

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF INDIAN CULTURE AND TOURISM
B.A. INDIAN CULTURE AND TOURISM
COURSE STRUCTURE UNDER CBCS (2020-2021) onwards

| SEM | PART | COURSE | Inst. Hours/ week | Credit | Exam hours | Mark Int. Ext. | Total |
|------------|------------|---|-------------------------|--------|---------------|-------------------|-------|
| I | I | Tamil-I | 6 | 3 | 3 | 25 75 | 100 |
| | II | English-I | 6 | 5 | 3 | 25 75 | 100 |
| | III | Tourism product-I CC-I | 6 | 5 | 3 | 25 75 | 100 |
| | | Tourism Business CC-2 | 6 | 3 | 3 | 25 75 | 100 |
| | | History of Tamilnadu I AC-I | 4 | 3 | 3 | 25 75 | 100 |
| | IV | Value Education | 2 | 2 | 3 | 25 75 | 100 |
| | | Total | 30 | 21 | --- | ---- | 600 |
| II | I | Tamil_II | 6 | 3 | 3 | 25 75 | 100 |
| | II | English-II | 6 | 3 | 3 | 25 75 | 100 |
| | III | Tourism Product –II CC-III | 6 | 5 | 3 | 25 75 | 100 |
| | | Ethics –CC-IV | 6 | 5 | 3 | 25 75 | 100 |
| | | Tourism Marketing (AC-II) | 4 | 3 | 3 | 25 75 | 100 |
| | IV | Environmental Studies | 2 | 2 | 3 | 25 75 | 100 |
| | | Total | 30 | 21 | ---- | ----- | ----- |
| III | I | Tamil-III | 6 | 3 | 3 | 25 75 | 100 |
| | II | English-III | 6 | 3 | 3 | 25 75 | 100 |
| | III | Travel Management and Accommodation- CC -V | 6 | 5 | 3 | 25 75 | 100 |
| | | Cultural Tourism in India CC-VI | 6 | 5 | 3 | 25 75 | 100 |
| | | Gandhian Thought AC-III | 4 | 3 | 3 | 25 75 | 100 |
| | IV | Saivism and Vaishnavism NMEC-I | 2 | 2 | 3 | 25 75 | 100 |
| | | Total | 30 | 21 | ---- | ----- | 600 |
| IV | I | Tamil-IV | 6 | 3 | 3 | 25 75 | 100 |
| | II | English-IV | 6 | 3 | 3 | 25 75 | 100 |
| | III | Information Communication& Automation - CC -VII | 5 | 5 | 3 | 25 75 | 100 |
| | | Tamil Culture CC -VIII | 4 | 4 | 3 | 25 75 | 100 |
| | | History of Tamilnadu-II AC -IV | 4 | 3 | | | |
| | IV | Social psychology NMEC-II | 2 | 2 | 3 | 25 75 | 100 |
| | | Human Recourse Management SBEC-I | 3 | 3 | 3 | 25 75 | 100 |
| | | Total | | 23 | | | |
| V | III | Indian Philosophy-I CC IX | 5 | 5 | 3 | 25 75 | 100 |
| | | Indian Culture-I CC-X | 5 | 5 | 3 | 25 75 | 100 |
| | | Logic and Scientific Method –CC -XI | 6 | 5 | 3 | 25 75 | 100 |
| | | Emerging Concepts for Effective Tourism Development CC -XII | 5 | 5 | 3 | 25 75 | 100 |
| | | Fine Arts MBEC-I | 4 | 3 | 3 | 25 75 | 100 |
| | | Comparative Religion SBEC-II | 2 | 2 | 3 | 25 75 | 100 |
| | IV | Museology SBEC-III | 2 | 2 | 3 | 25 75 | 100 |
| | | Soft skill Development | 2 | 2 | 3 | 25 75 | 100 |
| | | Total | 30 | 29 | -- | -- | 800 |

