

# **BOARD OF STUDIES**

**08.04.2024**

**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)  
**RESOLUTIONS – PASSED**



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

(Re-accredited with 'B++' Grade by NAAC & Affiliated to Bharathidasan University)

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

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**PG.AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM**

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

**TANSCHÉ BASED COURSE STRUCTURE UNDER CBCS (2023-2024) ONWARDS**

| SEM        | PART       | COURSE   | CREDITS   | Inst. Hours/ week | Mark Int. Ext      |    | Total      |
|------------|------------|--|-----------|-------------------|--------------------|----|------------|
| <b>I</b>   | <b>I</b>   | Tamil-I  | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>II</b>  | English-I  | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>III</b> | Tamil Culture CC-I                                     | 4         | 5                 | 25                 | 75 | 100        |
|            |            | Tourism Product-I CC-II                                | 4         | 5                 | 25                 | 75 | 100        |
|            |            | History of Tamilnadu - I AC-I                          | 4         | 4                 | 25                 | 75 | 100        |
|            | <b>IV</b>  | Value Education  | 2         | 2                 | 25                 | 75 | 100        |
|            |            | Foundation Course: Fundamentals of Culture and Tourism | 2         | 2                 | 25                 | 75 | 100        |
|            |            | <b>Total</b>   | <b>22</b> | <b>30</b>         | <b>TOTAL MARKS</b> |    | <b>700</b> |
| <b>II</b>  | <b>I</b>   | Tamil-II   | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>II</b>  | English-II   | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>III</b> | Tourism Product –II CC-III                             | 4         | 4                 | 25                 | 75 | 100        |
|            |            | Ethics –CC-IV  | 4         | 3                 | 25                 | 75 | 100        |
|            |            | Tourism Marketing (AC-II)                              | 3         | 4                 | 25                 | 75 | 100        |
|            |            | Museology-AC-III                                       | 3         | 3                 | 25                 | 75 | 100        |
|            | <b>IV</b>  | Environmental Studies                                  | 2         | 2                 | 25                 | 75 | 100        |
|            |            | Naan Mudhalvan/ (SEC)-I                                | 2         | 2                 | 25                 | 75 | 100        |
|            |            | <b>Total</b>   | <b>24</b> | <b>30</b>         | <b>TOTAL MARKS</b> |    | <b>800</b> |
| <b>III</b> | <b>I</b>   | Tamil-III  | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>II</b>  | English-III  | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>III</b> | Travel Management and Accommodation- CC -V             | 4         | 5                 | 25                 | 75 | 100        |
|            |            | Cultural Tourism in India CC-VI                        | 4         | 5                 | 25                 | 75 | 100        |
|            |            | Gandhian Thought AC-IV                                 | 4         | 4                 | 25                 | 75 | 100        |
|            | <b>IV</b>  | Saivism and Vaishnavism (SEC-II)                       | 2         | 2                 | 25                 | 75 | 100        |
|            |            | Naan Mudhalvan/ (SEC)-III                              | 2         | 2                 | 25                 | 75 | 100        |
|            |            | <b>Total</b>   | <b>22</b> | <b>30</b>         | <b>TOTAL MARKS</b> |    | <b>700</b> |
| <b>IV</b>  | <b>I</b>   | Tamil-IV   | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>II</b>  | English-IV   | 3         | 6                 | 25                 | 75 | 100        |
|            | <b>III</b> | Information Communication and Automation - CC -VII     | 4         | 4                 | 25                 | 75 | 100        |
|            |            | Tourism Business –CC-VIII                              | 4         | 3                 | 25                 | 75 | 100        |
|            |            | History of Tamilnadu-II AC -V                          | 3         | 3                 | 25                 | 75 | 100        |

|                          |            |   |            |            |                        |    |             |
|--------------------------|------------|---|------------|------------|------------------------|----|-------------|
|                          | <b>IV</b>  | Human Resource Management AC-VI                             | 3          | 3          | 25                     | 75 | 100         |
|                          |            | Soft skill Development –SEC-IV                              | 2          | 2          | 25                     | 75 | 100         |
|                          |            | Naan Mudhalvan/ (SEC)-V                                     | 2          | 2          | 25                     | 75 | 100         |
|                          |            | <b>Total</b>  | <b>24</b>  | <b>30</b>  | <b>TOTAL MARKS</b>     |    | <b>800</b>  |
| <b>V</b>                 | <b>III</b> | Indian Philosophy-I CC IX                                   | 4          | 5          | 25                     | 75 | 100         |
|                          |            | Indian Culture-I CC-X                                       | 4          | 5          | 25                     | 75 | 100         |
|                          |            | Logic and Scientific Methods –CC -XI                        | 4          | 4          | 25                     | 75 | 100         |
|                          |            | Emerging Concepts for Effective Tourism Development CC -XII | 4          | 6          | 25                     | 75 | 100         |
|                          |            | Fine Arts MBEC-I  | 3          | 4          | 25                     | 75 | 100         |
|                          |            | Temple Management-MBEC-II                                   | 3          | 4          | 25                     | 75 | 100         |
|                          | <b>IV</b>  | Skill Enhancement Course SEC-VI/ Naan Mudhalvan             | 2          | 2          | 25                     | 75 | 100         |
|                          |            | Internship / Industrial Visit/Field Visit                   | 2          |            |                        |    |             |
|                          |            | <b>Total</b>  | <b>26</b>  | <b>30</b>  | <b>Total Marks</b>     |    | <b>700</b>  |
| <b>VI</b>                | <b>III</b> | Indian Philosophy-II CCXIII                                 | 4          | 6          | 25                     | 75 | 100         |
|                          |            | Indian Culture-II CC XIV                                    | 4          | 5          | 25                     | 75 | 100         |
|                          |            | Comparative Religion-CCXV                                   | 4          | 5          | 25                     | 75 | 100         |
|                          |            | Archaeology MBEC-III  | 3          | 5          | 25                     | 75 | 100         |
|                          |            | Entrepreneurial Development MBEC-IV                         | 3          | 5          | 25                     | 75 | 100         |
|                          | <b>IV</b>  | Naan Mudhalvan/SEC-VII                                      | 2          | 2          | 25                     | 75 | 100         |
|                          |            | Extension Activities  | 1          |            |                        |    |             |
|                          | <b>V</b>   | Gender Studies  | 1          | 2          | 25                     | 75 | 100         |
|                          |            | <b>Total</b>  | <b>22</b>  | <b>30</b>  | <b>Total Marks</b>     |    | <b>700</b>  |
| <b>Net Total Credits</b> |            |   | <b>140</b> | <b>180</b> | <b>Net Total Marks</b> |    | <b>4400</b> |

|             | <b>COURSE PATTERN<br/>SUMMARY</b>               |                         |               |
|-------------|---|-------------------------|---------------|
| <b>PART</b> | <b>SUBJECT</b>                                  | <b>TOTAL<br/>PAPERS</b> | <b>CREDIT</b> |
| Part-I      | Tamil   | 4                       | 12            |
| Part-I      | English   | 4                       | 12            |
| Part-III    | Core Courses                                    | 15                      | 61            |
|             | Allied Courses                                  | 6                       | 20            |
|             | Major Based Elective<br>Courses                 | 4                       | 12            |
| Part-IV     | Foundation Course –I                            | 1                       | 2             |
|             | Value Education                                 | 1                       | 2             |
|             | Environmental Studies                           | 1                       | 2             |
|             | Skill enhancement Course<br>SEC/ Naan Mudhalvan | 7                       | 14            |
|             | Internship / Industrial<br>Visit/Field Visit    |                         | 2             |
|             | Extension Activity                              |                         | 1             |
| Part-v      | Gender studies                                  | 1                       | 1             |
|             | <b>NET TOTAL</b>                                | <b>44</b>               | <b>140</b>    |

## **P.G & RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM**

### **UG Programme Outcomes**

1. It Creates understanding of Indian Philosophical Systems
2. It imparts Knowledge about Indian Culture.
3. It gives complete information about religious Practices.
4. It creates awareness about practices in Travel Industry
5. It encourages for new Ventures.

### **UG Programme Specific Outcomes**

1. It trains students in Temple Administration.
2. It gives approach for Philosophy.
3. It emphasise cultural values.
4. It creates effective Tourists Guides
5. It augments entrepreneurship.

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**B.A., INDIAN CULTURE AND TOURISM**  
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**SEMESTER – I**  
**CC-I-TAMIL CULTURE**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U111</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To understand the idea of antiquity of Tamil culture.*
- *To aware of the Sangam Epoch*
- *To acquire the knowledge of Contributions of Pallava, Chera, Cholas and Pandyas*
- *To get the knowledge of Muttamil*
- *To gain the aware of Sangam Literature*

**Unit- I**      Definition of Culture - Origin of Tamil 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 Period: Classification of Sangam Literature – Values of Sangam Culture: Social, Political, Economic and Religious conditions - 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**      *Aimperunguzhu-Enperayam*-Concept of *Muthamil: Iyal - Isai - Natakam – Tamizhisai Mummoorthigal-Tamil Isai Pann* -Folk Music and Dances – Festivals of Tamils.

**Unit- V**      Concepts of Religion in Sangam Literature – Worship in Sangam Age - Bhakti Literature - Ethical ideas in Thirukkural.

**Teaching outcomes**

- students observe the essence of Tamil Culture.
- students follow the knowledge of the significance of Sangam Epoch.
- students get the Contributions of Pallava, Chera, Cholas and Pandyas.
- students realize the essence of *Muttamil*.
- students understand the significance of Sangam Literature.

### ***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.               |

| RELATIONSHIP MATRIX |                         |     |                     |     |     |                                   |      |      |      |        |                   |
|---------------------|-------------------------|-----|---------------------|-----|-----|-----------------------------------|------|------|------|--------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE |     |     |                                   |      |      |      | HOURS  | CREDIT            |
| I                   |                         |     | CC-I TAMIL CULTURE  |     |     |                                   |      |      |      | 5      | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |     |                     |     |     | Programme specific outcome (PSOs) |      |      |      |        | Mean score of COs |
|                     | PO1                     | PO2 | PO3                 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5   |                   |
| CO1                 | 3                       | 3   | 3                   | 3   | 3   | 3                                 | 2    | 2    | 3    | 2      | 2.7               |
| CO2                 | 3                       | 3   | 3                   | 3   | 3   | 3                                 | 3    | 2    | 3    | 2      | 2.8               |
| CO3                 | 3                       | 3   | 3                   | 3   | 2   | 2                                 | 2    | 3    | 2    | 2      | 2.5               |
| CO4                 | 3                       | 3   | 3                   | 3   | 2   | 3                                 | 3    | 2    | 3    | 2      | 2.7               |
| CO5                 | 3                       | 3   | 3                   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3      | 2.8               |
| Mean overall score  |                         |     |                     |     |     |                                   |      |      |      | (High) |                   |

\*1 - Low      \*2 - Medium      \*3 - Strong

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

|                             |                   |                          |                |
|-----------------------------|-------------------|--------------------------|----------------|
| <b>Subject code :23U1I2</b> | <b>Credits :4</b> | <b>External marks 75</b> | <b>Hours 5</b> |
|-----------------------------|-------------------|--------------------------|----------------|

**Objectives**

- To acquire the knowledge of the History of Travel.
- To grasp idea of the Types of Tourism.
- To understand the ideas of Tourism Resources.
- To get the knowledge of the National Eco- System
- To aware of Natural Tourism.

**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 Battuta, Marcopolo, and Modern Period: William Hawkins - Thomas Roe -Francois Bernier.

**Unit-II** Types of Tourism: Spiritual Tourism – Medical Tourism -Tribal Tourism - Space Tourism - Coastal Tourism - Adventure Tourism - Cultural Tourism -Educational Tourism - Business Tourism – Ecotourism- Agri Tourism.

**Unit-III** Tourism Resources in India: Nature Tourism Resources - Man made Tourism Resources-Socio-Cultural Tourism Resources of India- UNESCO World Heritage Sites in India.

