

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS)**  
**KUMBAKONAM 612 002**

Re - accredited With 'A' Grade by NAAC & Affiliated to Bharathidasan University

**DEPARTMENT OF INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)



**SYLLABI**

**B.A., INDIAN CULTURE & TOURISM**

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**B.A., INDIAN CULTURE & TOURISM**  
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**SEMESTER - I**  
**CC 1 - TOURISM PRODUCT I**

<b>Subject Code: 17U111</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- To make the Students aware of the National Tourism centers in India
- To make the Students aware of the Tourist interests of Indian arts, Festivals and important places.

**Unit I:** Tourism - Definition - Tourism product - History of Travel: Travel during Ancient Period: Travel for Knowledge and Education: Nalanda, Taxila, Kanchipuram - Madurai - Medieval period - Abdul Razaak, Ibn Batuta, Marcopolo, Domingos-Paes, Nuniz. Modern Period: William Hawkins - Thomas Roe - Bernier.

**Unit II:** Types of Tourism: Spiritual Tourism - Medical Tourism - Tribal Tourism - Space Tourism - Coastal Tourism - Adventure Tourism - Ethnical Tourism - Cultural Tourism - Regional Tourism - Educational Tourism - Business Tourism - Eco Tourism

**Unit III:** Tourism Resources in India- Natural Tourism resources - Man made Tourism Resources - Socio-Cultural tourism resources of India-Scientific and Industrial tourism Resources - UNESCO world heritage sites in India.

**Unit IV:** Flora and Fauna: Natural Eco System - Biosphere Reserves - Ecology - Forest and Ecological balance - Conservation of Corals. Wild life tourism: National Parks in India - Wild life Sanctuaries - Bird Sanctuaries - Indian Safari - Beaches in India

**Unit V:** Natural Tourism Resources: Important Hill Stations of Tamilnadu: Ooty - Yerkadu - Yelagiri - kodaikanal - Valparai - Velliangiri - Kolli hills.

**Suggested Readings**

1. Tourism and Cultural Heritage of India - Achary Ram
2. Tourism Product Vol. I - Dr. R. Thandavan & Dr. Revathy Girish
3. சுற்றுல்லாவியல் ஓர் அறிமுகம் - மா. ரா. தங்கமணி.
4. சுற்றுலா வளர்ச்சி - வெ. கிருஷ்ணசாமி

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**SEMESTER - I**  
**CC 2 - TOURISM BUSINESS**

<b>Subject Code: 17U112</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- To make the Students aware of the International business in tourism.
- To make the Students aware of the basic ideas about modern techniques in tourism business.

**Unit I:** Tourism business: Meaning - Concept, Nature and classification of business travel - Origin of travel trade. Recent trends in travel industry - Mass tourism - Group tourism - Paid holidays.

**Unit II:** Business Management: Meaning - Principles - Levels of Management - Chain of distribution in tourism industry - Role of travel agents and tour operators - Inclusive tour operators - Challenges in Management of Business travel.

**Unit III:** Business tourism events - Impact of business travel: Economic - Environmental - Social - Recent trends in business travel.

**Unit IV:** Travel statistics: Statistics for planning - Tourist statistics - Category of tourist statistics: Volume statistics - Expenditure statistics - Measurement of Tourism - Methods of measurement - General problems of measurement.

**Unit V:** Advantages of Tourism: Economic benefits - Multiplier effect - Infrastructural development - Regional development - Employment generation - Value of cultural resources - Cultural exchange - International understanding - Manila declaration.

**Suggested Readings**

1. The Business of Tourism - Christopher J.Holloway.
2. Tourism Development Principles and Practices - A.K. Bhatia.
3. Tourism and Hotel Industry in India - MM. Anand.
4. Dynamics of Tourism - R.H. Kaul.
5. Growth of Modern Tourism Monograph IITTM - IITTM (1989).
6. International tourism - A.K. Bhatia.

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**SEMESTER – I**

**AC 1 - HISTORY OF TAMIL NADU I (UPTO – 1336 A.D.)**

தமிழக வரலாறு I (கி. பி. 1336 வரை)

<b>Subject Code: 17U1IH1</b>	<b>Credits: 3</b>	<b>External Marks: 75</b>	<b>Hours: 4</b>
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**OBJECTIVES**

1. *To know about the Geographical Features of the Tamil Country.*  
தமிழகத்தின் புவியியலின் சிறப்புகளைப் பற்றி அறிந்து கொள்வது.
2. *To understand the age of the Sangam.*  
சங்க காலம் பற்றி புரிந்துகொள்வது.
3. *To study about the Bhakthi movement.*  
பக்தி இயக்கங்கள் பற்றிப் படிப்பது.
4. *To know about the Chola kings.*  
சோழ அரசர்கள் பற்றி அறிந்துகொள்வது.

**Unit I:** Geographical Features – Sources, Ethnography of the Tamil Country – Pre-History of the Tamil Country.

**அலகு 1:** புவியியலின் சிறப்பு கூறுகள் – சான்றுகள், தமிழகத்தின் மனித இனங்கள் – வரலாற்றிற்கு முற்பட்டத் தமிழகம்.

**Unit II:** The Age of the Sangam – Political, Social, Economic and Cultural conditions – Kalabhras – The rise of the Pandyas and Pallavas.

**அலகு 2:** சங்க காலம் – அரசியல், சமூக, பொருளாதார மற்றும் பண்பாட்டின் நிலைகள் – களப்பிரர்கள் – பாண்டியர்கள் மற்றும் பல்லவர்களின் தோற்றம்.

**Unit III:** Social and Economic Movements – Bhakti movement – Literature, Arts and Architecture under the Pallavas – Cultural conditions under the Pandyas of the I Empire.

**அலகு 3:** சமூக மற்றும் பொருளாதார இயக்கங்கள் – பக்தி இயக்கம் – பல்லவர்களின் கீழ் இலக்கியம், கலை மற்றும் கட்டிடக்கலை – முதல் பாண்டிய பேரரசின் கீழ் பண்பாட்டு நிலைகள்.

**Unit IV:** Rise and Consolidation of the Chola Empire – Imperialism – Rajaraja I, Rajendra I and Kulotunga I – Decline – Administration – Central and Local Self Government.

**அலகு 4:** சோழப்பேரரசின் தோற்றம் மற்றும் வளர்ச்சி – ஏகாதிபத்தியம் – முதலாம் ராஜராஜன் – முதலாம் ராஜேந்திரன் மற்றும் முதலாம் குலோத்துங்கன் – வீழ்ச்சி – நிர்வாகமுறை – மத்திய மற்றும் உள்ளாட்சி அரசாங்கம்.