| SEM | PART | COURSE | Inst. Hours/ week | Credit | Exam hours | Mark Int. Ext. | Total |
|------------|-------------|--------------------------------------|----------------------------------|---------------|-----------------------|------------------------------|--------------|
| VI | V | Indian Philosophy-II CCXIII | 6 | 5 | 3 | 25 75 | 100 |
| | | Indian Culture-II CC XIV | 6 | 5 | 3 | 25 75 | 100 |
| | | Temple Management | 5 | 5 | 3 | 25 75 | 100 |
| | | Archaeology NMEC-II | 5 | 4 | 3 | 25 75 | 100 |
| | | Entrepreneurial Development MBEC-III | 6 | 4 | 3 | 25 75 | 100 |
| | | Gender studies | 1 | 1 | 3 | 25 75 | 100 |
| | | Extension Activities | | 1 | | | |
| | | Total | 30 | 25 | | | 600 |
| | | Grand Total | 180 | 140 | -- | --- | 3900 |

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – I
TOURISM PRODUCT I

Objectives

- *To acquire the knowledge of the History of Travel.*
- *To grasp idea of the Types of Tourism.*
- *To understand the idea 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

Unit- III

Tourism Resources in India: Nature Tourism Resources - Man made Tourism Resources-Socio-Cultural Tourism Resources of India-Scientific and Industrial Tourism Resources - UNESCO World Heritage sites in India.

Unit -IV

Flora and Fauna: Natural Eco System - Biosphere Reserves - Ecology - Forest an Ecological Balance - 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 - Dr. R. Thandavan & Dr. Revathy Girish.
3. சுற்றுலாவியல் ஓர் அறிமுகம் - மா. ரா. தங்கமணி.
4. சுற்றுலா வளர்ச்சி - வெ. கிருஷ்ணசாமி.

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – I
TOURISM BUSINESS

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

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM.
Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathidasan University
B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – I
AC 1 - HISTORY OF TAMIL NADU I (UPTO – 1336 A.D.)
தமிழக வரலாறு I (கி. பி. 1336 வரை)

| | | | |
|--|-------------------|---------------------------|-----------------|
| Subject Code: 17U1IH1 | Credits: 3 | External Marks: 75 | Hours: 4 |
|--|-------------------|---------------------------|-----------------|

OBJECTIVES

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

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

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

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

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

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

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

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

அலகு 4: சோழப்பேரரசின் தோற்றம் மற்றும் வளர்ச்சி – ஏகாதிபத்தியம் – முதலாம் ராஜராஜன் – முதலாம் ராஜேந்திரன் மற்றும் முதலாம்

குலோத்துங்கன் – வீழ்ச்சி – நிர்வாகமுறை – மத்திய மற்றும்
உள்ளாட்சி அரசாங்கம்.

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

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

BOOKS FOR REFERENCES

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

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – II
17U2I3- TOURISM PRODUCT II

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 gain the knowledge of the Hill stations*
- *To acquire knowledge of the Handicrafts.*

- Unit I** Religious and Spiritual centres: Hinduism: Kailash - Manasarovar Kedarnath - Rishikesh - Badrinath - Haridwar - Varanasi - Dwaraka Sabarimala - Tiruchendur - Srirangam - Palani -Meenakshi temple Navagraha Temples around Kumbakonam – Tanjore -Chidambaram .
- Unit II** Buddhism: Lumbini- Bodhgaya - Piprahawa – Sanchi- Saranath- Vaishali -Kushi Nagar - Jainism: Rajgir- Mount Abu – Sravanabelagola-Khajuraho- Ellora-Dilvara-Sikhism: Amirstar Golden Temple Anandpur Sahib.
- Unit II** Islam: Jama Masjid in Delhi and Quwat - ul - Islam Mosque- Nagore Christianity: Se Cathedral Velha (Goa) - Basilica of Jesus - Jewish Synagogue in Cochin - Velankanni - Poondi - Santhome Church.
- Unit IV** Hill Stations of Himalayas: Darjeeling - Dalhousie - Kullu - Manali 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 - Embroidery and Shawls - Ivory Works - Stone craft – Basketry.

Teaching outcomes

- The students know the importance of Hindu Religious and Pilgrimage centers
- The Students learn the significance of Buddhist and Jain monuments.
- The Students observe the idea of Islamic and Christianity centers.
- The students realize the important Hill stations.
- The students learn the handicrafts.

