St. Xavier’s College – Autonomous
Mumbai

Syllabus
For 2nd Semester Courses in
B. Voc (Tourism)
and
B. Voc (Software Development)

General Education Component

Theory Syllabus for Courses:

A.BVOC.2.01/S.BVOC.2.01 – Business Communication - II
A.BVOC.2.02/S.BVOC.2.02 – Effective French skills - II
A.BVOC.2.03/S.BVOC.2.03 – Giving Voice to Values (SPC.2.01)
A.BVOC.2.04/S.BVOC.2.04 – Innovations in Science
LEARNING OBJECTIVE:

- To facilitate advancement in career based on students’ need to present his or her personality efficiently.
- To equip the students with the necessary speech skills/basic writing skills for professionally interacting with others in an effective manner

[Total Lectures 45]

Unit 1  Advanced Communication Skills  Total Lectures: 12

1. Initiating, Sustaining and Closing a Business Conversation. Selling skills : closing a sale
2. Participating in Business Discussions
3. Making Formal Speeches
4. Diction and pronunciation.

Unit 2  Telephone Skills  Total Lectures: 11

1. Agreeing and Disagreeing in Industry
2. Appointments and Friendly Reminders
3. Making and Handling Complaints

Unit 3  Internet Communications Skills  Total Lectures: 11

1. Drafting business e-mails
2. Attending to queries
3. Email etiquette.
4. Writing blogs and articles.

Unit 4  Office Communication  Total Lectures: 11

1. Presentation Techniques including making power point presentations.
2. Group Discussions
3. Situational Role Play
Continuous Internal Assessment
Assignments / Projects/ Presentations/ Written Test etc.

References:

LEARNING OBJECTIVE:

- Discover a few aspects of French life: people, food, customs...
- Learn basic vocabulary to express simple sentences to talk about oneself.
- Acquire basic communication skills to buy something, to ask for/give directions.
- Develop skills and confidence to converse in a very basic manner with a French speaking person beyond introductions.

[Total Lectures 45]

Unité 5

Objectifs de communication: Thème: Ma chambre/Ma maison/Ma ville
Parler de sa chambre. Situer dans l’espace.

Grammaire
Il y a un/une/des……. dans ma chambre
Les prépositions: sur, sous, devant, derrière, à côté de, près de, pour localiser les objets.
Les nombres: premier, deuxième… dixième
Négation : ne – pas
Impératif

Phonétique
Les voyelles nasales

Culture et Civilisation
La carte de France pour voir les villes importantes en France
Où l’importance de quelques villes en France..
Quelques coutumes françaises.

Thèmes, tâches et projets:
Décrire sa chambre/sa ville – phrases simples (genre: il y a une poste, un cinéma…)
Remplir avec du vocabulaire et des verbes une petite histoire simple
Localisation des objets.
Lecture à voix haute

II Unité 6

Objectifs de communication: Les repas
Parler des repas du jour
Savoir dire l’heure et la date

Grammaire
Les articles partitifs
Verbes – faire/dire
Les adjectifs démonstratifs

**Phonétique**
Opposition {u} {Y}

**Culture et Civilisation**
Les spécialités gastronomiques en France
Les repas en France et en Inde
Commander un plat au restaurant/dans un fast-food.

**Thèmes, tâches et projets**
Parler des repas en France
Parler des spécialités gastronomiques ou quelques phrases sur une ou deux fêtes importantes: exemple Pour la fête de Sankranti on mange../on porte../on donne../

III Unité 7

**Objectifs de communication: Theme: Les vacances**
Parler des goûts / des passe-temps et des vacances

**Vocabulaire:**
Parler de ses activités.
Parler de ses loisirs
Quelques vêtements

**Grammaire**
Les interrogations: Qui/Quand/comment/pourquoi?
Prépositions à / chez
Les adjectifs possessifs

**Phonétique**
Intonation des phrases déclaratives./interrogatives

**Culture et Civilisation:**
La carte de France avec ses régions importantes.
Quelques sites touristiques.

**Thèmes, tâches et projets:**
Remplir une carte postale à trous.
Acheter un souvenir/un t.shirt dans un magasin de souvenirs.

**Continuous Internal Assessment:**
Evaluation will be based on oral and written continuous tests in class.
References:
Select Bibliography:
Publication
Hachette:
  1  Bien Joué 1
  2  Alter Ego 1
  3  Le kiosque
Clé International
  1  Amis et Compagnies 1
  2  Grammaire Progressive du Français
Hatier
  1  Premiers Exercices de Grammaire
Magazine Langers publication
On y va

Video Methods:
  1  Taxi
  2  Connexions
LEARNING OBJECTIVE:

- To familiarize students with foundational value concerns.
- To help students to critically analyse and develop their own values.
- To enable students to take practical steps to act on their values.