**Unit -IV** Flora and Fauna: Natural Eco System - Biosphere Reserves -Conservation of Corals- Wild life Tourism: National Parks in India - Wild life Sanctuaries - Bird Sanctuaries - Indian Safari.

**Unit- V** Natural Tourism Resources: Important Hill Stations of Tamilnadu: Ooty –Yerkadu- Yelagiri -Kodaikanal - Valparai - Kolli Hills.

**Teaching outcomes**

- Students realize the History of Travel.
- Students understand the different types of Tourism Product
- Students get the ideas about the Tourism Resources.
- Students Learn about the National Eco- system.
- Students analyse the various Natural Tourism centers.

**Suggested Readings**

1. Tourism and Cultural Heritage of India - Achary Ram.
2. Tourism Product Vol. I &II - Dr. R. Thandavan & Dr. Revathy Girish.
3. சுற்றுலாவியல்ஓர்அறிமுகம் - மா. ரா. தங்கமணி.
4. சுற்றுலாவளர்ச்சி - வெ. கிருஷ்ணசாமி.



| RELATIONSHIP MATRIX |                         |     |                         |     |     |                                   |      |       |        |        |                         |
|---------------------|-------------------------|-----|-------------------------|-----|-----|-----------------------------------|------|-------|--------|--------|-------------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE     |     |     |                                   |      | HOURS | CREDIT |        |                         |
| 1                   |                         |     | CC-II TOURISM PRODUCT-I |     |     |                                   |      | 5     | 4      |        |                         |
| COURSE<br>OUTCOME   | Programme outcome (POs) |     |                         |     |     | Programme specific outcome (PSOs) |      |       |        |        | Mean<br>score of<br>COs |
|                     | PO1                     | PO2 | PO3                     | PO4 | PO5 | PSO1                              | PSO2 | PSO3  | PSO4   | PSO5   |                         |
| CO1                 | 3                       | 3   | 3                       | 3   | 3   | 3                                 | 2    | 2     | 3      | 2      | 2.7                     |
| CO2                 | 3                       | 3   | 3                       | 3   | 3   | 3                                 | 3    | 2     | 3      | 2      | 2.8                     |
| CO3                 | 3                       | 3   | 3                       | 3   | 2   | 2                                 | 2    | 3     | 2      | 2      | 2.5                     |
| CO4                 | 3                       | 3   | 3                       | 3   | 2   | 3                                 | 3    | 2     | 3      | 2      | 2.7                     |
| CO5                 | 3                       | 3   | 3                       | 3   | 2   | 3                                 | 2    | 3     | 3      | 3      | 2.8                     |
| Mean overall score  |                         |     |                         |     |     |                                   |      |       |        | (High) |                         |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**SEMESTER – I**

**FOUNDATION COURSE: FUNDAMENTALS OF CULTURE AND TOURISM**

|                        |            |                   |         |
|------------------------|------------|-------------------|---------|
| Subject code: 23U1ICFC | Credits :2 | External marks 75 | Hours 2 |
|------------------------|------------|-------------------|---------|

**Objectives**

- To understand basic ideas about the Indian Culture and Tourism
- To get the knowledge of Cultural Values
- To understand the Ideas of Truth and Morality
- To aware of the Knowledge of Tourism
- To acquire knowledge of relation between Culture and Tourism.

**Unit I** Culture: Definition- Importance- Components of Culture – Civilization: Definition - Significance- Difference between Culture and Civilization- World Civilizations

**Unit II** Cultural values –Love and Valor-Dharma-Artha –Kama and Moksha- Truth and Goodness- Beauty -Ahimsa – Four Noble Truth of Buddhism.

**Unit III** Tradition and Morality- Rationalism and Humanism – Social Change- Culture and Ethics.

**Unit IV** Tourism: Definition- Tourist: Definition- Forms of Tourism: Inbound Outbound, Domestic and International- Significance of Tourism.

**Unit V** Impacts of Tourism: Economics Impacts- Cultural Exchange- Social Benefits - International understanding- Tourism Impact on Developing countries.

**Teaching outcomes**

1. Students get the ideas of Culture
2. Students grasp the Cultural values.
3. Students know about Traditional Morality
4. Students understand Forms of Tourism
5. Students gain the knowledge about the Cultural Exchange

**Suggested Readings**

- K.N Tiwari- Foundations of Indian Culture
- A.L Basham- A Cultural History of India
- N.Jayabalan- A History of Indian Culture
- Achary Ram- Tourism and Cultural heritage of India
- Dr.R.Thandavan-Tourism Product Vol: I&II
- Dr. Revathy Grish- Tourism Product Vol: I&II
- K.K.Pillai- Historical Heritage of Tamils

| RELATIONSHIP MATRIX |                         |     |   |     |     |                                   |      |      |       |        |                         |
|---------------------|-------------------------|-----|---|-----|-----|-----------------------------------|------|------|-------|--------|-------------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE                                       |     |     |                                   |      |      | HOURS | CREDIT |                         |
| II                  |                         |     | FOUNDATION COURSE :FUNDAMENTALS<br>OF CULTURE AND TOURISM |     |     |                                   |      |      | 2     | 2      |                         |
| COURSE<br>OUTCOME   | Programme outcome (POs) |     |   |     |     | Programme specific outcome (PSOs) |      |      |       |        | Mean<br>score of<br>COs |
|                     | PO1                     | PO2 | PO3   | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4  | PSO5   |                         |
| CO1                 | 3                       | 3   | 3   | 3   | 3   | 3                                 | 2    | 2    | 3     | 2      | 2.7                     |
| CO2                 | 3                       | 3   | 3   | 3   | 3   | 3                                 | 3    | 2    | 3     | 2      | 2.8                     |
| CO3                 | 3                       | 3   | 3   | 3   | 2   | 2                                 | 2    | 3    | 2     | 2      | 2.5                     |
| CO4                 | 3                       | 3   | 3   | 3   | 2   | 3                                 | 3    | 2    | 3     | 2      | 2.7                     |
| CO5                 | 3                       | 3   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3     | 3      | 2.8                     |
| Mean overall score  |                         |     |   |     |     |                                   |      |      |       | (High) |                         |

\*1 - Low      \*2 - Medium      \*3 - Strong

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

|                             |                   |                          |                |
|-----------------------------|-------------------|--------------------------|----------------|
| <b>Subject code: 23U2I3</b> | <b>Credits :4</b> | <b>External Marks 75</b> | <b>Hours 4</b> |
|-----------------------------|-------------------|--------------------------|----------------|

**Objectives**

- *To aware of the Religious and Spiritual centers.*
- *To get the knowledge of the Buddhist Centers.*
- *To acquire the knowledge of Islam and Christianity centers.*
- *To get the knowledge of important hill station.*
- *To acquire knowledge of the Handicrafts.*

- Unit-I** Religious and Spiritual centers: Hinduism: Kailash – Mansarovar- Kedarnath - Rishikesh - Badrinath - Haridwar - Varanasi - Dwaraka Sabarimala - Tiruchendur - Srirangam - Palani -Meenakshi Temple -Navagraha Temples around Kumbakonam .
- Unit-II** Buddhism: Lumbini- Bodhgaya - Piprahawa – Sanchi- Saranath- Vaishali - Kushi Nagar - Jainism: Kundagrama –Pavapuri-Rajgir- Mount Abu – Sravanabelagola-Sikhism: Amirstar Golden Temple - Anandpur Sahib.
- Unit-III** Islam: Jama Masjid in Delhi and Quwat - ul - Islam Mosque- Nagore- Christianity: Se Cathedral Velha (Goa) - Basilica of Jesus - Velankanni - Santhome Church.
- Unit -IV** Hill Stations of Himalayas: Darjeeling - Dalhousie - Kullu - Manali Mussoorie – Nainital- Munar-Mahabaleswar- Natarkulam- Lonavla-Matheran- Beaches and Islands.
- Unit -V** Handicrafts: Thanjavur Dolls - Plate Painting - Musical Instruments - Kumbakonam bronze works - Wood crafts - Silks - Jewellery - Ivory Works - Stone craft – Basketry.

**Teaching outcomes**

- students know the importance of Hindu Religious and Pilgrimage centers
- Students Learn the significance of Buddhist and Jain monuments.
- Students observe the ideas of Islamic and Christianity centers.
- Students observe the important Hill stations.
- Students Learn the Handicrafts in India.

**Suggested Readings**

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

| RELATIONSHIP MATRIX |                         |     |                             |     |     |                                   |      |      |       |        |                   |
|---------------------|-------------------------|-----|-----------------------------|-----|-----|-----------------------------------|------|------|-------|--------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE         |     |     |                                   |      |      | HOURS | CREDIT |                   |
| II                  |                         |     | CC-III-Tourism Product - II |     |     |                                   |      |      | 4     | 4      |                   |
| COURSE OUTCOME      | Programme outcome (POs) |     |                             |     |     | Programme specific outcome (PSOs) |      |      |       |        | Mean score of COs |
|                     | PO1                     | PO2 | PO3                         | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4  | PSO5   |                   |
| CO1                 | 3                       | 3   | 3                           | 3   | 3   | 3                                 | 2    | 2    | 3     | 2      | 2.7               |
| CO2                 | 3                       | 3   | 3                           | 3   | 3   | 3                                 | 3    | 2    | 3     | 2      | 2.8               |
| CO3                 | 3                       | 3   | 3                           | 3   | 2   | 2                                 | 2    | 3    | 2     | 2      | 2.5               |
| CO4                 | 3                       | 3   | 3                           | 3   | 2   | 3                                 | 3    | 2    | 3     | 2      | 2.7               |
| CO5                 | 3                       | 3   | 3                           | 3   | 2   | 3                                 | 2    | 3    | 3     | 3      | 2.8               |
| Mean overall score  |                         |     |                             |     |     |                                   |      |      |       | (High) |                   |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**SEMESTER – II**  
**CC-IV -ETHICS**

|                             |                   |                          |                |
|-----------------------------|-------------------|--------------------------|----------------|
| <b>Subject code: 23U2I4</b> | <b>Credits :4</b> | <b>External marks 75</b> | <b>Hours 3</b> |
|-----------------------------|-------------------|--------------------------|----------------|

**Objectives**

- *To observe of the basic Principles of Ethics.*
- *To understand the idea of Morality.*
- *To get the knowledge of Ethical theories.*
- *To gain the knowledge of Dharma.*
- *To acquire the idea of Social Ethics.*

**Unit- I**      Ethics: Meaning-Definition, Scope and Methods of Ethics: Its Relation to other Social Sciences - Ethical Concepts: Character- Conduct Right and Good - *Summum Bonum* -Right and Wrong - Merit and Demerit - Virtue and Vice.

**Unit -II**      Morality: Definition - Motive- Intention - Customary Morality- Group Morality - Reflective Morality- Moral Judgment - Subject of Moral Judgment - Object of moral judgment.

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

**Unit- IV**      Dharma: Meaning and Importance - Bhagavad Gita - Nishkama Karma - Swadharma - Purusharthas - Ethical Doctrines of Jainism - Tri Ratnas - *Ahimsa-Anuvrata* -*Maha Vrata* - Buddhism: Four Noble Truths - Eight Fold path - *Dasaparamita* (Tenfold Discipline) .

**Unit -V**      Social Ethics: Freedom, Equality and Justice- Empowerment of Women- Child Rights-Medical Ethics- Autonomy, Beneficence Non Malfeasance, Media Ethics - Importance in Media Ethics-Three Levels of Media Ethics-Meta, Normative, Descriptive.

**Teaching outcomes**

- Students improve grasp the basic Principles of Ethics
- Students realize the ideas of Morality
- Students acquire the knowledge about the Ethical theories
- Students observe the Dharma.
- Students realize about the Social Ethics.

