



**St. Xavier's College – Autonomous,  
Mumbai**

**Syllabus  
Semester I Course in**

**Tourism  
(2017 onwards)**

**A.SPC.1.01- SPC-Environment Studies**

Theory Syllabus for Course:

**A.VT.1.01 -Business Communication I**

**A.VT.1.02 -Introduction to French Language and Culture - I**

**A.VT.1.03 -SPC:Environment Studies**

**A.VT.1.04 - Office Automation Software**

**A.VT.1.05 - Principles of Travel & Tourism- I**

**A.VT.1.06 - Intro.to Indian History & Culture (North, East & North East India)**

**A.VT.1.07 - Intro.to World History & Culture (Europe &America)**

**A.VT.1.08- Web Designing**

## **BUSINESS COMMUNICATION I**

**Course code: A.VT.1.01**

**[45 LECTURES]**

### **LEARNING OBJECTIVES:**

1. *The student will understand the importance, nature and scope of communication as well as its specific use in the workplace.*
2. *The student will be able to use English effectively for written as well as oral communication.*
3. *The student will be able to discuss the changing role of communication in the Digital Age.*

### **UNIT –I Nature and Scope of Business Communication (10 Lectures)**

- Organizational Communication
- Classifications and Networks of Communication
- Business Communication in the Digital Age

### **UNIT –II Types of Communication (10 Lectures)**

- Oral and Written Communication
- Principles of Communication
- Workplace Communication in the Digital Age

### **UNIT –III Written and Oral Communication Skills (25 Lectures)**

- Business Report Writing
- Resume Writing
- Negotiation at the workplace
- Non-verbal communication skills

### **C.I.A**

### **REFERENCES :**

M.K.Sehgal, V. K. (2006).*Business Communication* .New Delhi : Excel Books.

Mary Ellen Guffey, D. L. (2016,2013). *Essentials of Business Communication* .Boston :Cengage Learning

## INTRODUCTION TO FRENCH LANGUAGE AND CULTURE - I

Course code: A.VT.1.02

[45 LECTURES]

### LEARNING OBJECTIVES:

1. *Introduce learners to French language: sound, words and structures.*
2. *Create interest in another country and culture .*
3. *Identify a few monuments .Locate a few cities on the map. Learn basic vocabulary to express simple sentences to talk about oneself.*

### ***A Objectifs de communication: Thème :***

Dire son nom

Epelerun mot

Les actesessentiels de politesse

Donner des renseignements sur soi

Identifier des personnes et des choses

Les pays et les nationalités

### ***B Grammaire***

*Les alphabets*

Les accents en Français

Les articles définis et indéfinis

Les nombres cardinaux

Le verbe :Etre et Avoir

### ***C Culture et Civilisation (en anglais)***

Des villes françaises

Paris et ses monuments

A la table !

Les salutations en France et en Inde

La France et ses produits d'exportation

Quelques marques / personnalités célèbres françaises

### ***D Tâches / projets/projets actionnels***

Compléter une fiche de renseignements

Préparer une carte d'identité/une carte de visite

Aborder ou accueillir quelqu'un (phrases simples)

Créer un blog

### **C.I.A**

### **REFERENCES :**

## ENVIRONMENTAL STUDIES

Course code: A.VT.1.03

[45 LECTURES]

### LEARNING OBJECTIVES:

1. To familiarize students to the basic concepts of Environmental studies.
2. To help students develop their own perspectives around environmental issues.
3. To enable students to take practical steps to conserve the environment.

### UNIT –I Environment (12 lectures)

- Definition and Composition – Lithosphere, Hydrosphere, Atmosphere, Biosphere, Hydrological Cycle
- Historical Development and Approaches
- Man and Nature relation and interaction with respect to Food, Clothing, Shelter and
- Occupation : Concept of Ecology and Ecosystem.

### UNIT-II Resources and Wealth (12 lectures)

- Meaning, Types of Resources, Exploitation of Resources, use of Technology and its Impact on Natural Environment
- Wealth – meaning, Distinction between wealth and resources, Optimum Conversion of Resources into wealth
- Anthropogenic Waste – its effects, Man made Industrial waste.

### UNIT-III Environmental Degradation (12 lectures)

- Meaning, causes : Degradation of Urban Land, Forest and Agricultural Land due to natural causes and human interference.
- Global Warming : Problems of non-degradable Waste – Electronic Devices, Plastic and Man- made fibres.
- Environmental Assessment – Environmental Impact Assessment (EIA), Environmental Auditing, Environmental Legislation in India, Carbon Bank.