**Unit V:** Pandyas of the II Empire – Jatavarman Sundara Pandyan – Social and Economic Conditions.

**அலகு 5:** இரண்டாம் பாண்டிய பேரரசுகள் – ஜடாவர்மன் சுந்தர பாண்டியன் – சமூக மற்றும் பொருளாதார நிலைகள்.

## **BOOKS FOR REFERENCES**

1. Subramanian P, Social History of the Tamils, New Delhi, B.K Publishers, 1999.
2. Ravindran, T.K. Etal, History of South India, Vol. III, New Delhi, Chand & Co.
3. Sivagnanam, M.P., Viduthalai Poril Tamilagam, (Tamil), Chennai, Poonkodi Publisher, 1983.
4. Rajendran N., National Movement in Tamilnadu, Madras, OVP, 1994.
5. Thandavan R, The Dravidian Movement, Chennai, The Academy of Public Affairs, 2001.
6. Chellam V.T., History of Tamilnadu and Culture, Thirumalai Book House, Chennai, 1984.

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**SEMESTER – II**  
**CC 3 - TOURISM PRODUCT II**

<b>Subject Code: 17U2I3</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- To make the Students aware of the Religious Tourist centres in India
- To make the Students aware of the Tourist interests of Indian arts and important places.

**Unit I:** Religious and Spiritual centres: Hinduism - Kailash - Manasarovar - Kedarnath - Rishikesh - Badrinath - Haridwar - Varanasi - Dwaraka - Sabarimala - Tiruchendur - Srirangam - Palani -Meenakshi temple - Navagraha temples around Kumbakonam - Natarajar temple Chidambaram - Vadalur.

**Unit II:** Buddhism: Bodhgaya - Lumbini - Piprahwa - Vaishali - Rajgir - Sakasia - Sanchi - Amaravati - Jainism: Mount Abu - Sravanabelagola. Sikhism: Amirstar Golden temple - Anandpur Sahib.

**Unit III:** Islam: Nagore - Jama Masjid in Delhi and Quwat - ul - Islam Mosque. Christianity: Se Cathedral Velha (Goa) - Basilica of Jesus - Jewish Synagogue in Cochin - Velankanni - Poondi - Santhome Church.

**Unit IV:** Hill Stations of Himalayas: Darjeeling - Dalhousie - Kullu - Manali - Musoorie - Nainital. Hill stations of Western Ghats: Ooty - Nilgris - Kodaikanal - Munnar - Ponmudi - Mehamalai. Hill Stations of Eastern Ghats: Pachaimalai hills - Shevaroy hills. Beaches and Islands: Goa beaches - Marina - Mumbai - Kovalam - Andaman Nicobar Islands.

**Unit V:** Handicrafts: Thanjavur Dolls - Plate - Musical instruments - Painting - Kumbakonam bronze works - Wood crafts - Silks - Jewellery - Embroidery and Shawls - Ivory carving - Stone craft - Basketry - Folk paintings.

**Suggested Readings**

1. Tourism Product, Part.II - R. Thandavan & Revathy Girish.
2. Religious Tourism in India - Lavkush Mishra.
3. National Eco Tourism and Wild Life Tourism - Ratandeep Singh.
4. Incredible India, Vol. I - Sanjay Gaur
5. Incredible India, Vol. II - Sanjay Gaur

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**SEMESTER – II**  
**CC 4 - LOGIC AND SCIENTIFIC METHODS**

<b>Subject Code: 17U2I4</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- *To make the Students aware of the foundation of Logic.*
- *To make the Students aware of the basic Principles of Logic.*

**Unit I :** Logic - Definition - Nature and Scope - Truth and validity - Word, Term, Proposition - Classification of Propositions - Distinction between Deductive and inductive Logic. Mediate and Immediate inferences.

**Unit II:** Syllogism - Meaning - Nature of a Syllogism and its kinds - Pure and Mixed Syllogism. Categorical Syllogism - The general rules of the categorical Syllogism Hypothetical Syllogism - Structure and its rules - Disjunctive Syllogism - Structure and its rules.

**Unit III:** Nature of Induction - Postulates of Induction - The Law of Unity of Nature - The Law of uniformity of Nature - The Law of Universal causation - Scientific Methods - Observation and Experiments - Fallacies of Observation - Mal Observation and Non Observation - Advantages and Disadvantages of Observation and Experiment.

**Unit IV:** Hypothesis - Meaning - Conditions required for a good hypothesis - Barren Hypothesis - Theory and Law. Analogy - Meaning - Sound and Unsound - Analogy - Merits and Demerits of Analogy.

**Unit V:** Indian Logic - Pramanas - Anumanas - Meaning - Types of Anumana - Svārthanumana and Parārthanumana - Three membered and Five membered Syllogisms.

***Suggested Readings***

1. Introduction to Logic - Irving.M.Gopi
2. Symbolic Logic - R. Balasubramanian
3. Deductive Logic - B.N. Kaul
4. Formal Logic - A. Asirvatham
5. Tharka Vignana Muraihal - T.M.P. Mahadevan.

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**SEMESTER – II**  
**AC 2 - TOURISM MARKETING**

<b>Subject Code: 17U2II2</b>	<b>Credits: 3</b>	<b>External Marks: 75</b>	<b>Hours: 4</b>
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**Objectives**

- To make the Students aware of the Fundamentals of Tourism Marketing
- To make the Students aware of the basic ideas about the modern marketing practices

**Unit I :** Marketing: Definition - Meaning - Objectives and importance of Marketing - Tourism Marketing-Marketing concept-Modern concept of Marketing Nature of Tourism Product - 4 P' s of Marketing.

**Unit II:** Functions of Marketing - Marketing Strategy - Market Research: Desk Research - Field Survey - Sample Survey - Motivation Research - Market Segmentation - Meaning - Necessity - Marketing Mix: Product Mix - Price Mix - Promotion Mix - Distribution Mix.

**Unit III:** Promotion: Advertising- Sales Promotion - Publicity - Personal Selling - Consumer behavior - Buyer Decision Process - Demand Forecasting - Special features of Tourism Marketing -Designing - Branding and Packaging - New Product Development - Product Life Cycle.

**Unit IV:** Trends in Tourism Marketing - Tour Packaging - Pricing - Distribution of Tour Product - Public Relation methods in Tourism. - Designing and Printing Tour Brochure - Firms Linkage in Tourism and other Sectors - Marketing of Roadways, Railways, Airlines and Waterways - Hotels - Resorts - Travel Agencies.

**Unit V:** Developing Marketing Skills for Tourism - Creativity - Self Motivation -Team Building -Personality Development - Marketing Information - Advertising Agency - Travel Accounting.

**Suggested Readings**

1. International Tourism Management - A.K. Bhatia
2. Marketing Management - Kotler
3. Tourism Marketing - JHA, S.M
4. Marketing Management : Cravens
5. Sales Management: Cundiff & Still
6. Marketing Management - Ketler Phillip
7. Basic Marketing - MacCarthy.



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**SEMESTER - III**  
**CC 5 - TRAVEL MANAGEMENT AND ACCOMODATION**

<b>Subject Code: 17U3I5</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- *To make the Students aware of the Travel Agencies and Accommodation*
- *To make the Students aware of the Indian and international Transport Details.*

**Unit I:** Travel Agency: Definition -Functions of Travel Agency - Organizational Structure - Procedures for Becoming a Travel Agent - Retail Travel Agent - Tour operator - Functions of Tour operators.