### Suggested Readings

- |  |   |                             |
|--|---|-----------------------------|
| 1. Society, Crime and Criminal Careers | - | C. Gibbons                  |
| 2. Social Philosophy                   | - | S. Gopalan                  |
| 3. Samuthaya Thathuvam                 | - | G. Baskaran                 |
| 4. Araviyal                            | - | TamilNadu Text Book Society |
| 5. A Manual of Ethics                  | - | Jadunath Sinha              |
| 6. Understanding of Ethics             | - | Vibha Chadhurvedi           |

| RELATIONSHIP MATRIX |                         |     |                     |     |     |                                   |      |       |        |        |                   |
|---------------------|-------------------------|-----|---------------------|-----|-----|-----------------------------------|------|-------|--------|--------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE |     |     |                                   |      | HOURS | CREDIT |        |                   |
| II                  |                         |     | CC-IV -ETHICS       |     |     |                                   |      | 3     | 4      |        |                   |
| COURSE OUTCOME      | Programme outcome (POs) |     |                     |     |     | Programme specific outcome (PSOs) |      |       |        |        | Mean score of COs |
|                     | PO1                     | PO2 | PO3                 | PO4 | PO5 | PSO1                              | PSO2 | PSO3  | PSO4   | PSO5   |                   |
| CO1                 | 3                       | 3   | 3                   | 3   | 3   | 3                                 | 2    | 2     | 3      | 2      | 2.7               |
| CO2                 | 3                       | 3   | 3                   | 3   | 3   | 3                                 | 3    | 2     | 3      | 2      | 2.8               |
| CO3                 | 3                       | 3   | 3                   | 3   | 2   | 2                                 | 2    | 3     | 2      | 2      | 2.5               |
| CO4                 | 3                       | 3   | 3                   | 3   | 2   | 3                                 | 3    | 2     | 3      | 2      | 2.7               |
| CO5                 | 3                       | 3   | 3                   | 3   | 2   | 3                                 | 2    | 3     | 3      | 3      | 2.8               |
| Mean overall score  |                         |     |                     |     |     |                                   |      |       |        | (High) |                   |

\*1 - Low      \*2 - Medium      \*3 - Strong

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
Re-accredited with 'B++' Grade by NAAC & Affiliated to Bharathidasan University

**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

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

|                              |                   |                          |                |
|------------------------------|-------------------|--------------------------|----------------|
| <b>Subject code: 23U2II2</b> | <b>Credits :3</b> | <b>External marks 75</b> | <b>Hours 4</b> |
|------------------------------|-------------------|--------------------------|----------------|

**Objectives**

- *To understand of the Fundamentals of Tourism Marketing*
- *To get the basic ideas about the Functions of Marketing*
- *To understand the knowledge of Tourism Advertising*
- *To gain the knowledge of Trends in Tourism Marketing*
- *To acquire the knowledge of Travel Industry.*

- Unit I**      Marketing: Objectives and importance of Marketing - Tourism Marketing-Marketing Concept - Modern - Nature of Tourism Product - 7 P' s of Marketing – Service Marketing-Digital Marketing.
- Unit II**      Functions of Marketing - Marketing Strategy - Marketing Research: Desk Research - Field Survey - Sample Survey - Motivation Research —Product Mix - Price Mix - Promotion Mix - Distribution Mix.
- Unit III**      Promotion: Advertising- Creative Advertising- Public Relation- Sales Promotion - Publicity - Personal Selling - Consumer Behavior - Buyer Decision Process - Demand Forecasting - Special Features of Tourism Marketing -Designing - Branding and Packaging - New Product Development - Tourism Product Life Cycle.
- Unit IV**      Trends in Tourism Marketing : Package Tour- Pricing and Costing of Tour-Distribution of Tour Product - Public Relation Methods in Tourism. - Designing and Printing -Tour Brochure and Pamphlet.
- Unit V**      Global Trends in Travel Industry- Marketing Information system – MICE Travel - Marketing Plan- Tourist satisfaction- Creative and Innovation in Tourism.

**Teaching outcomes**

- Students know the Tourism and Marketing.
- Students acquire the Functions of Marketing.
- Students gain knowledge about the trends in Tourism Advertising.
- Students realize the Global trends in Tourism Marketing.
- Students analyze the Creative and Innovation in Tourism Marketing



***Suggested Readings***

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

| RELATIONSHIP MATRIX |                         |     |                          |     |     |                                   |      |      |       |        |                      |
|---------------------|-------------------------|-----|--------------------------|-----|-----|-----------------------------------|------|------|-------|--------|----------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE      |     |     |                                   |      |      | HOURS | CREDIT |                      |
| II                  |                         |     | AC-II -TOURISM MARKETING |     |     |                                   |      |      | 4     | 3      |                      |
| COURSE<br>OUTCOME   | Programme outcome (POs) |     |                          |     |     | Programme specific outcome (PSOs) |      |      |       |        | Mean score<br>of COs |
|                     | PO1                     | PO2 | PO3                      | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4  | PSO5   |                      |
| CO1                 | 3                       | 3   | 3                        | 3   | 3   | 3                                 | 2    | 2    | 3     | 2      | 2.7                  |
| CO2                 | 3                       | 3   | 3                        | 3   | 3   | 3                                 | 3    | 2    | 3     | 2      | 2.8                  |
| CO3                 | 3                       | 3   | 3                        | 3   | 2   | 2                                 | 2    | 3    | 2     | 2      | 2.5                  |
| CO4                 | 3                       | 3   | 3                        | 3   | 2   | 3                                 | 3    | 2    | 3     | 2      | 2.7                  |
| CO5                 | 3                       | 3   | 3                        | 3   | 2   | 3                                 | 2    | 3    | 3     | 3      | 2.8                  |
| Mean overall score  |                         |     |                          |     |     |                                   |      |      |       | (High) |                      |

\*1 - Low      \*2 - Medium      \*3 - Strong

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – II**  
**AC-III MUSEOLOGY**

|                              |                   |                          |                |
|------------------------------|-------------------|--------------------------|----------------|
| <b>Subject code: 23U2II3</b> | <b>Credits :3</b> | <b>External marks 75</b> | <b>Hours 3</b> |
|------------------------------|-------------------|--------------------------|----------------|

**Objectives**

- To gain the Knowledge of Cultural Studies
- To get the Knowledge of Museums in India
- To understand the idea of Conservation and Preservation of Museum.
- To gain the knowledge of Display of Articles.
- To acquire the knowledge of relation between Education and Museum.

**Unit- I** Museum: Definition - Origin and Development of Museum - Necessity of Museums – Important Museums of the World - Museums as centers for Cultural studies.

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

**Unit- III** Conservation and Preservation: Preventive 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 – Exhibitions - 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 – Museums and Research- Catalogues - Periodicals - Museum Library.

**Teaching outcomes**

- Students get the Knowledge of Cultural Studies.
- Students Learn the Museums in India
- Students acquired the knowledge of Conservation and Preservation of Museums.
- Students gain the knowledge about the Display of Article.
- Students observe the Museum and Education.

**Suggested Readings**

- |   |   |                  |
|---|---|------------------|
| 1. Museums of India                         | - | Sobitha Panla    |
| 2. Museology                                | - | Pavundurai. Raju |
| 3. அருங்காட்சியகவியல்                       | - | பவன்துரைஇராசு    |
| 4. Museum studies                           | - | John Summers.    |
| 5. Museology                                | - | Kishor K.Basa    |
| 6. Essentials of Conservation and Museology | - | O.P Agarwal      |

| RELATIONSHIP MATRIX |                         |                     |     |     |     |                                   |      |      |      |       |                         |
|---------------------|-------------------------|---------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE |     |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| II                  |                         | AC-III-MUSEOLOGY    |     |     |     |                                   |      |      |      | 3     | 3                       |
| COURSE<br>OUTCOME   | Programme outcome (POs) |                     |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                     | PO1                     | PO2                 | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                 | 3                       | 2                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.6                     |
| CO2                 | 3                       | 3                   | 3   | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.6                     |
| CO3                 | 3                       | 2                   | 2   | 3   | 2   | 3                                 | 2    | 3    | 2    | 2     | 2.2                     |
| CO4                 | 3                       | 2                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 1    | 2     | 2.4                     |
| CO5                 | 3                       | 3                   | 2   | 3   | 2   | 3                                 | 1    | 3    | 2    | 3     | 2.5                     |
| Mean overall score  |                         |                     |     |     |     |                                   |      |      |      |       | 2.46<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – III**  
**CC-V -TRAVEL MANAGEMENT AND ACCOMMODATION**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U3I5</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To aware of the nature of Travel Agencies.*
- *To get the knowledge of Domestic and International Transport Details.*
- *To gain the ideas of Tourism Organization*
- *To get the knowledge of Travel formalities.*
- *To grasp the ideas of Hotels.*

**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 system - 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 Flights - Waterways: Cruises - Luxury and Premium Cruises.

**Unit -III** Tourism Organizations: Aims and Functions of UNWTO, ICAO, IATA, PATA,TAAI, ITDC and TTDC.

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

**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.

**Teaching outcomes**

- Students get the Knowledge of Travel Industry.
- Students understand the *Indian and International Transport Details.*
- Students learn the Ideas of *Tourism Organization.*
- Students learn the knowledge about Travel Formalities.
- Students know the Accommodations

***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

| RELATIONSHIP MATRIX |                         |     |  |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|-----|--|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE                      |     |     |                                   |      |      |      | HOURS | CREDIT            |
| III                 |                         |     | CC-V-TRAVEL MANAGEMENT AND ACCOMMODATION |     |     |                                   |      |      |      | 5     | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |     |  |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2 | PO3                                      | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 2   | 3  | 2   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.6               |
| CO2                 | 3                       | 3   | 3  | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8               |
| CO3                 | 3                       | 3   | 2  | 3   | 2   | 3                                 | 3    | 2    | 2    | 3     | 2.6               |
| CO4                 | 3                       | 3   | 3  | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3   | 2  | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.7               |
| Mean overall score  |                         |     |  |     |     |                                   |      |      |      |       | 2.68<br>(High)    |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
**(Effective for those admitted from 2023-2024 Onwards)**

**SEMESTER – III**  
**CC-VI -CULTURAL TOURISM IN INDIA**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U3I6</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To aware of Cultural Tourism.*
- *To get the ideas of Heritage and Art.*
- *To gain the knowledge of Cultural Resources.*
- *To understand the idea of Cultural Festivals*
- *To get the knowledge of Cultural destinations.*

**Unit-I** Cultural Tourism: Definition - Meaning and Scope - Significance –Cultural Tourism Attractions - Culinary Traditions: North Indian - South Indian - Continental- Dress and Ornaments.

**Unit -II** Arts and Crafts - Music: Hindustani - Carnatic -Classical Dances: Kuchipudi, Odisi, Kathakali, Manipuri,Kadhak and Bharathanattiyam - Folk Dances - Paintings.

**Unit -III** Cultural Resources of North India: Madura, Jaipur, Vaishnavadevi Temple - Deccan Region: Konark , Amaravati, Somnathpur Temple - South India : Belur, Helibidu, Gurauvayur, Thiruppati, Madurai- Case studies: Darasuram, Velankanni.

**Unit- IV** Konark Festival in Odisha -Sarang Festival (Durga Pooja) in Kolkata - Music Festival in Chennai- -Dance Festivals in Mamallapuram and Chidambaram - Music Festival in Thiruvaiyaru.

**Unit- V** Indian Cultural Destinations – Cultural Institution in India- Cultural Event Management- Preservation and Conservation of Monuments – Role of ASI- Mutts in India- Unique features of Tamil Culture: Chastity, Equality, Nobility, Charity, Justice.

**Teaching outcomes**

1. Students understand the Cultural Ideas in Tourism.
2. Students get Knowledge about the Heritage and Arts.
3. Students create the new Ideas of Cultural Resources.
4. Students realize the Cultural Festivals.
5. Students gain the knowledge about the Cultural Destinations.

