

Draft Model Curriculum for 3yr./4yr. Degree Course with Apprenticeship Embedded Degree program

B.A History with Double Major in Tourism and Hospitality Operations



**Higher Education
Department**
Government of Odisha

Under National Education Policy 2020

Semester	Course (paper)	Course Name	Credit
Semester I	MJ -1.1	History of India I (From Prehistory to Vedic Age)	4
	MJ -1.2	Tourism Concepts Principles and Practices	4
	MJ -1.3	Foundation Course in Front Office	4
	MJ- 1.4	Foundation Course in Accommodation Operation	4
	MJ -2.1	Social Formations and Cultural Pattern of Ancient World	4
	AEC (Ability Enhancement Courses)	English: Business Communication	4
	VAC (Value Added Course)	Environmental Studies & Disaster Management	3
		TOTAL	27
Semester II	MJ 1.5	History of India II	4
	MJ 1.6	Social Formations and Cultural Pattern of Ancient World II	4
	MJ 1.7	Basic Course in Front Office II	4
	MJ- 1.8	Basic Course in Accommodation Operations II	4
	MJ 2.2	Travel & Tourism Industry	4
	AEC (Ability Enhancement Courses)	English: Word and Presentation skill	4
	VAC (Value Added Course)	Good Citizenship / or any other discipline	3
		TOTAL	27
Semester III	MJ 1.9	History of India III	4
	MJ 1.10	Rise of Modern West	4
	MJ 1.11	Historical Theories and Methods	4
	MJ- 1.12	History of Orissa I	4
	MJ 2.3	Emerging Trends in Tourism	4
	MJ -2.4	Art Heritage of India	4
	MDC (Multidisciplinary Course)	Basic Principles of Management /or any other discipline	3
	SEC (Skill Enhancement Course)	Computer Skills for Hotel Professionals /or any other discipline	3
		TOTAL	30
Semester IV	MJ -1.13	History of Orissa: The Making of a Region	4
	MJ- 1.14	Accommodation Operations	4
	MJ- 1.15	Front Office Operations	4
	MJ -2.5	Tourism Marketing	4
	MJ -2.6	Temples and Biodiversity of Odisha	4
	MDC (Multidisciplinary Course)	Organization Behaviour /or any other discipline	3
	SEC (Skill Enhancement Course)	Organization of Event Meeting and Conferences /or any other discipline	3
		TOTAL	26
Semester V	Internship/Apprenticeship/Industry Training		20
Semester VI	Internship/Apprenticeship/Industry Training		20
TOTAL			150

** The 4yr. program of AEDP shall be as per 3 yr./4yr. UG Degree Program under NEP-2020*

Semester I

Major- I

Credit 4

1.1. History of India- I (From Prehistory to Vedic Age)

Course Objectives

- What were the major changes in Indian history and how did they come about?
- What were the particular institutions and cultural elements in Indian society which may be considered different from those in other societies?
- Students will acquire knowledge regarding the early life and socio-cultural status of the people of ancient India. They can gather knowledge about the society, culture, religion and political history of Ancient India. They will learn about trade and urbanization of ancient civilization, like Harappan Civilization, Vedic civilizations etc
- Students will be oriented to appreciate the changes and continuity in ancient India and also learn about how various sources which are corroborated in order to construct the history of Ancient India

Course Outcomes

- Describe the antiquity of India's past and methods of construction of past
- Describe the different sources which are scientifically corroborated to construct the past
- Describe the beginning of farming communities and scientific methods which have come up in recent years
- Understand the Vedic roots of Indic civilization

Unit-I: Reconstructing Ancient Indian History

1. Early Indian notions of History
2. Sources of Historical Writings and the Historiography concerned with this Period
3. Historical Geography (Major Harappan Sites and Sixteen Mahajanapadas).

Unit-II: Pre-historic Hunter-Gatherers and Food Production

1. Paleolithic Cultures: Upper, Middle and Lower; Tool Typologies in Three Phases, Distribution of Sites, Subsistence Pattern
2. Mesolithic Culture: Distribution of Sites, Tool typologies, Subsistence Pattern, Evidence of Foraging
3. Neolithic: Zones of Early Farming Cultures of Indian Subcontinent (Ash Mound sites of South India, Eastern India, Vindyan Fringe, North-Western India), Crops, Subsistence Pattern, Habitation Structure

Unit-III: The Harappan Civilization

1. Origin and nature; Harappa as Saraswati-Sindhu civilisation: Settlement Patterns and Town Planning (Study of Harappa, Mohenjodaro, Kalibangan, Dholavira and Lothal
2. Economic Life: Agriculture, Craft Productions and Trade (External and Internal)
3. Social and Political Organization; Religious Beliefs and Practices; Art

Unit-IV: Cultures in Transition

1. Early Vedic Age: Sources, Geography, Society, Polity, economy Religion and Literature

2. Later Vedic Age: Social Stratification (Varna and Gender), Polity, Religion, and Culture; Philosophy of Upanishads
3. Non-Harappan Chalcolithic Cultures and Megaliths: Malwa, Kayatha, Ahar, OCP, Eastern India, Megaliths in South India

Suggested Reading List:

- ✓ *BD Chattopadhyaya, A Survey of Historical Geography of Ancient India, Delhi, 1991* }
- ✓ *B. Subba Rao, Personality of India, Varoda, 1958.* }
- ✓ *BD Chattopadhyaya, The Concept of Bharatavarsha and Other Essays, Delhi, 2017* }
- ✓ *D.K. Bhattacharya, An Outline of India's Prehistory R. S. Sharma, Material Culture } and Social Formations in Ancient India, 1983.*
- ✓ *Upinder Singh, a History of Ancient and Early Medieval India.* } V.N. Mishra, Prehistoric Colonisation of South Asia Free download / <https://www.ias.ac.in/article/fulltext/jbsc/026/04/0491-0531#:~:text=Human%20colonization%20in%20India%20encompasses,stone%2C%20bronze%20and%20iron%20ages>
- ✓ *Bridget and Raymond Allchin, (The Rise of Civilization in India and Pakistan. } Cambridge: Cambridge University Press, Part III. Pp. 229- 346, 1982.*
- ✓ *Tony Joseph, Early Indians, The Story of Our Ancestors and Where We Came From, } Delhi, Juggernaut Publciation.*
- ✓ *Romila Thapar, Early India: From Beginning to 1300 CE, Delhi Penguin, different } editions*
- ✓ *A.L. Basham, The Wonder that was India, Vol.1, Delhi, Penguin, Different editions }*
- ✓ *Romila Thapar: Cultural past, Delhi, OUP. 2004 edition, Section 1 only. }*
- ✓ *R.S.Sharma, Material Culture and Social Formation in Ancient India, Delhi, } Macmillan.*
- ✓ *The Vedic Age, Vol 1, Bharatiya Vidya Bhawan }*
- ✓ *Sreedharan, E., A Textbook of Historiography, 500 BC TO AD 2000, Hyderabad: } Orient Blackswan, Reprint 2009*

Major-I

Credits: 4

1.2 Tourism Concepts, Principles and Practices

Course Objective:

The objective of this course is to provide a comprehensive understanding of tourism, its fundamentals and operational framework.

Course outcome (CO):

- **CO1:** To define key concepts and structural components of the tourism industry.
- **CO 2:** To describe the historical evolution and socio-economic significance of the tourism industry.
- **CO 3:** To classify tourism services and products based on their unique features.
- **CO 4:** To assess the impact of tourism activities on the host communities and the environment.

Unit-I: Introduction

1. Introduction: What is Tourism? Significance of Tourism; Definitions and Concepts.
2. Tourism Systems, Visitor, Traveller, and Excursionist– Definition and differentiation.
3. Motivations and deterrents for travel.

Unit-II: Characteristics and Components of Tourism Industry

1. Tourism Industry- structure, and characteristics
2. Constituents of Tourism Industry: Primary, secondary, and tertiary
3. 5 A's – Introduction, Attraction, Accessibility, Accommodation, Amenities, Activities

Unit-III: Types and Forms of Tourism

1. Inbound, outbound Inter–regional and intra–regional tourism, domestic, international tourism,
2. Adventure, health, business, conferences, conventions, incentives, sports, religious, senior tourism
3. Special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR;

General Tourism Trends

Unit-IV: Role of Governments

1. Role of Ministry of Tourism in developing and promoting tourism in India;
2. Role of Central and State Government in Promoting Tourism,
3. Study of National Tourism Policy 2002
4. Case Study: Tourism Policy of Kerala, Rajasthan, and Odisha

Suggested Reading List

- ✓ *Mill & Morrison. The Tourism System- An Introductory Text (7th Edition). Dubuque, Iowa (USA): Kendall Hunt Publishing.*

- ✓ *Goeldner & Ritchie. Tourism, Principles, Practices, and Philosophies. New Jersey: Wiley and Sons.*
- ✓ *Coltman. Introduction to Travel and Tourism- An International Approach. New Jersey: John Wiley.*
- ✓ *Kamra & Chand. Basics of Tourism- Theory, Operation and Practice. New Delhi: Kanishka Publishers.*
- ✓ *Bhatia. International Tourism Management. New Delhi: Sterling Publishers*

1.3 Foundation Course in Front Office-I

Course Objective

The objective of this course is to provide students with a foundational understanding of the global hospitality landscape and the essential operational procedures for managing the hotel front office and the guest arrival cycle.

Course Outcomes (COs)

- **CO 1:** To classify hotels and hospitality establishments based on industry standards such as size, star rating, ownership, and target clientele.
- **CO 2:** To explain the organizational hierarchy, professional attributes, and inter-departmental coordination necessary for effective front office management.
- **CO 3:** To analyse room tariffs, meal plans, and guest profiles to effectively manage room allocation and occupancy trends.
- **CO 4:** To demonstrate proficiency in using front office equipment, managing documentation (vouchers), and executing the guest cycle from pre-arrival to key control.

Unit I: The Hospitality Landscape and Professional Standards

- Famous hotels worldwide and industry terminology.
- Classification of hotels (Size, Star, Location, Ownership, Niche types like Ecotels/Pod hotels).
- Organizational hierarchy of small, medium, and large establishments.
- Service departments and job opportunities in the sector.
- Essential attributes of a Front Office Professional.

Unit II: Operations and Layout of the Front Office

- Core functions and layout of the Front Office department.
- Professionalism: Importance of timely reporting and designated uniforms.
- Inter and intra-departmental coordination strategies.