Suggested Readings

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

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – V
LOGIC AND SCIENTIFIC METHODS

Objectives

- *To aware of the basics of Logic.*
- *To get the knowledge of Syllogism.*
- *To aware of the Induction and Laws of Unity.*
- *To grasp the idea 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 outcome

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

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – II
TOURISM MARKETING

Objectives

- *To aware 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*
- *To acquire the knowledge of Travel Industry.*

Unit I

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

Unit II

Functions of Marketing - Marketing Strategy - Marketing Research: Desk Research - Field Survey - Sample Survey - Motivation Research - Marketing Segmentation: Meaning - Necessity - Marketing Mix: 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

- The students know the Tourism and Marketing.
- The Students acquire the Marketing Techniques.
- The students gain knowledge about the trends in Tourism Advertising.
- The students realize the Global trends in Travel In industry.
- The students analyse the Creative and Innovative 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.

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – III
TRAVEL MANAGEMENT AND ACCOMMODATION

Objectives

To aware of the nature of Travel Agencies.
To get the knowledge of Indian and International Transport Details.
To gain the idea of Tourism Organization
To get the knowledge of Travel formalities.
To grasp the idea of Tourism Accommodation.

- 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 Organization: Aims, Objectives and Functions of UNWTO, ICAO, IATA, PATA, AAI, 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 - Guide services: 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 outcome

The students get the Knowledge of Travel Industry.
The students understand the *Indian and International Transport Details*.
The students learn the *Tourism Organization*.
The students learn the knowledge about Travel Formalities.
The 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.
- 4 Tourism Development Principles and Policies - A.K. Bhatia.

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – III
CULTURAL TOURISM IN INDIA

Objectives

- To aware of Cultural Tourism.
- To get the idea 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.

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 Destination – Cultural Institution in India: Cultural Event Management – Preservation and Conservation of Monuments – Role of ASI, ICO, MOS -Mutts in India- Unique features of Tamil Culture: Chastity, Equality, Nobility, *Ekai* , Justice.

Teaching outcome

1. The students understand the Cultural Ideas in Tourism.
2. The students Knowledge about the Arts.
3. The students create the new Ideas of Cultural Resources.
4. The students realize the Festivals.
5. The 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. பண்டைய நாகரிகங்கள் - எஸ்.எல். வி . மூர்த்தி
5. Art, Culture and Spirituality - Swami Atmaramananda & Dr.M.Sivaramkrishna.
6. The Book of Hindu Festivals and Ceremonies - Om Lata Bahadur.
7. Cultural Tourism In India- Luvkushmishra

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SEMESTER – III
GANDHIAN THOUGHT

Objectives

- *To aware of the basic principles of Gandhian thought.*
- *To get the idea of Truth is God.*
- *To grasp the idea 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, Bhagavat Gita, Jainism, Christianity, Leo Tolstoy, Henry David Thorou and Ruskin.
- Unit II** Concept of God - Truth is God - Concept of Religion -- Social Reformations - Social Evils in Gandhian period - Necessity of Cottage Industries - Self sufficiency of Indian Villages.
- Unit III** Non-Violence: Meaning - Philosophical significance of Non-Violence - Sources of Gandhian Ideas of Ahimsa - 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 outcome

- The students acquire the Gandhian Values.
- The students learn knowledge about the God and Truth
- The students realize the Concepts of World Peace.
- The students realize the Knowledge of Ghandian Views on religion.
- The 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. |

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – III
SAIVISM AND VAISHNAVISM

Objectives

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

- Unit I** Introduction to Saivism - Traces of Saivism in Indus valley - Vedas and Upanishads - Agamas - Saiva Literature – Nayanmars contributions of 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- Siddhas way of Worship.
- Unit IV** Introduction to Vaishnavism: Traces of Vaishnavism in *Vedas* - *Agamas* - Contributions of Alvars and Acharyas - The concept of God, Soul and World - *Avatars* - *Vyuhās*.
- Unit V** Liberation: *Karma* Yoga, *Bhakti* Yoga, *Gnana* Yoga and *Prapatti* - *Vidheka Mukti* - Poojas and Festivals - Contributions of Ramanujar.

