

DEPARTMENT OF HISTORY

**PERIYAR E.V.R. COLLEGE (AUTONOMOUS & ACCREDITED), TRICHY – 23,
CBCS GENERAL PATTERN FOR UNDER GRADUATE
ACADEMIC YEAR FROM 2015 - 2016**

S.No.	Part	Courses	Hours	Credits	Internal Exam	External Exam
I - SEMESTER						
1.	P - I	Tamil I	6	3	25	75
2.	P-II	English I	6	3	25	75
3.	P-III	Core I – History of India From Pre History to A.D 1206	6	5	25	75
4.	III	Core II* – History of Tamil Nadu Upto A.D. 1801	2	-	-	-
5.	III	Allied I - Modern Governments I	4	4	25	75
	III	Allied II* - Modern Governments II	2	-	-	-
6.	PIV	Value Education	2	2	25	75
7.	IV	Skill Based Elective I Archives Keeping	2	4	25	75
		Total	30	21	150	450
II - SEMESTER						
8	P-I	Tamil II	6	3	25	75
9.	P-II	English II	6	3	25	75
	P III	Core II* History of Tamil Nadu Upto A.D. 1801	4	4	25	75
10.	III	Core III – History of Tiruchirappalli	6	4	25	75
11.	III	Allied II*: Modern Governments II	2	3	25	75
12.	III	Allied III : Public Administration I	4	4	25	75
13.	PIV	Environmental Studies	2	2	25	75
		Total	30	23	175	525

III - SEMESTER						
14.	I	Tamil III	6	3	25	75
15.	II	English III	6	3	25	75
16.	III	Core IV – History of Tamil Nadu From A.D. 1801 to Present Day	4	4	25	75
	III	Core V* History of India From A.D. 1206 to 1707	2	-	-	-
17.	III	Allied IV : Public Administration II	3	3	25	75
18.	III	Allied V* : Journalism	2	-	-	-
	III	Major Elective I Panchayat Raj	5	5	25	75
19.	IV	Skill Based Elective II Epigraphy	2	4	25	75
		Total	30	22	150	450
IV - SEMESTER						
20.	I	Tamil IV	6	3	25	75
21.	II	English IV	6	3	25	75
22.	III	Core V* – History of India From A.D. 1206 to 1707	4	4	25	75
23.	III	Core VI – World History From A.D. 476 to 1453	6	4	25	75
	III	Allied V* Journalism	2	3	25	75
24.						
25.		Allied VI Tourism and Travel Agency	4	3	25	75
	PIV	Non-Major Elective I : Tourism (Eco) /	2	2	25	75
		Total	30	22	175	525

V - SEMESTER						
26.	III	Core VII – History of Europe From A.D. 1453 to 1789	6	5	25	75
27.	III	Core VIII – History of the U.S.A From Colonisation to A.D. 1865	6	5	25	75
28.	III	Core IX – History of China Upto A.D 1976	6	4	25	75
29.	III	Core X – History of Science and Technology	4	4	25	75
30.	III	Major Elective II Human Rights	5	5	25	75
31.	IV	Non Major Elective : Journalism (Eco)/	2	2	25	75
32.	V	Extension Activities	1	1	25	75
		Total	30	26	175	525
VI - SEMESTER						
33.	III	Core XI – History of Modern India from A.D. 1757 to 1947	6	5	25	75
34.	III	Core XII – Contemporary India Since A.D. 1947	6	4	25	75
35.	III	Core XIII – History of Europe From A.D. 1789 to 1945	6	4	25	75
36.	III	Core XIV History of Freedom Movement in Tamil Nadu	4	4	25	75
37.	III	Major Elective III - Archaeology	5	4	25	75
38.	IV	Skill Based Elective III Tourism Products	2	4	25	75
39.	V	Gender Equality –	1	1	25	75
		Total	30	26	175	525
		Grand Total	180	140	1000	3000

PERIYAR E.V.R COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 23.
MCBCS – GENERAL COURSE PATTERN FOR UG – ARTS & SCIENCE – 2015-2016
CREDIT ALLOCATION

PART I		8	4x3	12		24
PART II			4x3	12		
PART III						
	CORE PAPER	14	10x4	40	60	
			4x5	20		
	ALLIED PAPER	6	2x4	8		
			4x3	12	20	94
	Major Elective Paper	3	2x5	10		
			1x4	4	14	
PART IV	a. Non-Major Elective		2x2	4		
	b. Skill Bases Elective		3x4	12		20
	c. Environmental Science	7	1x2	2		
	d. Value Education		1x2	2		
PART V	a. Extension Activities	2	1x1	1		2
	b. Gender Equality		1x1	1		
	Total			40		140