[Total Lectures 45]

UNIT – I: Value Clarification [5 lectures]
- What is a value?
- Exercises to reveal values.
- Value Formation.

UNIT – II: Comparative Religions [7 lectures]
- Inter-religious sensitivity: main ideas from the major religions
- Sharing Faith: what is the religious meaning that is precious to you
- Breaking through stereotypes
- Communalism and Building community

UNIT - III: Corruption as a way of life [5 lectures]
- Case studies e.g. CWG, Adarsh, 2G, Coalgate…
- Attempt to analyse causes
- Strategies to avoid corruption: RTI, Civil society groups, other strategies to bring accountability and transparency

UNIT – IV: Violence and Conflict Resolution [5 lectures]

  Understanding violence and conflict

  - Causes and forms of violence and conflict
  - Conflict resolution

UNIT - V: Youth and Substance Abuse [6 lectures]

  - Substance abuse - Causes and symptoms
  - Forms of substance abuse - Alcoholism, Drug addiction, Smoking
  - Preventive and curative measures
UNIT – VI: The problem of evil [4 lectures]

- Conceptualising evil
- Manifestations of evil
- Mitigation

UNIT – VII: Prayer - communal and personal [3 lectures]

- What is prayer?
- The importance of prayer and silence in one’s life

UNIT – VIII: Critical Thinking [3 lectures]

- What is critical thinking?
- The value of critical thinking
- Analysis of Newspapers, TV, Film

UNIT – IX: Ethical Relationships [7 lectures]

- Young People: Suicide, Depression, Ragging
- Causes and symptoms
- Coping strategies

Continuous Internal Assessment:

Presentations / Tests / assignments

References:

- In Harmony: Value education at college level- Department of Ethics and Religious studies, Loyola College, Chennai.
- Y Masih, Introduction to Religious Philosophy – (Chapters- 1, 2, 13, 15)
- Godfrey Harris, Corruption: How to deal with its impact on Business and Society-
- Irving G Sarason and BarabaraSarason, Abnormal Psychology ( Chapter- 13-
  Substance Abuse: Drugs / Alcohol)-

Resources:
Film: The Four Religions – Arnold Toynbee
Film: The Seven Circles of Prayer – Martin Smith
Film: God in the Dock – Ellwood Kieser
Film: Teenage depression and suicide – Andrew Schlessinger
Film: Portrait of addiction- Moyers collection on DVD- Films for Humanities and sciences.
LEARNING OBJECTIVE:

- To develop an understanding of the world of science and its relevance to the 21\textsuperscript{st} century
- To develop critical thinking ability using scientific methods through the study of the milestone innovations of the 20\textsuperscript{th} Century.
- To analyze these innovations for their relevance to society.

[Total Lectures 45]

UNIT 1.[15]

\textbf{Brief History of Modern Science:} \\
Important Innovations in the 18-19 Century and its impact on society:

Advances in Basic Sciences-
- Physics, Chemistry, Biology

Advances in Technology:
- Industrial Revolution, Wireless communication – Telegraphy, Radio, Computer

UNIT 2.[15]

\textbf{Important Innovations in the 20th Century: Physical Sciences and Technology}

Advances in Astronomy and Cosmology:
- How do Stars Shine? : Energy production, Life Cycle of Stars,
- The Large scale structure of Universe: Galaxies and Beyond
- The Atomic and Nuclear Physics: Supports and Destroys life

Advances in Technology:  
- Invention of a Transistor, Automobiles, Airplanes, Phones, 
- Personal Computers, Internet etc.

Advances in Geology: Plate Techtonics, Gemmology, etc.

Advances in Chemistry and its use in daily life.

UNIT 3.[15]

\textbf{Important Innovations in the 20\textsuperscript{th} Century: Biological Sciences and Technology}
Topics from Biochemistry, Biophysics, Molecular Biology:

Biodiversity, Medicinal Plants, etc.

Understanding Life,

The Cell Structure, DNA double helix structure, Genome Project, etc.

Health and Environment:

Hormones and Health, Medical Advances: Antibiotics, etc.

Continuous Internal Assessment
Assignments / Projects/ Presentations/ Field trips etc.

References: Specific references for every topic will be provided by lecturers.

