Learning Objectives

- Introduce students to history, evolution and development of mass communication around the world with specific reference to India
- Study evolution of mass media as an important social institution
- Critically analyse media messages
- Develop understanding of media’s role in the contemporary world

Total Lectures: 45

Unit I: Introduction to Mass Communication

- Meaning and definitions of communication
- Types of Communication: Intrapersonal, Interpersonal, group, public, mass
- Elements and Process of Communication
- Models of Communication
- Functions of Mass Communication

Unit II: Introduction to Mass Media

- Meaning and definition of mass media
- Difference between mass communication and mass media
- Tools of mass communication: Traditional and Folk

  - Print- Newspapers, Books, Magazines
  - Broadcast- Radio and Television
  - Films
  - Internet
  - Advertising and PR

Unit III: Understanding Contemporary Media (Part 1)

- News:
  a) Newspapers
     - Components of a newspaper
     - Yellow Journalism
     - Inverted Pyramid
     - Normative Theories
b) News Channels – News as entertainment
   - “Breaking News”
   - Twitter the new source

- Image Analysis – Basics of Semiotics
  - John Berger: Ways of Seeing

- Advertising - Types of advertisements
  - Issues of representation, stereotypes, gender roles
  - Persuasion and Consumerism
  - Changing trends in advertising messages

**Unit IV: Understanding Contemporary Media (Part 2)**

- Indian (Hindi) Films – Issues of representation
  - Changing image of “Hero” in Hindi Films
  - Bollywood outside India
  - Minority representation and Indian cinema

- Television – Understanding target audience
  - Depiction of “Indian culture”, family values, women’s status and role
  - Reality shows

- Internet – Impact on communication, freedom of speech
  - Internet and youth culture
  - Social Networking sites, anonymity and identity
  - Hate messages and abuses on Twitter

**Unit V: Important Debates**
(Optional, if the above mentioned syllabus falls short. Or instead of a separate unit, these can be added as case studies in Unit 3 and 4)

- Beef ban in Maharashtra
- Cricket and Nationalism (special focus on India-Pakistan)
- AIB Roast Controversy, internet, censorship, social significance
- Media’s depiction of war and terrorism

**Note:**
Units 3, 4 and 5 will involve reading materials and classroom discussions. The concepts mentioned in outline will be taught from application point of view instead of the theoretical aspect.
GENERAL EDUCATION COMPONENT

Social Analysis

SEMESTER - III  COURSE : B.V.S/B.V.T.3.02

Course Outline:

LEARNING OBJECTIVES:

a. To introduce students to a basic conceptual understanding of society to enable social analysis
b. To create an awareness of social realities among students
c. To apply this skill in the vocation opted for by the students by using examples from their relevant fields of study

Total Lectures: 45

<table>
<thead>
<tr>
<th>NO. OF LECTURES</th>
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<tbody>
<tr>
<td>1. An introduction to the structure of society 5</td>
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<tr>
<td>- Evolution of society</td>
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<td>- Social Groups</td>
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<td>- Social Interaction</td>
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<tr>
<td>2. Social Analysis 4</td>
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<tr>
<td>- Importance of social analysis</td>
</tr>
<tr>
<td>- Sociological Imagination as a tool of analysis (biography and history, private and public issues)</td>
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<tr>
<td>3. Understanding Culture 8</td>
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<tr>
<td>- Components of culture</td>
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<tr>
<td>- Popular Culture</td>
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<tr>
<td>- Cultural diversity</td>
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<tr>
<td>4. Social Institutions - 12</td>
</tr>
<tr>
<td>- Family</td>
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<tr>
<td>- Religion</td>
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<tr>
<td>- Education</td>
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</tbody>
</table>
5. Social Stratification
   - Gender
   - Caste
   - Class
   - Race

6. Tourism, Technology and Society
   - ideas of the tourist gaze, tourism and leisure in society
   - software technology and its impact on society