I Semester

**I B.A.
Hrs. 6**

**Part – III
Core – I
Credits - 5**

HISTORY OF INDIA FROM PRE - HISTORY TO A.D. 1206

- Unit – I Sources for the History of Ancient India: Literary-Epigraphic-
Numismatic- Archaeological. Geographical Features of India – Pre –
Historic culture – Indus Civilization – Vedic Age
- Unit – II Buddha and his Teachings – Mahavira and Jainism – Alexander, the Great
–Mahajana padas – Rise of Magadha empire -Kanishka
- Unit – III Mauryas: Chandra Gupta Maurya – Bindusara – Asoka: his Services to
Buddhism and his Law of Dharma - Mauryan Administration – Decline of
the Mauryas – Satavahanas and their contribution.
- Unit – IV Guptas: Samundra Gupta – Chandra Gupta II – Gupta Administration –
Socio – Economic conditions under Guptas - Golden Age of the Guptas –
Decline of the Guptas – Chalukyas and Rashtrakutas – Harshavardhana.
- Unit – V Rajputs – Origin and Political History – Condition of India on the eve of
advent of the Arabs - Arab Conquest of Sindh – Mahmud of Ghazini –
Mohammed of Ghori.

Book for References

Luniya, B.N., **Life and Culture in Ancient India (From the Earliest Times to 1000
A.D.)**, Agra, 1982.

Sathianathaier – History of India, Vol.I,

Mahajan, V.D - Ancient India up to 1206 A.D.

Thangavelu, K. – *Indiya Varalaru* (Tamil)

I Semester

I B.A.
Hrs. 4

Part – III
Allied - I
Credits - 4

MODERN GOVERNMENTS – I

- Unit – I Constitution : Meaning – Classification by Aristotle – Modern Classification – Conventions and Usages.
- Unit – II Government: Aristotle’s Classification – Leacock’s Classification – Recent Classification – Unitary and Federal Governments - Federation: United States of America and India – Quasi Federation.
- Unit – III Separation of Power – Delegated Legislation – Unicameralism and Bicameralism – Advantages of Bicameralism – Legislative Deadlocks – Constitutional Amendments.
- Unit – IV Executive – Types and Functions – Parliamentary and Non-Parliamentary Executives – Plural Executives.
- Unit – V Judiciary – Rule of Law – Administrative Law – Party System : Single, Bi-party and Multiple party systems – Merits and Demerits.

Book for References

Satyendra Nath Sen & Sisir Kumar, *Studies in Modern Constitutions*

Kapur, A.C., *Select Constitutions*

Kapur, A.C., *Principles of Political Science*

Wheare, K.C., *Modern Constitution*

Mahajan, V.D., *Select Modern Constitutions*

Strong, C.F., *Modern Government*

I Semester

I B.A.
Hrs. 2

Part - IV
Skilled Based Elective - I
Credits - 4

ARCHIVES KEEPING

- Unit I: Nature and Importance: Definition of Archives – Need for Archival Establishment – Archives and Library – Types of Archives – Uses of Archives – Function of Archives
- Unit II: History of Archives: Archival system in Ancient Europe – Medieval Europe – Modern Europe – Ancient India – Medieval India – Modern India
- Unit III: Storage and Preservation: Infrastructure required for Archives – Filing system- Need for Preservation – Destructive factors – Methods of Preservation: Selection of Record Materials, Dust Removal, Control of Insects, Thymol fumigation and Rehabilitation of the Old Records.
- Unit IV: Public Archives: National Archives of India – It's origin, growth and Functions; Tamil Nadu State Archives – It's origin, growth and functions. Special Archives: Vatican Archives, Film Archives of India, Senbaganur Archives and Saraswathi Mahal library
- Unit V: Rules and Procedure: Rules relating the access to the records in the Tamil Nadu State Archives – Procedure to access to the records for Research Purpose – Procedure to access to the records for other than Research purpose .

Reference Books:

- Harinarayana - *Science of Archives keeping.*
Jenkinson, Hilary - *A Manual Archival Administration*
Perti,R.K. - *Repair and Preservation of Records*
Sailen Ghose - *Archives in India*
Sarveswaran, p. - *Archives keeping*
Sundara Raj, M. - *A Manual of Archival Systems and the World of Archives*
Tyagarajan - *Archives Keeping*
Vijayalakshmi,S. - *Arvhives Administration*

II Semester

I B.A.
Hrs. 6

Part – III
Core – II
Credits - 4

HISTORY OF TAMIL NADU UPTO A.D. 1801

Unit – I Sources – Physical Features of Tamilagam – Pre- Historic Culture - Sangam Age – The Three Kingdom – Administration - Socio-Economic conditions of Sangam Age – Sangam Literature - The Kalabhras.