**Unit II:** Transport Systems: Roadways - Public and Private Transport facilities - Luxury buses - Railways: Palace on Wheels - Deccan Odyssey - Mahaparinirvan Express - Mono and Metro Rail - Shatabdi and Rajadhani Express - Ooty Hill Train. Air transport - Scheduled Airlines - Charter Airlines - Waterways: Cruises - Luxury and Premium Cruises.

**Unit III:** Tourism Organization: Aims, Objectives and Functions of WTO, ICAO, IATA, PATA , AAI, ITDC and TTDC.

**Unit IV:** Travel Formalities: Passport - Visa - Currency and Foreign Exchange - Health - Customs -Preparation of Tour Itinerary - Ticketing Instructions - Online Ticketing - Fare - Tour costing and Pricing - Guide services: Tourist Guides - Duties and Responsibilities.

**Unit V:** Accommodation: Types of accommodation - Facilities - Classification: International hotels - Commercial hotels - Residential hotels - Resorts - Floating hotels - Palace hotels - Capsule hotels - Motel - Youth hostels - Holiday villages - Incentives.

**Suggested Readings**

1. Travel Agents and Tourism - Merissen Jone.W
2. Principles and Methods of Scheduling Reservations - David.H.Howel.
3. Travel Agency Management - Agarwal.
4. Professional Travel Management, Communication India - Geo, Chack.
5. Tourism Development Principles and Policies - A.K. Bhatia.

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**SEMESTER - III**  
**CC 6 - CULTURAL TOURISM IN INDIA**

<b>Subject Code: 17U3I6</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- To make the Students aware of Cultural aspects of Tourism.
- To make the Students aware of the Heritage and art.

**Unit I:** Cultural Tourism: Definition - Meaning and Scope - Significance - Cultural tourism attractions - Culinary Traditions: North Indian - South Indian - Continental.

**Unit II:** Arts and Crafts - Melas - Emporia - Folklores - Traditions - Music: Hindustani - Carnatic. Classical Dances:Kuchipudi, Odisi – Kathakali - Bharathanattiyam - Folk dances - Paintings.

**Unit III:** Cultural Tourist Centers - North: Delhi – Varanasi – Agra – Jaipur -Ajanta-Ellora -Khajuraho-South:Belur-Halebid-Mysore-Mamallapuram-Kanchipuram - Madurai - Tanjore-Trichy - Hyderabad - Tirupati -Guruvayur- Kumargaon, Alapuzha - Trivandrum - Thirupathi - Rameshwaram.

**Unit IV:** Dance festivals in Mamallapuram - Natyanjali festival in Chidambaram - Konark festival in Odisha. Music festival in Tyagaraja festival in Thiruvaiyaru - Music academy festival in Chennai - Sadrang festival in Kolkata - Sangeet Natak academic festival in Chennai.

**Unit V:** Tradition and Modernity - Meaning of Modernity - Concept of Modernity - Challenges of Modernity - Influence of West - India a Cultural destination

**Suggested Readings**

1. Agarwal - The Heritage of Indian Art.
2. Basham A.L. - The Wonder that was India.
3. Basham A.L. (ed) - A Cultural History of India.
4. பண்டைய நாகரிகங்கள் - எஸ்.எல். வி . மூர்த்தி
5. Art, Culture and Spirituality - Swami Atmaramananda & Dr.M.Sivaramkrishna.
6. The Book of Hindu Festivals and Ceremonies - Om Lata Bahadur.

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**SEMESTER - III**  
**AC 3 - GANDHIAN THOUGHT**

<b>Subject Code: 17U3II3</b>	<b>Credits: 3</b>	<b>External Marks: 75</b>	<b>Hours: 4</b>
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**Objectives**

- To make the Students aware of the basic principles of Gandhian Philosophy.
- To make the Students aware of the relevance of Gandhian thoughts.

**Unit I:** Biography of Gandhi - various Influences - Vaishnavism, Harichandra, Bhagavat Gita, Jainism, Christianity, Tolstoy, Henry David Thoreau and Ruskin.

**Unit II:** Concept of God - Truth is God - Concept of Religion -- Social Reformations - Social Evils in Gandhian period - Necessity of Cottage Industries - Self sufficiency of Indian Villages.

**Unit III:** Non-Violence - Meaning - Philosophical significance of Non-violence - Sources of Gandhian Ideas of Ahimsa - Gandhian approaches in Freedom struggle: Non Cooperation Movement - Civil disobedience Movement - Quit India Movement - Means and Ends in Gandhian Philosophy.

**Unit IV:** Importance of Religion - Religious Tolerance - Advantages of Tolerance - Synthetic approach to Religion - Religion and Morality - Religion and Politics - Religion and peace - Religion and culture - Religion and spirituality

**Unit V:** Sarvodaya - Essential Ideas of Sarvodaya - Sarvodaya and Social Transformation - Trusteeship - Simplicity - Satyagraha - Meaning - Philosophical Significance - Methods of Political Action - Gandhian approach to Peace - Relevance of Gandhian Ideas.

**Suggested Readings**

- 1.P.C. Gandhi and His Contemporaries - Roy Chaudhury.
- 2.Gandhian Philosophy - Ram Balak Roy.
- 3.Gandhi and the Non-Conformists - James D hunt.
- 4.The Story of My Experiments with Truth - M.K. Gandhi.
- 5.My Non-Violence - M.K. Gandhi.

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**SEMESTER - III**  
**NME 1 - SAIVISM AND VAISHNAVISM**

<b>Subject Code: 17U3INE1</b>	<b>Credits: 2</b>	<b>External Marks: 75</b>	<b>Hours: 2</b>
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**Objectives**

- To make the Students aware of the Philosophy of Saiva Siddhanta and Religious Practices.
- To make the Students aware of the basic ideas about the Vaishnavism and its Philosophical Significance.

**Unit I:** Introduction to Saivism - Traces of Saivism in Indus valley - Vedas and Upanishads - Agamas - Saiva Literatures - Nayanmars.

**Unit II:** *Pati* - Nature, Proofs and Pancakrityas. *Pasu* - Nature, Classification of Souls, Plurality of souls, Proofs for the Existence of Souls. *Pasa* - Anava, Karma and Maya.

**Unit III:** Liberation - Four Margas - Four stages of release - *lruvinai Oppu* - Malaparipakam, Saktinipada, Jivan Mukti - Siddhas way of Worship: Poojas and Festivals.

**Unit IV:** Introduction to Vaishnavism - Traces of Vaishnavism in Vedas - Agamas - Contributions of Alvars to Vaishnavism - The concept of God, Soul and World - Avatars - Vyuhās.

**Unit V:** Liberation - Karma Yoga, Bhakti Yoga, Gnana yoga and Prapatti - Vidheka Mukti - Poojas and Festivals - Contributions of Ramanujar.

**Suggested Readings**

1. A History of Saivism - C.V. Narayana Iyer
2. Saiva Siddhanta - V. Paranjothi.
3. The Philosophy of Visistadvaita - P.N. Srinivasachari.
4. A Study of Vaishnavism - K.G. Goswami
5. Vaishnavism, Saivism and Minor Religious Sects - R.G. Bhandarkar.