Unit III: Guest Profiles, Room Management, and Tariffs

- Typology of rooms and hotel facilities.
- Tariff structures (BAR, Corporate, Contracted) and room rate categories.
- Meal plans applicable to the hotel industry.
- Analysis of guest types (Business, Leisure) and seasonal flow (Peak/Lean).

Unit IV: Pre-Arrival Logistics and the Guest Cycle

- Arrival preparation: Occupancy status, room allocation, and VIP confirmation.
- Operational tools: Usage of card machines, printers, and office equipment.
- Front office documentation: Vouchers (Petty cash, Visitor's paid out).
- The Guest Cycle and key control procedures.

Suggested Reading List

- ✓ **Bhatia, A. K.** (2006). *Tourism development: Principles and practices*. Sterling Publishers Pvt. Ltd.
- ✓ **Dix, C., & Baird, C.** (2006). *Front office operations*. Pearson Education.
- ✓ **Ministry of Tourism.** *Annual reports*. Government of India.
- ✓ **Tewari, J. R.** (2016). *Hotel front office: Operations and management*. Oxford University Press.

1.4 Foundation Course in Accommodation Operations

Course Objective

To equip students with a comprehensive understanding of professional housekeeping operations, administrative control procedures, and the application of cleaning science across diverse hospitality environments.

Course Outcome (CO)

- **CO 1: To identify** the organizational hierarchy, essential professional attributes, and varied career opportunities within the accommodation operations sector.
- **CO 2: To explain** the functional layout of the housekeeping department and the significance of inter-departmental coordination in achieving customer delight.
- **CO 3: To execute** administrative tasks at the housekeeping control desk, including the management of registers, guest room status reports, and lost and found procedures.
- **CO 4: To demonstrate** proficiency in cleaning science by selecting appropriate agents, equipment, and manual or mechanical methods while adhering to safety (PPE) protocols.

Unit I: Housekeeping Organization and Professionalism

- Hierarchy of housekeeping in small, medium, and large establishments.
- Essential attributes of a Housekeeping Professional and industry terminology.
- Job opportunities in accommodation operations.
- Functional layout of the housekeeping department.

Unit II: Role and Scope in Hospitality Operations

- Scope and significance of housekeeping in the hospitality industry.
- Working towards customer delight: Roles and responsibilities.
- Institutional housekeeping: Airlines, Hospitals, Hostels, and Corporate sectors.
- Inter and intra-departmental coordination strategies.

Unit III: The Housekeeping Control Desk

- The pivotal role of the Control Desk as a communication hub.
- Maintenance of forms, formats, records, and registers.
- Standard Operating Procedures (SOP) for Lost and Found.
- Importance of tracking guest room and event status before cleaning.

Unit IV: Cleaning Science and Linen Management

- Categorization of linens used in housekeeping.
- Selection and use of cleaning agents and equipment.
- Manual vs. Mechanical cleaning methods and frequency (Daily, Periodical, Special).

- Significance of Personal Protective Equipment (PPE) in cleaning activities.

Suggested Reading List

- ✓ **Andrews, S.** (2013). *Hotel housekeeping: A training manual*. Tata McGraw-Hill Education.
- ✓ **Kappa, M. M., Nitschke, A., & Schappert, P. B.** (2005). *Managing housekeeping operations*. American Hotel & Lodging Educational Institute.
- ✓ **Raghubalan, G., & Raghubalan, S.** (2015). *Hotel housekeeping: Operations and management*. Oxford University Press.
- ✓ **Tewari, J. R.** (2016). *Hotel front office: Operations and management*. Oxford University Press. (Note: Useful for inter-departmental sections).

Foundation Course in Accommodation Operations **Lab- I**

Sl. No.	Modules	Outcomes
1	Housekeeping Operations- Practical	• Explain Guest Room Supplies and demonstrate their Position in Standard Room, Suite Room, VIP and Single Lady Travelers' Room, Special amenities. • Demonstrate Maids' Trolley Setup, Contents with Placement • Draw Layout of housekeeping pantry • Demonstrate Placement of Equipment and Setup of Pantry • Identify Cleaning Equipment's- Manual and Mechanical • Identify cleaning agents. • Name various cleaning agents brand names. • Demonstrate the procedures for cleaning different areas/surfaces
2	Front office Operations- Practical	• Demonstrate Basic Manners, Attributes and Grooming Standards Required for accommodation operations. • Explain Different Types of Calls, Screening Practice. • Identify Equipment & Stationery used in front office and housekeeping. • Demonstrate Telephone Etiquettes and Telephone Handling • Practice on Cases Related to Front office & Other Departmental Communications • Mock Situations – Role – Plays

2.1 Social Formations and Cultural Pattern of Ancient World**Course Objectives:**

- Students will be able to understand the evolution of human society & how the society of agricultural and animal husbandry had begun in ancient times.
- They also learn how the human society had transformed from nomadic to civilized society in ancient history of the World.
- They can acquire knowledge about the Ancient Greek polities, society and cultural life.

Course Outcome

- Critical understanding on the interdisciplinary in understanding the evolution of homo sapiens
- Develop team spirit to make group presentation on Migration, evolution, tool technology Skill in developing prehistoric tool technology
- Develop appreciation of the global heritage
- Appreciate the difference between Senatorial democracy and popular democracy of Rome and Greece respectively

Unit-I: Evolution of Man

1. Evolution of Man: From Hominoid to Homo Sapiens
2. Paleolithic Cultures: Lower, Middle and Upper Paleolithic Cultures, Tool typologies and technologies, Migration of Homo Sapiens and Colonisation
3. Mesolithic Cultures, Tool Typology, Foraging, Rock Art, Religion

Unit-II: Neolithic Culture:

1. Food Production : Major Sites in Fertile Crescent, Food Production, Habitation Structure, Pottery, Neolithic Revolution
2. Development of Agriculture: Early Domesticated Plants in Fertile Crescent, • China, India
3. Animal Husbandry: Archaeological Evidence of Animal domestication, • Characteristics of Domesticated Animals

Unit-III: Bronze Age Civilizations

1. Egypt: (Natural and Cultural Settings, Major Developments in Old Kingdom, Middle Kingdom and New Kingdom, Society, economy, Religion, Art and Temple Architecture
2. Mesopotamia: Developments in Sumerian, Babylonian and Assyrian periods: Natural and Cultural Setting, Cultural Developments from Ubaid period to emergence of Uruk as a state, religion, society, economy and cultures of Sumer; Developments in Imperial Ur, Code of Hammurabi, and Babylonian expansion, Introduction of Iron and Neo-Assyrian Empire
3. China (Shang): Pre Shang Culture, Oracle Bones, Major Developments, Chinese Society

Unit-IV: Ancient Greece:

1. Athens and Sparta: Natural & Cultural Setting of Ancient Greece, Development of Polis, Evolution of Oligarchic Spartan State, its Institutional structure, and society;
2. Polity, Economy & Society: Evolution of Athenian Democracy from Solon to Peloponnesian War), Athenian Economy
3. Culture: Literature, Religion, Art and Architecture, Science

Suggested Text Books:

- ✓ *Brian Fagan and Nadia Durrani People of Earth, London, Routledge, 2019*
- ✓ *Brian Fagan* & *Chris Scarre, Ancient Civilisation, London Routledge, 2016*
- ✓ *Amar Farooqui, Early Social Formation, Delhi, Different editions*
- ✓ *Alex Castor, Between Two Rivers: The History of Ancient Mesopotamia, 2006, The Teaching Company*
- ✓ *History of Mankind Series, UNESCO*
- ✓ *V. Gordon Childe, What Happened in History?, 1942/2003 edition*
- ✓ *Bisman Basu, The Story of Man* | *H.Neil* & *M.C. Willam, A World of History, Oxford, New York, 1907.*
- ✓ *H.R. Hall, Ancient History of the Near East, 1932.*
- ✓ *H.S. Baghela, World of Civilization*
- ✓ *Wenke, R.J. and D. Olzewski. (2007). Patterns in Prehistory: Humankind's First Three Million Years. New York: Oxford University Press, pp. 228-268*
- ✓ *Whitehouse, R. (1977). The First Civilizations, Oxford: Phaidon, Chapters 3, 4, 5, pp 33-115.*
- ✓ *Chang, K.C. (1987). Shang Civilization. New Haven, Conn: Yale University Press, pp. 263-288.*
- ✓ *Feng, Li. (2013). Early China, Cambridge: Cambridge University Press, pp. 1-111.*

AEC Paper I

English: Business Communication

Credits: 4

S. No	Modules	Outcomes
1.	English Language and Communication: Introduction	• Communication, its Importance and Factors • Types of Communication • Verbal and Non-verbal Communication • Styles of Communication
2	English Language and Communication: Listening and Speaking	• Types of Listening • Speaking to communicate effectively • Style of speaking in Various Situations • English Pronunciation
3	English Language and Communication: Reading and Writing	• Reading methods and techniques. • Reading texts to Understand meaning • Writing Process • Writing short and Long texts
4	English Language and Communication: Grammar and Vocabulary	• Grammar • Sentence structure • Functions of Language

Reference Book: A Course book for ENGLISH COMMUNICATION (Publisher: Orient BlackSwan)

VAC Paper I

Environmental Studies & Disaster Management

(Credit-3)

Unit 1: Multidisciplinary nature of environmental studies (8 Period)

Definition, scope and importance

Need for public awareness

Environmental Pollution

Definition

• Cause, effects and control measures of:-

- a) Air pollution
- b) Water pollution
- c) Soil pollution
- d) Marine pollution
- e) Noise pollution
- f) Radiation pollution

Unit 2: Natural Resources: (8 Period)

Renewable and non-renewable resources:

Natural resources and associated problems.

- a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, waterlogging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.