Unit – II The Pallavas : Origin of the Pallavas - Mahendravarman I and Narasimhavarman I - Pallava Chalukya relations, Social, Economic and Religious conditions –Administration - Art and Architecture - First Pandyan Empire.

Unit – III The Rise of Imperial Cholas: Raja Raja I, Rajendra I and Kulothunga I – Administration - Social and Economic Life – Religious Condition – Saivism and Vaishnavism - development of Art and Architecture – Paintings.

Unit – IV Second Pandyan Empire: Muslim Invasion – Madurai Sultanate – Expansion of Vijayanagar rule in Tamil Nadu - Kumara Kampana's conquest of Tamil Nadu The Nayaks– Rise of Poligars –The Nawabs of Arcot –The Marathas of Thanjavur- Condition of Sivaganga and Ramanthapuram .

Unit – V European Settlements in Tamil Nadu – Carnatic Wars –Kattabomman – Poligar War- Establishment of British Power in Thanjavur - South Indian Rebellion –

Book for References

Chellam, V.T., *History of Tamil Nadu*, Madras, 1985.

Pillai, K.K., *History of Tamil Nadu – Her People and Culture*.

Sastri, K.A.N., *History of South India*.

Rajayyan, K., *History of Tamil Nadu, 1565-1982*, Madurai, 1982.

Rajayyan. K., *South Indian Rebellion – The First War of Independence, 1800-1801*, Mysore, 1971.

Subramanian, N., *History of Tamil Nadu (A.D. 1565-1956)*, Madurai, 1977.

II Semester

I B.A.
Hrs. 6

Part - III
Core – III
Credits - 4

HISTORY OF TIRUCHIRAPPALLI

HISTORY OF TIRUCHIRAPPALLI

UNIT : I Sources – Geographical Settings – People – Infrastructure – Archaeological Sites – Tiruchirappalli under the rule of the Cholas of the Sangam Age , Pallavas and Emperial Cholas – Bhakti Movement.

UNIT : II Tiruchirappalli under the Nayaks: Rani Mangammal and Queen Meenakshi – Tiruchirappalli under the Nawabs of Arcot - Tiruchirappalli – Mysore Relations – Poligars in Tiruchirappalli: Ariyalur and Wodeyarpalayam

UNIT : III Tiruchirappalli under the British Rule – Ryotwari and Zamindari Settlements – Tiruchirappalli during the Freedom Movement : Swadeshi Movement – Home Rule Movement – Non-Cooperation Movement – Civil – Disobedience Movement : March to Vederanyam – Anti – War Agitation – Quit India Movement – Dravidian Movement.

UNIT : VI Socio-Religious Situation: Hindu Religious Centres – Hindu Religious Mutts – spread of Christianity – Christian Religious Centres - Spread of Islam – Sufism and its impact - Festivals

UNIT : V Culture: Development of Education – Christian Educational Institutions - Monuments - Fort – Palace - Administrative Buildings - Temples - Churches – Mosques – Durgahs – Caves . Fine Arts : Kalai Kaveri College of Arts - Economic Development – Markets – Agriculture: Agricultural Research Institute - Industry : Large Scale and Small scale Industries – Industrial Estate - Local Self-Government – NGOs

References:

Hemingway, F.R., Trichinopoly District Gazetteer, Madras, 1909

Lewis Moore, *Trichinipoly District Manual*, Madras, 1875

Mahalingam, T.V., *Readings in South Indian History*, Delhi, 1977

Rajayyan, K., *History of Madurai 1736-1801*, Madurai, 1974

Sathinathier, R., *Tamilaham in the Seventeenth Century*, University of madras, 1924

Sundaraj, T., *History of Tiruchirappalli*, Trichy, 2003

II Semester

I B.A.
Hrs. 4

Part – III
Allied – II
Credits - 3

MODERN GOVERNMENTS - II

- Unit – I Constitution of England : Salient Features – Institution of the Crown – The king : Powers and Prerogatives - Cabinet – Functions – Role of Prime Minister.
- Unit – II Parliament of England : Salient Features - House of Commons – House of Lords – Speaker – Law Making Process – Judiciary in England - Political parties in England.
- Unit – III Constitution of USA : Salient Features - President – Mode of Election – Powers – Congress – Senate and House of Representatives – Role of Committees.
- Unit – IV The Supreme Court of USA – Judicial Review – Procedure for Amendments – Important Amendments - Political Parties in the USA
- Unit – V Constitution of Switzerland – Federal Executive – Direct Democracy – Checks and Balances – Political Parties.

