

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y. BVOC

**Course: BVoc- Travel and
Tourism Management**

Semester : III

Credit Based Semester & Grading System

With effect from Academic Year 2019-20

List of Courses

Course:BVoc -Traveland Tourism Management Semester III

| Semester <III> | | | |
|----------------|---|---------|----------------|
| Course Code | Course Title | Credits | Lectures /Week |
| CBTT301 | Business Communication | 4 | 4 |
| CBTT302 | Green Computing | 4 | 4 |
| CBTT303 | Digital Marketing, PR & Advertising | 4 | 4 |
| CBTT304 | Tour Packaging | 5 | 5 |
| CBTT305 | Sustainable Tourism | 5 | 5 |
| CBTT306 | MICE | 4 | 4 |
| CBTT307 | Art Styles, Cultural Expressions & Living traditions –Global & Indian | 4 | 4 |
| | TOTAL CREDITS | 30 | |

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|---------------------------------|--|---|
| Course Code: CBTT301 | Business Communication | (Credits:04 Lectures/Week: 03) |
| Learning Objectives | <ul style="list-style-type: none"> ➤ To teach strategic communication models, critical thinking to identify objectives and analyze audience ➤ How to choose the most effective structure and style for delivering written and spoken messages ➤ To give practice to principles of effective business writing and document design in all written documents ➤ How to design and deliver a persuasive presentation that convinces the audience of the topic's relevance and overcomes resistance, using appropriate visual support and adhering to a specified time limit ➤ As a team, how to design and deliver a presentation that both informs and persuades, using an appropriate visual support strategy and adhering to a specified time limit | |
| Course description | The course aims to introduce students to various models of communication and prepares them in the skills pertaining to written correspondence for meetings, for business letters, job applications, resume writing and presentation skills, interviews and group discussions. | |
| | THEORY | (45 lectures) |
| Sub Unit | Unit – I: Importance of Communication | 10 lectures |
| 1. | <ul style="list-style-type: none"> i. Meaning and importance of communication in Business ii. Model of communication iii. Do's and don'ts of Effective communication iv. Presentation Skills | |
| | Unit – II: Routine Correspondence | 15 lectures |
| 2. | <ul style="list-style-type: none"> i. Circulars, drafting notices, handling complaints & evaluating interview performance ii. Articles, formal invitations & pro-forma for performance appraisal iii. Letters of appointment, captions for advertising, Minutes of Meeting, action taken report on previous resolution | |
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| | Unit – III-Letters and Applications | 10 lectures |
| 3. | i. Principles of Business Letter Writing, Types of Business Letters ii. Business Letter Format-Routine Business Letters & Sales Letters, Business Memos & E- Mail iii. Employment Communication – Resumes and Cover Letters, Job Application Letters | |
| | Unit – IV: Writing an Effective Report | 10 lectures |
| | i. Stages of Writing, Composing Business Messages, Style and Tone ii. Five W's and one H of Report Writing, iii. Planning and Types of Reports iv. Creativity in written communication, use of picture & diagram in written communication | |
| References: | 1. Eckhouse Barry, (1999), <i>Competitive Communication: A Rhetoric for Modern Business</i> , OUP. 2. French, Astrid (1993) <i>Interpersonal Skills</i> , New Delhi: Sterling Publishers. 3. Garlside, L.E. (1980) <i>Modern Business Correspondence</i> , Plymouth: McDonald and Evans Ltd. 4. Ghanekar, A(1996) <i>Communication Skills for Effective Management</i> , Pune: Everest Publishing House. 5. Graves, Harold F. (1965) <i>Report Writing</i> , Prentice Hall, New Jersey :Krevolin. | |

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins. Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