### 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. பண்டையநாகரிகங்கள்                          | - எஸ்.எல். வி . மூர்த்தி                        |
| 5. Art, Culture and Spirituality              | - Swami Atmaramananda &<br>Dr.M.Sivaramkrishna. |
| 6. The Book of Hindu Festivals and Ceremonies | - Om Lata Bahadur.                              |
| 7. Cultural Tourism In India                  | - Luvkushmishra                                 |

| RELATIONSHIP MATRIX |                         |     |                                 |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|-----|---------------------------------|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE             |     |     |                                   |      |      |      | HOURS | CREDIT            |
| III                 |                         |     | CC-VI-CULTURAL TOURISM IN INDIA |     |     |                                   |      |      |      | 5     | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |     |                                 |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2 | PO3                             | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 2   | 3                               | 2   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.6               |
| CO2                 | 3                       | 3   | 3                               | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8               |
| CO3                 | 3                       | 3   | 2                               | 3   | 2   | 3                                 | 3    | 2    | 2    | 3     | 2.6               |
| CO4                 | 3                       | 3   | 3                               | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3   | 2                               | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.7               |
| Mean overall score  |                         |     |                                 |     |     |                                   |      |      |      |       | 2.68 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
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**B.A., INDIAN CULTURE AND TOURISM**

(Effective for those admitted from 2023-2024 a)

**SEMESTER – III**

**AC-IV GANDHIAN THOUGHT**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U3II4</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 4</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To aware of the basic principles of Gandhian thoughts.*
- *To get the ideas of Truth is God.*
- *To grasp the ideas of Sarvodaya*
- *To Understand the knowledge of Non-Violence*
- *To gain the religious view Of Gandhi*

**Unit- I**            Biography of Gandhi - various Influences - Vaishnavism, Harichandra, Bhagavad Gita, Jainism, Christianity, Leo Tolstoy, Henry David Thorou and Ruskin.

**Unit- II**            Concept of God - Truth is God - Concept of Religion -- Social Reformations- Necessity of Cottage Industries –Self sufficiency of Indian Villages.

**Unit -III**            Non-Violence: Meaning - Philosophical significance of Non-Violence - Sources for Gandhian Ideas of Ahimsa - Means and Ends in Gandhian Philosophy-. Satyagraha: Meaning - Philosophical Significance - Methods of Political Action - Gandhian approach to Peace - Relevance of Gandhian Ideas

**Unit -IV**            Gandhian views on Religion-Importance of Religion - Religious Tolerance - Advantages of Tolerance - Synthetic approach to Religion - Religion and Morality - Religion and Politics - Religion and Peace - Religion and Culture.

**Unit- V**            Sarvodaya: Essential Ideas of Sarvodaya - Sarvodaya and Social Transformation - Trusteeship - Simplicity – Boodhan Movement.

**Teaching outcomes**

- Students acquire the Gandhian Values.
- Students learn knowledge about the God and Truth
- Students realize the Concepts of World Peace.
- Students realize the Knowledge of Ghandian Views on religion.
- Students understand the knowledge about the Sarvodaya

**Suggested Readings**

- |  |   |                     |
|--|---|---------------------|
| 1. Gandhi and His Contemporaries         | - | Roy Chaudhury. P.C. |
| 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.         |



| RELATIONSHIP MATRIX   |                         |     |                         |     |     |                                   |      |      |      |       |                         |
|-----------------------|-------------------------|-----|-------------------------|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER              | SUB CODE                |     | TITLE OF THE COURSE     |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| III                   |                         |     | AC-IV -GANDHIAN THOUGHT |     |     |                                   |      |      |      | 4     | 4                       |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |     |                         |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                       | PO1                     | PO2 | PO3                     | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                   | 3                       | 2   | 3                       | 2   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.6                     |
| CO2                   | 3                       | 3   | 3                       | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8                     |
| CO3                   | 3                       | 3   | 2                       | 3   | 2   | 3                                 | 3    | 2    | 2    | 3     | 2.6                     |
| CO4                   | 3                       | 3   | 3                       | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7                     |
| CO5                   | 3                       | 3   | 2                       | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.7                     |
| Mean overall score    |                         |     |                         |     |     |                                   |      |      |      |       | 2.68<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – III**  
**SEC-II-SAIVISM AND VAISHNAVISM**

|                               |                    |                           |                 |
|-------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U3ISEC2</b> | <b>Credits : 2</b> | <b>External Marks :75</b> | <b>Hours: 2</b> |
|-------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- To get the knowledge of sources Saivism.
- To gain the ideas about the Pati, Pasu, Pasa
- To get the ideas about the Saivism view on Liberation
- To understand of Vaishnavism Concepts
- To get the knowledge of Liberation.

**Unit -I** Introduction to Saivism - Traces of Saivism in Indus valley - Vedas and Upanishads - Agamas - Literature for saivism – Contributions of Nayanmars to Saivism.

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

**Unit -III** Liberation:Four Margas - Four Stages of Release - *lruvinai Oppu–Malaparipakam-Saktinipada- Jivan Mukti* - *Poojas* and Festivals- Siddhasway of Worship.

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

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

**Teaching outcomes**

- Students understand the basics of Saiva and Vaishnava Religious thoughts
- Students realize the concepts of Pati, Pasu, Pasa.
- Students get knowledge about the Four margas in Liberation.
- Students learn the knowledge about the basics of Vaishnavism.
- Students understand the knowledge about the Liberation.

**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.     |

| RELATIONSHIP MATRIX |                         |                                 |     |     |     |                                   |      |      |      |       |                         |
|---------------------|-------------------------|---------------------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE             |     |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| III                 |                         | SEC-II- SAIVISM AND VAISHNAVISM |     |     |     |                                   |      |      |      | 2     | 2                       |
| COURSE<br>OUTCOME   | Programme outcome (POs) |                                 |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                     | PO1                     | PO2                             | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                 | 3                       | 3                               | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8                     |
| CO2                 | 3                       | 3                               | 3   | 2   | 3   | 3                                 | 3    | 3    | 3    | 3     | 2.7                     |
| CO3                 | 3                       | 3                               | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8                     |
| CO4                 | 3                       | 3                               | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8                     |
| CO5                 | 3                       | 3                               | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.9                     |
| Mean overall score  |                         |                                 |     |     |     |                                   |      |      |      |       | 22.98<br>(High)         |

\*1 - Low      \*2 - Medium      \*3 - Strong

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – IV**

**CC-VII-INFORMATION, COMMUNICATION AND AUTOMATION**

|                      |             |                    |          |
|----------------------|-------------|--------------------|----------|
| Subject Code: 23U4I7 | Credits : 4 | External Marks :75 | Hours: 4 |
|----------------------|-------------|--------------------|----------|

**Objectives**

- *To get the knowledge of basic Computer.*
- *To aware of the Applications of Computer.*
- *To gain the ideas of Management information system.*
- *To understand the ideas of Travel and Tourism Software.*
- *To get the knowledge of Hotel and Travel Software.*

**Unit -I** Introduction to Computer: Components- Operating system- Server domain - Application of Computers in Tourism-GPS – Business- Dissemination of Information.

**Unit- II** Application of Computer in Travel Agencies- Travel tracking- Airlines- Hotels- Railways – Computer Reservation System: Air ticketing -E-Ticketing-GDS  
( Global Distribution System)

**Unit- III** Management information system – Net working of computers – Introduction to Internet: Benefits – Working, Hardware, Software – Requirements –E-Mail and Benefits of Internet- Whatsapp, Facebook, Twitter, Instagram- AI (Artificial Intelligence)

**Unit -IV** Travel and Tourism software: Usage of GDS in Travel Agency- Usage of IBE for Tour Operators- Usage of software: Galileo, Amadeus ,World Span, Sabre-car rental Softwares (Applications): OLA,UBER,ZOMOTO, SWIGGI

**Unit-V** Hotel and Travel Software: Introduction to Software and their Characteristics, Features and Usage- CRS ,IDS, OPREA, HOST and Fidelio

**Teaching outcomes**

- Students acquire the knowledge about Computer basics.
- Students understand the Applications of Computer.
- Students Learn the Management Information System
- Students acquire the knowledge Travel and Tourism software
- Students realize the Hotel and Travel Software.

**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.           |

| RELATIONSHIP MATRIX   |                         |     |  |     |     |                                   |      |      |      |       |                         |
|-----------------------|-------------------------|-----|--|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER              | SUB CODE                |     | TITLE OF THE COURSE                                  |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| IV                    |                         |     | CC-VII -INFORMATION, COMMUNICATION AND<br>AUTOMATION |     |     |                                   |      |      |      | 4     | 4                       |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |     |  |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                       | PO1                     | PO2 | PO3  | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                   | 3                       | 2   | 3  | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.6                     |
| CO2                   | 3                       | 3   | 3  | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.6                     |
| CO3                   | 3                       | 2   | 2  | 3   | 2   | 3                                 | 2    | 3    | 2    | 2     | 2.2                     |
| CO4                   | 3                       | 2   | 3  | 3   | 2   | 3                                 | 2    | 3    | 1    | 2     | 2.4                     |
| CO5                   | 3                       | 3   | 2  | 3   | 2   | 3                                 | 1    | 3    | 2    | 3     | 2.5                     |
| Mean overall score    |                         |     |  |     |     |                                   |      |      |      |       | 2.46<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
**(Effective for those admitted from 2023-2024 Onwards)**  
**SEMESTER – IV**  
**CC-VIII-TOURISM BUSINESS**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U4I8</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 3</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To aware of the Origin of Travel.*
- *To get the idea of the basic ideas about Business management*
- *To acquire the knowledge of Components Accommodations*
- *To aware of the Travel Statistics.*
- *To grasp the idea of benefits of Tourism.*

- Unit-I**      Tourism Business: Meaning - Concept -Classification of Tourism Business - Origin of Travel Trade-Recent Trends in Travel and Tourism Industry - Mass Tourism-MICE Tourism - Group Tourism - Paid holidays- Travel Motivations – Ethical issues in Tourism Business.
- Unit- II**      Business Management: Meaning - Principles of Management - Chain of distribution in Tourism Industry - Role of Travel Agents and Tour operators – Inbound Tour Operator and Outbound Tour Operator - Challenges in Management of Business Travel.
- Unit -III**      Basic Components – Tourist Accommodation- Tourist Demand and Supply-The Emerging Trends in International Tourism.
- Unit- IV**      Tourist statistics – Importance of Travel Accounting- Measurement of Tourism Arrival and Departure-General problems of Tourist Arrival Measurement.
- Unit- V**      Advantages of Tourism: Economic benefits - Multiplier Effect - Infrastructural Development - Regional Development - Employment generation - Cultural exchange - International understanding.

**Teaching outcomes**

- Students understand the new ideas of Tourism Business.
- Students realize the Business Management.
- Students understand the basic Components of Accommodation.
- Students understand the Travel Statistics
- Students Learn the benefits of Tourism.

### ***Suggested Readings***

1. The Business of Tourism - Christopher J.Holloway. Anmol Publications pvt Ltd 2009
2. Tourism Development Principles and Practices - A.K. Bhatia.- Sterling Pulishers Pvt Ltd 2011
3. Tourism and Hotel Industry in India - MM. Anand.-TK Publishers -2013
4. Dynamics of Tourism - R.H. Kaul. –Chennal View Publications -2010
5. Growth of Modern Tourism Monograph IITTM - IITTM (1989).
6. International tourism - A.K. Bhatia. - Sterling Pulishers Pvt Ltd 2010

| RELATIONSHIP MATRIX |                         |                          |     |     |     |                                   |      |      |      |       |                         |
|---------------------|-------------------------|--------------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER            | SUB<br>CODE             | TITLE OF THE COURSE      |     |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| IV                  |                         | CC-VIII-TOURISM BUSINESS |     |     |     |                                   |      |      |      | 3     | 4                       |
| COURSE<br>OUTCOME   | Programme outcome (POs) |                          |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                     | PO1                     | PO2                      | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                 | 3                       | 3                        | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8                     |
| CO2                 | 3                       | 3                        | 3   | 2   | 3   | 3                                 | 3    | 3    | 3    | 3     | 2.7                     |
| CO3                 | 3                       | 3                        | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8                     |
| CO4                 | 3                       | 3                        | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.7                     |
| CO5                 | 3                       | 3                        | 2   | 3   | 2   | 3                                 | 1    | 3    | 2    | 3     | 2.8                     |
| Mean overall score  |                         |                          |     |     |     |                                   |      |      |      |       | 2.76<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
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**SEMESTER – IV**  
**AC-VI -HUMAN RESOURCE MANAGEMENT**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U4II5</b> | <b>Credits : 3</b> | <b>External Marks :75</b> | <b>Hours: 3</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To understand the various facets of Human Resource Management*
- *To get the idea of Human Resource Planning*
- *To gain the knowledge of Job Analysis.*
- *To acquire the knowledge of Job Design*
- *To aware of the Performance Appraisal*

- 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-Job Enrichment.
- Unit -IV** Job Design -Development Programmes Transfers- Objective - Transfer Policy- Promotion- Purpose - Promotion Policy – Compensation- 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.