Teaching outcomes

- The students understand the basics of Saiva and Vaishnava Religious thoughts
- The students realize the *Pati, Pasu, Pasa*.
- The students knowledge about the Four margas in Liberation.
- The students learn the knowledge about the basics of Vaishnavism.
- The 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. | |

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)

SEMESTER – IV
INFORMATION, COMMUNICATION AND AUTOMATION

Objectives

- *To get the knowledge of basics of Computer.*
- *To aware of the Applications of Computer.*
- *To gain the idea of Management information system.*
- *To understand the idea 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 |
| Unit III | Management information system – Net working of computers – Introduction to Internet: Benefits – Working, Hardware, Software – Requirements –E-Mail and Benefits of Internet- Whats app, Facebook, Twitter, Instagram. |
| 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. |
| Unit V | Hotel and Travel Software: Introduction to Software and their Characteristics, Features and Usage- CRS ,IDS, OPERA, HOST and Fidelio |

Teaching outcome

- The students acquire the knowledge about Basics of Computer.
- The students understand the Applications of Computer.
- The students learn the Management information system
- The students acquire the knowledge Travel and Tourism software
- The 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. |

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – IV
TAMIL CULTURE

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 *Muthamil*
- 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 Mumurthikal*- Cultural compounds of Five Fold land-*Tamil Isai Pan* -Folk Music and Dances – Festivals of Tamils.
- Unit V** Concept of Religion in Sangam Literature – Worship of Sangam Age - Bhakti literature - Ethical ideas in Thirukkural.

Teaching outcomes

- The students observe the essence of Tamil Culture.
- The students follow the significance Sangam Epoch
- The students get the Contributions of Pallava, Chera, Cholas and Pandyas
- The students realize the essence of *Muthamil*
- The 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. |

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(Effective for those admitted from 202--2021 onwards)

SEMESTER – IV
AC 3 - HISTORY OF TAMILNADU II (FROM 1336 TO 1987 A.D.)
தமிழக வரலாறு (கி.பி. 1336 முதல் கி.பி. 1987 வரை)

OBJECTIVES
நோக்கங்கள்

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

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

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

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

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

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

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

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

அலகு IV: இந்திய தேசிய காங்கிரஸ் நிறுவப்படல் – ஐ.என்.ஏ.வின் பங்கு மற்றும் மெட்ராஸ் மகாஜன சபா – சுதந்திர போராட்டத்தில்

தமிழகத்தின் பங்கு – 1905 மற்றும் 1911 சுதேசி இயக்கம் – ஹோம்ரூல்
இயக்கம் – காந்திய யுகம், 1919 – 1947.

Unit V: Socio – Religious Reform Movements – Vaikuntha Swamikal and
Vallalar – Justice Party – E.V.R. and Self Respect Movement –
Dravidian Movement – Congress rule in Tamilnadu – K. Kamaraj –
Administration of C.N. Annadurai – ADMK rule – Nutritious Meals
Scheme of M.G. Ramachandran.

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

BOOKS FOR REFERENCES

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

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)

SEMESTER – IV
SOCIAL PSYCHOLOGY

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.*

| | |
|-----------------|--|
| 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- 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 - Socialization and Social Education - Group Mind theory –Social Contract theory-Socialization and Goal Oriented Conduct - Social Change - Social Change in India. |

Teaching outcomes

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

Suggested Readings

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

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SEMESTER – IV
HUMAN RESOURCE MANAGEMENT

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 |
| Unit IV | Job Design: Meaning of Training - Essentials of Management - Development Programmes Transfers: Objective - Transfer Policy Promotion: Purpose - Promotion Policy - Compensation: Objective - Principles - Disciplinary Actions. |
| Unit V | Performance Appraisal: Meaning - Objective -Factors influencing Performance Appraisal - Quality of Work Life: Meaning - Issues in Quality of Work Life - Quality Circles - Techniques - How to make Quality Circles Effective. |

Teaching outcome

- The Students aware of the Human Resources.
- The students understand the Human Resource Planning.
- The students knowledge about the Job Analysis.
- The students realize the Job Design.
- The students understand the Performance Appraisal.