Q2. Answer any one from given two questions based on Unit I 10 Marks

Q3. Answer any one from given two questions based on Unit II 10 Marks

Q4. Answer any one from given two questions based on Unit III 10 Marks

Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks

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|---------------------------------------|---|-------------------|
| Course Code: CBTT302 | Green Computing (Credits: 04 / Lectures/Week: 03) | |
| | <p>Objectives:</p> <ul style="list-style-type: none"> ➤ The objective of this course is to provide graduate students with an understanding of the role of Green Computing and their impact on the global carbon footprint. ➤ This includes how to estimate the carbon footprint of the Green Computing operations of an organization and access ways to reduce the carbon footprint by changes to policies for procurement of Green Computing, changes to Green Computing operations and revising business processes. <p>Outcomes:</p> <ul style="list-style-type: none"> ➤ This <i>course</i> introduces students to the exciting area of “<i>Green Computing</i>” aiming to help students acquire the knowledge and skills needed to do research in this space. ➤ The second track is “<i>Applying Computing towards Sustainability</i>”, covering topics that leverage <i>computing</i> to reduce the energy footprint of our society. | |
| Unit I | <p>Safety & Health Management System Key elements of a safety and Health Management System- Policy & commitment, Initial Safety and health Management System, Review safety and Health policy- Developing a workplace Safety and Health Policy. Safety Consultation.</p> <p>Fire Safety Fire, change of state and latent heat, thermal expansion of solids, liquids and gases. Transmission of heat, combustion, Fire tetrahedron, and combustible solid, liquids and gases.</p> | 15Lectures |

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| | Classification of Fire and different fire extinguishing methods, portable fire extinguishers. | |
| Unit II | <p>Minimizing Power Usage Power Problems</p> <p>Monitoring Power Usage Servers, Low-Cost Options</p> <p>Reducing Power Use</p> <p>Data De-Duplication, Virtualization ,Management, Bigger Drives</p> <p>Involving Your Utility Company</p> <p>Low-Power Computers PCs, Linux</p> <p>Components Servers, Computer Settings, Storage, Monitors, Power Supplies, Wireless Devices, Software</p> | 15 L |
| Unit III | <p>Going Paperless Paper Problems The Environment & Your Costs</p> <p>Paper and Your Office Practicality, Storage, Destruction</p> <p>Going Paperless Organizational Realities, Changing Over, Paperless Billing, Handheld Computers vs. the Clipboard , Unified Communications</p> <p>Intranets What to Include Building an Intranet Microsoft Office SharePoint Server 2007 Electronic Data Interchange (EDI) Nuts and Bolts, Value Added Networks, Advantages, Obstacles</p> <p>Datacenter Design and Redesign Energy Consumption Growth, Other Costs</p> <p>Design Efficiency, Floor Layout, Server Configuration, Floor Vent Tiles, Rightsizing</p> | 15 L |
| | <p>Recycling & Virtualization Problems China, Africa, Materials</p> <p>Means of Disposal Recycling, Refurbishing, Make the Decision</p> <p>Life Cycle From Cradle to Grave, Life, Cost, Green Design</p> | 15 L |

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|---|---|--|
| Unit IV | Recycling Companies Finding the Best One, Checklist, Certifications Hard Drive Recycling Consequences, How to Clean a Hard Drive, Which Method? CDs and DVDs Bad News, Good News, Change Your Mindset Virtualization Server Virtualization Server Virtualization Introduction, Advantages, Best Practices, Use Caution Server Virtualization Solutions VMware Infrastructure 3, Microsoft Virtual Server 2005 | |
| <p>Textbooks:</p> <ol style="list-style-type: none"> 1. Mark G. O'Neill, GREEN IT FOR SUSTAINABLE BUSINESS PRACTICE, An ISEB Foundation Guide. 2. Jason Harris, Green Computing and Green IT Best Practices. | | |

[A] Evaluation scheme for Theory courses

II. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins.Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