### UNIT- IV Environmental Management (09 lectures)

- Meaning, development and environmental linkages.
- Environmental concerns in India. The need for sustainable development.
- Actions for environmental Protection: national and international initiatives, emerging environment management strategies, Indian initiatives.
- Environmental Protection Movements and NGOs in India.

### C.I.A

### REFERENCES :

R. Rajagopalan, R. (2005) *Environmental Studies – From Crisis to Cure*. Delhi: OUP

#### Additional reading:

Guha Ramachandra Environmentalism: A global history (OUP) (2000)

Movies:

An Inconvenient Truth, Al Gore

The 11<sup>th</sup> Hour, Leonardo DiCaprio

The Age of Stupid. Franny Armstrong.

Baraka, Ron Fricke.

Climate change: An Untold Story [Climate's First Orphans; The Weeping Apple Tree; A Degree of Concern; A Green Agony], Discovery Channel.

Liquid city--Mathew Gandy.

Story of Stuff --Free Range Studios Tides Foundation.

Story of bottled water---Free Range Studios Tides Foundation

## OFFICE AUTOMATION SOFTWARE

**Course code: A.VT.1.04**

**[45 LECTURES]**

### LEARNING OBJECTIVES:

*To equip with advanced features of office automation software Microsoft Excel, so that they can apply this skill for office jobs in banking and finance domain and also across different industries.*

#### UNIT –I

**(15 Lectures)**

Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations

Use of Formulas and Functions like

1. VLOOKUP, HLOOKUP
2. SUMIF, SUMIFS, SUMPRODUCT, DSUM
3. COUNTIF, COUNTIFS, IF
4. IFERROR, ISERROR, ISNA, ISNUMBER, ISNONTEXT, ISBLANK, ISTEXT
5. GETPIVOTDATA
6. DCOUNT, DCOUNTA, OR, AND, SEARCH, INDEX, MATCH ETC

Using conditional formatting with Formulas and Function, Array Formulas, Charts, Advance features of MS-Excel-Pivot table & Pivot Chart, Linking and Consolidation Database Management using Excel-Sorting, Table, Data Validation, Creating drop down lists using different data sources, Goal Seek, Various Methods of Filter and Advance Filter options, Creating and Updating Subtotals

#### UNIT –II

**(15 Lectures)**

##### **WhatIf Analysis**

- Goal Seek
- Data Tables
- Scenario Manager
- Understanding Solver
- Configuring Solver

##### **Charts**

- Using Charts
- Formatting Charts
- Using 3D Graphs
- Using Bar and Line Chart together
- Using Secondary Axis in Graphs
- Sharing Charts with PowerPoint / MS Word, Dynamically
- (Data Modified in Excel, Chart would automatically get updated)

##### **New Features Of Excel**

- Sparklines, Inline Charts, Data Charts

##### **Understanding Financial Functions**

PMT , FV, PV, Compound Interest, Calculating Loan EMI  
SLN , SYD, DB , DDB, VDB

### **UNIT –III**

**(15 Lectures)**

#### **Macros**

Recording a Macro, Playing Macro, Placing Macro on Quick Access  
Toolbar, Attaching Macro to a Button inside worksheet.

Use Relative References, MacroSecurity

#### **Introduction to VBA**

Creating Developer Tab, Purpose of VBA , Add command button to  
spreadsheet,

Simple programs to read from and write to an excel sheet some data

#### **Variables in VBA**

Option Explicit, Variable Scope, Life of Variables.

MsgBox Function, InputBox Function to accept variable values and  
display output.

#### **If Then Statement using VBA**

Logical Operators, Select Case, Tax Rates, Find Second Highest  
Value, Sum by Color, Delete Blank Cells.

#### **Loop in VBA**

Loop through Defined Range, Loop through Entire Column, Do Until  
Loop, Step Keyword, Sort Numbers, Randomly Sort Data, Remove  
Duplicates,

#### **Userform , Controls in VBA**

Userform and Ranges, Currency Converter, Progress Indicator, Multiple  
List Box Selections, Multicolumn Combo Box, Dependent Combo  
Boxes, Loop through Controls, Controls Collection, Userform with  
Multiple Pages, Interactive Userform, Adding Calendar control.

#### **Function and Sub in VBA**

User Defined Function, Custom Average Function, Volatile Functions, ByRef and ByVal.

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### **C.I.A**

#### **REFERENCES :**

M.K.Sehgal, V. K. (2006). *Business Communication* .New Delhi : Excel Books.