St. Xavier’s College – Autonomous
Mumbai

Syllabus
For 2nd Semester Courses in
B. Voc (Tourism) and  
(June 2014 onwards)

Contents:

Theory Syllabus for Courses:

A.BVOC.2.05 – Principles of Travel and Tourism - II  
A.BVOC.2.06 – Introduction to Indian Geography, History and Culture  
(South and West India)  
A.BVOC.2.07 – Introduction to World Geography, History and Culture  
(Asia, Africa and Australasia)  
A.BVOC.2.08 – Basic Computer Skills II

F.Y. B.Voc. Tourism Course: A.B.Voc.2.05

Title: Principles of Travel and Tourism II

Learning Objectives:
- To acquaint students with concepts of Travel and Tourism industry  
- To understand the impact of and challenges in the Tourism industry

Number of lectures:  3 +3

I. Sociology of Travel
   2. Economic Impact of Tourism (direct and indirect effects, balance of payment employment growth and income multiplier).  
   3. Leakages and Linkages in Tourism

II. Tourism and Culture
1. Cultural diversity – Importance for tourism and effect of globalization on disappearance of local cultures.
2. Intercultural interaction in tourism – difficulties and culture shock
3. Importance of understanding of cross-cultural differences for host societies and tourists.
4. Doxey’s Irridex - Irritation Index

III. Tourism Supply and Demand
1. Major Sectors of Supply: Natural Resources and Environment; Built Environment; Operating Sectors; and Cultural Resources
2. Factors affecting Supply
3. Types of Demand- Actual, Suppressed and Latent
4. Factors affecting Demand

IV. Tourism Planning and Role of Government
1. Significance and need of planning tourism.
2. Tourism Policy- Purpose and Importance.
3. Latest Tourism Policy of India and incentives for entrepreneurship in tourism trade.

Evaluation:
- Application based: the Case study method is to be used in this course
- Project work involving planning One National and one international case study sector wise to be given.

References:


**F.Y. B.Voc. Tourism**

**Course:** A.BVoc.2.06

**Title:** Introduction to Indian Geography, History and Culture (South and West India)

**Learning Objectives:**

- To enable students to have a basic knowledge of the important travel destinations of South and West India especially through and understanding of geographical conditions, broad historical trends against the cultural backdrop of the region.
- To work towards capacity building of students especially for a thorough knowledge and understanding of Indian tourism.

**Number of lectures:** 3 +1

**I Geography of South and West India** covering the states of Rajasthan, Gujarat, Maharashtra, Goa, Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Andaman and Nicobar Islands, Pondicherry & Lakshadweep.

a) Broad physical features Climate, Flora and Fauna

b) Major mountain and river systems Mountain ranges – Aravallis, Satpura, the Deccan Plateau- Eastern and Western Ghats, Coasts- Konkan, Malabar and Coromandel, the rivers Godavari, Krishna, Cauvery, Tungabhadra, Narmada.

c) Major cities of South and West India,

**II History**

a) History of South and West India- Major kingdoms- Pandyas, Cholas, Cheras, Chalukyas, Vijayanagara, Bahmani, Rajput, Marathas.

b) Architectural styles of Deccan and South India with special reference to rock cut architecture, Vesava and Dravida styles of Temple architecture, Islamic Architecture of the Deccan

**III Culture**

a) Languages

b) Religions

c) Festivals, Fairs,
IV Popular circuits and emerging destinations based on current tour operator itineraries.

Important circuits and Itineraries of South India

CIA: Short answers / Preparing a Brochure / Multiple Choice questions

References:


Majumdar R.C, Ancient India, MotilalBinarasidas, Delhi, 1964.


Rizvi, S.A.A, The Wonder that was India,1200-1700 (part II), Rupa and CO. New Delhi, 1987.


Websites of Tourism Boards of respective states.

F.Y. B.Voc. Tourism  
Course: A.B.Voc.2.07

**Title: Introduction To World Geography, History and Culture (Asia, Africa and Australasia)**

**Learning Objectives:**
- To enable students to have a basic knowledge of the important travel destinations of Asia, Africa and Australasia especially through and understanding of Geographical conditions, broad Historical trends against the cultural backdrop of the region.
- To work towards capacity building of students especially for an understanding of outbound tourism

**Number of lectures: 3 + 1**

**I Geography of Asia/Australasia covering the countries of Australia, New Zealand, China, Japan, Singapore, Malaysia, Thailand, HongKong, Indonesia, Sri Lanka, U.A.E, South Africa and Egypt**

a) Broad physical features Climate, Flora and Fauna  
b) Major mountain and river systems Mountain ranges – Atlas, Urals, Hindukush, Altai, Tien Shan, Himalayas, Kilimanjaro; Great Rift Valley Plateaus- Tibetan, Siberian, Ethiopian Valley; Rivers-Nile, Yangtse, Hwang Ho, Ob, Yenisey, Lena, Tigris, Euphrates, Ganga, Brahmaputra, Irrawady; Deserts- Rub al Khali, Sahara and Thar, Cold Deserts-Gobi Desert, Namib, TaklaMakan; Lakes- Baikal, Victoria; Seas- Aral Sea, South China Sea, Java Sea, Yellow Sea, Sea of Japan, Sea of Okhotsk, Caspian Sea, Black Sea.

c) Major cities of Asia, Africa and Australasia

**II History**

a) Ancient civilizations of Egypt, Mesopotamia and China.  
b) Indian influence on South—East Asia  
c) The birth and spread of Islam through Asia.  
d) Colonialism in Asia/Australasia and its impact.  
e) The rise of modern Asia post World War II.