Q2. Answer any one from given two questions based on Unit I 10 Marks

Q3. Answer any one from given two questions based on Unit II 10 Marks

Q4. Answer any one from given two questions based on Unit III 10 Marks

Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks

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| Course Code: CBTT303 | Digital Marketing, PR & Advertising | (Credits: 04 Lectures/Week: 03) |
| Learning Objectives | <ul style="list-style-type: none"> ➤ It will help students to understand the strategies to advertise and market their products (tour package or a software program) ➤ PR will help students in understanding how to maintain the corporate relationships ➤ To teach SEO and online business promotion tools | |
| Course description | This course equips students with much needed skills in area of advertising and tools of marketing, Public relations and digital marketing skills. | |
| | THEORY | (45 lectures) |
| Sub Unit | Unit – I: Introduction to Advertising | 10 lectures |
| 1. | a) <ul style="list-style-type: none"> i. Meaning & Evolution ii. Features and functions of advertising iii. Advertising as a Communication process b) Overview and scope of advertising industry in India | |
| 2. | a) <ul style="list-style-type: none"> (i) Challenges faced by advertisers in India in the era of globalization (ii) Concept of Marketing and Integrated Marketing Communication (IMC) (iii) Advertising and other tools of marketing/IMC b) Role of advertising in Product Life Cycle (PLC) & low and high involvement products | |
| 3. | a) <ul style="list-style-type: none"> i. Role of advertising in brand building ii. Consumer behavior b) Target audience and market segmentation & Ethical and social issues in advertising c) Advertising Standard Council of India (ASCI) | |
| | Unit – II: Public Relations | 10 lectures |
| 1. | a) Internal PR and External PR | |
| 2. | a) The various stakeholders to which PR person is responsible- <ul style="list-style-type: none"> i. Consumer & shareholder ii. Government & employee iii. General public | |

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| 3. | a) Strategies of PR b) Press Release & Code of ethics in PR c) Press Conference & Media planning d) Reputation management & Prices | |
| | Unit – III: Digital Marketing | 15 lectures |
| 1. | a) Social media marketing (Business to Business)- Types of social media and how it influences customers-Facebook-creating Facebook page, b) Creating FAN page for Business Marketing c). You Tube Ads, Twitter, LinkedIn, slide share, | |
| 2. | (a) Search engine optimization-rank webpage on top of search, ORM, Google webmaster tool, Google Analytics-Analyze, measure and improve performance of online campaigns (b) Freelancer affiliate Marketing, Google AdWords, Create advertising campaigns on Google (c) Email marketing, Mobile marketing, Online reputation management, Google webmaster Tools | |
| 3. | (a) Infographics Content marketing, Digital Marketing strategy, E-commerce Business Marketing-Top E – Commerce Websites around the world E – Commerce Scenario. (b) Hashtag Viral Market Webinar Marketing © WhatsApp marketing, Creating a blog, Instagram Marketing | |
| | Unit – IV: Digital Marketing | 10 lectures |
| 1. | (a) Marketing analysis (annual reports, news articles, government resources) (b) Target Audience analysis (Simmons Market Research Bureau, Media mark Research) (c) Performance Marketing | |
| References: | 1. Koontz, O'Donnell & Weihrich, (1980) <i>Management</i> , Tokyo: McGraw – Hill Inc 2. Robbins (16 th ed) (1979). <i>Organizational Behavior</i> , New Delhi: Prentice-Hall of India. 3. Singh, D. (2001). <i>Emotional Intelligence at work</i> , Response Books, New Delhi: Sage Publication 4. Sissors, Jack Z., Surmanek, Jim. (1976). <i>Advertising Media Planning</i> -Crain books. 5. James R Adams. (1977). <i>Media Planning</i> -Business books. 6. D, Nidhi. (ed 2011). <i>E-Commerce Concepts and</i> | |

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| <p><i>Applications</i>, Mumbai: International Book House Pvt Ltd. 7.Whiteley, David. (2013). <i>E-Commerce Technologies and Applications</i>, London: McGraw- Hill</p> | |
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[A] Evaluation scheme for Theory courses

III. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins.Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