Biodiversity:- Introduction-Definition; Biogeographically classification of India

India as a mega diversity nation. Hot spots of biodiversity, Threats to biodiversity. Endangered and endemic species of India. Conservation of biodiversity. In Situ and Ex-situ conservation of biodiversity

Unit-3: Disaster Management (8 Period)

1. Disaster Management: Types of disasters (natural and Man-made) and their causes and effect)

2. Vulnerability Assessment and Risk analysis: Vulnerability to various disasters (Flood, Cyclone, Earthquake, Heat waves, Desertification and Lighting)
3. Institutional Framework: Institutional arrangements for disaster management (National Disaster Management Authority (NDMA), State Disaster Management Authority (SDMA), Disaster Management Act, 2005, District Disaster Management Authority (DDMA), National Disaster Response Force(NDRF) and Odisha Disaster Rapid Action Force(ODRAF)
4. Preparedness measures: Disaster Management cycle, Early Warning System, Pre Disaster and Post-Disaster Preparedness, strengthening of SDMA and DDMA, Community Preparedness for flood cyclone, heat waves, fire safety, lightening and snake biting. Stake holders participation, Corporate Social Responsibility (CSR)
5. Survival Skills: Survival skills adopted during and after disaster (Flood, Fire, Earthquake, Cyclone and Lightening), Disaster Management Act-2005, Compensation and Insurance

Unit 4: Social Issues and the Environment (6 Period)

- A. a) Environmental Ethics: Issues and possible solutions.
 - b) Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies
 - c) Environment Protection Act
 - d) Air (Preservation Control of Pollution) Act
 - e) Water (Preservation Control of Pollution) Act
 - f) Wildlife Protection Act
 - g) Forest Conservation Act
 - h) Solid waste management Cause, effect and Control Measure of Urban and Industrial waste (Role of each individual in conservation of Natural resources and prevention of pollution)
- B. Human Population and the Environment
- Population Ecology: Individuals, species, population, community
- Human population growth, population control method
- Urbanisation and its effect on society

Unit 5: Field work (15 Periods of 30 hrs)

- Visit to an area to document environmental assets: river/forest/flora/fauna, etc.
- Visit to a local polluted site- Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge , etc.

Semester II

1.5 History of India-II: From State formation to early medieval (c.600BCE-c.750CE)

Course Objectives

- Understand the process of state formation and 2nd urbanism in the period of Buddha
- Analyse the relation of socio-economic changes in early historical period and rise of heterodoxy religions such as Buddhism, Jainism, Ajivakas, Lokayat
- To make students appreciate the emergence of Asokan empire and Critically understand socio-economic and political changes ushered by them
- Understand the emergence of state system in the Deccan and Odisha in the post Mauryan period
- Understand the expanding cultural arc of India by analysing the influence of India in Southeast Asia
- Make students appreciate the changes and excellences in various spheres in the Gupta period
- Understand the changes and continuities between ancient India and the beginning of early medieval, especially the beginning of Samanta system

Course Outcomes

- Students will be able to understand the linkages between social, political, economic and cultural processes of early Historical Development
- They will be able to appreciate the context and the structure of the Mauryan empire and the policy of Asoka in a multicultural past of India
- Able to identify various Indo Greek and Kushana Coins
- Students will be able to understand the nature of Puranic religion and how Puranic-agamic religion created a sacred geography of India

Unit-I: Economy and Society (circa 600 BCE to circa CE 300):

1. Urban growth: Material conditions such as agricultural expansion, Janapada nivesa, Sixteen Mahajanapada, Urban centres: Trade & Commerce, Organisation of Production (Srenis), Trade Routes
2. Social stratification: Class, Varna, Jati, Gender
3. Buddhism and Jainism: Material milieu of Heterodoxies , Social Significance, Buddhist Sects,, Major Principles of Jainism,

Unit-II: Changing Political Formations (circa 300 BCE to circa CE 300):

1. The Mauryan Empire: Asoka's Policy of Dhamma, Reading Asokan inscriptions, Administration, economy, Decline
2. Post-Mauryan Polities: Kushanas, and Satavahanas and Sangam in deep South
3. Indic Cultural Arc: India's contact with China, Central Asia and Southeast Asia; Silk route and expansion of Buddhism

Unit-III: The Guptas:

1. Political Developments: Expansion, Fragmentation and Huna Invasion from Samudra Gupta to Skanda Gupta
2. Literary and Scientific Developments during the Guptas; education in Nalanda
3. Development of Puranic Religions: Temples, Tirthas, Hindu pantheon

Unit-IV: Towards Early Medieval India [circa CE fourth century to CE 750]:

1. Agrarian Expansion, Land Grants, Graded Land Rights and
2. Peasantry.
3. Varna, Proliferation of Jatis: changing norms of marriage and property.
4. Post- Gupta Politics - Pallavas, Chalukyas, and Vardhanas

Suggested Textbooks:

- ✓ Upinder Singh, *A History of Ancient and Early Medieval India: From the Stone Age, Delhi, Pearson, 2008. to the 12th Century. Delhi: Pearson Longman. (More relevant parts are Chapters 6, 7 and 8) (Also available in Hindi)*
- ✓ D. D. Kosambi, *An Introduction to the Study of Indian History*, 1975. }
- ✓ Romila Thapar, (2012). *Asoka and the Decline of the Mauryas. Delhi: Oxford University Press. PP. 119-227* Romila Thapar, *The Mauryas Revisited, Calcutta, 1986.* }
- ✓ Allchin, F. R. (et al.)(1995). *The Archaeology of Early Historic South Asia: The Emergence of Cities and States. Cambridge: Cambridge University Press. Chapter 6 (pp.73-98) & Chapter 10 (pp. 185- 221).*
- ✓ A. L. Basham, *Wonder That Was India*, Rupa. }
- ✓ Aswini. Agarwal: *The Guptas*, Delhi }
- ✓ H.P.Ray, *The Winds of Change*, Delhi, OUP. 1994 }
- ✓ R.S. Sharma, *Indian Feudalism*, Delhi, Macmillan, various edition } ,
- ✓ B. D. Chattopadhyaya (1994). *The Making of Early Medieval India*, Delhi: Oxford University Press. (Introduction, pp. 1-37.)
- ✓ *Age of Imperial Unity*, Bharatiya Vidya Bhawan Series, Vol 2. } Suvira Jaiswal, (1998). *Caste: Origin, Function and Dimensions of Change*, Delhi: Manohar. (pp.1-131.)
- ✓ R. S Sharma, (1990). *Sudras in Ancient India: A Social History of the Lower Order Down to circa. A. D. 600.* Delhi: Motilal Banarsidas. (pp. 90-254)
- ✓ A.S Altekar, *Education in Ancient India*, Delhi }

1.6 Social Formations and Cultural Pattern of Ancient World II

Course Objectives

- The Course seeks to develop a historical understanding of the major developments in some parts of the Ancient and Medieval world.
- The Course provides a scope for understanding the subject of slavery in its varied dimensions in the Ancient world. One of the objectives of the course is to highlight the interconnectedness of Greek and Roman religion, culture and society. We discuss the medieval world in the Course by analysing the nature of European 'feudal' society and economy of the 8th to the 14th centuries.
- Explores the process of emergence of Christendom and Papacy and the 2nd Order
- The objective of paper is to the making of the three orders in Medieval Europe. By studying how the European social world shaped into an intricate structure comprising powerful institutions like monarchy and the Church.
- The Course provides a scope to understand the medieval economy of Western Europe, particularly through its agrarian dimensions and relatively newer labour systems like serfdom.
- And finally, the Course allows an undergraduate student to reflect on questions related to the emergence and spread of Islam. An enquiry into the role that it played in the transformation of a tribal identity to a Caliphal State in West Asia from the 7th to the 9th centuries widens the quest for 'training' students to understand the long-term historical processes.

Course Outcomes

- Upon completion of this course the student shall be able to: Identify the main historical developments in Ancient Greece and Rome.
- Gain an understanding of the restructuring of state and society from tribe based polities to those based on territorial identity and citizenship.
- Trace the emergence and institutionalization of social hierarchies and marginalization of dissent.
- Explain the trends in the medieval economy.
- Analyse the rise of Islam and the move towards state formation in West Asia.
- Understand the role of religion and other cultural practices in community organisation.

Unit-I: Polity and Economy in Ancient Rome

1. Polity, Society and economy in Ancient Rome
2. Expansion and Crisis, -Rise and fall of Julius Caesar, Augustus Caesar, Political Expansion, Crisis of Roman Empire
3. Cultural Developments: literature: Vigil, Ovid, Seneca, Histories: Livy, Tacitus; Art and Architecture

Unit-II: Economic Developments in Europe from 7th to 14th Centuries:

1. Feudalism- Major Debates, Origin, Forms, Structure, Two Phases of Feudalism & its Decline
2. Agricultural Production in Two Phases of Feudalism
3. Towns and Trade

Unit-III: Religion and Culture in Medieval Europe:

1. Medieval Church: Expansion of Christianity, Early Bishopries, Papacy at Rome, Schism in Church- Ecumenical Councils and Great Schism between Eastern and Western Church of 1054
2. Monastic Communities: Benedictine, Dominicans, Franciscan order, Anchoress; Monasteries and Education & Health
3. Papacy: Growth of Papacy from St. Peter to Avignon Papacy

Unit-IV: Societies in Central Islamic Lands:

1. The Tribal background, Rise of Islam; Major pillars of Islam, expansion of Islam
2. Religious Developments: the Origins of Shariah, Ummah, Islamic Jurisprudence, Sufism,
3. Cultural Developments in Islamic World: Tarik Tardition of Historiography,

Suggested Textbooks:

- ✓ *Perry Anderson, Passages from Antiquity to Feudalism. }*
- ✓ *Marc Bloch, Feudal Society, 2 Vols, Londo, various editions }*
- ✓ *Gorges Duby, Rise of Three Orders, Chicago, University of Chicago Press, 1982 }*
- ✓ *Roger Collins, Keepers of the Keys of Heaven: A History of Papacy, New York, 2009. }*
- ✓ *Marshall G.S Hodgson, Ventures of Islam (Three Vols), Chicago, 1977 }*

Reference Reading:

- ✓ *J. Barrowclough, the Medieval Papacy. }*
- ✓ *Cambridge History of Islam, 2 Vol. }*
- ✓ *Will Durant, The Story of Civilization (vols. I } & II).*
- ✓ *T.W. Wallbank } & N.M. Bailey, Civilization –Past and Present.*
- ✓ *R. Coulborne, Feudalism in History, }*

1.7 Basic Course in Front Office -II

Course Objective

The objective of this course is to enable students to master the comprehensive guest service cycle and execute complex reservation procedures using modern industry systems and legal frameworks.