**Teaching outcomes**

- Students observe the Ideas of Human Resources Managements.
- Students understand the Human Resource Planning.
- Students get the knowledge about the Job Analysis.
- Students realize the Job Design.
- Students understand the Performance Appraisal.

**Suggested Readings**

|                                     |   |                             |
|-------------------------------------|---|-----------------------------|
| Batra G.S                           | – | Human Resources Management. |
| David A. Decenzo, Stephen P. Robbin | – | Human Resource Management   |
| Dangwal R.C                         | – | Human Resources Management. |
| .Flippo E.E                         | – | Personnel Management.       |
| Memoria C.B                         | – | Personnel Management.       |



| RELATIONSHIP MATRIX   |                         |                                  |     |     |     |                                   |      |      |      |       |                         |
|-----------------------|-------------------------|----------------------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER              | SUB CODE                | TITLE OF THE COURSE              |     |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| IV                    |                         | ACVI -HUMAN RESOURCES MANAGEMENT |     |     |     |                                   |      |      |      | 3     | 3                       |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |                                  |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                       | PO1                     | PO2                              | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                   | 3                       | 3                                | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8                     |
| CO2                   | 3                       | 3                                | 3   | 2   | 3   | 3                                 | 3    | 3    | 3    | 3     | 2.7                     |
| CO3                   | 3                       | 3                                | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8                     |
| CO4                   | 3                       | 3                                | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.7                     |
| CO5                   | 3                       | 3                                | 2   | 3   | 2   | 3                                 | 1    | 3    | 2    | 3     | 2.8                     |
| Mean overall score    |                         |                                  |     |     |     |                                   |      |      |      |       | 2.76<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
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**SEMESTER – V**  
**CC-IX -INDIAN PHILOSOPHY- I**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U5I9</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To aware of General Characteristics of Indian Philosophy.*
- *To get the basic ideas about Vedas*
- *To gain the knowledge of Carvaka Epistemology*
- *To get the knowledge of Jainism.*
- *To understand the ideas of Four Noble Truths.*

|                  |   |
|------------------|---|
| <b>Unit -I</b>   | Introduction to Indian Philosophy: -Meaning - General Characteristics of Indian Philosophy - Schools of Indian Philosophy: Orthodox and Heterodox - Spiritualism - Law of Karma - Immortality of Soul - Polytheism - Monotheism - Henotheism - Monism.  |
| <b>Unit -II</b>  | Vedas - Meaning - Parts of Vedas - <i>Mantras, Brahmanas, Aranyakas</i> and <i>Upanishads</i> – <i>Upanishads</i> : Meaning - The concept of <i>Brahman, Atman</i> and World - Identity of <i>Atman and Brahman</i> - Bhagavat Gita: Meaning - Nishkama Karma - Karma Yoga, Concept of God - Essence of Bhagavad Gita.                    |
| <b>Unit -III</b> | Carvaka: Meaning - Epistemology: Perception - Metaphysics: Atomic theory - Ethics: Hedonism.  |
| <b>Unit -IV</b>  | Jainism - Epistemology: Paroksa and Aparoksa - Anekantavada - Syadvada - Metaphysics - Jiva and Ajiva, Concept of Liberation (Kaivalya) - Ethics: Triratnas - Importance of Ahimsa - Sects of Jainism: Digambaras and Svetambaras.  |
| <b>Unit -V</b>   | Buddhism - Four Noble Truths - Eight Fold Path - Doctrine of Momentariness ( <i>Kshanabangavada</i> ) - Doctrine of Non self ( <i>Anatamavada</i> ) - Dependent Origination ( <i>Prityasamutpada</i> ) - Nirvana - Schools of Buddhism: The Vaibhasika, Sautrantika, Yogachara and Madhyamika - Sects of Buddhism: Hinayana and Mahayana. |

**Teaching outcomes**

- Students understand Fundamentals of Indian Philosophy.
- Students get the grasp of Vedas
- Students get the knowledge of Carvaka Philosophy
- Students gain the knowledge about the Metaphysics of Jainism
- Students realize Four Noble Truths of Buddhism

***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.           |

| RELATIONSHIP MATRIX |                         |                              |     |     |     |                                   |      |      |      |      |                   |
|---------------------|-------------------------|------------------------------|-----|-----|-----|-----------------------------------|------|------|------|------|-------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE          |     |     |     |                                   |      |      |      |      | CREDIT            |
| V                   |                         | CC-IX - INDIAN PHILOSOPHY -I |     |     |     |                                   |      |      |      |      | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |                              |     |     |     | Programme specific outcome (PSOs) |      |      |      |      | Mean score of COs |
|                     | PO1                     | PO2                          | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5 |                   |
| CO1                 | 3                       | 3                            | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3    | 2.8               |
| CO2                 | 3                       | 3                            | 3   | 2   | 3   | 3                                 | 3    | 3    | 3    | 3    | 2.7               |
| CO3                 | 3                       | 3                            | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3    | 2.8               |
| CO4                 | 3                       | 3                            | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3    | 2.7               |
| CO5                 | 3                       | 3                            | 2   | 3   | 2   | 3                                 | 1    | 3    | 2    | 3    | 2.8               |
| Mean overall score  |                         |                              |     |     |     |                                   |      |      |      |      | 2.76 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
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**SEMESTER – V**  
**CC-X-INDIAN CULTURE I**

|                              |                    |                           |                 |
|------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U5H10</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|------------------------------|--------------------|---------------------------|-----------------|

***Objectives***

- *To Aware of the foundations of Indian Culture.*
- *To Understand the ideas of Pre - Historic Culture*
- *To Get the knowledge of Indus-Valley Civilization*
- *To Gain the knowledge Contributions of Jainism*
- *To Grasp the ideas of Cultural contributions of Mauriyas.*

- Unit I** Culture and Civilization - Meaning and Definition - Salient Features of Indian Culture - Unity in Diversity – Culture and Religion-Unity - Culture and Spirituality.
- Unit II** Pre - Historic Culture: The Paleolithic Age - Neolithic Age - The Age of Metals - Races - Contributions of Races to the Indian Culture: Indo Aryans - Dravidian - Mongolians –Vedic Culture -Dharmasastras.
- Unit III** The Indus-Valley Civilization - The Age of the Indus Valley Civilization - Excavation sites: Harappa, Mohenjadar, Lothal, Kalibangan -Indus Art - Culture in Sangam Age : Sangam Literature – Society - Political and Economic Conditions - Religion and Fine Arts.
- Unit IV** Contributions of Jainism to Indian Culture- Important Jain Monuments-The Contributions of Buddhism to Indian Culture – Some Buddhist Monuments - The Buddhist Sangha –Cultural Contributions of Mahadas.
- Unit V** Cultural contributions of Mauriyas -Inscription of Ashoka: Major Inscriptions -Minor Inscriptions - Stupas of Ashoka- Cultural Contributions of Guptas-Golden age of Guptas.

**Teaching outcomes**

- Students understandfoundations of Indian Culture.
- Students realize the Pre - Historic Culture.
- Students get the knowledge of Religion and Fine Arts.
- Students realize the Contributions of Jainism
- Students gain the knowledge of the Cultural contributions of Mauriyas.

***Suggested Readings***

1. Luniya.B.N Evolution of Indian Culture, Lakshmi Narayan Agarwal Publishers Agra University of Indore (M.P)
2. Nilakanda Sastri- A History of south India, Oxford University Press, 1975
3. KumarasamyA.K History of Indian and Indonesia
4. Sal Store, R. Encyclopedia of Indian Culture Sterling Publishers pvt Ltd N.D 1981
5. Vidyarthi- Cultural History of India
6. Raychoudhary S.C – Social Cultural and Economic History of India Surjeet Publication, Delhi
7. Web Ref:NPTEL-<https://nptel.ac.in> (Humanities and Social Science).SWAYAM: Cultural studies

| RELATIONSHIP MATRIX |                         |     |                        |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|-----|------------------------|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE    |     |     |                                   |      |      |      | HOURS | CREDIT            |
| V                   |                         |     | CC-X-INDIAN CULTURE -I |     |     |                                   |      |      |      | 5     | 4                 |
| COURSE OUTCOM<br>E  | Programme outcome (POs) |     |                        |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2 | PO3                    | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 3   | 3                      | 3   | 3   | 3                                 | 2    | 2    | 3    | 2     | 2.7               |
| CO2                 | 3                       | 3   | 3                      | 3   | 3   | 3                                 | 3    | 2    | 3    | 2     | 2.8               |
| CO3                 | 3                       | 3   | 3                      | 3   | 2   | 2                                 | 2    | 3    | 2    | 2     | 2.5               |
| CO4                 | 3                       | 3   | 3                      | 3   | 2   | 3                                 | 3    | 2    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3   | 3                      | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8               |
| Mean overall score  |                         |     |                        |     |     |                                   |      |      |      |       | (High)            |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**SEMESTER – V**  
**CC-XI-LOGIC AND SCIENTIFIC METHODS**

|                      |             |                    |          |
|----------------------|-------------|--------------------|----------|
| Subject Code:23U5I11 | Credits : 4 | External Marks :75 | Hours: 4 |
|----------------------|-------------|--------------------|----------|

**Objectives**

- *To grasp of the basic Logic.*
- *To get the knowledge of Syllogism.*
- *To aware of the Induction and Laws of Unity.*
- *To grasp the ideas of Hypothesis*
- *To understand the knowledge of Indian 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 inference.

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

**Unit -III** Nature of Induction: Postulates of Induction - The Law of Unity of Nature - The law of Uniformity- The law of Universal Causation- Scientific Methods

**Unit- IV** Hypothesis: Meaning - Conditions required for a Good Hypothesis - Theory and Law-Analogy: Merits and Demerits of Analogy.

**Unit- V** Indian Logic: *Pramanas – Anumanas*: Meaning - Types of *Anumana* - *Svarthanumana* and *Pararthanumana* - Three membered and Five membered Syllogisms.

**Teaching outcomes**

- Students understand the fundamentals of Logic.
- Students understand the Syllogism.
- Students get the knowledge of *Nature of Induction and The law of Unity.*
- Students learn the Hypothesis.
- Students acquire the knowledge of Indian Logic.

### ***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.

| RELATIONSHIP MATRIX |                         |                                    |     |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|------------------------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE                |     |     |     |                                   |      |      |      | HOURS | CREDIT            |
| V                   |                         | CC-XI-LOGIC AND SCIENTIFIC METHODS |     |     |     |                                   |      |      |      | 4     | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |                                    |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2                                | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 3                                  | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8               |
| CO2                 | 3                       | 3                                  | 3   | 2   | 3   | 3                                 | 3    | 3    | 3    | 3     | 2.7               |
| CO3                 | 3                       | 3                                  | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8               |
| CO4                 | 3                       | 3                                  | 3   | 3   | 1   | 3                                 | 2    | 3    | 3    | 3     | 2.7               |
| CO5                 | 3                       | 3                                  | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.9               |
| Mean overall score  |                         |                                    |     |     |     |                                   |      |      |      |       | 2.78 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – V**

**CC-XII -EMERGING CONCEPTS FOR EFFECTIVE TOURISM DEVELOPMENT**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U5I12</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 6</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

***Objectives***

- *To get the knowledge of National Tourism policy.*
- *To understand the idea of Tourism Planning*
- *To grasp the idea of History of Medical Tourism.*
- *To gain the knowledge of functions and Operation of Travel Agencies.*
- *To acquire the idea of Cultural Tourism.*

- Unit-I** First National Tourism policy 1982 - National Action Plan for Tourism 1992 - National Tourism Policy 2002 - New Policies for Tourism - Tourism Legislation - Tourist Traffic-Emergence of Mass Tourism - Package Tours.
- Unit-II** Tourism Planning and Its Characteristics-Process of Destinations Planning and Development- Project Feasibility- Helicopter services for Tourism- Buddhist Circuit Tours- Online reviews and Online Buying and Selling.
- Unit-III** Emergence of Medical Tourism - Concept of Health Tourism: Description and Scope - Medical Tourism in India – Advantages of Health Tourism in Tamilnadu - Yoga - *Ayurveda* Treatments in Kerala – Natural Therapy- Role and functions of AYUSH department for alternative Medicine.
- Unit-IV** Functions and Operation of Travel Agencies - Recruitment and Selection - Training - Recent trends in Tourism Management - Advanced Travel formalities - Impact of Globalization - Emergence inbound and outbound Tourism.
- Unit-V** Virtual Tourism-Space Tourism- Underwater Tourism-Spiritual Tourism – Special interest Tourism.