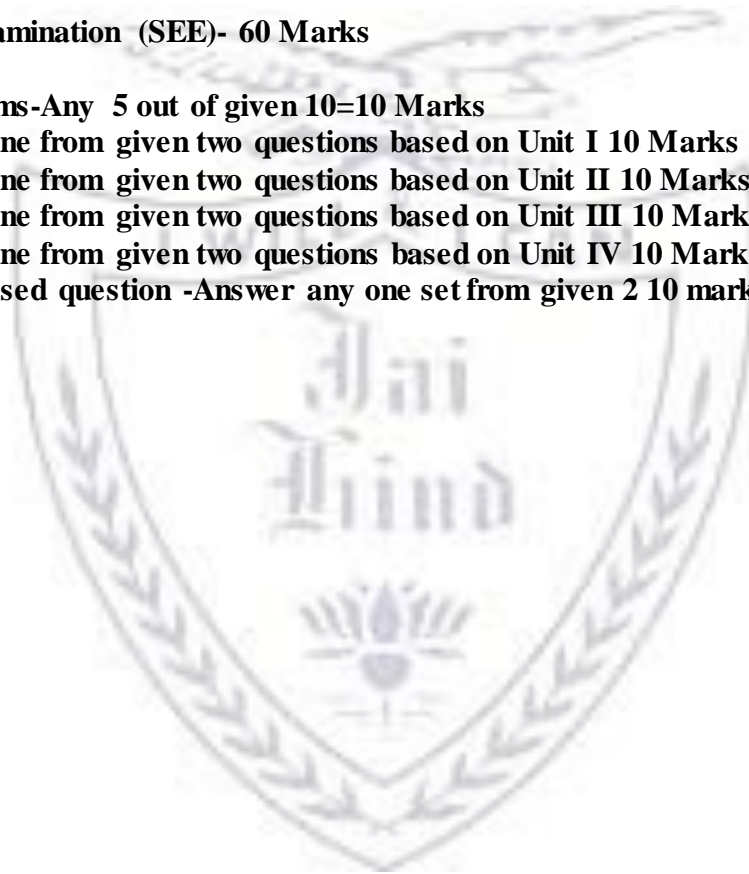
Q2. Answer any one from given two questions based on Unit I 10 Marks

Q3. Answer any one from given two questions based on Unit II 10 Marks

Q4. Answer any one from given two questions based on Unit III 10 Marks

Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks



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|---------------------------------|--|--|
| Course Code: CBTT304 | Tour Packaging | (Credits: 05 Lectures/week: 03) |
| Learning Objectives | <ul style="list-style-type: none"> ➤ To teach elements of Tour packaging as an essential dimension of tourism industry ➤ In fact it is the core component of tourism industry where more than 90% students get jobs. Hence, its important to equip students with these skill. ➤ It also helps to develop students as tour manager. It's arising in that relationship. To understand reasonably the culture-tourism relationship the Indian culture and heritage shall be taught with the purpose of application of the same in tourism. | |
| Course description | <p>Tourism industry is fast growing across the world. It has become very competitive. It requires systematic and scientific approaches to deal with the growing demands for tour packages. The course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of tour operation, type of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies.</p> | |
| | THEORY | (12 lectures) |
| Sub Unit | Unit – I: Tour designing process | 10 lectures |
| 1. | <ul style="list-style-type: none"> i. Meaning and steps ii. Tour research & development of tour itinerary iii. Designing and printing of tour brochure | |
| 2. | <ul style="list-style-type: none"> a) Tour costing and pricing b) Tour promotion, negotiation with travel vendors | |
| 3. | <ul style="list-style-type: none"> a) Detailed study of passport & visa & health regulations b) Customs and currency regulations, baggage rules and insurance. | |
| | Unit – II: Itinerary preparation | 15 lectures |
| 1. | <ul style="list-style-type: none"> i) Meaning ii) Types | |