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**SEMESTER - IV**

**CC 7 - INFORMATION, TECHNOLOGY IN TOURISM**

<b>Subject Code: 17U4I7</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 5</b>
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**Objectives**

- *To make the Students aware of the Communication Skills in Tourism.*
- *To make the Students aware of the basic ideas about Communication Techniques.*

**Unit I:** Information - Collection of Data of Tourist Arrivals - Sources of information - Computer based information tourism - Travel Guide -Dissemination and information - Retrieval system.

**Unit II:** Information Technology in Tourism: Modern Media Techniques - Networking - Internet and Tourism Industry - Computer Technology - Computers in Air Cargo - Airlines - Hotels - Railways - Computers Reservation Systems (CRS) - Social Media.

**Unit III:** Communication - Meaning - Characteristics of communication - Selection of Communication system - Communication process - Types - Verbal - Non verbal - Written - Mechanical - External Linkage with tourist Communication operation system - Server - Domain - Communication Techniques.

**Unit IV:** Customer care in tourism industry: Role of effective customer care - Managing customer complaints - Counselling skills.

**Unit V:** Development in Photography - Power Point - Preparation of Slides - Video conferencing -Multimedia.

***Suggested Readings***

1. R.K.Chopra - Office Management
2. P.S.Kawatra - Fundamentals of Documentation
3. L.K.Reavindra Rao - Library Automation
4. N.Subramanian - Computers
5. Sanders - Computers - To-Day.

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**SEMESTER - IV**  
**CC 8 - TAMIL CULTURE**

<b>Subject Code: 17U418</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 4</b>
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**Objectives**

- To make the Students aware of the antiquity of Tamil culture.
- To make the Students aware of the various traits and attributes of Tamil Culture.

**Unit I:** Definition of Culture - Culture and Civilization - Origin of Dravidian Culture - The Home of the Dravidians - Indus valley Civilization - Salient features of Tamil Culture - Five Fold Divisions of Land - Ethnology of Tamils - Boundaries of ancient Tamilnadu.

**Unit II:** Sangam Epoch - Sangam: Muthal, Idai, Kadai - Contributions of Pandyas to Sangam Literature - Concept of Aham and Puram - Porul: Muthal, Karu and Uri - Social, Political, Economic and Religious conditions - Fine Arts - Golden age of Sangam period.

**Unit III:** Contributions of Pallava, Chera, Cholas and Pandyas to Tamil culture - Foreign Trade contacts - Cholas Kudavolai Murai - Spread of Tamil Culture in other countries - Contributions of Tamil Culture to Indian Culture.

**Unit IV:** Classical Language Status to Tamil - *Uyar thani Chemmoli* - Concept of *Muthamil - Iyal - Isai - Natakam* - Tamil Isai - Pann - Folk Music and Dances - Festivals.

**Unit V:** Traits of Sangam Culture: Love and Valour - Concept of Religion in Sangam Literature - Religious Practices - Bhakti literature - Ethical principles in Thirukural.

**Suggested Readings**

1. Kanakasabi Pillai - Tamils 1800 year ago.
2. T.P. M eenakshisundaram - History of Tamil Literature.
3. T.P. M eenakshisundaram - History of Tamil Language.
4. P.T. Srinivasa Iyengar - History of Tamil Language.
5. P. T. Srinivasa Iyengar - History of the Tamils.
6. K.K. Pillai - History of South India I and II
7. K.N. Sastri - History of South India.
8. K.M. Panikar - Geographical factors that influenced India.
9. K.M. Panikar - Essentials of Indian culture.

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER – IV**

**AC 3 - HISTORY OF TAMILNADU II (FROM 1336 TO 1987 A.D.)**

**தமிழக வரலாறு (கி.பி. 1336 முதல் கி.பி. 1987 வரை)**

<b>Subject Code: 17U4IH2</b>	<b>Credits: 3</b>	<b>External Marks: 75</b>	<b>Hours: 4</b>
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**OBJECTIVES**

**நோக்கங்கள்**

- To study about the Socio and Economic conditions of Tamilnadu.*  
தமிழ்நாட்டின் சமூக மற்றும் பொருளாதார நிலைகள் பற்றி படிப்பது.
- To know about the South Indian Rebellion.*  
தென்னிந்திய கலகம் பற்றி அறிந்துக்கொள்வது.
- To understand the impact of the British rule.*  
ஆங்கிலேயர் ஆட்சியின் தாக்கம் பற்றி புரிந்துக்கொள்வது.
- To know about the Role of Tamil Nadu in the Freedom Movements.*  
சுதந்திர போராட்டத்தில் தமிழகத்தின் பங்கு அறிந்துக்கொள்வது.

**Unit I:** Muslim Rule in Tamil Country – Rule of Vijayanagar – Nayaks of Thanjavur and Madurai – Marathas in the Tamil Country – Socio, Economic and Cultural conditions of Tamilnadu.

**அலகு I:** தமிழகத்தில் முஸ்லிம்கள் ஆட்சி – விஜயநகர ஆட்சி – தஞ்சாவூர் மற்றும் மதுரை நாயக்கர்கள் – தமிழகத்தில் மராத்தியர்கள் – தமிழ்நாட்டின் சமூக, பொருளாதார மற்றும் பண்பாட்டு நிலைகள்.

**Unit II:** Coming of the Europeans – Anglo, French Rivalry – Carnatic Wars – Anti Colonial Struggle – I Poligar War – South Indian Rebellion – Vellore Mutiny.

**அலகு II:** ஐரோப்பியரின் வருகை – ஆங்கிலேய-பிரஞ்சு போர் – கர்நாடகப் போர்கள் – காலணிகளுக்கு எதிரான போராட்டங்கள் – முதலாம் பாளையக்காரர்கள் போர் – தென்னிந்திய கலகம் – வேலூர் புரட்சி

**Unit III:** Impact of the British Rule – Land Revenue Settlement – Ryotwari System – Judicial Administration – Educational Reforms.

**அலகு III:** ஆங்கிலேயர் ஆட்சியின் தாக்கம் – நில வருவாய் முறை – ரயத்வாரி முறை – நீதித்துறை நிர்வாகம் – கல்விச் சீர்த்திருத்தங்கள்.

**Unit IV:** Establishment of Indian National Congress – Role of INA and Madras Mahajana Sabha – Role of Tamil Nadu in the Freedom Movements – Swadeshi Movement 1905 and 1911 – Home Rule Movement – Gantian Era, 1919 – 1947.

**அலகு IV:** இந்திய தேசிய காங்கிரஸ் நிறுவப்படல் – ஐ.என்.ஏ.வின் பங்கு மற்றும் மெட்ராஸ் மகாஜன சபா – சுதந்திர போராட்டத்தில் தமிழகத்தின் பங்கு – 1905 மற்றும் 1911 சுதேசி இயக்கம் – ஹோம்ரூல் இயக்கம் – காந்திய யுகம், 1919 – 1947.

**Unit V:** Socio – Religious Reform Movements – Vaikuntha Swamigal and Vallalar – Justice Party – E.V.R. and Self Respect Movement –

Dravidian Movement – Congress rule in Tamilnadu – K. Kamaraj –  
Administration of C.N. Annadurai – ADMK rule – Nutritious Meals  
Scheme of M.G. Ramachandran.