#### **TEXT BOOKS**

1. Advanced Excel Essentials – Jordan Goldmeier
2. Excel VBA Programming For Dummies – John Walkenbach
3. Learn Microsoft Office – Russell A. Stultz– BPB Publication

#### **REFERENCES BOOKS**

1. Microsoft Office – Complete Reference – BPB Publication
2. Microsoft Excel 2013 VBA and Macros by Bill Jelen–Pearson Publication
3. Excel 2010 Bible – John Walkenbach

## SKILL COMPONENT

### PRINCIPLES OF TRAVEL & TOURISM- I

Course code: A.VT.1.05

[45 LECTURES]

#### LEARNING OBJECTIVES:

1. To acquaint students with the Travel and Tourism industry
2. To understand the impact of and challenges in the Tourism industry
3. To enable the students to know the basics of tourism

#### UNIT –IA historical perspective of travel

(05 Lectures)

- The antiquity of travel & Famous travelers
- The Industrial revolution European Renaissance /Grand Tour Silk
- Impact of the World War I&II on Tourism
- Pre-post independence tourism in India

#### UNIT –II Tourism today: shifting paradigms

(15 Lectures)

- Motivation for travel- Maslow's Hierarchy of Needs and Travel Motivations
- Definition of Tourism and tourist, excursionist, adventurer.
- Elements and types of tourism: Domestic, Inbound and Outbound.
- Understanding tourist customer behavior
- Travel Distribution Channels: Travel Agent, Tour Operator, Travel Agencies, Tour Operators; Consolidators, Suppliers.

#### UNIT –III Basics of Tourism

(25 Lectures)

- Tourism: Type and Features
- Introduction to Accommodation Industry:
- Basic of Transportation: International air, train and water networks
- International, National and State Tourism organizations

#### C.I.A

#### REFERENCES :

Bhatia, A.K., *International Tourism: Fundamentals and Practices*. Sterling Publishers Pvt. Ltd., New Delhi, 1991

Bhatia, A.K., *Tourism Development: Principles and Practices* Sterling Publishers Pvt. Ltd., New Delhi, 2012.



Chaudhary, M. ,*Tourism Marketing*. Oxford Higher Education, New Delhi, 2010

Chaudhary, N., *Handbook For Tour Guides*. Matrix Publishers, New Delhi, 2013

Goeldner, C.R. and Ritchie, J.R.B., *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons, New Jersey, 2009.

Page, S.J., *Tourism Management: An Introduction (4th Edition)*. Routledge, New York 2011.

## **INTRO. TO INDIAN HISTORY & CULTURE (NORTH, EAST & NORTH EAST INDIA)**

**Course code: A.VT.1.06**

**[45 LECTURES]**

### **LEARNING OBJECTIVES:**

1. *To enable students to have a basic knowledge of the important travel destinations of North India especially through and understanding of broad historical trends against the cultural backdrop of the region.*
2. *To work towards capacity building of students especially for a thorough knowledge and understanding of Indian tourism*

### **UNIT –I History**

**(20 Lectures)**

- North India major trends in history. Ancient India from the Harappan Civilisation to the Rajput age
- 1200-1700 CE: The Delhi Sultanate, Mughal age and regional states
- 1700-1947 CE: The Colonial age, the struggle for freedom and Indian independence and partition.

### **UNIT –II Culture**

**(15 Lectures)**

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts

### **UNIT –III Popular Circuits and Emerging Destinations**

**(10 Lectures)**

- Important circuits and Itineraries of North India

### **C.I.A**

### **REFERENCES :**

Basham.A.L ,*The Wonder that was India*, Macmillan Publication, London, 1967.

Basham.A.L, *The Illustrated Cultural History of India*, OUP, New Delhi, 2007.

Basham, A.L, (ed.) *A Cultural History of India*, OUP, 1975.

Bawa, K. &Kadur, S. *Himalaya: Mountains of Life* (1st Edition), Natraj Publishers, 2012.

Craven Roy .C, *Indian Art a Concise History*, Thames and Hudson, London, 1976.

Husain, M. *Geography of India*. McGraw Hill Education, New Delhi, 2014

## **INTRO. TO WORLD HISTORY & CULTURE (EUROPE & AMERICA)**

**Course code: A.VT.1.07**

**[45 LECTURES]**

### **LEARNING OBJECTIVES:**

1. *To enable students to have a basic knowledge of the important travel destinations of Europe and North America especially through and understanding of Geographical conditions, broad Historical trends against the cultural backdrop of the region.*
2. *To work towards capacity building of students especially for an understanding of outbound tourism.*

### **UNIT –I History**

**(20 Lectures)**

- Early Europe the Greek and the Roman empires
- The Renaissance
- The French Revolution
- The Industrial Revolution
- The World Wars.
- USA: the thirteen colonies and Independence

### **UNIT –II Culture**

**(15 Lectures)**

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts and local products

### **UNIT –III Popular Circuits and Emerging Destinations**

**(10 Lectures)**

- Important circuits and Itineraries of Europe and North America

### **C.I.A**

### **REFERENCES :**

Fergusson, W and Brunn, G, *A Survey of European Civilization*, 3rd edition, Boston, Houghton and Co. 1958.