**III Culture**
a) Cultural differences among Asian and Western Societies  
b) Languages  
c) Religions  
d) Festivals, Fairs,  
e) Dances, Music, Handicrafts and local products.

IV Popular circuits and emerging destinations based on current tour operator itineraries.

Important circuits and Itineraries of Asia/Australasia/Africa

CIA: Class Presentations based on a popular itinerary.

References


**Title: Web Component Development**  
**Class: F.Y. B.Voc. Tourism**  
**Course Code: A.BVOC.2.08**

**Learning Objective:** To learn Web page designing using HTML and CSS and learn the various tools to design a web page
Number of lectures: 45

<table>
<thead>
<tr>
<th>Name of the unit</th>
<th>No. Of lectures</th>
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<tbody>
<tr>
<td>1. Web browsers and web servers</td>
<td>20</td>
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<tr>
<td>What is a web browser</td>
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<td>Different types of browsers</td>
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<td>Conceptual view of a web client and server architecture.</td>
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<td>2. HTML tags</td>
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<td>Document Structure Tags, Formatting Tags, Text Level formatting</td>
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<td>Images and Imagemaps</td>
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<td>Working with different Image formats for the web.</td>
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<tr>
<td>&lt;IMG&gt; tag, its attributes, resizing an image.</td>
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<tr>
<td>What are Imagemaps? Client-side Imagemaps, Server-side Imagemaps,</td>
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<tr>
<td>Hyperlink tags</td>
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<tr>
<td>href attribute, target attribute ( _blank, _parent, _self, _top) and id attribute, Images and text as hyperlinks</td>
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<tr>
<td>Tables</td>
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<td>CAPTION, TBODY, THEAD, TFOOT, TR, TD, TH, Spanning Rows and Columns</td>
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<tr>
<td>Frameset and iframe</td>
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<tr>
<td>The &lt;FRAMESET&gt; tag, Nesting&lt;FRAMESET&gt; tag, Placing content in frames with the &lt;FRAME&gt; tag, Targeting named frames, iframes</td>
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<tr>
<td>Forms</td>
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<tr>
<td>Creating Forms using &lt;FORM&gt; tag and its attributes, The &lt;INPUT&gt; tag, Single and Multiple lines text fields, Password Field, Radio Button, Checkboxes, Submit button, Select element, Hidden Text, Text Area, Button, Label, fieldset, Option, Optgroup</td>
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<tr>
<td>2. Style Sheets using CSS3</td>
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<tr>
<td>Evolution of CSS, Understanding the CSS Syntax</td>
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<td>Inserting CSS in an HTML document: effects of a stylesheet : hover effect, Drop shadow effect</td>
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<td>Blur, rotating an image. Etc.</td>
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<td>Understanding How softwares like Front Page, Dream Weaver Create HTML files.</td>
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<td>3. Adobe Photoshop and copyright rules</td>
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<td>Selection tools</td>
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<td>Working with layers</td>
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<td>Filters</td>
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<td>Crop and slice tools</td>
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<tr>
<td>Retouching tools</td>
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Continuous Internal Assessment
Assignments / Project
Mid Term test.
List of Text Books:
2. HTML black book-Steven Holzner
3. The missing manual or headfirst series
4. http://www.w3schools.com
List of practical’s
1. Use of document structure tags and text formatting tags
   <html>,<head>,<title>,<body>,<b>,<i>, <u>,
   <strike>,<strong>,<em>,<big>,<small>,<sub>,<sup>,<H1> to <H6>
2. Use of List tags
   Ordered and unordered list<ol>,<ul><li>,<dl>,<dt>,<dd>
3. Images and Imagemaps
   <img>,<map>,<area> tags
4. Use of Table tag
   CAPTION, TBODY, THEAD, TFOOT, TR, TD, TH, Spanning Rows and Columns
5. Use of Frame tags
   <frame> and <frameset> tags
6. Use of CSS
7. Use of Form tags
   <form>,<option>,<input>, Single and Multiple lines text fields, Password Field, Radio Button, Checkboxes, Submit button, Select element, Hidden Text, Text Area
8. Using of various tools in Photoshop to edit the image