Suggested Readings

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

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – V
INDIAN PHILOSOPHY- I

Objectives

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

- Unit I** 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.
- Unit II** Vedas - Meaning - Parts of Vedas - *Mantras, Brahmanas, Aranyakas* and *Upanishads* - *Upanishads* - meaning - The concept of *Brahman*, *Atman* and World - Identity of *Atman and Brahman* - Bhagavat Gita: Meaning - Nishkama Karma, Karma Yoga, concept of God - Essence of Bhagavat Gita.
- Unit III** Charvaka: Materialism and its meaning - Epistemology: Perception - Metaphysics: Atomic theory - Ethics: Hedonism.
- Unit IV** Jainism - Epistemology: Paroksa and Aparoksa - Anekandavada - Syadvada - Metaphysics - Jiva and Ajiva, Concept of Liberation (Kaivalya) - Ethics: Triratnas - Importance of ahimsa - Sects of Jainism: Digambaras and Svetambaras.
- Unit V** Buddhism - Four Noble Truths - Eight Fold Path - Doctrine of Momentariness (*Kshanabangavada*) - Doctrine of Non self (*Anatamavada*) - Dependent Origination (*Prityasamutpada*) - Nirvana - Schools of Buddhism: The Vaibhasika, Sautrantika, Yogachara and Madhyamika - Sects of Buddhism: Hinayana and Mahayana.

TEACHING OUTCOMES

The Students understand Fundamentals of Indian Philosophy.
They get the grasp of Vedas
They get the knowledge of Charvaka Materialism
The students gain the knowledge about the Metaphysics of Jainism
The students realize the Buddhism - Four Noble Truths.

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. |

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – V
INDIAN CULTURE I**

Objectives

- *To aware of the foundations of Indian Culture.*
- *To understand the idea of Pre - Historic Culture*
- *.To get the knowledge of Indus-Valley Civilization*
- *To gain the knowledge Contributions of Jainism*
- *To grasp the idea of Cultural contributions of Mauriyas.*

| | |
|-----------------|--|
| Unit I | Culture and Civilization - Meaning and Definition-Geographical background of India - Salient features of Indian Culture - Unity in Diversity – Culture and Religion-Unity - Culture & spirituality - Culture and Philosophy. |
| Unit II | Pre - Historic Culture: The Paleolithic Age - Neolithic Age - The Age of Metals - Races - Contribution of Races to the Indian Culture: Indo Aryans -Dravidian - Mongolians –Vedic Culture – Varnashramadharma-Dharmasastras. |
| Unit III | The Indus-Valley Civilization - The City - The People - The Age of the Indus Valley Civilization – Salient Features of Indus valley Civilization - Culture in Sangam Age–Sangam Literature – Society - Political and Economic conditions - Religion and Fine Arts. |
| Unit IV | The Contributions of Jainism to Indian Culture - The Contributions of Buddhism to Indian Culture - The Buddhist Sangha –Cultural Contributions of Mahadas. |
| Unit V | Cultural contributions of Mauriyas -Inscription of Ashoka- Stupas of Ashoka- Cultural contributions of Guptas- Golden age of Guptas. |

Teaching outcomes

- The students understand foundations of Indian Culture.
- The students create the new ideas of Cultural Heritage.
- The students realize the Pre - Historic Culture.
- The students realize the Contributions of Jainism
- The students gain the knowledge of the Cultural contributions of Mauriyas.

Suggested Readings

1. Dynamics of Cultural Change - Malihoroki.
2. New Liver for the Old Meed.M.
3. Social Change - Moone.W.B.
4. Social Change - Hugbias.J.
5. Evolution of Indian Culture - Luniya.B.N.
6. History of Indian culture- Jayabalan
7. Cultural history - Vidhyarthi

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SEMESTER – V
TEMPLE MANAGEMENT

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 Mutts - Kasi Mutts - *Thiruvavadudurai Adheenam - Madurai Adheenam.*
- Unit II** Religion and Temples- *Koil*: Meaning -Necessity of Temples- Evolution of Temples - Kinds of Temples - Types of construction: Avartham - Anavartham - Punaravartham – Antharyamin-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 Upa Agamas - 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

- The students observe the essence of religious Significance.
- The students follow the significance of Religion and Temples
- The students get the Religious Attitude.
- The students learn the methods of Agamas
- The 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? Sarma.D.S.
5. The Tamil Nadu Religious Charitable Endowment Act (XII of 1959).