Course Outcome (CO)

- **CO 1:** To explain the sequential stages of the guest cycle and their impact on hotel-guest relationships.
- **CO 2:** To differentiate between various reservation sources (FIT, Group, Corporate) and guaranteed versus non-guaranteed booking types.
- **CO 3:** To utilise diverse reservation systems, including GDS and CRS, to manage electronic and manual booking processes.
- **CO 4:** To formulate professional responses to operational challenges such as amendments, cancellations, overbookings, and no-shows.

Unit I: The Guest Service Cycle

- Introduction to the Guest Cycle.
- Detailed stages: Pre-Arrival, Arrival, Occupancy, Departure, and Post-Departure.

Unit II: Reservation Fundamentals and Sources

- Functions and channels of reservation.
- Sources of Reservation: FIT, FFIT, Groups, Travel Agents, Airlines, and Corporate.
- Types: Guaranteed vs. Non-Guaranteed Reservations.

Unit III: Technology in Reservation Systems

- Evolution of systems: Central Reservation Systems (CRS) and Global Distribution Systems (GDS).
- Property Direct, Inter-sell Agencies, and Internet-based bookings.
- Computerized Reservation Systems and Future Blocks.

Unit IV: Operational Procedures and Policies

- The Reservation Process: In-person, Telephone, and Email (FIT/Group).
- Confirmation, Amendment, and Cancellation policies.
- Managing Overbooking, No-Shows, Waiting Lists, and Legal Implications.

Suggested Reading List

- **Bardi, J. A.** (2011). *Hotel front office management*. John Wiley & Sons.
- **Kasavana, M. L., & Brooks, R. M.** (2009). *Managing front office operations*. American Hotel & Lodging Educational Institute.
- **Tewari, J. R.** (2016). *Hotel front office: Operations and management*. Oxford University Press.

Basic Course in Front Office Operations- Lab I

S. No	Modules	Outcomes
1	PRACTICAL	Demonstrate: • Procedure of Taking Reservations – in Person and on Telephones • Handling Guest Enquiries at Reservation • How to Convert inquiries into Valid Reservations • Practice on Room Management System, Reservation, Check in, Practical Situations & Guest Problems. • Amendments in Reservations, Cancellation, Room Availability Charts • Filling Up of Reservation Forms, Making Amendments & Cancellations. • Updating Reservations on the Computer-Actual Computer Lab Work on PMS. • Situations on Basis of Charging. • Practice on Cases Related to Front office & Other Departmental Communications • How to prepare a Tour Itinerary • Telephonic Conversations - Standard Phrases, Manners, Do's & Don'ts • Mock Situations – Role – Plays

1.8 Basic Course in Accommodation Operations- II

Course Objective

To provide students with advanced practical knowledge of guest room management, specialized cleaning techniques, and the professional maintenance of diverse interior surfaces.

Course Outcome (CO)

- **CO 1: To execute** professional guest floor etiquettes and standardized cleaning procedures for specialized room statuses (VIP, Long-stay, DND).
- **CO 2: To demonstrate** proficiency in specialized housekeeping tasks, including turndown services, guestroom inspections, and public area maintenance.
- **CO 3: To analyse** surface types and chemical properties to perform effective stain removal and polishing using manual and mechanical equipment.
- **CO 4: To apply** specific care and preservation protocols for varied materials such as metals, wood, carpets, and upholstery.

Unit I: Daily Routine and Guest Room Management

- Guest floor etiquettes and standardized room cleaning processes.
- Handling special room statuses: VIP, Long-staying guests, and DND protocols.
- Specialized services: Turndown service, second service, and guest requests.
- Quality control: The guestroom inspection process.

Unit II: Public Area and Surface Maintenance

- Public area cleaning procedures.
- Safety standards: Use of warning signs and protective measures.
- Step-by-step cleaning procedures for soft and stubborn stains.

Unit III: Stain Removal and Polishing Science

- Chemical science: Mixing cleaning solutions and chemical ratios.
- Polishing equipment and agent selection for various surfaces.
- Manual and mechanical polishing procedures; use of sealants and post-polishing care.

Unit IV: Specialized Care of Interior Materials

- Care and cleaning of Metals, Glass, and Ceramics.
- Maintenance of synthetic materials: Plastic and Rexene.
- Preservation of Wood, Upholstery, Carpets, and Wall/Floor finishes.

Suggested Reading List

- ✓ *Andrews, S. (2013). Hotel housekeeping: A training manual. Tata McGraw-Hill Education.*
- ✓ *Raghubalan, G., & Raghubalan, S. (2015). Hotel housekeeping: Operations and management. Oxford University Press.*
- ✓ *Schneider, M., & Tucker, G. (1998). The professional housekeeper. John Wiley & Sons.*

Basic Course in Accommodation Operations - Lab II

S. No	Modules	Outcomes
1	PRACTICAL	• Demonstrate the Procedure of Taking Reservations – in Person and on Telephones • Demonstrate Handling Guest Enquiries at Reservation • Role Play on Standard Phrases, Manners, Do's & Don'ts • Role Plays on Mock Situations • Demonstrate Guest Room Cleaning: Bed Making, Bedroom Cleaning, Bathroom Cleaning, Turndown Service • Demonstrate Public Area Cleaning- Cleaning of Front Areas and Cleaning of Back of The House • Demonstrate the process of Guest Room Inspection.

2.2 Travel and Tourism Industry

Course Objective

To enable students to analyze the historical evolution of travel and understand the socio-economic, planning, and organizational frameworks of the modern travel and tourism industry.

Course Outcome (CO)

- **CO 1:** To explain the historical progression of travel from ancient times to the modern era, highlighting major catalysts like the Industrial Revolution and transport innovations.
- **CO 2:** To analyze the socio-economic significance of tourism, including travel motivations, the multiplier effect, and the role of tourism in promoting international understanding.
- **CO 3:** To apply planning and development principles to assess tourist demand, resource allocation, and regional environmental considerations.
- **CO 4:** To evaluate the functions and operational structures of travel agencies and tour operators, from pioneers like Thomas Cook to modern digital distribution systems.

Unit I: Historical Evolution and Fundamentals of Travel

- Ancient travel, pleasure, and religion as motivators; the Grand Tour.
- Impact of the Industrial Revolution and World Wars on transport.
- Evolution of jets and high-speed trains; post-WWII growth.
- Meaning, nature, and basic components of tourism.

Unit II: Motivations and Socio-Economic Impact

- Sociology of tourism and basic travel motivations.
- Economic benefits, multiplier effect, and employment generation.
- Social tourism and the Manila Declaration.
- Cultural tourism in India and infrastructure development.

Unit III: Tourism Planning and Management

- Assessment of tourist demand and supply; establishing objectives.
- Financial, territorial, and human resource planning.
- Administrative structures and marketing strategies.
- Environmental and regional planning considerations.

Unit IV: Travel Intermediaries and Operations

- Historical role of Thomas Cook and American Express.
- Profiles and organizational setup of modern travel agencies.
- Need for legislation and the role of the Tour Operator (GITs).

- Travel Agencies in India and the role of TAAI.

Suggested Reading List

- ✓ Bhatia, A. K. (2006). *Tourism development: Principles and practices*. Sterling Publishers.
- ✓ Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and practice*. Pearson Education.
- ✓ Goeldner, C. R., & Ritchie, J. R. B. (2012). *Tourism: Principles, practices, philosophies*. John Wiley & Sons.
- ✓ Negi, J. (2005). *Travel agency and tour operation: Concepts and principles*. Kanishka Publishers.
- ✓ Burkart and Medlik, *Tourism: Past, Present and Future*
- ✓ Christopher.J. Hollway: Longman; *The Business of Tourism*
- ✓ Cooper, Fletcher et al. : *Tourism Principles and Practices*
- ✓ Mill, R.C., *Tourism: The International Business*
- ✓ Roberts, K: *Leisure in Contemporary Society*, Wallingford
- ✓ Rojek, C: *Leisure and Culture*, Basingstoke, Hants, Mc Millan
- ✓ Seth, P.N.: *Successful Tourism Management (Vol 1 &2)*
- ✓ *Tourism Policy of India*, Govt. Of India.
- ✓ Charles R. Goeldner & J. R. Brent Ritchie: *TOURISM: Principles, Practices, Philosophies*
- ✓ Kamra & Mohinder Chand: *Basics of Tourism*

AEC Paper II

English: Word and Presentation skill

Credits: 4

S. No	Modules	Outcomes
1.	Basic Communication	● Explain: ○ Structures in present and present continuous tense ○ Structures in past & past continuous tense ○ Structure in present perfect & present perfect continuous tense ○ Structures in future tense ○ Modals: helping verbs ○ Prepositions ○ Idioms ● Practice speech on a given topic. ● Practice Extempore speech
2	Communication	● Describe communication. ● Describe the Process of communication. ● Discuss the Importance of communication ● Explain various Types of communication. ● Demonstrate Useful Phrases for Everyday Use ● Explain the technique of Asking Questions
3	Hotel English	● Describe the Essential qualities of a good speaker. ● Discuss Speech improvement- pronunciation. ● Explain the importance of Stress in speech. ● Describe Intonation and modulation. ● Describe Common phonetics- difficulties

VAC Paper I

Good Citizenship

Credits:3

Objectives/Learning Goals of the Course

- Development of good human being and a responsible citizen
- Developing a sense of right and wrong leading to ethically correct behavior.
- Inculcating a positive attitude and a healthy work culture.

Learning Objectives:

- Understanding Basic Values of Indian Constitution.
- Understand how to be a patriot.
- Develop professionalism and understand the ethics relating to various professions.

1. Indian Constitution (1 Credit= 15 hours)

Salient Values of Preamble: Sovereign, Socialist, Secular, Democratic, Republic, Justice, Liberty, Equality and Fraternity

2. Patriotism (1 Credit= 15 hours)

Patriotic Value and ingredients of nation building, Concept of Good Citizenship, Emotional connection with the country, Duties of citizens and Qualities of good citizens

3. Work Ethics (1 Credit= 15 hours)

Punctuality, Cleanliness, Law abidingness, Rational Thinking and Scientific Temper

Semester III

1.9 History of India-III

Course Objectives

- They can acquire knowledge about the society, economy and culture in early medieval India and can gather knowledge towards the Arabs Conquest of Northern part of India from this paper.
- Knowledge about the religious and Cultural changing scenarios especially impact Bhakti cult and Tantricism.
- With its focus on multiple historiographical approaches to various issues of historical significance during this period, the course will also apprise students of the divergent ways in which historians approach, read and interpret their sources.
- The paper debates about urban decay and emergence of new kind of cities in early medieval

Course Outcomes

- Understand the new periodisation and its basis
- critical analysis of the relation between political realm and religious realm
- interrelation between economy, society, polity and culture in the making of vernacular region
- Debates the emergence of medieval social order, including condition of peasantry
- Discusses the nature of brahmanical social order and relations with law books which reinforced an andro-centric brahmanical social order
- Explain, in an interconnected manner, the processes of state formation, agrarian expansion, proliferation of caste and urban as well as commercial processes.
- Discuss the major currents of development in the cultural sphere, namely bhakti movement, Puranic Hinduism, Tantricism, architecture and art as well as the emergence of a number 'regional' languages.