Book for References

Satyendra Nath Sen & Sisir Kumar, *Studies in Modern Constitutions*.

Kapur, A.C., *Select Constitutions*

Mahajan, V.D., *Select Modern Constitutions*

Strong, C.F., *Modern Government*

II Semester

I B.A.
Hrs. 4

Part – III
Allied –III
Credits - 4

PUBLIC ADMINISTRATION - I

- Unit – I **Fundamentals of Public Administration:** Meaning, Definition, Nature, Scope and Significance – Difference between Public and Private Administrations – Public Administration as an Art or Science – Public Administration and other Social Sciences.
- Unit – II **Theories and Principles of Organisation:** Meaning and Nature of Organisation – Bases of Organisation – Theories of Organisation : Classical Theory – Scientific Management Theory – Bureaucratic Theory – Human Relations Theory. Principles of Organisation: Hierarchy – Span of Control – Unity of Command – Centralisation and Decentralisation – Delegation of Authority - Co-Ordination.
- Unit – III **Structure of Organisations:** Chief Executive – Types of Chief Executive – Functions of Chief Executives - Line, Staff and Auxiliary Agencies – Staff Agencies in India : Cabinet Secretariat : Prime Minister’s Office – Central Secretariat – State Secretariat – Planning Commission – National Development Council – Department Organisation : Ministry of Home Affairs, Ministry of Finance and Ministry of Railways.
- Unit – IV **Public Undertakings, Boards and Commissions:** Meaning, Nature and Types of Public Undertakings – Public Corporations: Meaning, Nature and Features of Public Corporations – Control over Public Corporations. **Boards:** Meaning and Nature – Railway Board. **Commissions:** Meaning, Nature and Features – Union Public Service Commission – State Public Service Commissions – Finance Commission – University Grants Commission – Independent Regulatory Commissions.
- Unit – V **Field Administration and Control over Administration:** Importance of Field Administration – Types of Relationship between Headquarters and Field Agencies – Organisation of Panchayat Raj Government – Importance of Panchayat Raj as Field Administration – Control over Administration: Meaning and Necessity – Types of Control – Legislative Control, Executive Control, Judicial Control and Public Control.

Book for References

[hd; rfhak; nry;iyah – nghJj;Jiw Ml;rpapay;.
Nfhkjp ehafk; - nghJ eph;thftpay;.
Padma Ramachandran – Public Administration in India.

Maheswari – Public Administration.

III Semester

II B.A.
Hrs.4

Part - III
Core - IV
Credits - 4

HISTORY OF TAMIL NADU FROM A.D. 1801 TO PRESENT DAY

- Unit – I - Political condition of Tamil Nadu in the beginning of 19th century – Establishment of British Power in the Carnatic - Vellore Mutiny – Administrative System of the Company: Revenue Administration, Judicial Administration – Police and Prison – Progress in Education.
- Unit – II - Development of Irrigation and Agriculture under the British Rule – Means of communication – Famine policy – Industrial Policy.
- Unit – III - Socio-Religious Conditions – Caste system – Position of women – Ramalinga Adigal – Vaikundasamy – Theosophical Society - Non-Brahmin Movement – Justice Party - Temple Entry Movement – E.V.Ramasamy Naicker and Self – Respect Movement – Anti Hindi agitation - Growth of Press and Science and Technology during the British rule.
- Unit – IV - Tamil Nadu after Independence – Congress Regime: Rajaji and K. Kamaraj – Tamil Integration Movement – Border Agitations – Dravida Munnetra Kazhagam: C.N. Annadurai and K. Karunanidhi – All India Anna Ddavida Munnetra Kazhagam: M. G. Ramachandran.
- Unit – V - Society and Economy after Independence: Social Welfare Measures – Industry: Large Scale Industries – Small Scale industries – Industrial Estates - Education - Language Policy- Literature – Mass Media – Information Technology parks. Energy: Thermal Power Stations – Nuclear Power Stations – Hydraulics Power- Renewable energy: Wind energy - Water Disputes – Welfare measures.

Books for References

Sastri, K.A.N. , *A History of South India*

Rajayan,K., *History of Tamil Nadu*

Subramanian, N. *History of Tamil Nadu*, Vol. –II

Subramanian, P., *Social History of Tamil Nadu* Vol. –II

Chellam, V.T., *A History of Tamil Nadu*

III Semester

II B.A.

Hrs. 3

Part - III

Allied – IV

Credits – 3

PUBLIC ADMINISTRATION – II

Unit – I

Bureaucracy : Meaning and Types – Merits and Demerits. **Civil Service** : Meaning, Nature and Features of Civil Service — Origin and Evolution of Civil Services in India - Role of Civil Services on the Administration

Unit – II

Recruitment : Nature – Principles and Problems of Recruitment – Types of Recruitment – Spoils System, Merit System, Internal and External Systems – Methods of Determining Qualifications. **Position** : Classification of Civil Services in India – All India Service, Central Service and State Civil Service.