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – V

EMERGING CONCEPTS FOR EFFECTIVE TOURISM DEVELOPMENT

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 on Tourism and Civil Aviation - 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** History 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.
- 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-Birth Tourism-Spiritual Tourism – Special interest Tourism.

Teaching outcomes

- The students get knowledge about the National Tourism policy
- The students learn the Tourism Planning
- The students analyze of impact the History of Medical Tourism.
- The students understand the Functions and Operation of Travel Agencies
- The 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. |

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SEMESTER – V
FINE ARTS

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 *Pans*- Hindustan and Carnatic Music - Composers, Medieval and Modern - Thyagaraja - Shyama Sastri - Muthuswamy Dikshithar - Gopala Krishnan Bharathiyar - Papanasam Siva - Vedanayagam Pillai - Musical Instruments. Dances: Classical dances - and Folk dances.

Teaching outcomes

- The students learn the importance of Fine Arts
- The students study the nature of Sculpture.
- The students get the Ideas of our Ancient Paintings.
- The students learn the Iconography.
- The 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. |

B.A., INDIAN CULTURE & TOURISM
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SEMESTER – V
SBE 2 - COMPARATIVE RELIGION

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.
- 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 outcome

- The Students to learn the Practices of Religions.
- The students realize the basic principles of Hinduism.
- The students understand the Zoroastrianism
- The students acquire the Confucianism.
- The 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.

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – V
MUSEOLOGY

Objectives

- To aware of the Museums.
- 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

- The students get the ideas of Museums.
- The students served the knowledge of Conservation and Preservation of Museums.
- The students get the experience to show the Objects.
- The students gain the knowledge about the Display of Article.
- The students observe the Museum and Education.

Suggested Readings

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

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – VI
INDIAN PHILOSOPHY II

Objectives

- To get the idea of Nyaya Epistemology
- To understand the basic ideas of Samkhya Philosophy
- To grasp the idea of Schools of Vedanta -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 - Vaishesika Philosophy: Seven Categories of substance - Atomism.
- Unit II** Samkhya Philosophy: Dualism - Theory of Causation -Prakrti - Three Gunas of Prakrti - Purusa - Relationship between Prakrti and Purusha - Scheme of Evolution - 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- Dharmaboothajnana- Bondage and Liberation - Bhakti and Prapatti Marga - Nature of Liberation: Videha Mukti.
- Unit V** Dvaita: Meaning - Nature of God -Concept of Soul - Concept of World - The Concept of Pancha Bheda - Means of Moksha.

Teaching outcome

- Students realize Nyaya Philosophy
- They understand Theory of knowledge according to Samkhya Philosophy
- They grasp essentials of Vedanta System.
- The students acquire the Visistadvaita.
- The students equip the knowledge about the Dvaita.

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. |

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – VI

CC14 INDIAN CULTURE II

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 – 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 -*Praharas*

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

Teaching outcome

- The students realize *Contributions of Mughals*
- The students understand the Pallavas Contributions
- The students acquire the knowledge about Cholas Contributions
- The students observe the Pandiyas Contributions
- The 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. |

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – II

ETHICS

Objectives

- *To aware 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 Evils.*

- Unit-I** Ethics: 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 Reformative theories.
- Unit IV** Dharma: Meaning and Importance - Bhagavad Gita - Niskama Karma - Swadharma - Purusarthas - Ethical Doctrines of Jainism - Tri Ratnas - Ahimsa - *Anuvrata* -Maha Vrata - Buddhism: Four Noble Truths - Eight Fold path -Dasaparamita (Tenfold Discipline) .
- Unit V** Social Evils: Alcoholism - Female Infanticide - Dowry - Corruption - Youthunrest – Child Labour –Role of Education in Moral development- Role of Human Rights in development of society.

Teaching outcomes

- The students improve grasp *the basic Principles of Ethics*
- The students realize the idea of Morality
- The students acquire the knowledge about the Ethical theories
- The students observe the Dharma.
- The students realize the Social Evils.

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 Marvel of Ethics - Jadunath Sinha.