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| | b) Itinerary preparation | |
| 2. | a) i. Tour costing and pricing-cost concept ii. Types of costs & tour cost sheet b) Procedure of costing of group tour, independent tours, and business tours | |
| 3. | a) i. Pricing in tour operation industry ii. Tour pricing strategies in India iii. Pricing of deferent tour packages. | |
| Unit – III: Tour packages for business travelers | | 10 lectures |
| 1. | a) i. Developing tour packages for business travelers ii. Cultural destinations iii. Popular Itineraries for Pilgrimage destinations | |
| 2. | a) Tour packages for- i. Hill resort ii. Adventure sports iii. Deserts & Beach resorts | |
| 3. | a) Study of outbound tour packages offered by major tour operators of India- i. Cox & Kings, Thomas Cook & Veena World ii. Thomas Cook, Kuoni Travels and Veena World -to south-East Asia-Singapore, Thailand and Malaysia, USA and Europe. iii. Salient features of destinations covered in these itineraries. | |
| Unit – IV: Projects | | __ lectures |
| 1. | a) Projects & Assignments. | 10 Marks |
| References: | 1. Bhatia, A.K. (1991). <i>International Tourism: Fundamentals and Practices</i> , New Delhi: Sterling Publishers Pvt. Ltd. 2. Bhatia, A.K., (2012). <i>Tourism Development: Principles and Practices</i> , New Delhi: Sterling Publishers Pvt. Ltd. 3. Goldner, C.R. and Ritchie, J.R.B. (2009) <i>Tourism: Principles, Practices, Philosophies</i> . New Jersey: John Wiley & Sons. 4. Page, S.J. (2011) (4th Edition) <i>Tourism Management: An Introduction</i> . New York: Routledge. | |

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| | 5. Sharpley, R.(2006). <i>Travel and Tourism</i> , New Delhi: Sage Publications India Pvt. Ltd | |
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[A] Evaluation scheme for Theory courses

IV. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins.Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

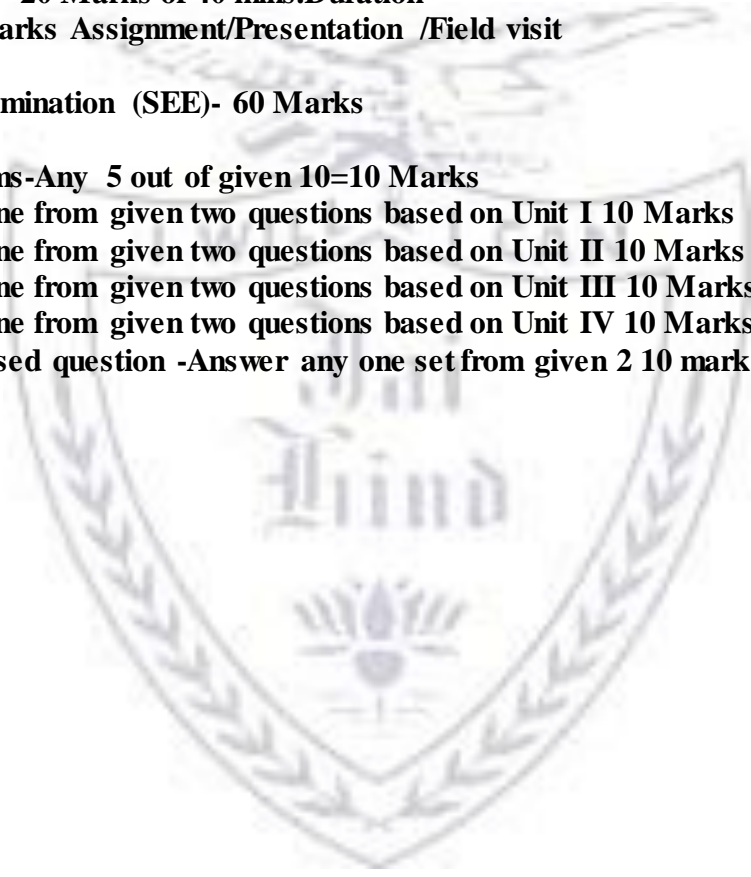
Q2. Answer any one from given two questions based on Unit I 10 Marks