Unit – III

Training : Objectives of Training – Different Types and Methods of Training : Major Training Institutes in India. **Morale** : Meaning and nature of Morale – Need for building up of Morale in Public **Services** : Method of building up morale in Public Services in India.

Unit – IV

Promotion : Meaning, Nature and Objectives of Promotion – Types of Promotion and their merits and demerits – Methods of Determining the merit for promotion.

Retirement : Meaning and Nature and objectives of Retirement – Types of Retirement – **Retirement Benefits** : Pension Schemes – Gratuity, Provident Fund – Contributory Pension Scheme.

Unit – V

Conduct Rules : Meaning and Nature of Conduct Rules – its objectives and advantages – Civil Service Conduct Rules in India **Disciplinary Action** : Meaning, Nature and Necessity of Disciplinary Action - Different types of Disciplinary Actions – Its position in India..

Book for References

Bambi, C.P., *Public Administration in India*, (Vikes Publishers).

Chanda Asok, *Indian Administration*, (Delhi, 1996).

Heady, F., *Public Administration – A Comparative Perspective*.

Hoshiar Singh & Mohindar Singh., *Public Administration in India – Theory and Practice* (Sterling Publishers Pvt. Ltd).

Maheswari, S.R., *Indian Administration*, New Delhi, OUP, 1989.

Rumki Basu., *Public Administration – Concepts and The ories.*

Sapru, R.K., *Theories of Administration.*

Singh, D.P., *Problems of Public Administration in India.*

Sharma, M.P., *Public Administration in Theory and Practice.*

Vishnoo Bhagwan & Vidya Bushan, *Public Administration* New Delhi, Vishnoo Bhagwan & Vidya Bushan, *A Text Book of Public Administration*, (S. Chand & Co Ltd), New Delhi.

Vishnoo Bhagwan & Vidya Bushan, *Indian Administration*, (S. Chand & Co Ltd), New Delhi.

III- Semester

III B.A.
Hrs. 5

Part - III
Major Elective I
Credits - 5

PANCHAYATRAJ

- Unit – I Concept of Panchayat Raj – Evolution of Local Administration - Vedic Age – Sangam Age -The Maurayas – The Imperial Cholas - The British – Rippon’s Experiment.
- Unit – II Mahatma Gandhi’s Concept on Panchayat Raj – Vinoba Bhave’s views - Gramodhan and Bhoodhan movements – Panchayat Raj after Independence - Recommendations and Committees – 73rd Amendment.
- Unit – III Panchayat Raj system in Tamil Nadu: From 1687 to 1920 – Actions of British Government – Development from 1920 to 1947 - Changes from 1947 to 2001: Madras Panchayat Act - Two-tier system under Kamaraj – Tamil Nadu Panchayat Raj Act, 1994 - Panchayat Raj and Direct election under M.G.R Government.
- Unit – IV Panchayat Finance – Sources of Income – State Finance Commissions and their recommendations – Budget allocation – Financial management in the Local Bodies.
- Unit – V Panchayat Administration –Community Development Schemes - Functions of the Panchayat – Role of Panchayat in implementation of Government Programmes - Public Participation in Panchayat Raj – Role of Women and NGOs.

Book for References

Sachdheva and Durga, *Simple Study of Local Self Governments in India*.

Maheswari S.R. and Sriram Maheswari, *Local Government in India*.

Status of Panchayat Raj in the States and Union Territories of India, New Delhi: Institute of Social Science, 2000.

III - Semester

II B.A.
Hrs. 2

Part – IV
SBE Paper – II
Credits : 4

EPIGRAPHY

Unit : I Definition - Epigraphy and its Importance – Inscription as the source for the study of History – Herostone and its importance.

UNIT: II Origion and development of Scripts – Brahmi Tamil, Tamil – Brahmi, Tamil, Vattelutu, Grantra – Edicts of Asoka – Kirnar Inscriptions

UNIT : III Structure and Types of Inscriptions, -Meikirti – Copper Plates and its significance – Pallankoil, Velukkudi Aanaimangalam and Thiruvalangadu Copper Plates

UNIT : IV important inscriptions: Pallava's Mandagappattu, Tiruchy Cave Inscriptions - Chola's Uthiramerur Inscrption - Pandya's Thiruvellarai Inscription - Vijayanagara's Sri Rangam Temple Inscriptions

UNIT : V Mangulam, Pugalur and Jambai Inscriptions and their importance – Social, Cultural and Political significance of The Inscriptions