**அலகு V:** சமூக – சமய சீர்திருத்த இயக்கங்கள் – வைகுண்ட சுவாமிகள் மற்றும் வள்ளலார் – நீதிக் கட்சி -  
ஈ.வே.ரா.வும் சுயமரியாதை இயக்கமும் - திராவிட இயக்கம் – தமிழகத்தில் காங்கிரஸ் ஆட்சி - கு.  
காமராஜர் கா.நா. அண்ணாத்துரை (காஞ்சிவரம் நடராஜன் அண்ணாத்துரை) யின்  
நிருவாகம் – ஆ.தி.மு.க. வின் ஆட்சி – ம.கோ. ராமச்சந்திரனின் (மருதூர் கோபாலன்  
ராமச்சந்திரன்) சத்துணவு திட்டம் .

**BOOKS FOR REFERENCES**

1. Subramanian P, Social History of the Tamils, New Delhi, B.K. Publishers, 1999.
2. Ravindran T.K., Etal, History of South India, Vol. III, New Delhi, Chand & Co.
3. Sivagnanam M.P., Viduthalai Poril Tamilagam, (Tamil), Chennai, Poonkodi Publishers, 1983.



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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER – IV**  
**NME 2 - SOCIAL PSYCHOLOGY**

<b>Subject Code: 17U4INE2</b>	<b>Credits: 2</b>	<b>External Marks: 75</b>	<b>Hours: 2</b>
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**Objectives**

- *To make the Students aware of the basic Principles of Social Psychology.*
- *To make the Students aware of the Power of Personality, Leadership and Public Opinion.*

**Unit I:** Origin and History of Social Structure - Concept of Society - Social Structure - Definition of Psychology - Meaning of Social Psychology - Psychological basis of Society - Advantages of Social Psychology.

**Unit II:** Culture and Personality - Culture and Development of Personality - Role of Culture in the creation of Personality.

**Unit III:** Group Life and Leadership Qualities - Groups - Nature of Groups - Types of Groups - Secondary Groups - Groups and Gatherings - Activities of Gathering - Types of Gathering. Leadership Quality and Influence - Meaning of Leadership - Necessity creates Leaders and Followers - Types of Leadership.

**Unit IV:** Public Opinion and its Dissemination - Public Opinion - Nature of Public Opinion - Public Opinion in Pluralistic Society - Stages in the formation of Public Opinion - Factors for the formation of Public Opinion - Interrupting Forces in Public opinion - Role of media in the Development of Public Opinion - Newspapers - Social Networking - Public Opinion - Evaluations of Public Opinion - Measurements - Observations of public Activities - Voting - Aims and strategies - Dissemination of public opinion.

**Unit V:** Socialization - Socialization and Social Education - Socialization and Personality Development - Socialization and Goal oriented Conduct - Social Change - Social Change in India - Barriers in Socialization.

**Suggested Readings**

1. Educational Psychology - C.L.Kundu & D.N. Tutoo.
2. Effective Leadership - John Adair.
3. Kalviyin Ulaviyal Adippadaigal - S. Santhanam.
4. Social Psychology - Morris Rosenberg Ralph H. Turner.
5. An Introduction to Social Psychology - Ronald Fernandez.

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER - IV**  
**SBE 1 - HUMAN RESOURCE MANAGEMENT**

<b>Subject Code: 17U4ISE1</b>	<b>Credits: 2</b>	<b>External Marks: 75</b>	<b>Hours: 3</b>
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***Objectives***

- *To sensitize students to the various facets of managing people.*
- *To understand the various policies and practices of human resource management.*

**Unit I:** Human Resource Management: - Meaning - Objectives - Importance - Classification - Functions: Managerial Functions and Operative Functions - Qualities and Qualifications of Human Resource Managers.

**Unit II:** Human Resource Planning - Meaning - Objectives - Process - Recruitment: Meaning - Factors Influencing Recruitment Policy - Selection: Selection Policy - Meaning and Principles - Placement Policy.

**Unit III:** Job Analysis: Meaning - Purpose - Contents - Steps in Job Analysis – Job Evaluation - Essentials - Job description -Job satisfaction

**Unit IV:** Job Design: Meaning of Training - Steps in Training Programme - Essentials of Management -Development Programmes. Transfers: Objective - Transfer Policy. Promotion: Purpose - Promotion Policy - Compensation: Objective - Principles - Disciplinary Actions.

**Unit V:** Performance Appraisal: Meaning - Objective -Factors influencing Performance Appraisal - Quality of Work Life: Meaning - Issues in Quality of Work Life - Quality Circles - Techniques - How to make Quality Circles Effective.

***Suggested Readings***

1. Batra G.S - HRM.
2. David A. Decenzo, Stephen P. Robbin - Human Resource Management
3. Dangwal R.C - HRM.
4. Flippo E.E - Personnel Management.
5. Memoria C.B - Personnel Management.

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER – V**  
**CC 9 - INDIAN PHILOSOPHY I**

<b>Subject Code: 17U5I9</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 5</b>
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**Objectives**

- To make the Students aware of the foundations of Indian Philosophy.
- To make the Students aware of the basic ideas about the Heterodox System of Indian Philosophy

**Unit I:** Introduction to Indian Philosophy - Philosophy - meaning - General Characteristics of Indian Philosophy - Schools of Indian Philosophy - Spiritualism - Law of Karma - Immortality of Soul - Polytheism - Monotheism - Henotheism - Monism.

**Unit II:** Vedas - Meaning - Parts of Vedas - Mantras, Brahmanas, Aryanakas and Upanishads - Upanishads - meaning - The concepts of Brahman, Atman and World - Identity of Atman and Brahman - Bhagavat Gita: Meaning - Nishkama Karma, Karma Yoga, concept of God - Essence of Bhagavat Gita.

**Unit III:** Charvaka: Materialism and its meaning - Epistemology: Perception - Metaphysics: Atomic theory - Ethics: Hedonism.

**Unit IV:** Jainism - Epistemology: Paroksa and Aparoksa - Anekandavada - Syadvada - Metaphysics - Jiva and Ajiva, Concept of Liberation (Kaivalya) - Ethics: Triratnas - Importance of ahimsa - Sects of Jainism: Digambaras and Svetambaras.

**Unit V:** Buddhism - Four Noble Truths - Eight Fold Paths - Doctrine of Momentariness - Doctrine of Non self (*Anatamavada*) - Dependent Origination - Nirvana - Schools of Buddhism: The Vaibhasika, Sautrantika, Yogachara and Madhyamika - Sects of Buddhism: Hinayana and Mahayana.

**Suggested Readings**

1. Essentials of Indian Philosophy - M. Hiriyanna.
2. Introduction to Indian Philosophy - Datta & Chattarjee.
3. Invitation to Indian Philosophy - T.M.P. Mahadevan.
4. Indian Philosophy Vol. I & II - Dr. S. Radhakrishnan.
5. Outlines of Indian Philosophy - J.N. Sinha.