Unit –I: Studying Early Medieval India: Political Structures

1. Sources of early medieval and Debates on early Medieval
2. Evolution of Political structures: Rajputs, Tripartite Struggle and Cholas
3. Legitimization of Kingship; Brahmanas and Temples, Tirthas and Courtly culture
4. Issues of Islam Rule: Arab conquest of Sindh

Unit-II: Social and Economic Processes:

1. Agricultural Expansion: forest-dwellers, peasants and landlords
2. Proliferation of Castes: Varna Jatis, Peasantisation of tribes.
3. Trade and Commerce: Urban Centres, Inter-regional Trade, Maritime Trade and Forms of Exchange, Ayyavole, Manigramam Guilds

Unit-III: Religious & Cultural Developments:

1. Puranic Traditions & Vajrayana Buddhism
2. Islamic Intellectual Traditions: Al-Biruni
3. Regional Languages and Literature

Unit IV: Cultural Strands: Art, Architecture and religion

1. Evolution of Regional styles: Kalingan and Dravidian style of Temple Architecture
2. Tantric Saiva and Sakta Tradition: Kashmir Saivism
3. Bhaktism and Issue of Monism and Dualism: Alvars & Nayanars of South India; Sankara, Ramanuja, Madha

1.10 Rise of Modern West

Course Objectives:

- The focus of the course is on transition from feudalism to capitalism in Europe.
- The paper familiarises the student with important transitions and transformations in the economy, polity, and socio-cultural life from late medieval period to 1600 in various parts of Europe.
- The course shall critically examine the dynamics of economic and political power within Europe, and contact with the New World. The processes by which Europe's economy benefited from colonial expansion and exploitation of indigenous and slave labour will be explained.
- Students shall also engage with continuities and changes in intellectual and
- Artistic realms; the social and economic milieu which influenced developments in religion;
- Will understand the emergence of nation state in the aftermath of 100 year
- Religious War

Course Outcomes

- Upon completion of this course the student shall be able to: Outline important changes that took place in Europe from the medieval period.
- Acquire an integrated approach to the study of economic, social, political and cultural developments in Europe.
- Explain the processes by which major transitions occurred in Europe's economy, state forms, social structure and cultural life. Examine elements of early modernity in these spheres.
- Critically analyse linkages between Europe's state system and trade and empire.
- Understand the historically contingent nature of nation state in history and its locus in the Western Europe

Unit-I: Transition from Feudalism to Capitalism:

1. The problems of Transition: Economic Expansion, Industrial production
2. Trade and Commerce
3. Urban Development, Town Life

Unit-II: Early Colonial Expansion:

1. Motives, Voyages and Explorations.
2. The Conquests of America
3. Mining and Plantation, the African Slaves.

Unit-III: Renaissance and Reformation:

1. Its Social Roots Spread of Humanism in Europe.
2. The Renaissance: Art, Architecture, Sculpture, Painting and Literature
3. Origins and Spread of Reformation Movements.
4. Emergence of European State system: Spain, France, England, Russia

Unit-IV: Economic Developments of the Sixteenth Century:

1. Shift of economic balance from the Mediterranean to the Atlantic.
2. Commercial Revolution- Causes and Nature
3. Growth of Industries and its Impact

Suggested Textbooks:

- ✓ *John Merriman, A History of Modern Europe: From Renaissance to the Present Day, New York, 2010*
- ✓ *Meenakshi Phukan, Rise of the Modern West: Social and Economic History of Early Modern Europe, Trinity Press*
- ✓ *Arvind Sinha, Europe in transition: From Feudalism to Industrialisation, Delhi Manohar, 2016.*
- ✓ *Charles A. Nauert, Humanism and the Culture of the Renaissance (1996).*
- ✓ *Harry Miskimin, The Economy of Later Renaissance Europe: 1460 -1600.*
- ✓ *Fernand Braudel, The Wheels of Commerce, London, 1983 (Civilisation and Capitalism 1500-1800)*

1.11 Historical Theories & Methods

Course Objectives

- It explains the major interpretive frameworks that guide modern historical writings and identify the key elements of major contemporary theories of History.
- Students will learn to evaluate the similarities and differences between historical theories and identify the central issues and problems that a particular historical theory addresses.
- Students will also learn the use of appropriate analytical language in discussing historical interpretations and can formulate interpretation in historical narratives.

Course Outcomes

- Cognitive competence by understanding the theoretical underpinning of historical construction
- Analyse the changing discourse of history
- Critical aptitude about the nature and authenticity of sources
- Understand how historical theories shaped historical narrative in different periods
- Appreciate the evolution of the discipline of history as Humanities Subject to that of a Social science discipline to integration of archaeo-metric and other natural sciences in the construction of past

Unit-I: Meaning and Scope of History

1. Definition, Nature and Scope of History.
2. Object and Value of History.
3. History, Science and Morality.

Unit-II: Traditions of Historical Writing

1. Ancient Greek Traditions – Herodotus, Thucydides
2. Ancient Roman Traditions - Polybius, Livy and Tacitus
3. Medieval Understanding: Western – St. Augustine, Arabic – Ibn Khaldun.

Unit-III: History as Interdisciplinary Practice

1. History and Archaeology, History and Anthropology.
2. History and Psychology, History and Literature.
3. History and Political Science, History and Sociology

Unit-IV: Historical Methods

1. Sources of History: Written, Oral. Visual & Archaeological.
2. Historical facts.
3. Historical Causation.
4. Historical Objectivity

Suggested Textbooks:

- ✓ *B. Sheik Ali, History: Its Theory and Method, Macmillan, Reprinted, 1996.*
- ✓ *E. H. Carr, What is History? , Penguin Books, Reprinted, 1983.*
- ✓ *R.G. Collingwood, The Idea of History, OUP, Delhi,*
- ✓ *E. Sreedharan, A Text Book of Historiography, Orient Longman, Reprinted, 2004.*
- ✓ *Goldstein: historical Knowing*

1.12 History of Odisha- I

Course Objectives:

- This paper aims at making students familiar with the major currents of political and socio-economic history of pre-colonial Odisha.
- The students will understand the significance of different ruling dynasties of ancient Odisha and the process of making of a region and state formation in ancient and early medieval Odisha
- This course paper will also make the students familiar with the political and administrative history of the Afghans, Mughals and the Marathas in Odisha.

Course Outcomes:

- The students will be able to appreciate the process of state formation in precolonial Odisha
- They will develop critical understanding of process of making of regional traditions.
- They will be able to trace the evolution of Odia script and language.

Unit-I: Locating Odisha as a Region

1. Historical Geography: Kalinga, Utkal, Kosala, Odra
2. Early Developments: Mauryan intervention and Kharavela(significance of Kalinga War and Understanding Hatigumpha Inscription).
3. Rise of Local States: Matharas, Eastern Gangas, Sailodbhavas

Unit-II: Towards Regional States

1. Bhaumakaras and Somavamsis: Land grants, Political Developments, Social formations: Occupational Groups under Bhaumakaras and Somavamsis
2. Imperial Gangas: Career and Achievements of Chodagangadeva and Narasimhadeva,
3. Emergence and Evolution of Kalinga Temple Architecture: Major Specimens of (Satrugneswara, Parsurameswara, Muketsvara, Lingaraja, Vaital, Hypetheral Temples of 64 Yoginis of Ranipur-Jharial and Hirapur)

Unit-III: Imperial Gajapatis: Apogee and Decline

1. Kapilendradeva's achievements, Setbacks to Kapilendra's Odisharajya from Bengal and South during the period of Purushottama and Prataparudra,
2. Administration and Culture under the Gajapatis
3. Historical events leading to the Decline of Hindu Kingdom of Odisha

Unit IV: Religion, Art and Architecture

1. Buddhism and Jainism in Odisha, Their art and architecture
2. Saiva-Sakta Religion: Origin and Growth, Iconographic forms of Durga and Siva, Saptmatrkas
3. Vaisnava Religion: Origin and Growth, Forms of Visnu, Dasavatara sets and Cult of Jagannath

Suggested Reading List:

- ✓ K.C. Panigrahi, *History of Odisha, Kitab Mahal.* }
- ✓ N.K Sahu, Mishra } &Sahu, *History of Odisha.*
- ✓ S.K. Panda, *Political and Cultural History of Odisha.* }
- ✓ A. C Pradhan, *A Study of History of Orissa* }
- ✓ Tripathy, KB (1962) *Evolution of Oriya Language and Script, Bhubaneswar: Sahitya } Academy*
- ✓ R. D Banarjee, *History of Orissa, 2 vols.* }
- ✓ Acharya, Paramanand () *Essays in History, Culture, Archaeology of Orissa,* }
- ✓ Kishor Basa,, Mohanty, Pradeep (ed)(2000) *Archaeology of Orissa, Delhi:Pratibha }*
- ✓ Kulke, H. (1982) 'Fragmentation and Segmentation versus Integration: reflections on } the Concept of Indian Feudalism and the Segmentary State in Indian History'. *Studies in History, Vol. IV, No. 2, 1982, pp.257-63.*
- ✓ Upinder Singh, King, *Brahamana and temples, Delhi, 1994.* }
- ✓ Bhairabi Prasad Sahu, *Changing Gaze, Delhi, OUP, 2013 Sahu }*
- ✓ Bhairabi, P. Sahu 'Authority and Patronage in Early Orissa', in K. K Basa and P. } Mohanty (eds) *Archaeology of Orissa, vol. 1: 431-440, Delhi, Pratibha Prakashan 2000.*
- ✓ Satyanarayan Rajaguru, *Odishara Sansrutika Itihasa, Cuttack, Grantha Mandira }*
- ✓ Sahu, N.K *Buddhism in Orissa, Bhubaneswar: Utkal University, 1958 }*
- ✓ T. E Donaldson,, *Hindu Temple Art of Orissa. 3 Vols, Leiden: Brill, 1987.* }
- ✓ T. E Donaldson,, *The Iconography of Vaisnava Images in Orissa. New Delhi: India }* D.K. Printworld (P) Ltd., 2001.
- ✓ T. E Donaldson,, *Iconography of the Buddhist Sculpture of Orissa. 2 Vols. (Volume }* I: Text; Volume II: Plates), New Delhi: India Indira Gandhi National Centre for the Arts in } Association with Abhinav Publications, 2001.
- ✓ T. E Donaldson,, *. Tantra and Sakta Art of Orissa. New Delhi: India D.K. }* Printworld (P) Ltd., 2002.
- ✓ T. E Donaldson,, *Siva-Parvati and Allied Images: Their Iconography and Body }* Language. 2 Vols, New Delhi: India D.K. Printworld (P) Ltd, 2007. }
- ✓ K.C. Panigrahi, *Arcaheologcial Remains of Bhubaneswar, Calcutta, Longman, 1961.* }
- ✓ Ramesh Prashad Mohapatra, *Jaina Monuments of Orissa, Delhi, 1984.* }
- ✓ Subrata Kumar Acharya, *palaeography of Inscriptions of Orissa,* }