References:

Rajan K. - *Kallvethiyal*

Rajasekara Trangamani - *Tholliyal*

Mahalingam T.V - *Inscriptions in the Tamil Nadu and Kerala States*

Venkatraman R - *Tamil Epigraphy*

Jagadesan A – *Kalveithiyal*

Rajendran, P and Santralingam S – *Kalvettukkalai*

Rajendran M – *PandiyarKala Cheppedugal*

----- *CholarKala Cheppadugal*

Archeological Department , Government of Tamil Nadu – *Tamil Brahmi Inscriptions.*

IV - Semester

II B.A.
Hrs. 6

Part - III
Core - V
Credits – 4

HISTORY OF INDIA FROM A.D. 1206 TO 1707

Unit – I Establishment of the Delhi Sultanate – Qutb-ud-din - Iltutmish – Razia – Balban – Alauddin Khilji – Malik Kafur – Muhammad-bin-Tughlaq – Sayyids and Lodis –

UNIT - II Administration of Delhi Sultanate – Central Government, Provincial Government, Judicial, Financial Military – Art and Architecture – Literature – Social and Religious Conditions - Bhakthi Movement.

Unit – Establishment of the Mughal Empire – Babur – Humayun – Shershah –
III Akbar – Jahangir – Nur Jahan – Shah Jahan – Aurangzeb.

Unit - Fall of the Mughal Empire – Mughal Administration – Art and
IV Architecture – Literature – Religious Policy of the Mughals – Deccan Policy of the Mughals.

Unit –V Vijayanagar Empire – Krishna Deva Raya – Administration – Relations with Portuguese - Bahmini Kingdom – Marathas : Shivaji – Rise of the Sikhs.

Book for References

Srivastava, A.L., The Sultanate of Delhi

Srinivastava, A.L., India under the Mughals

Mahajan, V.D., History of India Since 1556 A.D.

Robert Sewell – The Forgotten Empire

Mill, James - Rise and Fall of the Mughal Empire

IV – Semester

II B.A.
Hrs. 6

Part - III
Core - VI
Credits - 4

WORLD HISTORY FROM A.D 476 TO 1453

- Unit – I - End of the Roman Empire – Legacy of Rome – Barbarian conquests – Eastern Roman Empire – Justinian – The Carolingian Renaissance
- Unit – II - Origin and spread of Christianity – Church in the Early Middle Ages – Rise of Papacy – Monasticism. Rise and spread of Islam and Islamic Civilization – The Mongols.
- Unit – III - The Holy Roman Empire – Struggle between the Empire and Pope – Its effects - Crusades.
- Unit – IV - Feudalism – Trade and Industry during the Middle Ages – Guild system – Growth of Cities – Development of Education – Growth of Universities – Art, Architecture and Literature.
- Unit – V - Norman England : King John, Edward I and Edward II - Hundred Years War.

Book for References

James Edgar Swain., *A History of World Civilization.*

Dennis Hay, *The Medieval Centuries.*

Hays, Baldwin Cole, *History of Western Civilization up to 1500 A.D.*

Christopher Brooke, *The Saxon and Norman Kings.*

Krishnamurti, V.M., *Political History of England 55 B.C. 1603 A.D.*

Narayanan, N.K., *History of Europe from 467 to 1453.*

Vasudevan Roa, T.N., *History of Europe*

IV - Semester

II B.A.
Hrs. 4

Part - III
Allied – III, Paper-V
Credits - 3

JOURNALISM

Unit – I Introduction to Journalism : Definition and Types of journalism : News Journalism - investigative journalism, celebrity journalism, sports journalism, environmental journalism and business and finance journalism – Impact of Mass Media – Development of Journalism – History of Indian Journalism – Journalism during the Freedom Movement in India – Tamil Journalism.

Unit – II Reporting : Qualities of a good Reporter – Method of collecting News - News Value – News Agencies (In India and Abroad) - Interview – Public Meeting – Beat – Inverted Pyramid Form of Writings.

Unit – III Editing – Use of Editing – Marks Functions of Editors – Page make up – Features – Editorial.

Unit – IV Printing – Role of Computer and Communication techniques – Structure and Functioning of a News paper office – Distribution.

Unit – V Press Laws – Press Council of India - Defamation – Contempt of Court – Official Secrets Act – Recent Trends in Indian Journalism.