REFERENCES

1. Abraham, Francis *Sociology*
2. Mill, C.W. ‘*The Promise*’ excerpt from The Sociological Imagination
3. Nayar, Pramod, *An Introduction to Cultural Studies*
4. Storey, John, *Popular Culture*
5. Mohanty, Manoranjan (ed) *Caste, Class & Gender*
GENERAL EDUCATION COMPONENT

Economic Analysis

SEMESTER - III       COURSE: B.V.S/B.V.T.3.03

Learning Objectives:

1. To introduce students to basic microeconomics and macroeconomics concepts
2. To encourage students to relate macro theory to the real world and in particular newspaper economics before their exposure to the microeconomic approach.
3. To enable the students to understand the impact of current Indian and International macroeconomic policy on their lives.

Total Lectures: 45

MACROECONOMICS

UNIT I: (7 lectures)
Introduction to Economics:
Basic / Common concepts/terminology in economics frequently used in newspapers/financial/economic dailies/weeklies e.g., free/economic goods ,white goods, factors of production, infrastructure ,etc.

UNIT II: (7 lectures)
National Income:
   i. Circular flow of economic activities.
   ii. National Income: concepts of GDP, NNP etc. and measurement
   iii. Case Study: Contribution of tourism and IT sectors to the national income.

UNIT III: (7 lectures)
Price Movements:
   i. Meaning , types and causes(demand pull, cost push and wage –price spiral)
   ii. Effects of inflation. Measures to control/ mitigate inflation, Index Numbers, techniques, wholesale and consumer price indices.
   iii. Case Study: Inflationary pressures in the neighbourhood.

UNIT IV: (8 lectures)
Banking and Financial Markets:

i. Money Market, Capital Market and Commercial Banks; Types, Functions

ii. Central Bank: Role, Monetary Authority.

iii. Case Study: A comparative study of a Commercial and Co-operative bank

UNIT V:

(8 lectures)

International Economics:

i. Balance of payments: Concepts of current and capital account, trade deficits (current and capital).


iii. Case Study: An analysis of working of forex dealers.

UNIT VI:

(8 lectures)

Globalisation:

i. Issues connected to liberalization and privatization policies.

ii. WTO: Accords (AoA, TRIMs, TRIPs and GATS)

iii. Case Study: An analysis of an IT firm and travel company in India.

First C.I.A.: MCQ Test

Second C.I.A.: Project (designed to test application of theory to reality)

List of Recommended Reference Books:

Basic Reference Book:


Additional References:


Learning objectives: The main purpose of this paper is to explain the importance of maintenance of accounting records by the organizations engaged in Tourism and the basic understanding needed by the personnel working in Tourism Industry.

Total Lectures: 45

Unit 1

1. Importance of accounting for various organizations engaged in tourism. – Definition of Book Keeping, Accountancy, Management Accountancy and related developments.
4. Sources documents required for accounting and their importance.
5. Journalizing – steps in journalizing – exercises in Journalizing
6. System of maintaining the subsidiary books, entering the transactions in subsidiary books
7. Maintenance of Cash book – Cash book with Cash and Bank columns
10. Entries in Pass Book, statement of accounts
12. Preparation of Bank Reconciliation statements

Unit 2

13. Depreciation – concept, different methods of depreciation, significance of different methods,
14. Practical problems on Depreciation,
Foreign Exchange transactions relating to tourism,

15. Fundamental of dealing in foreign exchange – methods of exchange quotation – Principles of dealing in Foreign exchange
16. Requirement of foreign exchange for importers, exporters, service receivers and service providers.
17. Institutions dealing in Foreign exchange, regulations relating to Forex dealings.
18. Practical problems in Forex dealings

Unit 4

19. Special aspects relating to accounts of tourism industry
20. Discussion on Annual reports of companies engaged in Tourism industry
21. Discussion on Annual reports of Companies engaged in Tourism industry

References:-

1. T.S.Grawal, *Elements of Accounts* – S.Chand & Co
2. M.C.Shukla and Grawal *Advanced Accounts* – S.Chand & Co,
4. Accounting Standards of Institute of Chartered Accountants of India
5. Treasury Management – IIBF Macmillion
SKILL COMPONENT