Q3. Answer any one from given two questions based on Unit II 10 Marks

Q4. Answer any one from given two questions based on Unit III 10 Marks

Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks



| | | |
|---------------------------------|--|---|
| Course Code: CBTT305 | Sustainable Tourism | (Credits:05 Lectures/week: 03) |
| Learning Objectives | <ul style="list-style-type: none"> ➤ It will create awareness about the importance of sustainability in tourism; will help students in understanding alternative types of tourism which are eco-friendly. ➤ Currently most of the tourism companies of the world are turning towards Sustainable tourism and Eco - tourism ➤ Taking this into account this paper will help students understand the current trend the in-tourism industry and bring them on par with the changes | |
| Course description | <p>Tourism industry is one of the largest industries worldwide. It faces many challenges, especially in taking on responsibilities to become more sustainable. In this program, students will learn about the developments in tourism and the inter-relationships between tourism, the economy, society and the environment. Students are made to re think and understand the shortcomings of tourist destinations today in the context of sustainability and enter into dialogues about responsible tourism.</p> | |
| | THEORY | (45 lectures) |
| Sub Unit | Unit – I: Concept of Sustainable Development | 10 lectures |
| 1. | a) <ul style="list-style-type: none"> i. Evolution & Meaning, ii. Principles & Key Dimensions of Sustainability b) Stockholm Conference 1972 (Human & Environment) | |
| 2. | a) <ul style="list-style-type: none"> i. World Conservation Union 1980, ii. World Commission on Environment & Development (WCED) 1987 iii. Brundtland Commission, Rio Declaration 1992 | |
| 3. | a) <ul style="list-style-type: none"> i. Kyoto Protocol 1997 ii. World Summit on Sustainable Development (WSSD) 2002 a) Global Warming & Climate Change | |
| | Unit – II: Sustainable Tourism Development: | 15 lectures |
| 1. | a) <ul style="list-style-type: none"> i. Meaning & Principles ii. 10 Rs-Agenda 21 for Travel and Tourism Industry | |

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| | iii. World Conference on Sustainable Tourism 1995 | |
| 2. | a) i. Globe 90 Conference ii. Berlin Declarations iii. Bali Declarations 2005 | |
| 3. | a) i. Cape Town Declarations 2002 and Kerala Declarations ii. Ecotourism- Quebec Declaration 2002 iii. Kyoto Protocol 1997 - Oslo Declaration 2007 | |
| Unit – III: Planning for Sustainable Tourism | | 10 lectures |
| 1. | a) i. Topographical Analysis & Analysis of Local Resources ii. Land Use Pattern iii. Zoning System & Carrying capacity & its Type | |
| 2. | a) i. Environmental Impact Assessment (EIA) ii. Environmental Information System (EIS) iii. Environmental Management System (EMS) | |
| 3. | a) i. Community Participation and Types of Community Participation ii. Socio- Economic and Cultural Conditions iii. Evaluation of Impact of Tourism Site | |
| Unit – IV: Eco- tourism | | 10 lectures |
| 1. | a) i. Evolution & Principles ii. Trends & Functions of Ecotourism iii. Mass Tourism Vs Ecotourism | |
| 2. | a) i. Typology of Eco-tourists ii. Ecotourism Activities & Impacts iii. Western Views of Ecotourism | |
| 3. | a) i. Eco- tourism travel essentials ii. Eco- tourism and protected areas & visitor management for sustainability b) Major Eco tourism destinations of India. | |

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| References: | <ol style="list-style-type: none"> 1. Inskip, E. (1993). <i>Tourism Planning: An Integrated and Sustainable Development Approach</i>, New York: Van Nostrand Reinhold. 2. Ritchie, J.R. & Crouch, I.G. (2003). <i>Competitive Destination –A Sustainable Tourism Perspective</i>, New York: CABI Publishing. 3. Mowforth, M. and Munt, I.(2004). <i>Tourism and Sustainability. Development and New Tourism in the Third World</i>, London: Routledge. 4. Baker, S. (2006): <i>Sustainable Development</i>, London and New York: Routledge. 5. Strange, T. and Bayley, A. (2008). <i>Sustainable Development. Linking Economy, Society, Environment</i>. Paris: OECD. | |
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[A] Evaluation scheme for Theory courses

V. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins.Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

Q2. Answer any one from given two questions based on Unit I 10 Marks

Q3. Answer any one from given two questions based on Unit II 10 Marks

Q4. Answer any one from given two questions based on Unit III 10 Marks

Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks

| | | |
|---------------------------------|---|--|
| Course Code: CBTT306 | MICE | (Credits: 04 Lecture/Week:03) |
| Learning Objectives | <ul style="list-style-type: none"> ➤ To provide a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications ➤ To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics | |
| Course description | The course talks about Meetings, Incentives, Conferences, Events (MICE) which has become a vital segment of the Tourism industry. The paper helps students understand various aspects of MICE and prepares them for the role of Meeting, Events and Conference Planner. | |
| | THEORY | (45 lectures) |
| Sub Unit | Unit – I: Introduction & Role of the MICE Industry | 10 lectures |
| 1. | a) <ul style="list-style-type: none"> i. Introduction and concept of MICE industry ii. The nature of MICE markets and demand for facilities b) The impact of MICE on local and national communities | |
| 2. | a) <ul style="list-style-type: none"> i. Broader value of MICE ii. Educate- inform -Promote & Network/Socialize b) Attracting tourism | |
| 3. | a) <ul style="list-style-type: none"> i. Improving the Destination's image & increase sales ii. Improve performance & Support the Local Community b) New skills and knowledge- job creation-Infrastructure investment | |
| | Unit – II: Destination Management | 15 lectures |
| 1. | a) <ul style="list-style-type: none"> i. Destination management ii. A frame work for the study of destination selection model iii. Local community | |
| 2. | a) <ul style="list-style-type: none"> i. Association / Exhibitors ii. Convention Bureau/ Destination Management Organization (DMO) | |
| 3. | a) | |

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| | <ul style="list-style-type: none"> i. Venue and Hotels ii. Travel agency iii. Participants | |
| | Unit – III: MICE-PROCESSES | 10 lectures |
| 1. | <ul style="list-style-type: none"> a) <ul style="list-style-type: none"> i. Meetings & Incentives ii. Conventions & Events/Exhibitions b) Types of events & Selection processes of site, venue, and accommodations. | |
| 2. | <ul style="list-style-type: none"> a) <ul style="list-style-type: none"> i. The bidding process & Setting a goal ii. Program development and design iii. Negotiating and best deal b) Work with convention Bureau / PCOs & Physical/Technical arrangement | |
| 3. | <ul style="list-style-type: none"> a) <ul style="list-style-type: none"> i. Human resource plan, training & Client service ii. Event operating committee iii. Assessing and Measuring event success b) Cast important guest speakers-Food and beverage plan-Customer satisfaction- Vendor relations | |
| | Unit – IV: MICE MARKET | 10 lectures |
| 1. | <ul style="list-style-type: none"> a) <ul style="list-style-type: none"> i. MICE Markets attractiveness ii. Budgeting of MICE b) Ethical behavior practices in the MICE industry | |
| 2. | <ul style="list-style-type: none"> a) <ul style="list-style-type: none"> i. Segmentation ii. Targeting and Positioning Techniques | |
| 3. | a) Field trip/ Technical visit & Final Project Presentation | |
| References: | <ol style="list-style-type: none"> 1. Professional Convention Management Association, (2006). <i>Professional meeting management: Comprehensive Strategies for Meetings, Conventions and Events</i>, Kendall/Hunt Publishing Company 2. Fenich, G. (2005). <i>Meetings, Expositions, Events, and Conventions: An introduction to the industry</i>, New Jersey: Pearson Prentice Hall. 3. Kilkenny, Shannon (2006) <i>The Complete Guide to Successful Event Planning</i>, Atlantic Pub. Group. | |