Grenville, J.A.S, *A History of the World in the Twentieth Century*, Harvard University Press, Cambridge Massachusetts, 1994

Johnson, L. *What Foreigners Need to Know About America from A to Z: How to Understand Crazy American Culture, People, Government, Business, Language and More*. Createspace, 2012.

## WEB DESIGNING

**Course code: A.VT.1.08**

**[45 LECTURES]**

### LEARNING OBJECTIVES:

1. *To learn Web page designing and programming using HTML, CSS, JQuery and Javascript*

### UNIT –I HTML

**(15 Lectures)**

**HTML Tag Reference, Global Attributes,**

- Document Structure Tags, Formatting Tags, Text Level formatting, Understanding the difference between a tag, element and attributes in HTML
- Organizing Text in HTML
- Preformatted Text, DIV Element, SPAN Element
- Creating Lists (Definition, Unordered and Ordered)

#### **Imagemaps**

- What are Imagemaps?
- Client-side Imagemaps,
- Server-side Imagemaps,
- Using Serverside and Client-side Imagemaps together,
- Alternative text for Imagemaps,

#### **Hyperlink tags**

- Exploring the Hyperlinks, href attribute,
- target attribute (\_blank, \_parent, \_self, \_top) and id attribute,
- Images and text as hyperlinks,

#### **Tables**

- Understanding Tables, Describing the TABLE Element,
- CAPTION, COLGROUP, COL, TBODY, THEAD, TFOOT, TR, TD, TH, Spanning Rows and Columns,
- Placing images and text in a table, Nested Tables

#### **Introduction to Frames, Applications,**

- The <FRAMESET> tag, Placing content in frames with the <FRAME>tag, Targeting named frames,
- iframes

#### **Forms**

- Creating Forms using <FORM> tag and its attributes,
- The <input> tag and its attributes, Single and Multiple lines text fields, Password Field, Radio Button, Checkboxes, Submit button,

- Select element, Hidden Text, Text Area, Button, Label, fieldset, legend, Option, Optgroup, Disabled and read-only fields,
- Form field event handlers,
- Passing form data

## **UNIT –IIStyle Sheets using CSS3**

**(15 Lectures)**

Evolution of CSS, Understanding the CSS Syntax, Exploring CSS Selectors (universal, type, class, id, child, descendant, adjacent sibling),

### **Inserting CSS in an HTML document:**

- The Internal Style Sheet
- The External Style Sheet
- The Inline Style Sheet

**Effects of a stylesheet:** hover effect, Drop shadow effect,Blur, rotating an image(rotate, rotateX,rotateY,skew

### **Defining Inheritance in CSS**

Backgrounds and Color Gradients, Fonts and Text Styles, Creating Boxes and Columns, Displaying, Positioning, Floating an Element, List Styles, Table Layouts

### **Pseudo-classes and Pseudo-elements**

## **UNIT –IIIJava Script &jQuery**

**(15 Lectures)**

**Introduction** Client-Side JavaScript, Server-Side JavaScript,

**Operators** Assignment Operators, Comparison Operators, Arithmetic Operators, % (Modulus), ++ (Increment), -- (Decrement), - (Unary Negation), Logical Operators, Short-Circuit Evaluation, String Operators, Special Operators, ?: (Conditional operator), , (Comma operator), delete, new, this, void

**Statements** Break, comment, continue, delete, function, return, switch, var

### **Core JavaScript (Properties and Methods of Each)**

Array, Boolean, Date, Function, Math, Number, Object, String, regExp

### **Events and Event Handlers**

General Information about Events, Defining Event Handlers, Event, onAbort, onBlur, onChange, onClick, onDbClick, onDragDrop, onError, onFocus, onKeyDown, onKeyPress, onKeyUp, onLoad, onMouseDown, onMouseMove, onMouseOut, onMouseOver, onMouseUp, onMove, onReset, onResize, onSelect, onSubmit, onUnload

### **jQuery**

Fundamentals of jQuery, Loading and using jQuery, jQuery Syntax, jQuery Selectors, Element properties and attributes, Methods to access HTML Attributes, Methods for Traversing, jQuery Events, CSS using jQuery

### **C.I.A**

### **REFERENCES :**

Web Design The Complete Reference by Thomas Powell, Tata McGraw Hill

HTML black book, Steven Holzner

HTML and XHTML The Com