(Effective for those admitted from 2020-2021 onwards)

SEMESTER – VI

ARCHAEOLOGY

Objectives

- To aware of the Nature and Scope of Archaeology.
- To get the idea 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: Definition - Meaning - 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 - Mohenjadaro - 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

- The students equip the *Nature and Scope of Archaeology*.
- The students analyze the *selected Archaeological sites*.
- The students study the Importance of Indus-Valley Civilization.
- The students understand the nature of Numismatics.
- The 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.

B.A., INDIAN CULTURE & TOURISM
(Effective for those admitted from 2020-2021 onwards)
SEMESTER – VI
ENTREPRENEURIAL DEVELOPMENT

Objectives

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

- Unit I** Definition - Meaning of Entrepreneurship - Scope and characteristics of Entrepreneurship - Need for Entrepreneurship training-Traits of an Entrepreneur - Functions -Types of Entrepreneurship - Forms of Ownership - Role of Entrepreneurship in Economic Development –EDP Agencies.
- Unit II** Tourism Entrepreneurship: Definition-Concepts –Successful Start up-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

- The students get the ideas of Entrepreneurship and its Importance.
- The students observe the business Opportunities.
- The students follow the Market Survey Techniques
- The students get the ideas about the Project Management.
- The 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.Saravanavel.
6. Entrepreneurship Development - Gordan & Natarajan

(Effective for those admitted from 2020-2021 onwards)

**SEMESTER – VI
VALUE EDUCATION**

Objectives

- *To get the ideas of Ethical Values*
- *To aware of the Individual Qualities*
- *To gain the idea of the Social Values.*
- *To understand the idea of Mental Health.*
- *To gain the knowledge of Trending Personal Health*

Unit I Philosophy of Life

Human life on earth (Kural 629), -Purpose of Life (Kural 46)- Meaning and Philosophy of Life (Kural 131,226) -The law of Nature (Kural 46) Glorifying all form of Life in this Universe (Kural 1326,327) – Conservation of Nature 16,20,1038(Kural 16.29.1038) .

Unit II Individual Qualities

Basic Culture (Kural 72,431)- Thought Analysis (Kural 282,467,666) Regulating desire (Kural 367)- Guarding against anger (Kural 158,305,306,314)-Prevention of Anxiety(Kural 629)- The rewards of Blessing (Kural 3)Benevolence of Friendship (Kural 786) Love and Charity (Kural 76) -Self Tranquility/ Peace (Kural 318)-Perfection (Kural 983)

Unit III Social values (Individual and Social Welfare)

Family (Kural 45)- Peace in family (Kural 1025)-Society (Kural 446), - Law of Life(Kural 952)- Brotherhood (Kural 807)-Humanism- The pride of Womanhood(Kural 56)-Five responsibilities / duties of man: A) To Himself , B) To his Family ,C)To his Environment D) To his Society E) To the Universe in his Life (Kural 43, 981)- Economic values (Kural 754)- Thriftiness-) Education (Kural 400)-Governance (Kural 691) - World Peace (Kural 572) -.

Unit IV Mental Health

Mental Health (Kural 457) Life and Mind – Bio –Magnetism-Universal Magnetism (God Realization –Self Realization)- Genetic center- Thought Action- Short term Memory – Expansiveness – Thought, Waves, Channelizing the Mind- Stages of Meditation (Kural 261,266,270)- Spiritual Values(Kural 423) .

Unit V Trending Personal Health

Structure of the Body-the three Forces of the Body: Life Body relation, Health (Kural 298)- Natural Causes and unnatural causes for Diseases Kural 941) -Methods in Curing Diseases (Kural 948, 949)-The five Methods- Simple Physical Exercises.

Teaching outcomes

- The students get the ideas Ethical Values.
- The students observe the Individual Qualities
- The students follow the Social values
- The students get the ideas about Mind Culture.
- The students understand the Trending Personal Health

Suggested Readings

- Value Education For Health, Happyness and Harmony , The World Community service cetntre Vethathri Publications
- Philsosophy of Universal Megnatism-. The World Community service cetntre Vethathri Publications
- Thirukkural With English Translation of Rev. Dr.G.U Pope , Uma Publications
156 Serfoji Ngar Medical College Road , Thanjavur.