[A] Evaluation scheme for Theory courses

VI. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins.Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

SemesterEnd Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

Q2. Answer any one from given two questions based on Unit I 10 Marks

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Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks



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|---------------------------------|---|--|
| Course Code: CBTT307 | Art Styles, Cultural Expressions & Living traditions – Global & Indian | (Credits:04 Lectures/Week:03) |
| Learning Objectives | <ul style="list-style-type: none"> ➤ It will help students understand the various art styles and movements in the world ➤ Learning and understanding different cultures and expressions will help students appreciating them, respect them and will create awareness about various lifestyles of the people all over the world. | |
| Course description | The course examines the Art styles at global and Indian level. It looks at Architecture in comparative perspective, museums, world cities, folk cultures, theatre, types of dances in India, cinematographic heritage and various living cultures. It provides tools to students to understand and highlights the nuances of these art forms and traditions. | |
| | THEORY | (45 lectures) |
| Sub Unit | Unit – I: ART – Global | 10 lectures |
| 1. | a) Art Theory I From Pre-modern to 18th century | |
| 2. | a) Art Theory II: From 18th century to the present | |
| 3. | a) <ul style="list-style-type: none"> i. Survey of Western Art Heritage ii. Art of Indic Asia: Central Asia & Gandhara region | |
| | Unit – II: ART-India | 10 lectures |
| 1. | a) <ul style="list-style-type: none"> i. Early Iconography, Art and Archaeology ii. Buddhist Visual Culture from Theravada to Neo Buddhism iii. Textual sources of Indian Art | |
| 2. | a) <ul style="list-style-type: none"> i. Visual studies -The History of Indian Art and Architecture from Proto-history to the Eighteenth Century: Methods ii. Materials and Meanings | |
| 3. | a) <ul style="list-style-type: none"> i. Mughal Painting ii. Folk styles of painting b) Art styles in Modern India | |
| | Unit – III: ARCHITECTURE | 15 lectures |

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| 1. | a) Overview of World Architectural styles | |
| 2. | a) Comparative Architecture in India i. Early Indian Temple Architecture and Sculpture ii. Buddhist Architecture iii. Jain Architecture | |
| 3. | a) Architecture in Mughal period b) Modern Architectural styles | |
| | Unit – IV: MUSEUMS, FAIRS, FESTIVALS & LIVING TRADITIONS | 10 lectures |
| 1. | a) i. Museums and Representations ii. Cultural festivals in the West & India, iii. Indian Dance: Theory and Practice | |
| 2. | a) i. Introduction to World theatre & Performance Studies ii. The Comic Traditions in Performance iii. History of Modern Indian Theatre | |
| 3. | a) i. Living Traditions of Performance ii. Film and History iii. Global Art Cinema | |
| References: | <ol style="list-style-type: none"> 1. J C Harle, (1990). <i>The Art and Architecture of the Indian Subcontinent</i>, New York: Penguin Books. 2. Niharranjan Ray. (1965). <i>Maurya and Shunga Art</i>, Calcutta: Indian Studies. 3. Susan Huntington, (1985). <i>The Art of Ancient India: Buddhist, Hindu, Jain</i>, New York: Weather Hill. 4. Percy Brown, (1971). <i>Indian Architecture: Buddhist and Hindu Periods</i>, Bombay. 5. T S Maxwell, (1996) <i>Gods of Asia: Text, Image and Meaning</i>, New Delhi: Oxford University Press. | |

[A] Evaluation scheme for Theory courses

VII. Continuous Assessment (C.A.) - 40 Marks

C.A.-I : Test – 20 Marks of 40 mins.Duration

C.A.-II: 20 marks Assignment/Presentation /Field visit

Semester End Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

Q2. Answer any one from given two questions based on Unit I 10 Marks

Q3. Answer any one from given two questions based on Unit II 10 Marks

Q4. Answer any one from given two questions based on Unit III 10 Marks

Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks

