>http://www.adventuretravel.com/research_definitions.htm</p> <p>Darst, P. and G. Armstrong. <i>Outdoor Adventure Activities for School and Recreation Programs</i>. Minneapolis: MN: Burgess.</p> <p>Ewert, A.W. <i>Outdoor Adventure Pursuits</i>. Worthington, Ohio: Publishing Horizons Inc.</p>

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 308 (TT 01)	Adventure Tourism Management	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week ,CIA: Continuous Internal Assessment ,MSE : Mid Semester Exam, ESE : End Semester Exam

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COURSE CODE:	MTT 308 (TT 02) –MINOR SPECILIZATION -2
COURSE TITLE:	HERITAGE TOURISM MANAGEMENT
COURSE OBJECTIVES:	This course is important to study because of India is rich in its cultural and heritage properties and its maintenance is necessary. This will help to understand the nature of this form of tourism and conservation.
UNIT-1	Cultural and heritage tourism, its manifestations, characteristics and commonalities between cultural and heritage tourism, tangible and intangible elements of culture. Demand and supply side of cultural and heritage tourism.
UNIT-2	What is Heritage? Meaning and concept. Criterions for selection as heritage sites, monuments and zones by UNESCO. Types of heritage property. World famous heritage sites and monuments in India.
UNIT-3	Cultural and Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Cultural and Heritage Marketing, Destination development. Heritage Hotels and their classification.
UNIT-4	Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Rites and Rituals, Elements of Indian Art; (Dance, Music, Literature, Cinema, Handicrafts).
UNIT-5	National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs); Museums- concept and classifications (National Museum, New Delhi; Bharat Kala Bhawan, etc.), Art Galleries and Libraries of India.
REFERENCES:	Allchin, B., Allchin, F.R. et al. <i>Conservation of Indian Heritage</i> , Cosmo Publishers, New Delhi. Ashworth, G. J., <i>The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City</i> , Pergamon, Oxford Agrawal V.S.: <i>The Heritage of Indian Art</i> , Govt. of India Publication.nnel View Publication. Christopher Tadgell : <i>The History of Architecture in India</i> , Penguin, New Delhi Timothy Dallen J. <i>Cultural Heritage and Tourism: An Introduction</i> , Channel View Publication. Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai Luniya B.N.: <i>Ancient Indian Culture</i> , Laxmi Narain Educational Publisher, Agra Venkataraman Leela: <i>Indian Classical Dance</i> , Roll Books Sarina Singh et. al., <i>India</i> , Lonely Planet Publications, Australla Acharya Ram: <i>Tourism and Culture heritage of India</i> , RBSA Pub, Jaipur Goswami O.: <i>Story of Indian music: Its growth and Synthesis</i> , Asia Pub House, Mumbai Bhavani, Enakshi: <i>Dance in India</i> , DB Taraporevala Sons & Co.

Course Matrix:

Course Code	Course Title	L	T	P	Hours Per Week	Credit	CIA	MSE	ESE	Total
MTT 308	HERITAGE TOURISM MANAGMENT	3	0	0	3	3	25	25	50	100

L : Lecturers per week , T : Tutorials per week , P : Practical per week ,CIA: Continuous Internal Assessment ,MSE : Mid Semester Exam, ESE : End Semester Exam

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