Introduction to Tourism Marketing

SEMESTER - III

COURSE : B.V.S/B.V.T.3.06

Course Outline

Learning Objectives:
- To acquaint students with concepts, functions and techniques of Tourism Marketing
- To help the students understand the importance of Marketing in the tourism industry through real life case studies and examples

Total Lectures: 45

Unit I:
Introduction to tourism marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges: Marketing mix

Unit II:
Tourism Markets: Types, world tourism markets, inbound and outbound markets for India & Domestic markets: Tourist behaviour. Travel purchase and tourist buying process. Tourist discussion making models

Unit III:
Market segmentation, Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process, distribution channels

Unit IV:
P’s of marketing.
Product – Product management, development, product lifecycle and branding
Pricing – Factors influencing pricing, methods of price fixation and strategies
Promotion – Promotion mix and tools,
People – encounters, managing tourism experience through people and important practices to manage people
Process – Elements, managing process, developments in service processes in tourism,
Physical evidence – Concept, role & components

Unit V:
Understanding buying behaviour and buying process

Unit VI:
Use of social media in promotions, Marketing through SEO, SEM
Text Books:
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. Gavens: Marketing Management (Delhi – Himalaya)
SKILL COMPONENT

Principles of Management & Leadership

SEMESTER - III
B.V.S/B.V.T.3.07

COURSE:

Course Outline

Learning Objectives:
To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

UNIT 1:
Management- concept, nature, process and Significance. An overview of functional areas of management, managerial roles (Mintzberg)

UNIT 2:
Management Functions – Planning, Organising, Staffing, Directing and controlling.
Planning: meaning-importance-elements-process-limitations
Decision Making: concept, importance and steps in decision making
Preparation of Business Plan

UNIT 3:
Organising - Concept, nature and significance; Authority and responsibility relationships, centralization and decentralization, departmentation, organization structure-forms.
Staffing - importance, sources of recruitment, selection process.

UNIT 4:
Leadership: concept, styles and traits
Control: concept, process: Effective control system; control techniques.
Coordination: concept, Definition and importance.

REFERENCE BOOKS
2 Principles of Management Ramaswamy Himalaya, Mumbai
3 Management Concept and Practice Hannagain T McMillan, Delhi
4 Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India
5 Management-Text & Cases VSP Rao Excel Books, Delhi Assessment Pattern
6 Essentials of Management Massie Joseph Prentice Hall of India
7 Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra
8 Management Concepts and OB P.S.Rao & N.V.Shah Ajab Pustakalaya
9 Management Concepts and Strategies J S Chandran Vikas Publishing House
10 Principles Of Management Tripathi P.C. Tata McGraw Hill
SKILL COMPONENT

Types of Tourism

SEMESTER - III COURSE : B.V.S/B.V.T.3.08

Course Outline

Learning Objectives:
- To acquaint students with different types of Tourism
- To focus on contemporary types of tourism with real life examples which would enable them to apply their knowledge in developing new themes in tourism products.

Total Lectures: 45

I Introduction to Various Types of Tourism
1. Types of Tourism- Mass versus Alternate tourism
2. Special Interest Tourism
3. Niche Tourism.
4. Ecotourism
5. Medical and Wellness Tourism
6. MICE Tourism

II Culture and nature based tourism
1. Tribal Tourism
2. Wildlife tourism
3. Rural tourism
4. Heritage Tourism
5. Genealogy tourism
6. Religious /Spiritual tourism

III Activity Based tourism
1. Sports Tourism
2. Volunteer Tourism
3. Cruise tourism
4. Adventure tourism

IV Special Interest Tourism
1. Photographic Tourism
2. Youth Tourism
3. Geotourism
4. Dark tourism
5. Film induced tourism
6. Gastronomic Tourism
7. Future Trends of Tourism - space tourism, virtual tourism

**Evaluation:**
- Application based Case study method is to be used in this course
- Project work on a real life case on any type of tourism.

**References:**