2.3 Emerging Trends in Tourism

Course Objective

To enable students to critically analyze contemporary shifts in the tourism industry, focusing on sustainability, community-based models, and the growing sector of Special Interest Tourism (SIT).

Course Outcome (CO)

- **CO 1:** Examine the evolution and principles of sustainable tourism as a strategic development and management approach.
- **CO 2:** Evaluate the role of local community involvement and visitor responsibility in the success of regional ecotourism projects.
- **CO 3:** Discuss the scope of Rural and Ethnic tourism in India by analyzing government policies and regional case studies like Ladakh and Jharkhand.
- **CO 4:** Explain the concepts of Health and Wellness tourism, emphasizing the therapeutic roles of Ayurveda, Yoga, and medical travel in India.

Unit I: Sustainable Tourism:

- Evolution, Concepts, Principles, Sustainability as a development and management Approach, Planning, Issues and Challenges, Techniques for sustainable development, Environmental Issues and models of ecotourism development, Case studies of Ecotourism, Coastal Tourism and Mountain Tourism

Unit II: Ecotourism:

- Definition, concept, principles, environmental issues and tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/Kerala/Sikkim

Unit III: Rural Tourism and Ethnic Tourism

- Concepts, difference with other rural based tourism, village tourism, Govt of India Policy on Rural Tourism, identified villages, Scope of developing ethnic tourism in India, Case Studies of Ladakh, Jharkhand.

Unit IV: Health Tourism

- Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.

Suggested Reading

- ✓ Ashworth, G.J.: *The tourist Historic city: Retrospect and Prospect of Managing the Heritage City*
- ✓ Dr. S. P. Bansal., Sushma, Sonia & Chander Mohan: *Tourism in the New Millenium.*
- ✓ Erlet Cater & Gwen Lowman: *Ecotourism*
- ✓ Foster, D. S.: *The Business of Travel Agency Operation and Administration*
- ✓ Local Agenda 21, U.N-World Tourism Organisation
- ✓ Malik, S.S.: *Adventure Tourism* • Negi, J. : *Adventure Tourism and Sports – Part- I & II*

- ✓ *Inskip, Edward: Tourism Planning, An Integrated and Sustainable Development Approach (1991)*
- ✓ *New Som, D., Moore, S.A., Dowling, R.K.: Natural Area Tourism*
- ✓ *P. K. Rao: Sustainable Development*
- ✓ *Pond K. L.: The Professional Guide: Dynamics of tour guiding*
- ✓ *Robert Svoboda and Arnie Lade: Chinese Medicine and Ayurveda*
- ✓ *Robinet Jacob: Ayurvedic Tourism in Kerala*
- ✓ *Salah Vahab & John J. Pigram: Tourism Development and Growth*
- ✓ *Sunil.V. Joshii : Ayurveda and Panchakarma*
- ✓ *Theobald and Theobald: Global Tourism*
- ✓ *Victor T. C. Middleton & Rebecca Hawkins: Sustainable Tourism*

2.4 Art Heritage of India

Course Objective

To provide a comprehensive understanding of India's cultural evolution, architectural diversity, and the significance of performing arts and museums in heritage tourism.

Course Outcome (CO)

- **CO 1: To summarize** the chronological stages of Indian culture from the Harappan period to the modern era.
- **CO 2: To differentiate** between major architectural styles, including Hindu-Buddhist, Mughal, and colonial designs.
- **CO 3: To evaluate** the role of museums and classical paintings in the preservation and marketing of artistic heritage.
- **CO 4: To analyze** the impact of performing arts, cinema, and traditional handicrafts on contemporary tourism development.

Unit I: Introduction to Indian Culture and Heritage:

Concept- History-Stages of evolution-The Mohenjodaro and Harappan period- Vedic Age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern Period Features of Indian Cultural Heritage-Conservation of Culture

Unit II: Study of Indian Architecture

1. The prominent Architectural style in different period-Harappan Architecture, Ancient Indian Architecture viz Hindu_Buddhist style, Mughal Architecture, The Rock-Cut monuments-colonial Architecture.
2. Study of Important Architectural sites of India Study of Indian Temple Architecture and popular Religious Centres-Hindu, Buddhist, Jain, Sikh, Muslims, Parsis and Christian

Unit III: Study of Indian Paintings and Museums and their roles

1. Indian Paintings- Characteristic features-
2. Medieval and Modern Paintings.
3. Museums and their role Role of Museums in preservation of art Heritage
 - a. Types of Museums
 - b. Acquisition of Museum Articles
 - c. Role of Museum in Special Interest Tourism.

Unit IV: Study about Performing Arts of India

1. Dances of India, Historical Evolution- archeological and literary evidence
2. Indian Classical Dances-Folk Dances
3. Music of India- classification-Marg & Desi, Karnatic style, North Indian Music- Musical instruments
4. Role of Performing Art in Tourism Development
5. Indian Theatre- Different Theatrical forms Indian Cinema- Evolution

6. Role in Tourism Development Handicrafts Indian Handicrafts-textiles, clayworks, stone works, woodworks etc.- craft melas
7. Marketing of Handicrafts

Suggested Readings:

- ✓ S.P. Gupta: Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- ✓ Hussain.A.K: The National Culture of India, National Book Trust, New Delhi.
- ✓ Robinet Jacob: Indian Tourism Products, Abhijeet publications.
- ✓ Surendra Sahai: Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
- ✓ The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting
- ✓ Basham.A.L: The Wonder that was India, Rupa and Com, Delhi
- ✓ Dallen J Timothy and Stephan W Boyd: Heritage Tourism, Prentice Hall

Basic Principles of Management

Course Objective

To equip students with a comprehensive understanding of human resource management and development within the hospitality sector, focusing on strategic planning, job evaluation, and operational integration.

Course Outcome (CO)

- **CO 1: To analyze** the macro and micro scenarios of Human Resource Planning (HRP) specifically within the tourism industry.
- **CO 2: To evaluate** the functions of personnel offices and the role of HRD systems in fostering a professional hotel culture.
- **CO 3: To execute** job evaluation methods and ranking techniques to determine organizational scope and limitations.
- **CO 4: To design** professional job descriptions and person specifications using various job analysis information-gathering methods.

Unit I: Human Resource Planning in Tourism: Macro/micro level scenarios and HRP processes.

Unit II: Personnel Management and HRD: HRD relevance in hotels; personnel office operations; the Personnel Manager's role.

Unit III: Systems and Culture: HRD in the service industry; importance of HRD systems; and Intellectual Property Rights (IPR).

Unit IV: Job Analysis and Evaluation: Methods and recent developments in evaluation; designing job descriptions versus requirements.

Suggested Reading List

- ✓ *Boella, M. J., & Goss-Turner, S. (2019). Human resource management in the hospitality industry: A guide to best practice. Routledge.*
- ✓ *Dessler, G., & Varrkey, B. (2020). Human resource management (16th ed.). Pearson Education India.*
- ✓ *Go, F. M., Monachello, M. L., & Baum, T. (1996). Human resource management in the hospitality and tourism industry. Wiley.*
- ✓ *Jatashankar, R. T. (2016). Hotel front office: Operations and management. Oxford University Press. (Useful for Unit II regarding Personnel Office operations).*
- ✓ *Woods, R. H. (2006). Managing hospitality human resources. American Hotel & Lodging Educational Institute.*

Computer Skills for Hotel Professionals

Course Objective

To provide students with a fundamental understanding of computer systems and the practical proficiency required to utilize productivity software and internet-based services in a professional hotel environment.

Course Outcome (CO)

- **CO 1:** To identify the core functions and classifications of computer systems used in modern hospitality operations.
- **CO 2:** To describe hardware components, generations of computing, and storage types to ensure basic troubleshooting and hardware literacy.
- **CO 3:** To execute complex document formatting, spreadsheet calculations, and professional presentations using the Microsoft Office suite.
- **CO 4:** To demonstrate proficiency in digital communication, web navigation, and secure online banking protocols essential for guest service and administration.

Unit I: Fundamentals of Computer Systems: Definitions, classification, and core functions.

Unit II: Hardware Architecture and Storage: Physical components, generations of computers, storage types, and I/O devices.

Unit III: Microsoft Office Suite for Hospitality: Advanced Word processing, Excel spreadsheets (formulas/charts), and PowerPoint presentations.

Unit IV: Internet, Communication, and Digital Services: Web searching, email management, and online banking security.

Suggested Readings

- ✓ *Goel, A. (2010). Computer fundamentals. Pearson Education India.*
- ✓ *Kasavana, M. L. (2011). Managing technology in the hospitality industry. American Hotel & Lodging Educational Institute.*
- ✓ *Lambert, J., & Frye, C. (2016). Microsoft Office 2016 step by step. Microsoft Press.*
- ✓ *Rajaraman, V., & Adabala, N. (2014). Fundamentals of computers. PHI Learning Pvt. Ltd.*

Semester IV

1.13 History of Orissa-I: The Making of a Region**Course Objectives:**

- This will also help students to understand and assess the nature, causes and impact of the several resistance movements in the 19th century Odisha with a special reference to the Paik rebellion of 1817.
- The paper will critically evaluate the process through which Odia nationalism emerged in late 19th century leading to the formation of a separate state on linguistic basis.
- It also focuses on the forms and agencies of colonial capitalism in changing the pre-colonial social order in Odisha as well as political arithmetic during colonial period.