Book for References

Ahuja, *Introduction to Journalism*

Kamath, M.V., *Professional Journalism*

Natarajan, S., *A History of the Press in India*

Rangasamy Parthasarathy, *Journalism in India*

Nadig Krishnamurthy, *Indian Journalism*

Raja, C.P., *Ethazhial (Tamil)*, jopay;

RaRaja, C.P., kf;fs; jfty; njlh;gpay; mwpKfk;

IV Semester

**II B.A.
Hrs. 4**

**Part - III
Allied – VI
Credits -3**

TOURISM AND TRAVEL AGENCY

- Unit I :** Definition of Tourism – Types of Tourism – Basic Components of Tourism - Motivation for Tourism – Effects of Tourism – Careers of Tourism – Emerging Trends in Tourism: Medical Tourism – Eco Tourism – International Year of Eco Tourism 2002, Quebec Declaration and Eco Tourism Guidelines of the Government of India.
- Unit II :** Different kinds of Accommodation : Star Hostels – Resort Groups – Cottages – Time Share Hotels – Motels. Different kinds of Transport: Air Transport – Rail Transport – Sea way Transport and Road Transport – Air Transport Authority of India - National Highways Authority of India
- Unit III :** Tourism Development in The World- In India: Travelers in the Ancient and Medieval Period - the Sargent Committee – Ministry of Tourism – India Tourism Development Corporation (ITDC) - Tamil Nadu Tourism Department – Tamil Nadu Tourism Development Corporation (TTDC) – Trade Fair.
- Unit IV :** Travel Agency: Requirement for Travel Agency- Functions – Structure of the Office of the Travel Agency – Origin and growth of Travel Agency – Package Tours - Tour Operators – Tourist Guides – International Air Transport Association (IATA) – Travel Agents Association of India (TAAI) - Pacific Area Travel Association (PATA) – International Civil Aviation Organisation (ICAO) – World Tourism Organisations (WTO).
- Unit V :** Travel Formalities and Regulations: Passport, Visa, Health Regulations, Emigration and Immigration, Special Permits for Restricted Areas, Foreign Exchange and Travel Insurance.

References :

Bhatia, A.K., *Tourism Development – Principles and Practices*, Sterling Publishers, New Delhi, 1994.

Bryden John, M., *Tourism and Development Cambridge*, Cambridge University Press, 1973.

Pran Nath Seth, *Successful Tourism Management – Fundamentals of Tourism*, Vol-I, Sterling Publishers, Ltd., New Delhi, 2008.

Pran Nath Seth, *Successful Tourism Management – Tourism Practices*, Vol-II, Sterling Publishers, Ltd., New Delhi, 2008.

Pran Nath Seth and Sushma Seth Bhat *An Introduction to Travel and Tourism*, Sterling Publishers Ltd., New Delhi, 1993.

Ratandeep Singh, *Infrastructure of Tourism in India*, Kanishka Publishers, Distributors, New Delhi, 2007.

IV - SEMESTER

II B.A (Eco)
Hrs. 2

Paper - IV
Non Major Elective – I
Credits - 2

TOURISM

- Unit – I - Definition of Tourism – Origin and development of Tourism – Factors influencing the growth of Tourism.
- Unit – II - Components of Tourism – Accommodation : Evolution and growth of Hotel Industry – Types of Hotels – Supplementary accommodation – Transports : Railway, Airlines and Roadways.
- Unit – III - Economic and social impact of Tourism – Infrastructure development - Regional development – Multiplier effect – Tourism Products and Tourism Marketing in India.
- Unit – IV - Development of Tourism in India – Tourism Administration. Ministry of Tourism - Tamil Nadu Tourism Department.
- Unit – V - Role of Indian Tourism Development Corporation (TTDC) and Tamilnadu Tourism Development Corporation (TTDC) – Places of Tourist interest in India - Tamil Nadu.

References :

- Bhatia, A.K., *Tourism Development – Principles and Practices*, Sterling Publishers, New Delhi, 1994.
- Bryden John, M., *Tourism and Development*, Cambridge University Press, 1973.
- Pran Nath Seth, *Successful Tourism Management – Tourism Practices*, Vol-II, Sterling Publishers, Ltd., New Delhi, 2008.
- Pran Nath Seth and Sushma Seth Bhat *An Introduction to Travel and Tourism*, Sterling Publishers Ltd., New Delhi, 1993.
- Ratandeep Singh, *Infrastructure of Tourism in India*, Kanishka Publishers, Distributors, New Delhi, 2007.