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER - V**  
**CC 10 - INDIAN CULTURE I**

<b>Subject Code: 17U5I10</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 5</b>
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***Objectives***

- *To make the Students aware of the foundations of Indian Culture.*
- *To make the Students aware of the Cultural heritage of India.*

**Unit I:** Definitions of Culture and Civilization - Geographical background of India - Salient features of Indian Culture - Unity in Diversity - Cultural Unity - Culture & spirituality - Culture and Philosophy.

**Unit II:** The Pre - Historic Culture: The Palaeolithic Age - Neolithic Age - The Age of Metals - Races - Contribution of Races to the Indian Culture: Indo Aryans - Dravidian - Mongoloid -

**Unit III:** The Indus-Valley Civilization - The City - The People - The Age of the Indus Valley Civilization - Race of the Indus-Valley People - Harappa - Destruction of the Indus-Valley Civilization. Aryan - Origin - Vedic, Social and Religious Significance - Later Vedic Culture - *Varnashramadharma* - Religious Development - *Dharmasastras*.

**Unit IV:** The Contributions of Jainism to Indian Culture - The Contributions of Buddhism to Indian Culture - The Buddhist Sangha - The Rise and fall of Buddhism. Cultural contribution of Guptas: Literature - Art and Architecture.

**Unit V:** Culture in Sangam age and Post Sangam age - Sangam Literature - Society - Political and Economic conditions - Religion and Fine Arts.

***Suggested Readings***

1. Dynamics of Cultural Change - Malihoroki.
2. New Liver for the Old, Meed.M.
3. Social Change - Moone.W.B.
4. Social Change - Hugbias.J.
5. Evolution of Indian Culture - Luniya.B.N.

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER - V**  
**CC 11 - TEMPLE MANAGEMENT**

<b>Subject Code: 17U5I11</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 5</b>
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**Objectives**

- To make the Students aware of the Religious Significance.
- To make the Students aware of the functions of H.R & C.E Board.

**Unit I:** Nature of Religion - Religion: Definition - Necessity of Religion - Religion and Society - Mutts - Kanchipuram Mutts - Kasi Mutts - Thiruvavadururai Adheenam - Madurai adheenam.

**Unit II:** Religion and Temples: Evolution of temples - Kinds of temples - Types of construction: Avartham - Anavartham - Punaravartham - Antharikam - Temple and its importance: Annamayam - Pranamayam - Manomayam - Vignanamayam - Ananthamayam - Stulam - Sutchmam.

**Unit III:** Religious Attitude and Practice: Rituals - Idol Worship - Prayer - Fasting - Temples and their Significance - Pilgrimage and Service: Kasi - Rameshwaram - Sabaraimala - Samayapuram - Tiruchendur - Palani - Tirupathi - Velankanni - Poondy - Nagore - Erwadi.

**Unit IV:** Agamas: Meaning - Modes of Worship as prescribed in the agamas - Different kinds of Agamas: Saiva agamas: 28 Major agamas - 108 *upa* agamas - Vaishnava agamas: Pancharatra - Vaikanasa -Principles of agamas.

**Unit V:** Management of Temples under H.R. & C.E Board: Constitution - Functions - Maintenance of Temples - Budget - Accounts - Audit - Finance - Trust and Income tax acts: Hindu Charitable Institutions. - Muslim Charitable Institutions: WAKF - Constitution - Functions.

**Suggested Readings**

1. Comparative Religion Pelican Books - BougueLA.C.
2. Outlines of Hinduism - Mahadevan.T.M.P
3. Comparative Religion, Srinivastava.R.S.
4. What is Hinduism? Sarma.D.S.
5. The Tamil Nadu Religious Charitable EndowmentAct (XII of 1959).

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER – V**  
**CC 12 - EMERGING CONCEPTS IN TOURISM**

<b>Subject Code: 17U5I12</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 5</b>
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**Objectives**

- To make the Students aware of the Emerging Concepts for Effective Tourism Development.
- To make the Students aware of the basic Principles of Tourism Policies and Cultural Tourism.

**Unit I:** First National tourism policy 1982 - National Action Plan for Tourism -1992 - National Tourism Policy 2002 - New Policies on Tourism and Civil Aviation - Tourism Legislation - Tourist Traffic. Emergence of Mass Tourism - Package tours - Causes - Spending - Comparison - increase of real income.

**Unit II:** Eco tourism: Meaning - Concept - Principles of Eco tourism - Eco tourism resources of India - Eco tourism guidelines for India - Pichavaram - Adventure tourism - Classifications - Aerial based: Parachuting - Sky diving - Hang gliding - Paragliding - Parasailing -Bungee jumping - Ballooning - Water based : Water rafting - Canoeing - Land based: Mountaineering - Rock climbing - Trekking - Skiing - Motor rally -Safaris - Jallikattu in Tamilnadu - Boat race in Kerala.

**Unit III:** History of Medical Tourism - Concept of Health Tourism - Description and scope - Medical Tourism in India - Health cost in Tamilnadu - Yoga - Ayurveda treatments in Kerala - Natural therapy.

**Unit IV:** Functions and operation of a personal office - Recruitment and Selection - Training - Recent trends in Tourism Management - Hi-tech Advanced travel formalities - Impact of Globalization - Emergence of domestic tourism - Cultural exchange.

**Unit V:** Cultural Tourism: Existence of various Cultures of India - Dance - Drama - Performing Arts - Fairs and Festivals - Melas - Folklore - Classical music- Artifacts and crafts - Advanced trends in Cultural tourism - Tourism and sustained development.

**Suggested Readings**

1. A.K. Battia - International Tourism Management
2. Seth Pran Nath - Fundamental of Tourism
3. Seth, Praveen- Tourism for the Next Millennium
4. AL. Basham - A Cultural history of India.
5. Sharma - Tourism Policy and Planning.

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER - V**  
**MBE 1 - FINE ARTS**

<b>Subject Code: 17U5IEC1</b>	<b>Credits: 3</b>	<b>External Marks: 75</b>	<b>Hours: 4</b>
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**Objectives**

- To make the Students aware of the Indian Arts and Architecture.
- To make the Students aware of the Indian Music, Paintings and Sculptures.

**Unit I:** Fine arts- Meaning- Definition- Origin of Fine arts- Growth and Development- Types of fine arts - Architecture: Types of Architecture - Structural - Rock Architecture - Indo Aryan style- Evolution of Hindu Temples - Dravida, Nagara and Vesara styles

**Unit II:** Sculpture: Mauryan - Gandhara - Sathavahana - Gupta - Pallava - Chola - Rastrakuta - Chalukya - Hoysala - Pandya - Vijayanagar.

**Unit III:** Paintings: Rock art - Cave paintings - Types of paintings - Pallava Painting - Chola painting - Pandya painting - Rajasthani paintings - Mughal paintings - Pahari paintings- Ajanta paintings - Ajanta themes- Ellora and Bagh paintings

**Unit IV:** Iconography: Definition - Sources, Images of Gods and Goddesses - Philosophy of images - Shiva Nataraja - Vishnu - Ganesha - Muruga - Shakti - Lakshmi - Saraswati - Kali

**Unit V:** Music: Thirumurai and Nalairadivya Prapandam - Its role in Fine Arts - Its importance in religion - Temple Worship and Culture - Hindustan and Carnatic Music - Composers, Medieval and Modern - Thyagaraja - Shyama Sastri - Muthuswamy Dikshithar - Gopala Krishnan Bharathiyar - Papanasam Siva - Vedaranyam Pillai - Musical Instruments. Dances: Classical dances - and Folk dances

**Suggested Readings**

1. Indian Architecture - Percy Brown
2. The Wonder that was India - A.L. Basham
3. India Koil Kattida Kalai Varalaru - R. Venkatraman
4. Bharatha Kalai Kotpadu - Padma Subramaniam
5. Thirukural Thattuvam - Pulavar Senthurai Muthu.

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Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University

**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER – V**  
**SBE 2 - COMPARATIVE RELIGION**

<b>Subject Code: 17U5ISE2</b>	<b>Credits: 2</b>	<b>External Marks: 75</b>	<b>Hours: 2</b>
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**Objectives**

- *To make the Students aware of the Practices of religions.*
- *To make the Students aware of the basic principles of Religions.*

**Unit I:** Religion- Definition- Nature of Religion- Aims and Objectives of Religion- Meaning of Comparative Religion - Importance of Religion - Religious experience - Primitive Religion.

**Unit II:** Hinduism: Scriptures - Concepts of God, Soul and World -Hindu ethics. Buddhism - Basic features Buddhism - Scriptures - concept of God, Soul and World- Religious practices. Jainism - Basic features of Jainism – Scriptures - concept of God, Soul and World- Religious Practices. Sikhism- Basic features of Sikhism - Scriptures - Concept of God, Soul, World.

**Unit III:** Zoroastrianism: introduction-Basic features of Zoroastrianism - Scriptures- Concept of God, Soul and Eschatology. Judaism: Introduction- Basic features of Judaism - Scriptures- Concept of God, Soul and Eschatology. Christianity: Introduction - Basic features of Christianity - Scriptures- Concept of God, Soul and Eschatology. Islam: Introduction- Basic features of Islam - Scriptures- Concept of God, Soul and Eschatology.

**Unit IV:** Confucianism: Introduction - Basic features of Confucianism - Scriptures - Concept of God, Soul and Eschatology. Taoism: Introduction - Basic features of Taoism - Scriptures - Concept of God, Soul and Eschatology - Shintoism: Introduction - Basic features of Shintoism - Scriptures - Concept of God, Soul and Eschatology.

**Unit V:** Comparison and Appraisal: Unity and Diversity of World Religions-The Possibility of Religious Tolerance - Individual and Society - Formation of one world Religion Humanism - Brotherhood of Men and Fatherhood of God.

***Suggested Readings***

1. Natural Religion - Max Muller. F.
2. Comparative Religion - Kedar nath Tiwari.
3. Comparative Religion - Srivastava, R.S.
4. Comparative Religion - Rajendra Varma.
5. Religions East and West - Ward J. Fellows.



**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**

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**B.A., INDIAN CULTURE & TOURISM**  
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**SEMESTER – V**  
**SBE 3 – MUSEOLOGY**

<b>Subject Code: 17U5ISE3</b>	<b>Credits: 2</b>	<b>External Marks: 75</b>	<b>Hours: 2</b>
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**Objectives**

- To make the Students aware of the Cultural importance of museum.
- To make the Students aware of the administration of museum.

**Unit I:** Museum - Definition - Origin - History of Museums - Development - Necessity of Museums - Important Museums of world - Museums as centers for cultural studies.

**Unit II:** Museums in India - Museums of Tamil Nadu - Types of Museums - Science and Technological Museums - Archaeological Museums - Temple Museums - National Museums - College Museums - university Museums- Art Galleries.

**Unit III:** **Conservation and Preservation:** Preventive measures - Curative measures - Organic objects: Paper - Wood - Leather - Painting - Textile - Inorganic objects: Glass - Metal - Stone - Preservation of Museum objects: Restoration - Temperature - Humidity - Pollution - Effects of light.

**Unit IV:** **Display of Articles:** Artificial Lighting - Exhibits - Storage - Display: Placards - Illustrations - Books - Facilities in a Museum - Safety Measures.

**Unit V :** Role of Museums in the Development of Education - Museum administration - Personnel - Educational Qualification - Research in the Museums - Catalogues - Periodicals - Museum Library.

**Suggested Readings**

1. Museums of India - Sobitha Panla
2. Arungkatchiyagam - Pavundurair.
3. அருங்காட்சியகவியல் - பவுந்துரை.

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**

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**B.A., INDIAN CULTURE & TOURISM**  
(Effective for those admitted from 2017-2018 onwards)

**SEMESTER - VI**  
**CC 13 - INDIAN PHILOSOPHY II**

<b>Subject Code: 17U6I13</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- To make the Students aware of the orthodox systems of Indian Philosophy.
- To make the Students aware of the basic ideas of Vedanta Philosophy.

**Unit I:** Nyaya Philosophy: Theory of Knowledge - Perception - Inference – Testimony - Comparison - The Idea of God - Proofs for the existence of God - Vaishesika Philosophy: Seven Categories of substance - Atomism.

**Unit II:** Samkhya Philosophy: Dualism - Theory of Causation -Prakrti - Three Gunas of Prakrti - Purusa - Relationship between Prakrti and Purusha - Scheme of Evolution - Eight Limbs of Yoga -Idea of God - Mimamsa Philosophy: Two Schools of Mimamsa -The Concept of Dharma - Liberation.

**Unit III:** Advaita: Meaning - Concept of God: Iswara and Brahman -Doctrine of Maya - Nature of Soul -Means to Moksha: Nature of Moksha: Jivanmukti.

**Unit IV:** Visistadvaita: Meaning - Concept of God - Nature of self - Concept of Maya - Bondage and Liberation - Bhakti and Prapatti Marga - Nature of Liberation: Videha Mukti.

**Unit V:** Dvaita: Meaning - Nature of God -Concept of Soul - Concept of World -The Concept of Pancha Bheda - Means of Moksha.

**Suggested Readings**

1. Essentials of Indian Philosophy -M. Hiriyanna.
2. Introduction to Indian Philosophy -Datta & Chatterjee.
3. Invitation to Indian Philosophy -T.M.P. Mahadevan.
4. Indian Philosophy Vol. I & II - Dr. S. Radhakrishnan.
5. Outlines of Indian Philosophy -J.N. Sinha.

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**SEMESTER - VI**  
**CC 14 - INDIAN CULTURE II**

<b>Subject Code: 17U6I14</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- *To make the Students aware of the Contributions of different dynasties in Indian Culture.*
- *To make the Students aware of the Cultural Renaissance of India.*

**Unit I:** Pallavas Contribution to Indian Culture: Origin - Pallavas Administration - Society - Economic and Religious Conditions - Art and Architecture - Literature - Education.

**Unit II:** Cholas Contribution to Indian Culture: Chola Politics - Local Administration - Election Method - Social and Economic Conditions - Religion - Golden Age of the Cholas - Literature - Fine Arts -Contributions of Rajaraja-I and Rajendra-I.

**Unit III:** Pandiyas Contribution to Indian Culture: Society - Politics - Economic and Religious Conditions - Art and Architecture - Vijayanagar Rulers: Politics - Social and Economic Conditions - Religion and Fine Arts - Nayaks of Madurai: Administration - Society - Economic and Religious Conditions - Education and Fine Arts.

**Unit IV:** Cultural Contributions of Mughals: Art and Architecture - Mughal Gardens. Cultural contributions of British: Art and Architecture - Printing press - Education - Railways - Hospitals.

**Unit V:** Impact of West on Indian Culture - Cultural Renaissance and Religious Movements during 19<sup>th</sup> century. Freedom Struggle: Moderate and Extremist Movements - Gandhian Era.

**Suggested Readings**

1. A History of South India - Nilakanda Sastri K.A.
2. Culture and Nationality - Subrate K. Misra
3. Encyclopedia of Indian Culture - Sal Store
4. The Contributions of South India to Indian Culture -Aiyangar.S.K.
5. Evolution of Indian Culture - Luniya.B.N.

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**SEMESTER - VI**  
**CC 15 - ETHICS**

<b>Subject Code: 17U6I15</b>	<b>Credits: 5</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- To make the Students aware of the basic Principles of Ethics.
- To make the Students aware of the Important Ethical Theories & Indian Ethics

**Unit I:** Definition, Scope and Method of Ethics: Its Relation to other Social Sciences - Ethical Concepts Right and Good -Right and Wrong - Merit and Demerit - Virtues and Vice.

**Unit II:** Morality - Definition - Motive- Intention - Customary morality- Reflective Morality- Group Morality - The Growth of Morality - Personal Morality - Moral Judgement - subject of moral judgment - Object of moral judgement - Conduct - Character.

**Unit III:** Ethical theories: Theories of Evil - Egoism and Altruism - Hedonism - Crime and Punishment Theories of Punishment - Deterrent, Retributive and Reformative theories.

**Unit IV:** Dharma- Meaning- Its importance - Bhagavad Gita - Niskama Karma - Swadharma - Purusarthas - Ethical Doctrines of Jainism - Tri Ratnas - Ahimsa - Maha Vratas - Buddhism: Four Noble Truth - Eight Fold path.

**Unit V:** Sangam Literature - Concept of Ahathinai and Purathinai - Ethical Concepts in Tirukkural - Gandhian Ethical Principles - Truth - Non-Violence and Satyagraha - Social Evils: Alcoholism - Female Infanticide - Dowry - Corruption - Youth - Unrest - Child - Labour.

**Suggested Readings**

1. Society, Crime and Criminal Careers - C. Gibbons
2. Social Philosophy - S. Gopalan
3. Samuthaya Thathuvam - G. Baskaran
4. TamilNadu Text Book Society - Araviyal
5. A Marvel of Ethics - Jadunath Sinha.

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**SEMESTER - VI**  
**MBE 2 - ARCHAEOLOGY**

<b>Subject Code: 17U6IEC2</b>	<b>Credits: 4</b>	<b>External Marks: 75</b>	<b>Hours: 5</b>
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**Objectives**

- *To make the Students aware of the Nature and Scope of Archaeology.*
- *To make the Students aware of the Sources of Archaeology.*

**Unit I:** Archaeology: Definition - Meaning - Scope and Importance of Archaeology - Value of Archaeology - Exploration - Meaning - Excavation - Aims and Methods - Kinds of Excavations: Vertical - Horizontal - Quadrant Method - Block Method - Large pit excavation - Cave excavations - Burial excavations - Underwater excavations

**Unit II:** Old stone age: Important sites in Tamilnadu - Attirampakkam - Neolithic age: Important Neolithic sites: Burzahom, Kalvarayan and Servarayan hills - Pottery Types: Grey Ware - Black and Red Ware - NBPW - Black and red Ware - All Black Ware - Russet coated Ware - Bright Red coated Ware - Red Ware.

**Unit III:** Indus-Valley civilization - Origin - Extent of sites - Cities: Harappa - Mohenjadaro - Lothal - Great Bath - Granary - Town planning - Ornaments - Art - Seals - Script - Economic conditions - Religious condition - Decline.

**Unit IV:** Early Iron Age Cultures - Adichanallur and Arikamedu - Its importance to Tamil culture - Origin of Writing in India - Antiquity of Writing in South India - Epigraphy and its Importance - Types of Inscriptions with special reference to Tamilnadu.

**Unit V:** Numismatics: Types of Coins - Punch mark coins - Indo-Greek coins - Kushan coins: Introduction of Gold coins. Guptas - Roman Coins in Tamilnadu - Coins of the Cheras, Cholas, Pandyas and Vijayanagara.

***Suggested Readings***

1. The Archaeology of India - D.R Agarwal
2. South Indian Coins - T.Desikachari
3. Indian Archaeology - R. Venkatramani
4. Tholporul Ayvum, Tamilar Panbadum - S. Gurumoorthy
5. Namadu Kasukal - Rama Velusamy.

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**SEMESTER - VI**  
**MBE 3 - ENTREPRENEURIAL DEVELOPMENT**

<b>Subject Code: 17U6IEC3</b>	<b>Credits: 4</b>	<b>External Marks: 75</b>	<b>Hours: 6</b>
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**Objectives**

- *To make the Students aware of the Importance of Entrepreneurship.*
- *To make the Students aware of the business Opportunities.*

**Unit I:** Definition - Meaning of Entrepreneurship - Scope and characteristics of Entrepreneurship - Need for Entrepreneurship training. Traits of an Entrepreneur - Functions - Types of Entrepreneurship - Forms of Ownership - Concept - Role of Entrepreneurship in Economic Development.

**Unit II:** Entrepreneurship Development Programme (EDP) - Need for EDP Objectives, Phases of EDP - EDP Institutions in India and their functions - DIC, SISI, TCOs.

**Unit III:** Market Survey Techniques: Principles of Marketing Techniques - Criteria for Principle Selection and Development – Production and Operation Management - Functions of Marketing - Marketing problems of SSI - Quality Control in SSI -Marketing Information.

**Unit IV:** Project Management - Sources of a Business Idea, Concept of Project and Classification - Project Identification - Project Formulation - Elements - Project Report - Project Appraisal. Quality Control - Quality Assurance and Testing of product - Social Responsibility and Business Ethics - Orientation - Training and Development.

**Unit V:** Incentives and Subsidies - Incentives to Small Scale Industries - Benefits to Industrial Units located in Backward Areas - Industrial Estates.

**Suggested Readings**

1. Entrepreneurial Development - Dr. V. Balu.
2. Entrepreneurship and Small Business Management - Nicholas Siropolis.
3. Entrepreneurial Development - C.B. GUPTA & SRINIVASAN. - Sultan Chand & Sons.
4. Dynamics of Entrepreneurial Development - VASANT DESAI.
5. Entrepreneurship Development Principles, Policies and Programmes - P.SARAVANAVEL.
6. Entrepreneurship Development - GORDAN & NATARAJAN