

Semester I

Major- I

Credit 4

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

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

Suggested Reading List:

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

Major-I

Credits: 4

1.2 Tourism Concepts, Principles and Practices

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

Suggested Reading List

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

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

Suggested Reading List

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

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

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

Course Outcome

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

Unit-I: Evolution of Man

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

Unit-II: Neolithic Culture:

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

Unit-III: Bronze Age Civilizations

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

Unit-IV: Ancient Greece:

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

AEC Paper I

English: Business Communication

Credits: 4

S. No	Modules	Outcomes
1.	English Language and Communication: Introduction	<ul style="list-style-type: none">• Communication, its Importance and Factors• Types of Communication• Verbal and Non-verbal Communication• Styles of Communication
2	English Language and Communication: Listening and Speaking	<ul style="list-style-type: none">• Types of Listening• Speaking to communicate effectively• Style of speaking in Various Situations• English Pronunciation
3	English Language and Communication: Reading and Writing	<ul style="list-style-type: none">• Reading methods and techniques.• Reading texts to Understand meaning• Writing Process• Writing short and Long texts
4	English Language and Communication: Grammar and Vocabulary	<ul style="list-style-type: none">• Grammar• Sentence structure• Functions of Language

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

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

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

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

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

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

Major I

Credits: 4

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

Course Objectives

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

Course Outcomes

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

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

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

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

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

Unit-III: The Guptas:

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

1.6 Social Formations and Cultural Pattern of Ancient World II

Course Objectives

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

Course Outcomes

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

Unit-I: Polity and Economy in Ancient Rome

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

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

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

Unit-III: Religion and Culture in Medieval Europe:

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

1.7 Basic Course in Front Office -II**Course Objective**

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

Course Outcome (CO)

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

Unit I: The Guest Service Cycle

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

Unit II: Reservation Fundamentals and Sources

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

Unit III: Technology in Reservation Systems

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

Unit IV: Operational Procedures and Policies

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

Suggested Reading List

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

1.8 Basic Course in Accommodation Operations- II

Course Objective

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

Course Outcome (CO)

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

Unit I: Daily Routine and Guest Room Management

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

Unit II: Public Area and Surface Maintenance

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

Unit III: Stain Removal and Polishing Science

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

Unit IV: Specialized Care of Interior Materials

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

2.2 Travel and Tourism Industry

Course Objective

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

Course Outcome (CO)

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

Unit I: Historical Evolution and Fundamentals of Travel

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

Unit II: Motivations and Socio-Economic Impact

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

Unit III: Tourism Planning and Management

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

Unit IV: Travel Intermediaries and Operations

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

AEC Paper II

English: Word and Presentation skill

Credits: 4

S. No	Modules	Outcomes
1.	Basic Communication	<ul style="list-style-type: none">• Explain:<ul style="list-style-type: none">○ Structures in present and present continuous tense○ Structures in past & past continuous tense○ Structure in present perfect & present perfect continuous tense○ Structures in future tense○ Modals: helping verbs○ Prepositions○ Idioms• Practice speech on a given topic.• Practice Extempore speech
2	Communication	<ul style="list-style-type: none">• Describe communication.• Describe the Process of communication.• Discuss the Importance of communication• Explain various Types of communication.• Demonstrate Useful Phrases for Everyday Use• Explain the technique of Asking Questions
3	Hotel English	<ul style="list-style-type: none">• Describe the Essential qualities of a good speaker.• Discuss Speech improvement- pronunciation.• Explain the importance of Stress in speech.• Describe Intonation and modulation.• Describe Common phonetics- difficulties

Semester III

Unit IV: Cultural Strands: Art, Architecture and religion

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

Suggested Textbooks:

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

Suggested Textbooks:

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

Suggested Reading List:

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

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

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

Suggested Readings:

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

Computer Skills for Hotel Professionals

Course Objective

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

Course Outcome (CO)

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

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

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

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

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

Suggested Readings

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

1.13 History of Orissa-I: The Making of a Region

Course Objectives:

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

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

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

Unit II:

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

Unit III:

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

Unit IV: Odisha after Independence

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

1.14 Accommodation Operations

Course Objective

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

Course Outcome (CO)

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

Unit I: Operational Management and Staffing

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

Unit II: Material Planning and Sustainable Trends

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

Unit III: Linen and Laundry Management

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

Unit IV: Safeguarding Assets and Emergency Handling

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

Suggested Readings

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

1.15 Front Office Operations

Course Objective

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

Course Outcome (CO)

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

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

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

Unit II: Guest Departure and Post-Departure Management

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

Unit III: Front Office Accounting and Credit Control

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

Unit IV: Night Auditing and Emerging Digital Trends

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

Suggested Readings

2.5 Tourism Marketing

Course Objective

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

Course Outcome (CO)

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

Unit I: Introduction

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

Unit II: Marketing Strategies, Product and Pricing

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

Unit III: Promotion and Distribution Channel

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

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

Course Objectives:

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

Course outcomes (COs)

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

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

Unit - I:

Early Art and Architecture of Odisha.

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

Unit-II:

Buddhist Art and Architecture of Odisha.

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

Unit-III:

Temple Architecture of Odisha

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

Unit- IV:

Biodiversity places in Odisha

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

Organisational Behaviour

Course Objectives:

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

Course outcomes (COs)

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

Unit I Organizational Behavior:

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

Unit II PERSONALITY:

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

Unit III

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

Organization of Event, Meetings and Conferences

Course Objective

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

Course Outcome (CO)

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

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

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

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

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

Suggested Readings

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