**Teaching outcomes**

- Students get knowledge about the National Tourism policy
- Students learn the Tourism Planning
- Students analyze of impact the History of Medical Tourism.
- Students understand the Functions and Operation of Travel Agencies
- Students gain the knowledge about the Cultural Tourism

***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.     |



| RELATIONSHIP MATRIX |                         |  |     |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|--|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE  |     |     |     |                                   |      |      |      | HOURS | CREDIT            |
| V                   |                         | CC-XII-EMERGING CONCEPTS FOR EFFECTIVE TOURISM DEVELOPMENT |     |     |     |                                   |      |      |      | 6     | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |  |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2  | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 3  | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8               |
| CO2                 | 3                       | 3  | 3   | 2   | 3   | 3                                 | 3    | 3    | 3    | 3     | 2.7               |
| CO3                 | 3                       | 3  | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8               |
| CO4                 | 3                       | 3  | 3   | 3   | 1   | 3                                 | 2    | 3    | 3    | 3     | 2.7               |
| CO5                 | 3                       | 3  | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.9               |
| Mean overall score  |                         |  |     |     |     |                                   |      |      |      |       | 2.78 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – V**  
**MBEC-I FINE ARTS**

|                         |             |                    |          |
|-------------------------|-------------|--------------------|----------|
| Subject Code: 23U5IMBE1 | Credits : 3 | External Marks :75 | Hours: 4 |
|-------------------------|-------------|--------------------|----------|

**Objectives**

- To aware of the nature of Fine Arts.
- To get the idea of Sculpture.
- To understand the knowledge of Paintings.
- To gain the knowledge of the significance of Iconography.
- To grasp the idea of features of Music.

**Unit I** Fine Arts- Meaning- Definition- Origin of Fine arts- Growth and Development- Types of Fine Arts - Architecture: Types of Architecture Cave and Rathas Architecture- Structural 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 Cutt - Cave paintings - Types of paintings - Pallava painting - Chola painting - Pandya painting - Rajasthani paintings - Mughal paintings - Pahari paintings- Ajanta paintings – Its 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: Tamil *PaNns*- Hindustan and Carnatic Music - Composers, Medieval and Modern - Thyagaraja - Shyama Sastri - Muthuswamy Dikshitar - Gopala Krishna Bharathiyar - Papanasam Sivan - Vedanayagam Pillai - Musical Instruments -Dances: Classical dances and Folk dances.

**Teaching outcomes**

- Students learn the importance of Fine Arts
- Students study the nature of Sculpture.
- Students get the Ideas of our Ancient Paintings.
- Students learn the Iconography.
- Students understand the Ancient Musical Instruments.

**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. |

| RELATIONSHIP MATRIX   |                         |                     |     |     |     |                                   |      |      |      |       |                         |
|-----------------------|-------------------------|---------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER              | SUB CODE                | TITLE OF THE COURSE |     |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| V                     |                         | MBEC-I- FINE ARTS   |     |     |     |                                   |      |      |      | 4     | 3                       |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |                     |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                       | PO1                     | PO2                 | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                   | 3                       | 3                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.8                     |
| CO2                   | 3                       | 3                   | 3   | 2   | 3   | 3                                 | 3    | 3    | 3    | 3     | 2.7                     |
| CO3                   | 3                       | 3                   | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8                     |
| CO4                   | 3                       | 3                   | 3   | 3   | 1   | 3                                 | 2    | 3    | 3    | 3     | 2.7                     |
| CO5                   | 3                       | 3                   | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.9                     |
| Mean overall score    |                         |                     |     |     |     |                                   |      |      |      |       | 2.78<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – V**  
**MBEC-II TEMPLE MANAGEMENT**

|                                |                    |                           |                 |
|--------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U5IMBE2</b> | <b>Credits : 3</b> | <b>External Marks :75</b> | <b>Hours: 4</b> |
|--------------------------------|--------------------|---------------------------|-----------------|

**Objectives:**

- *To aware of the Religious Significance.*
- *To get the knowledge of functions of Religion and Temples*
- *To understand the knowledge of Religious Attitude*
- *To aware of the Agamas.*
- *To grasp the idea of Management Concepts in Temple Administration.*

**Unit- I** Religion: Definition - Religion and Society - Mutts - Kanchipuram Mutt - Kasi Mutt- *Thiruvavaduturai Adheenam - Madurai Adheenam.*

**Unit- II** Temple: Meaning -Necessity of Temples- Evolution of Temples - Kinds of Temples - Types of construction: Avartham - Anavartham - Punaravartham – Antaryamin-Parts of the Temples - Human Form of Temple.

**Unit-III** Religious Attitude and Practice: Rituals - Idol Worship - Prayer - Fasting – Temple Festivals.

**Unit -IV** Agamas: Meaning - Different kinds of Agamas: Saiva agamas: 28 Major Agamas - 108 UpaAgamas - Vaishnava Agamas: Pancharatra – Vaikanasa.

**Unit -V** Management of Temples under H.R. & C.E Board: Functions - Maintenance of Temples - Budget - Accounts - Audit - Finance - Hindu Charitable Institutions- Administrative and Managerial functions of Temple-Executive Officer – Administration of Churches - Muslim Charitable Institutions.

**Teaching outcomes**

- Students observe the essence of Religious Significance.
- Students follow the significance of Religion and Temples
- Students get the Religious Attitude.
- Students learn the methods of Agamas
- Students understand the Management of Temples

**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? - Sharma.D.S.
5. The Tamil Nadu Religious Charitable Endowment Act (XII of 1959).

| SEMESTER              | SUB CODE                | TITLE OF THE COURSE       |     |     |     |                                   |      |      |      |      | HOURS                   | CREDIT |
|-----------------------|-------------------------|---------------------------|-----|-----|-----|-----------------------------------|------|------|------|------|-------------------------|--------|
| V                     |                         | MBEC-II-TEMPLE MANAGEMENT |     |     |     |                                   |      |      |      |      | 4                       | 3      |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |                           |     |     |     | Programme specific outcome (PSOs) |      |      |      |      | Mean<br>score of<br>COs |        |
|                       | PO1                     | PO2                       | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5 |                         |        |
| CO1                   | 3                       | 3                         | 3   | 3   | 2   | 3                                 | 3    | 3    | 3    | 3    | 2.9                     |        |
| CO2                   | 3                       | 3                         | 3   | 2   | 3   | 3                                 | 3    | 2    | 3    | 3    | 2.8                     |        |
| CO3                   | 3                       | 3                         | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3    | 2.6                     |        |
| CO4                   | 3                       | 3                         | 1   | 3   | 2   | 3                                 | 2    | 3    | 2    | 3    | 2.5                     |        |
| CO5                   | 3                       | 3                         | 2   | 3   | 2   | 3                                 | 2    | 3    | 2    | 3    | 2.6                     |        |
| Mean overall score    |                         |                           |     |     |     |                                   |      |      |      |      | 2.72                    |        |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – VI**  
**CC-XIII-INDIAN PHILOSOPHY II**

|                             |                    |                           |                 |
|-----------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U6I13</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 6</b> |
|-----------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- To get the idea of Nyaya Epistemology
- To understand the basic ideas of Samkhya Philosophy
- To grasp the idea of Schools of Vedanta and Advaita
- To gain the knowledge of Visistadvaita
- To acquire the knowledge of Dvaita .

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

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

**Unit -III** Schools of Vedanta -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 – *Aprathaksiddhi-Dharmaboothagnana*- 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 - Concept of Pancha Bheda (Five Differences) - Means of Moksha.

**Teaching outcomes**

- Students Learn theNyaya Philosophy
- Students understand the Samkhya Philosophy
- Students grasp the essentials of Vedanta System.
- Students acquire the knowledge of Visistadvaita.
- Students grasp the knowledge about theDvaita.

**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.

| SEMESTER              | SUB CODE                | TITLE OF THE COURSE           |     |     |     |                                   |      |      |      |      | HOURS                   | CREDIT |
|-----------------------|-------------------------|-------------------------------|-----|-----|-----|-----------------------------------|------|------|------|------|-------------------------|--------|
| VI                    |                         | CC-XIII-INDIAN PHILOSOPHY -II |     |     |     |                                   |      |      |      |      | 6                       | 4      |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |                               |     |     |     | Programme specific outcome (PSOs) |      |      |      |      | Mean<br>score of<br>COs |        |
|                       | PO1                     | PO2                           | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5 |                         |        |
| CO1                   | 3                       | 3                             | 3   | 3   | 2   | 3                                 | 3    | 3    | 3    | 3    | 2.9                     |        |
| CO2                   | 3                       | 3                             | 3   | 2   | 3   | 3                                 | 3    | 2    | 3    | 3    | 2.8                     |        |
| CO3                   | 3                       | 3                             | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3    | 2.6                     |        |
| CO4                   | 3                       | 3                             | 1   | 3   | 2   | 3                                 | 2    | 3    | 2    | 3    | 2.5                     |        |
| CO5                   | 3                       | 3                             | 2   | 3   | 2   | 3                                 | 2    | 3    | 2    | 3    | 2.6                     |        |
| Mean overall score    |                         |                               |     |     |     |                                   |      |      |      |      | 2.72                    |        |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
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**SEMESTER – VI**  
**CC-XIV -INDIAN CULTURE- II**

|                              |                    |                           |                 |
|------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U6II14</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- To get the knowledge of Contributions of Mughals.
- To understand the idea of Pallavas Contributions.
- To gain the knowledge of Cholas Contributions.
- To grasp the knowledge of Pandiyas Contributions.
- To understand the idea of Impact of British.

**Unit -I** Cultural Contributions of Mughals: Art and Architecture- Mughal Gardens – Mughals paintings –Advent of west- *Portuguese*-France –England.

**Unit- II** Pallavas Contribution to Indian Culture: Pallavas Administration - Society - Economic and Religious Conditions - Literature -.Rock- cut Temples- Art and Architecture

**Unit -III** Cholas Contribution to Indian Culture: Local Administration –Electoral System (Kudavolai Method) Social and Economic conditions- Religious contributions Literature of Cholas – Golden Age of the Cholas- Art and Architecture- Fine Arts.

**Unit -IV** Pandiyas Contribution to Indian Culture: Society - Religious Conditions - Art and Architecture - Vijayanagar Rulers- Religion and Fine Arts – Art and Architecture- Gopuras- Nayaks of Madurai: Paintings of *Nayaks*-and Tanjore Architecture – Corridors(*Praharas*)

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

**Teaching outcomes**

- Students realize Contributions of Mughals Art
- Students understand the Pallavas Contributions of Indian Culture
- Students acquire the knowledge about Cholas Contributions of Art
- Students observe the Pandiyas Contributions of Coves
- Students realize the Cultural Contributions of British.



### ***Suggested Readings***

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

| RELATIONSHIP MATRIX |                         |     |                            |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|-----|----------------------------|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE        |     |     |                                   |      |      |      | HOURS | CREDIT            |
| VI                  |                         |     | CC-XIV-INDIAN CULTURE - II |     |     |                                   |      |      |      | 5     | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |     |                            |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2 | PO3                        | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 2   | 3                          | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.5               |
| CO2                 | 3                       | 3   | 3                          | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8               |
| CO3                 | 3                       | 3   | 2                          | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.5               |
| CO4                 | 3                       | 3   | 3                          | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3   | 3                          | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8               |
| Mean overall score  |                         |     |                            |     |     |                                   |      |      |      |       | 2.66 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**SEMESTER – VI**  
**CC-XV-COMPARATIVE RELIGION**

|                               |                    |                           |                 |
|-------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U6II15</b> | <b>Credits : 4</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|-------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To aware of the Practices of Religions.*
- *To gain the idea of basic principles of Hinduism.*
- *To understand the idea of Zoroastrianism.*
- *To get the idea of Confucianism.*
- *To acquire the knowledge of Comparison and Appraisal.*

**Unit -I** Religion: Definition- Nature of Religion- Aims and Objectives of Religion- Importance of Religion - Religious Experience - Primitive Religions: Animism and Toaism.

**Unit -II** Hinduism: Basic Features of Hinduism - Scriptures – Religious practices- Eschatology – Buddhism: Basic Features of Buddhism - Scriptures -Religious Practices- Eschatology – Jainism: Basic Features of Jainism - Scriptures - Religious practices- Eschatology.

**Unit -III** Zoroastrianism: Basic Features of Zoroastrianism – Scriptures - Religious Practices - Eschatology. Judaism: Basic Features of Judaism - Scriptures- Religious Practices-Eschatology-Christianity: Trinity of God-Basic Features of Christianity - Scriptures- Religious Practices – Eschatology - Islam: Basic Features of Islam – Scriptures- Religious practices -Eschatology.

**Unit -IV** Confucianism: - Basic Features of Confucianism - Scriptures – Religious Practices Eschatology-Taoism: Basic Features of Taoism - Scriptures – Religious Practices - Eschatology - Shintoism: Basic Features of Shintoism - Scriptures – Religious Practices- Eschatology.

**Unit -V** Comparison and Appraisal: Unity and Diversity of World Religions-The Universal Religion - Individual and Society - Humanism - Brotherhood of Men and Fatherhood of God.

**Teaching outcomes**

- Students to learn the Practices of Religions.
- Students realize the basic principles of Hinduism.
- Students understand the Zoroastrianism
- Students acquire the Confucianism.
- Students observe the Comparison and Appraisal .

**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.   |

| RELATIONSHIP MATRIX |                         |                            |     |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|----------------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE        |     |     |     |                                   |      |      |      | HOURS | CREDIT            |
| VI                  |                         | CC-XV-COMPARATIVE RELIGION |     |     |     |                                   |      |      |      | 5     | 4                 |
| COURSE OUTCOME      | Programme outcome (POs) |                            |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2                        | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 2                          | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.5               |
| CO2                 | 3                       | 3                          | 3   | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8               |
| CO3                 | 3                       | 3                          | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.5               |
| CO4                 | 3                       | 3                          | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3                          | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8               |
| Mean overall score  |                         |                            |     |     |     |                                   |      |      |      |       | 2.66 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**B.A., INDIAN CULTURE AND TOURISM**  
 (Effective for those admitted from 2023-2024 Onwards)  
**SEMESTER – VI**  
**MBEC-III-ARCHAEOLOGY**

|                               |                    |                           |                 |
|-------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U6IMBE3</b> | <b>Credits : 3</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|-------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To aware of the Nature and Scope of Archaeology.*
- *To get the ideas of Archaeological Sites.*
- *To understand the idea of Indus-Valley civilization.*
- *To gain the knowledge of Early Iron Age Sites*
- *To grasp the idea of Numismatics.*

- Unit -I** Archaeology: Meaning - Definition - Scope and Importance - Value of Archaeology - Exploration : Meaning - Excavation - Aims and Methods- Excavations: Vertical - Horizontal - Quadrant Method - Block Method - Large Pit excavation –Kinds of Excavation: Cave Excavations - Burial Excavations - Underwater Excavations
- Unit -II** Selected Archaeological sites -Old Stone Age: Selective Sites in Tamilnadu - Attirapakkam - Neolithic Age: Important Neolithic sites: Burzahom, Kalvarayan and Servarayan Hills - Pottery Types: Grey Ware, 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 - Mohenjodaro - Lothal - Great Bath - Granary - Town Planning - Ornaments - Art - Seals - Script - Decline.
- Unit- IV** Early Iron Age Sites – Adichanallur, Arikamedu and Keeladi - Its importance to Tamil Culture - Origin of Writing in India - Antiquity of Writing in South India - Epigraphy and its Importance – Brahmi Script - 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 Vijayanagar.

**Teaching outcomes**

- Students equip the *Nature and Scope of Archaeology*.
- Students analyze the *selected Archaeological sites*.
- Students study the Importance of Indus-Valley Civilization.
- Students understand the Importance of Numismatics.
- students acquire the knowledge about the Iron Age.

***Suggested Readings***

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

| RELATIONSHIP MATRIX   |                         |     |                      |     |     |                                   |      |      |      |       |                         |
|-----------------------|-------------------------|-----|----------------------|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER              | SUB CODE                |     | TITLE OF THE COURSE  |     |     |                                   |      |      |      | HOURS | CREDIT                  |
| VI                    |                         |     | MBEC-III-ARCHAEOLOGY |     |     |                                   |      |      |      | 5     | 3                       |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |     |                      |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                       | PO1                     | PO2 | PO3                  | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                   | 3                       | 2   | 3                    | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.5                     |
| CO2                   | 3                       | 3   | 3                    | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8                     |
| CO3                   | 3                       | 3   | 2                    | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.5                     |
| CO4                   | 3                       | 3   | 3                    | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7                     |
| CO5                   | 3                       | 3   | 3                    | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8                     |
| Mean overall score    |                         |     |                      |     |     |                                   |      |      |      |       | 2.66<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
 Re-accredited with 'B++' Grade by NAAC & Affiliated to Bharathidasan University  
**B.A., INDIAN CULTURE AND TOURISM**  
**(Effective for those admitted from 2023-2024 –Onwards)**  
**SEMESTER – VI**  
**MBEC-IV ENTREPRENEURIAL DEVELOPMENT**

|                                |                    |                           |                 |
|--------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U6IMBE4</b> | <b>Credits : 3</b> | <b>External Marks :75</b> | <b>Hours: 5</b> |
|--------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To get the ideas of Importance of Entrepreneurship.*
- *To aware of the business Opportunities.*
- *To gain the idea of Market Survey Techniques*
- *To understand the ideas of Project Management.*
- *To gain the knowledge of Procedure in setting of Small Scale Units.*

**Unit -I** Entrepreneurship:Definition-Scope and characteristics of Entrepreneurship - Need for Entrepreneurship training-Traits of an Entrepreneur - Functions - Types of Entrepreneurship - Forms of Ownership - Role of Entrepreneurship in Economic Development –EDP Agencies: DIC,MSME's and EDI

**Unit- II** Tourism Entrepreneurship: Definition-Concepts –Successful Startup-EDP Process- Idea Generation- Identifications of Opportunity-Market Assessment – Analyzing Competitive Situation-Understanding Trade Practices-Resource Mobilization.

**Unit -III** Market Survey Techniques: Principles of Marketing Techniques - Criteria for Principle of Selection– 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 Generation techniques- Identification of Business Opportunities-Feasibility Study: Marketing, Finance- Technology and Legal Formalities- Preparation of Project Report-Tools of appraisal.

**Unit -V** Procedure in setting of Small Scale Units- Licensing-Registration – Financing – Working Capital- Financing Institutions.

**Teaching outcomes**

- Students get the ideas of Entrepreneurship and its Importance.
- Students observe the business Opportunities.
- Students follow the Market Survey Techniques
- Students get the ideas about the Project Management.
- Students understand the Small Scale Industries.

### 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.Saravanel.          |
| 6. Entrepreneurship Development                                     | - Gordan & Natarajan   |

| RELATIONSHIP MATRIX |                         |                                     |     |     |     |                                   |      |      |      |      |                   |
|---------------------|-------------------------|-------------------------------------|-----|-----|-----|-----------------------------------|------|------|------|------|-------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE                 |     |     |     |                                   |      |      |      |      | CREDIT            |
| VI                  |                         | MBEC-IV-ENTREPRENEURIAL DEVELOPMENT |     |     |     |                                   |      |      |      |      | 3                 |
| COURSE OUTCOME      | Programme outcome (POs) |                                     |     |     |     | Programme specific outcome (PSOs) |      |      |      |      | Mean score of COs |
|                     | PO1                     | PO2                                 | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5 |                   |
| CO1                 | 3                       | 2                                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3    | 2.5               |
| CO2                 | 3                       | 3                                   | 3   | 2   | 3   | 3                                 | 3    | 2    | 3    | 3    | 2.8               |
| CO3                 | 3                       | 3                                   | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3    | 2.5               |
| CO4                 | 3                       | 3                                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 2    | 2.7               |
| CO5                 | 3                       | 3                                   | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3    | 2.8               |
| Mean overall score  |                         |                                     |     |     |     |                                   |      |      |      |      | 2.66 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

**Appendix**  
**(Naan Mudhalvan Papers)**

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.**  
Re-accredited with 'B++' Grade by NAAC & Affiliated to Bharathidasan University  
**P.G AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM**  
**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**Heritage Tourism in Tamil Nadu**

|                         |             |                    |          |
|-------------------------|-------------|--------------------|----------|
| Subject Code: 23U2ISEC1 | Credits : 2 | External Marks :75 | Hours: 2 |
|-------------------------|-------------|--------------------|----------|

**Objectives**

- To make the students aware the of the Heritage Tourism in Tamil Nadu.
- To get the knowledge of Monuments of Tamil Nadu.
- To grasp the idea of Archaeological sites.
- To acquire the knowledge of the customs and Traditions.
- To aware of the Tamil Nadu Freedom fighters.

**Unit –I** Heritage Tourism : Definition – History of Heritage Tourism – Importance  
History of Tamil Language and Literature

**Unit – II** Architecture and Monuments in Tamilnadu – World Heritage Centers  
(UNESCO) in Tamil Nadu– Contemporary Tamil Culture.

**Unit – III** Archaeological Cites in Tamil Nadu - Contemporary  
Culture - Tamil Nadu Festivals.

**Unit -IV** Art Heritage Tourism: Bharatanatyam - Folk dances - Musical Instruments–  
Tamil Music Composers – Cultural Exchange – Customs and Traditions.

**Unit -V** Contributions of Tamil Nadu to Freedom Fighters.

**Teaching Outcomes**

- Students know the importance of Heritage Tourism.
- Students realize the important monuments.
- Students observe the idea of Festivals.
- Students analyze the creative and Innovative in Folk dances.
- Students observe of the Freedom Fighters



## Suggested Readings

- |                             |   |                                   |
|-----------------------------|---|-----------------------------------|
| 1. Ancient India.           | – | V.D. Mahajan                      |
| 2. B.N. Luniya              | – | Evolution of Indian culture       |
| 3. Nilakanda Sastri         | – | A History of South India          |
| 4. K.K. Pillai              | – | Historical Heritage of the Tamil  |
| 5. Mayilaiseeni Venkatasamy | – | Tamizhar Valartha Azhagu Kalaigal |

| RELATIONSHIP MATRIX |                         |     |                               |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|-----|-------------------------------|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE           |     |     |                                   |      |      |      | HOURS | CREDIT            |
|                     |                         |     | Heritage Tourism in Tamilnadu |     |     |                                   |      |      |      | 2     | 2                 |
| COURSE OUTCOME      | Programme outcome (POs) |     |                               |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2 | PO3                           | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 2   | 3                             | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.5               |
| CO2                 | 3                       | 3   | 3                             | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8               |
| CO3                 | 3                       | 3   | 2                             | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.5               |
| CO4                 | 3                       | 3   | 3                             | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3   | 3                             | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8               |
| Mean overall score  |                         |     |                               |     |     |                                   |      |      |      |       | 2.66 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**PILGRIMAGE IN TAMIL NADU**

|                                |                    |                           |                 |
|--------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U3ISEC3</b> | <b>Credits : 2</b> | <b>External Marks :75</b> | <b>Hours: 2</b> |
|--------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- To aware of the Religious and Pilgrimage Centers
- To get the knowledge of the Saiva Temples.
- To acquire the knowledge of the Islam and Christianity Centers.
- To make the students aware the of the Origin and Development of Christian pilgrimage.
- To acquire knowledge of the vaishnava Temples.

**Unit – I :** Pilgrimage : Definition – Origin and Development of Pilgrimage – Importance of Pilgrimage – Objectives of Pilgrimage

**Unit – II :** Saiva Temples in Hinduism :Kanyakumari – Rameswaram– Ramasami Temple-Madurai–Palani–Thiruthani –Kanchipuram– Tiruvannamalai– Chidambaram–Tiruvarur –Thanjavur–Kumbakonam –Navagraha Temple.

**Unit – III :** Vaishnava Temples in Hinduism : Sri Rangan Renganatha Temple - Azhagar kovil (Madurai) – Sri Ramapuram Temple ( Sivagangai) – VaikuntaPerumal Temple (Kanchipuram)

**Unit – IV :** ChristianityPilgrimage :St.Thomas Cathedral Basilica, Chennai – Velankanni– PoondiMadha Basilica – Our Lady of Snows Basilica, Thoothukudi – Our Lady of Ranson Church, Kanyakumari.

**Unit – V :** Islam Pilgrimage : Thousand Lights Mosque, Chennai – Nagore Dargah – Jama Masjid Kanchipuram – Big Mosque, Chennai –Ervadi Dargah –Thichy Dargah

**Teaching Outcomes**

- Students know the Importance of Hindu Religious and Pilgrimage centers.
- Students Learn the significance of Saiva and Vaishnava Temples.
- Students observe the idea of Islam Christianity centers.
- Students observe the Important Tamilnadu.
- Students Learn the Pilgrimage centers.

### Suggested Readings

- LavkushMishra – Religious Tourism in India
- R.G. Bhandarka – Vaishnavism, Saivism and Minor Religion- Sects
- Dr. R. Thandavan – Tourism Product
- Dr. Revathy Girish – Tourism Product -1
- C.V. Narayana Iyer – History of Saivismk.
- இரா. தங்கமணி – சுற்றுலாவியல் ஓர் அறிமுகம்
- வெ. கிருஷ்ணமூர்த்தி – சுற்றுலாவளர்ச்சி

| RELATIONSHIP MATRIX |                         |     |                         |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|-----|-------------------------|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE     |     |     |                                   |      |      |      | HOURS | CREDIT            |
|                     |                         |     | PILGRIMAGE IN TAMILNADU |     |     |                                   |      |      |      | 2     | 2                 |
| COURSE OUTCOME      | Programme outcome (POs) |     |                         |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2 | PO3                     | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 2   | 3                       | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.5               |
| CO2                 | 3                       | 3   | 3                       | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8               |
| CO3                 | 3                       | 3   | 2                       | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.5               |
| CO4                 | 3                       | 3   | 3                       | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3   | 3                       | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8               |
| Mean overall score  |                         |     |                         |     |     |                                   |      |      |      |       | 2.66 (High)       |

\*1 - Low

\*2 - Medium

\*3 – Strong

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**P.G AND RESEARCH DEPARTMENT OF INDIAN CULTURE AND TOURISM**  
**B.A., INDIAN CULTURE AND TOURISM**  
(Effective for those admitted from 2023-2024 Onwards)

**MODERN INDIA**

|                                |                    |                           |                 |
|--------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U4ISEC5</b> | <b>Credits : 2</b> | <b>External Marks :75</b> | <b>Hours: 2</b> |
|--------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- To grasp and aware of the Advent of west.
- To Acquire the knowledge of Religious Reforms.
- To Understand the Knowledge Various Movements in Modern India.
- To grasp the ideas of Indian constitution.
- To get the knowledge of Ahimsa.

**Unit – I :** Advent of West – Dutch – Portuguese – France and British – Impact of West on India.

**Unit – II :** Socio Religious and Economic Condition in British India – Social and Religious Reforms

**Unit – III :** Indian National Congress – Non-Cooperation Movement Civil Disobedient Movement – Quit India Movement

**Unit – IV :** Government of Indian Act 1935 – Making of the Indian Constitution – Salient features of Indian Constitution.

**Unit – V :** Indian Independence and Partition - Role of Satyagraha and Ahimsa in Freedom Struggle.

**Teaching outcomes**

- Students grasp the knowledge various modern history
- Students aware of the Religious Reforms
- Students Understand the knowledge various movements in Modern India.
- Students aware of the ideas of Indian constitution.
- Students acquire the knowledge of freedom struggle.

| RELATIONSHIP MATRIX   |                         |                     |     |     |     |                                   |      |      |      |       |                         |
|-----------------------|-------------------------|---------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------------|
| SEMESTER              | SUB CODE                | TITLE OF THE COURSE |     |     |     |                                   |      |      |      | HOURS | CREDIT                  |
|                       |                         | MODERN INDIA        |     |     |     |                                   |      |      |      | 2     | 2                       |
| COURSE<br>OUTCOM<br>E | Programme outcome (POs) |                     |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean<br>score of<br>COs |
|                       | PO1                     | PO2                 | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                         |
| CO1                   | 3                       | 2                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.5                     |
| CO2                   | 3                       | 3                   | 3   | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8                     |
| CO3                   | 3                       | 3                   | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.5                     |
| CO4                   | 3                       | 3                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7                     |
| CO5                   | 3                       | 3                   | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8                     |
| Mean overall score    |                         |                     |     |     |     |                                   |      |      |      |       | 2.66<br>(High)          |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**SOCIAL PSYCHOLOGY**

|                                |                    |                           |                 |
|--------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code: 23U6ISEC7</b> | <b>Credits : 2</b> | <b>External Marks :75</b> | <b>Hours: 2</b> |
|--------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- To get the idea of Psychological basis of Society
- To acquire the knowledge of Culture and Personality.
- To gain the knowledge of the Leadership Understand the idea of Public opinion.
- To make the students aware of the Socialization.
- To aware of the Ideas of social change.

**Unit-I**      Origin of Society concept of Society Definition of Psychology  
Meaning of Social Psychology- Psychological basis of Society  
Advantages of Social Psychology

**Unit-II :**    Culture and Personality - Traits of personality -Role of Culture in the development of Personality- Types of personality.

**Unit-III :**   Leadership: Meaning of Leadership qualities- Types of Leadership- Nature of Groups -Types of Groups.

**Unit-IV :**   Public opinion -Nature of Public Opinion Stages in the formation of Public Opinion-Role of media in the Development of Public Opinion- Newspapers -Social Networking - Social Medias.

**Unit-V :**    Socialization and Social Education - Social Contract Theory- Socialization and Global Oriented Conduct - Social Change -Social Change in India.

## Teaching outcomes

- Students understand the Psychological basis of Society.
- Students acquire the Culture and Personality
- Students realize the Leadership.
- Students Learn the knowledge about the Public Opinion.
- Students acquire the knowledge about the Socialization.

## Suggested Readings

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

| RELATIONSHIP MATRIX |                         |                     |     |     |     |                                   |      |      |      |       |                   |
|---------------------|-------------------------|---------------------|-----|-----|-----|-----------------------------------|------|------|------|-------|-------------------|
| SEMESTER            | SUB CODE                | TITLE OF THE COURSE |     |     |     |                                   |      |      |      | HOURS | CREDIT            |
|                     |                         | SOCIAL PSYCHOLOGY   |     |     |     |                                   |      |      |      | 2     | 2                 |
| COURSE OUTCOME      | Programme outcome (POs) |                     |     |     |     | Programme specific outcome (PSOs) |      |      |      |       | Mean score of COs |
|                     | PO1                     | PO2                 | PO3 | PO4 | PO5 | PSO1                              | PSO2 | PSO3 | PSO4 | PSO5  |                   |
| CO1                 | 3                       | 2                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 3     | 2.5               |
| CO2                 | 3                       | 3                   | 3   | 2   | 3   | 3                                 | 3    | 2    | 3    | 3     | 2.8               |
| CO3                 | 3                       | 3                   | 2   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.5               |
| CO4                 | 3                       | 3                   | 3   | 3   | 2   | 3                                 | 2    | 3    | 3    | 2     | 2.7               |
| CO5                 | 3                       | 3                   | 3   | 3   | 2   | 3                                 | 3    | 3    | 2    | 3     | 2.8               |
| Mean overall score  |                         |                     |     |     |     |                                   |      |      |      |       | 2.66 (High)       |

\*1 - Low      \*2 - Medium      \*3 - Strong

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**PHILOSOPHY OF BUDDHISM**

|                               |                    |                           |                 |
|-------------------------------|--------------------|---------------------------|-----------------|
| <b>Subject Code:23U5ISEC6</b> | <b>Credits : 2</b> | <b>External Marks :75</b> | <b>Hours: 2</b> |
|-------------------------------|--------------------|---------------------------|-----------------|

**Objectives**

- *To understand the origin of Buddhism.*
- *To acquire the knowledge of four Noble Truths.*
- *To get the knowledge of Buddha philosophy.*
- *To aware of the Schools of philosophy,*
- *To learn Eight fold path of Buddhism.*

**UNIT-I**      Origin of Buddhism –Socio, Economic and Religious conditions During Buddha’s Life time.

**UNIT-II**      Four Noble Truths –No soul theory-No Permanent Soul.

**UNIT-III**      Theory of Momentriness (Kshnabangavada) - Theory of Dependent Origination.

**UNIT-IV**      Schools of Buddhism: Sautrantika Vaibhasika, yogachara, Sunya Vada

**UNIT-V**      Ethics of Buddhism – Eight Fold Path – Dasaparamitha

**Teaching outcomes**

- Students understand the origin of Buddhism.
- Students acquire the knowledge of Four Noble Truth
- Students acquire the knowledge of Buddha Philosophy.
- Students aware of the Schools of Philosophy.
- Students learn the Eight Fold Path of Buddhism.

**Suggested Readings**

1. V.R. Trivedi                      -      Philosophy of Buddhism
2. T.R.V. Murti                     -      Central Philosophy of Buddhism
3. J.N. Sinha                        -      Outlines of Indian Philosophy
4. C. Mani                          -      The Social Philosophy of Buddhism
5. T.M.P. Mahadevan           -      Introduction to Indian Philosophy



| RELATIONSHIP MATRIX |                         |     |                        |     |     |                                   |      |       |        |        |                      |
|---------------------|-------------------------|-----|------------------------|-----|-----|-----------------------------------|------|-------|--------|--------|----------------------|
| SEMESTER            | SUB CODE                |     | TITLE OF THE COURSE    |     |     |                                   |      | HOURS | CREDIT |        |                      |
|                     |                         |     | PHILOSOPHY OF BUDDHISM |     |     |                                   |      | 2     | 2      |        |                      |
| COURSE<br>OUTCOME   | Programme outcome (POs) |     |                        |     |     | Programme specific outcome (PSOs) |      |       |        |        | Mean score<br>of COs |
|                     | PO1                     | PO2 | PO3                    | PO4 | PO5 | PSO1                              | PSO2 | PSO3  | PSO4   | PSO5   |                      |
| C01                 | 3                       | 3   | 3                      | 3   | 3   | 3                                 | 2    | 2     | 3      | 2      | 2.7                  |
| C02                 | 3                       | 3   | 3                      | 3   | 3   | 3                                 | 3    | 2     | 3      | 2      | 2.8                  |
| C03                 | 3                       | 3   | 3                      | 3   | 2   | 2                                 | 2    | 3     | 2      | 2      | 2.5                  |
| C04                 | 3                       | 3   | 3                      | 3   | 2   | 3                                 | 3    | 2     | 3      | 2      | 2.7                  |
| C05                 | 3                       | 3   | 3                      | 3   | 2   | 3                                 | 2    | 3     | 3      | 3      | 2.8                  |
| Mean overall score  |                         |     |                        |     |     |                                   |      |       |        | (High) |                      |

\*1 - Low

\*2 - Medium

\*3 - Strong