Unit I: Afghan to Maratha Occupation of Odisha (1568-1803)

1. Afghan, Mughal and Maratha Occupation of Odisha: Events, Administration and Impact
2. Emergence of Garjat States: Case of Sambalpur and Mayurbhanj
3. Evolution of Odia literature (Panchasakhas and Riti Yuga)

Unit II:

1. British Occupation and Early Colonial Administration: Land Revenue, Salt Policy, Currency Policy, Jail and Police Administration.
2. Nature, form, Limitations and causes of Resistance Movements: Ghumsar Rebellion, Paik rebellion, Keonjhar Uprisings. Revolt of 1857 and Surendra Sai
3. Famine of 1866 – Causes, Consequences and significance

Unit III:

1. Growth of Press, Education, Language Movement and Odia Nationalism
2. Nationalist Politics in Odisha (Non-cooperation, Civil Disobedience and Quit India movements in Odisha) Developments leading to Formation of a separate Province of Orissa
3. Prajamandal Movement and Merger of Princely States

Unit IV: Odisha after Independence

1. Political Developments from 1952 to 1977
2. Economic and Industrial Development in Post Independent Odisha
3. Social Development in Post Independent Odisha: Education, women empowerment: policies and Programme.

Suggested Reading List:

- ✓ P.K. Mishra & J.K. Samal, *A Comprehensive History and Culture of Orissa- Vol. I & II* K.M. Patra, *Freedom Struggle in Odisha.*
- ✓ J.K.Samal, *Orissa under the British Crown.*
- ✓ K.M.Patra, *Orissa State Legislature & Freedom Struggle.*
- ✓ A.C. Pradhan, *A Study of the History of Odisha, Panchasheel.*
- ✓ B.K. Mallik, *Paradigm of Dissent and Protest :- Social Movements in Eastern India*
- ✓ Chaudhury, Pradipta (1991) "Peasants and British Rule in Orissa", *Social Scientist*, Vol. 19, No. 8/9 (Aug. - Sep., 1991), pp.28-56. Mohanty, Nivedita (1982.) *Oriya nationalism: quest for a united Orissa, 1866- 1936*, New Delhi: Manohar,
- ✓ Mohanty, Sachidananda () *Social Reform Movements in Orissa, Study of* Sailabala Das, Delhi:
- ✓ Mohapatra, Bishnu N (2001) "Social Connectedness and Fragility of Social Capital: View from an Orissa Village", *Economic and Political Weekly*, Vol. 36, No. 8 (Feb. 24 - Mar. 2, 2001), pp.665-672
- ✓ Mubayi, Yaaminey. 2004. *Altar of Power: The Temple and the State in the Land* of Jagannatha, Delhi: Manohar.
- ✓ Nanda, CP (2008) *Vocalising Silence: Political protest in Orissa-1930-42,* Delhi: Sage.
- ✓ Pati Biswamoy (1992) "Of Movements, Compromises and Retreats: Orissa, 1936- 1939", *Social Scientist*, Vol. 20, No. 5/6 (May - Jun., 1992), pp.64-88
- ✓ Pati Biswamoy (1999) "Oriya Intellectuals Then and Now" *Economic and Political Weekly*, Vol. 34, No. 19 (May 8-14, 1999), p.1093
- ✓ Pati, Biswamoy (1998) *Siting the Body: Perspectives on Health and Medicine in Colonial Orissa* Author(s): *Social Scientist*, Vol. 26, No. 11/12 (Nov. - Dec., 1998), pp.3-26.
- ✓ Pati, Biswamoy (1999) "The Dialectics of Retreat: Orissa, 1943-1950," *Social Scientist*, Vol. 27, No. 7/8 (Jul. - Aug., 1999), pp.75-112.
- ✓ Pati, Biswamoy () "High'-Low' Dialectic: Peasant in Oriya Literature" *Economic and Political Weekly*, Vol. 24, No. 14 (Apr. 8, 1989), pp.747-75
- ✓ Pati, Biswamoy (1992) "Dialectics of Transition: Orissa, 1943-50", *Economic and Political Weekly*, Vol. 27, No. 7 (Feb. 15, 1992), pp.353-364
- ✓ Pati, Biswamoy (Jul. 1983), "Peasants, Tribals and the National Movement in Orissa (1921-1936)" *Social Scientist*, Vol. 11, No. 7, pp.25-49.
- ✓ Pati, Biswamoy "Autonomous Enclaving", *Economic and Political Weekly*, Vol.25, No. 42/43 (Oct. 20-27, 1990), p. 2388.
- ✓ Pati, Biswamoy "Koraput: Perceptions in a Changing Society" *Economic and Political Weekly*, Vol. 25, No. 18/19 (May 5-12, 1990), pp.986-988 Patra, K. M: *Freedom Movement in Orissa,* Pattnaik, J () *Feudatory States in Orissa,*
- ✓ Pattnaik, NR (ed.) *Comprehensive History of Orissa*
- ✓ Pradhan, Prasant Kumar; (1998) *Gandhians' rise to power : national movement, power politics & independence, 1920-47 AD*, New Delhi : Commonwealth Publishers,
- ✓ Samal, J () *Orissa under the British Crown*, Calcutta Sinha, Surjit (1977) *Kshatrisation . In MN Das (ed.), Sidelights on the History and Culture of Orissa*

1.14 Accommodation Operations

Course Objective

To enable students to manage complex housekeeping logistics, material planning, laundry operations, and safety protocols within a professional lodging environment.

Course Outcome (CO)

- **CO 1: To construct** professional duty rosters and staff allocation schedules to optimize housekeeping manning and night shift operations.
- **CO 2: To develop** material planning strategies and inventory controls for linen, bedding, and specialized soft furnishings.
- **CO 3: To evaluate** emerging trends, such as eco-friendly cleaning and green amenities, to enhance sustainable accommodation practices.
- **CO 4: To implement** safety and security protocols, including emergency response (fire/disaster) and OSHA-compliant hazard control standards.

Unit I: Operational Management and Staffing

- Manning, scheduling, and staff allocation in housekeeping.
- Preparation of duty rosters and shift management.
- Specialized night shift duties and responsibilities.

Unit II: Material Planning and Sustainable Trends

- Material planning for beds, bedding, mattresses, and soft furnishings.
- Eco-friendly cleaning practices: Staff and guest involvement.
- Green amenities and latest technological trends in accommodations.

Unit III: Linen and Laundry Management

- Linen room: Functions, layout, par stock, and discarding processes.
- Laundry operations: Commercial, On-site, and Laundromats.
- Laundry machinery, chemicals, valet services, and care label interpretation.

Unit IV: Safeguarding Assets and Emergency Handling

- Security concepts and guestroom safety; Loss prevention strategies.
- Emergency management: Fire, bomb threats, natural disasters, and civil disturbances.
- OSHA regulations and hazard control standards.

Suggested Readings

- ✓ *Andrews, S. (2013). Hotel housekeeping: A training manual. Tata McGraw-Hill Education.*
- ✓ *Kappa, M. M., & Nitschke, A. (2005). Managing housekeeping operations. American Hotel & Lodging Educational Institute.*
- ✓ *Raghubalan, G., & Raghubalan, S. (2015). Hotel housekeeping: Operations and management. Oxford University Press.*

Accommodation Operations- Lab

S. No.	Module Name	Outcomes
1	Accommodation Operations Practical	Demonstrate: • Guest Room Inspection • Public Area Inspection • Handling Checklist • Mini-Bar Management: Issue, Stock Taking, Checking Expiry Date (FIFO) • Cleaning Different Surfaces- Glass, Wood, Brass, Silver, Leather • Handling Guest Complaints • Role Play and Situation Handling Case Study • Model Guest Room Designing • Draw a Layout of Linen and Laundry room • Preparation of First aid Kit and Dealing with Different Emergency Situations

1.15 Front Office Operations

Course Objective

To master the technical integration of Property Management Systems (PMS), financial accounting cycles, and auditing procedures essential for managing modern hotel front office operations.

Course Outcome (CO)

- **CO 1:** Demonstrate proficiency in navigating Property Management Systems (PMS), including reservation, room, and guest accounting software modules.
- **CO 2:** Execute standardized registration and departure procedures for diverse guest profiles (FIT, Group, VIP) while adhering to legal and payment protocols.
- **CO 3:** Analyze the front office accounting cycle, including the management of folios, vouchers, and credit control measures to ensure financial accuracy.
- **CO 4:** Evaluate night auditing reports and emerging technological trends like mobile check-in and self-service kiosks to improve operational efficiency.

Unit I: Property Management Systems (PMS) and Guest Arrival

- PMS Modules: Reservations, Rooms, Guest Accounting, and General Management software.
- System Interfaces and Back Office integration.
- Registration types and legal implications (Foreigners, FITs, and Groups).
- Automated registration procedures and payment methods.

Unit II: Guest Departure and Post-Departure Management

- Departure protocols: FIT, Group, Airline Crew, and VIP (Bell Desk to Cashier).
- Account settlement and handling late charges.
- Maintaining guest history and feedback management systems.

Unit III: Front Office Accounting and Credit Control

- Accounting Cycle: Account creation, maintenance, and settlement.
- Management of Folios (Guest, Master, Split) and Vouchers (Correction, Paid-out, Allowance).
- Ledger systems: City Ledger and Visitor Tabular Ledger.
- Internal Credit Control: Cash sheets, cash banks, and petty cash.

Unit IV: Night Auditing and Emerging Digital Trends

- Responsibilities and procedures of the Night Auditor (Manual to Fully Automated).
- Analysis of Night Audit reports and Flash reports.
- Innovations: Web/Mobile check-in, Express check-out, and Self-registration kiosks.

Suggested Readings

- ✓ Bardi, J. A. (2011). *Hotel front office management*. John Wiley & Sons.
- ✓ Kasavana, M. L., & Brooks, R. M. (2009). *Managing front office operations*. AHLEI.
- ✓ Tewari, J. R. (2016). *Hotel front office: Operations and management*. Oxford University Press.

Front Office Operations- Lab

S. No	Module Name	Outcomes
1	PRACTICAL	• Preparing & Filling Up of Registration Card. • Role Play for Check-In of Different Types of Guests-FIT, Walk-In, VIP, Groups • Role Plays of Check-In of foreigners Using C-Form • Handling Room Keys (Issuing, Receiving, Missing Keys, Computerized Key Cards) • Operating PMS for Registration • Rooming a Guest, Dealing with Change of Room Request. • Handling Guest Enquiries at Reception & Guest Relations • Handling of Keys-Situations Related to Loss of Keys. • Role Play on Situation Handling Like Emergencies, Walking a Guest, Dealing With Overbooking Situations, Complaints • Identification of Vouchers • Use of F.O. Stationary during Arrival & Departure Process. • Reception and Concierge and Cash Counter Activities. • Departure Control Procedure • Express Check Out, Late Check Out • Role Plays of Check-Out Procedure • Mock Situations – Role – Plays • Preparation of Guest History Cards

2.5 Tourism Marketing

Course Objective

To equip students with fundamental marketing principles and the strategic skills required to develop, implement, and evaluate integrated marketing plans specifically for the global tourism and hospitality sectors.

Course Outcome (CO)

- **CO 1: To define** core marketing concepts and evaluate various marketing philosophies in the context of the service-oriented tourism industry.
- **CO 2: To analyze** market segments and consumer buying behaviour to implement effective STP (Segmentation, Targeting, Positioning) and pricing strategies.
- **CO 3: To construct** a comprehensive promotional mix utilizing the 5 M's of advertising, public relations, and diverse distribution channels.
- **CO 4: To formulate** specialized marketing programs for airlines, hotels, and tour operators while leveraging destination branding and digital tools.

Unit I: Introduction

1. Core concepts in marketing- Needs, Wants, Demands, Markets, Products, value, satisfaction, quality, exchange, transaction and relationship;
2. Marketing Philosophies- production, product, sales, marketing, societal marketing; economic importance of marketing;
3. 8 P's of Marketing- Marketing Mix; marketing Services and its special features, Tourism Marketing and its uniqueness

Unit II: Marketing Strategies, Product and Pricing

1. Marketing Research- Need, Methods;
2. SWOT analysis- setting objectives, measuring and forecasting tourism demands, forecasting methods, managing demand and capacity;
3. market segmentation, targeting and positioning (STP);
4. niche marketing; developing marketing environment-consumer buying behavior
5. Product concept, approaches and strategies,
6. 5 Aspect Meal Model, Product Life Cycle, Product mix, product line and depth,
7. New Product development; Pricing Considerations, Approaches and Strategies

Unit III: Promotion and Distribution Channel

1. Major Promotional Tools/ Promotional Mix, Branding, Packaging,
2. 5 M's of Advertising - Setting objectives, budgeting, Message Decision, Media Selection, Campaign evaluation,
3. Sales Promotion – objectives and tools, Direct Marketing, Publicity, Public Relations, Sponsorship.
4. Distribution Channel and Strategies, GSA, Tourism Journals and periodicals, Marketing Skills needed in Tourism – creativity, communication, self-motivation, team building and personality development, CRM, CEM

Unit IV: Tourism Marketing

1. Marketing strategies for Airlines, Tour Operators, Hotels;
2. Effectiveness, role of travel brochure and videos, travel shows, Sales Promotion – techniques and Planning; direct marketing and its Characteristics.
3. Destination Marketing, New Product Development...

Suggested Reading:

- ✓ Assael H.: Consumer Behaviour and Marketing Action
- ✓ Subroto Sengupta: Brand Positioning
- ✓ Crough: Marketing Research for Managers.
- ✓ Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- ✓ Kotler, Philip and Armstrong Philip: Principles of Marketing, 1999 • J.C. Gandhi: Marketing
- ✓ Kotler, Jon Bower, James Maken: Marketing for Hospitality and Tourism
- ✓ Christopher Holloway & Chris Robinson: Marketing for Tourism
- ✓ Victor T.C. Middleton: Marketing in Travel and Tourism
- ✓ V.S. Ramaswamy , S. Namakumari: Marketing Management
- ✓ Patel, S.G.: Modern Market Research, Himalaya Publishing.
- ✓ Singh Raghubir: Marketing and Consumer Behaviour.
- ✓ Sinha, P.C : Tourism Marketing
- ✓ Stephen F. Wilt and Luiz Mountinho: Tourism Marketing & Management Handbook
- ✓ Les Lumsdon: Tourism Marketing:
- ✓ Vearne, Morrisson Alison: Hospitality marketing
- ✓ Stephen Pike : Tourism Marketing

2.6 Temples and Biodiversity of Odisha **(to be taught for promotion of tourism)**

Course Objectives:

- Enable the learner to develop tourism in Odisha.
- To understand basic of temples, Buddhist and Hindu art and architecture from tourism point of view
- Promote awareness of Odisha's rich biodiversity, protected areas, wildlife, and ecological heritage.
- Foster appreciation for the conservation of cultural monuments and biodiversity as essential components of sustainable tourism.

Course outcomes (COs)

After successful completion of the course, students will be able to:

- Explain the evolution of rock art, rock-cut architecture, and early artistic traditions of Odisha.
- Describe the historical development of Buddhism and Jainism in Odisha and evaluate the significance of major Buddhist heritage sites.
- Analyze the architectural features, historical importance, and tourism potential of the major temples and forts of Odisha.
- Identify the major biodiversity hotspots, national parks, wildlife sanctuaries, and biosphere reserves of Odisha and explain their ecological significance.

Unit - 1:**Early Art and Architecture of Odisha.**

1. Rock Art of Odisha – Pictographs & Petroglyphs – an outline.
2. Rock -Cut Sculpture at Dhauli, Rock -Cut Architecture at Khandagiri & Udayagiri – an outline.
3. Sitabinji – Cave Painting.

Unit-II:**Buddhist Art and Architecture of Odisha.**

1. Lalitagiri, Udayagiri and Ratnagiri – An outline. (A Historical Background)
2. Jainism in Odisha. An outline. (A Historical Background)

Unit-III:**Temple Architecture of Odisha**

1. Mature Phase – Lingaraj Temple and Jagannath Temple.
2. Sun Temple at Konark.
3. Barabati Fort

Unit- IV:**Biodiversity places in Odisha**

1. Similipal: National Park and Biosphere reserve
2. Gandhamardan : Biodiversity Heritage
3. Deomali: Koraput mountain peak
4. Wildlife sanctuaries of Odisha: Bhitarkanika, Satkosia Tiger Reserve, Debrigarh

Suggested Readings / References Books

- ✓ The Heritage of Odisha – Odisha State Museum.
- ✓ Konark – Archaeological Survey of India.
- ✓ The Temples of Odisha – K. C. Panigrahi.
- ✓ Literature of temples of Odisha by archeological survey of India and Odisha archeological survey report
- ✓ Students are advised to used open survey

Organisational Behaviour

Course Objectives:

- To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations
- To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
- To appreciate the theories and models of organizations in the workplace
- To creatively and innovatively engage in solving organizational challenges

Course outcomes (COs)

- To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up
- To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently
- To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline
- To develop creative and innovative ideas that could positively shape the organizations

Unit I Organizational Behavior:

Learning objectives, Definition & Meaning, Why to study OB, An OB model, New challenges for OB Manager LEARNING: Nature of learning, How learning occurs, Learning, Theories of learning- Classical conditioning, Operant conditioning, social learning, cognitive learning & OB Case Study Analysis

Unit II PERSONALITY:

Meaning & Definition, Determinants of Personality, Personality Traits, Personality & OB PERCEPTION: Meaning & Definition, Perceptual process, Importance of Perception in OB MOTIVATION: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory Case Study Analysis.

Unit III

- COMMUNICATION: Importance, Types, Barriers to communication, Communication as a tool for improving Interpersonal Effectiveness GROUPS IN ORGANISATION: Nature, Types, Why do people join groups, Group Cohesiveness & Group Decision Making- managerial Implications, Effective Team
- Building LEADERSHIP: Leadership & management, Theories of leadership- Trait theory, Behavioural Theory, Contingency Theory, Leadership & Followership, How to be an Effective
- Leader CONFLICT: Nature of Conflict & Conflict Resolution TRANSACTIONAL ANALYSIS: An Introduction to Transactional Analysis Case Study Analysis

Unit IV Organizational Culture:

- Meaning & Definition, Culture & Organisational Effectiveness HUMAN RESOURCE MANAGEMENT: Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives ORGANISATIONAL CHANGE: Importance of Change, Planned Change & OB Techniques .
- ORGANISATIONAL DEVELOPMENT: Pre-requisites for OD,OD interventions. Text Books Organisation Behaviour- K. Aswathappa- Himalaya Publisher } Essential of Organisation Behaviour –Robins –PHP References } Organisation Theory and behavior - S KGupta& R.Joshi- Kalyani Publisher

Organization of Event, Meetings and Conferences

Course Objective

To equip students with the strategic and operational skills needed to plan, design, and manage professional events, meetings, and conferences within the global tourism sector.

Course Outcome (CO)

- **CO 1: To analyze** tourism sub-sectors and identify specialized career pathways for professional event and meeting planners.
- **CO 2: To design** comprehensive event proposals based on systematic client requirement analysis and scope definition.
- **CO 3: To evaluate** venues based on regulatory compliance, accessibility, and facility inspection standards.
- **CO 4: To execute** logistical management plans including vendor selection and venue layout optimization.

Unit I: The Event Planning Landscape: Sub-sectors, career roles, and core packaging terminology.

Unit II: Concept, Design, and Proposal: Event types (themed/traditional), client analysis, and proposal drafting.

Unit III: Venue Selection and Regulatory Compliance: Venue categories, selection procedures, and safety standards.

Unit IV: Vendor Logistics and Layout Management: Vendor management procedures and venue layout design.

Suggested Readings

- **Fenich, G. G.** (2015). *Meetings, expositions, events, and conventions: An introduction to MICE*. Pearson.
- **Raj, R., Walters, P., & Rashid, T.** (2013). *Events management: Principles and practice*. Sage.
- **Wagen, L. V. D.** (2010). *Event management*. Pearson Education.