V Semester

III B.A.
Hrs. 6

Part - III
Core - VII
Credits - 5

HISTORY OF EUROPE FROM A.D. 1453 to 1789

- Unit – I Condition of Europe in the Midth of 15th century Fall of Constantinople and its significance – Features of Modern Period – Geographical Discoveries Renaissance – Reformation – Counter Reformation.
- Unit – II Ascendancy of Spain : Charles V – Phillip II – William, the Silent – War of Dutch Independence – Thirty Years War (1618-1648) – The Peace of Westphalia 1648 – Disintegration of Germany.
- Unit – III Ascendancy of France : Henry IV – House of Bourbons – Louis XIII – Diplomacy of Cardinals : Richalieu and Mazarain – Services of Colbert – Louis XIV and his Domestic and Foreign Policy.
- Unit – IV Age of Enlightened Despotism : Meaning - Frederick, the Great (Prussia) – Peter, the Great (Russia) – Catherine II, the Great (Russia) – Partition of Poland – Joseph II (Austria).
- Unit – V Asendancy of Sweden : Union of Sweden, Norway and Denmark – Christian II – Rise of Vasa dynasty – Gustavus Vasa – Reformation – Contribution of Gustavus Adolphustion of North – Queen Christina.

Book for References

Fisher, H.A.L., *History of Modern Times*

Kettelby, *History of Europe*

South Gate, *A Short History of Europe*

Mahajan, V.D., *European History*

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V Semester

**III B.A.
Hrs. 6**

**Part - III
Core - VIII
Credits – 5**

HISTORY OF THE USA FROM COLONISATION TO A.D. 1865

Unit – I Physical Features – Colonisation by the European powers – Anglo – French conflict – Administration – Social Life

Unit – II American war of Independence : Causes – Declaration of Independence – Significance - Making of the Federal Constitution – Features of the Constitution.

Unit – III Administration of George Washington – Republican Revolution – John Adams – Jeffersonian Democracy – James Madison – Destruction of the Indian Tribes - War of 1812 – Fall of Tecumseh.

Unit – IV James Munroe - Jackson and his Democracy – Westward Expansion – Mexican War - USA in the Mid – Nineteenth century – Economic and Industrial progress.

Unit – V Issue of Slavery : Anti-Slavery Movement – Missouri Compromise 1820 – Compromise of 1850 – Drift to Civil War : causes, course and Results – Ahraham Lincoln and Civil war – Reconstruction.

Book for References

Beard, C.A. and Beard, M.R., *New Basic History of the United States* New York, 1968

Hills, C.P, *History of United States of America*

Parkes, H.B. *The United States of America*, Calcutta, 1964

Rajayyan, K., *A History of the United States*, Madurai, 2000

V Semester

Part – III

I B.A.

Core IX

Hrs. 6

Credits - 4

History of China Upto A.D. 1976

UNIT: I Geography : Dynastic Divisions : The Chou Dynasty – The Han Dynasty – The Tang Dynasty - The Sung Dynasty – The Mangols – The Ming Dynasty – The Manchu Dynasty – Social and Political Institutions in Manchu China

UNIT : II Philosophers: Lao – Tze , Confucius and Mencius – Buddhism

UNIT: III The Western Imperialism and Chinese Response: The Opening of China – First Opium War (1839 – 1842) – The Taiping Rebellion (1850 – 1860) – The Second Opium War.

UNIT: IV Nationalism in China : Boxer Movement – USA and Open Door Policy – Sun – Yat – Sen – Revolution of 1911

UNIT: V China and First World War – Kuomintang Party – Mao Tse Tung – Communist China – Cultural Revolution and its effects.

References:

Clyde and Beers, *The Far East*, Prentice Hall of India Pvt. Ltd., New Delhi, 1976

Chaurasia, *History of Far East*, Forward Book Depot, Delhi, 1990

Gupte , R.S., *History of Modern China*, Sterling Publishers Pvt. Ltd., New Delhi, 1978

Rajaram, V., *History of China, Japan and South east asia upto 1966 A.D.*, Tamil Nadu Text Book Society, Chennai, 1985 (Tamil)

V – Semester

III B.A.
Hrs. 4

Part - III
Core - X
Credits - 4

HISTORY OF SCIENCE AND TECHNOLOGY

UNIT: I Science: Definition, Nature and characteristics. Technology: Definition, Nature and Characteristics, Factors that influenced Science through History- Pre-Historic Science and Technology: Agricultural and Pottery Technology during the Indus Civilization, South India and Tamil Nadu – Metallurgy and Iron Technology: In a India and Tamil Nadu – Ceramics and Polished Ware Technology: In India and Tamil Nadu

UNIT: II Science and Technology in the Historic Period: Sumeria – Egypt – Rome – Greek – India: Astromy and Mathematics: Bhaskara – Aryabhata – Tolkappiam – Ayurvedic – Sidda. Science and Technology in Medieval period : Europe and India

UNIT: III Renaissance and its impact on Science and Technology: Astronomy – Medical Science – Technology. Scientific Academies: Royal Society of England and French Royal Academy of Sciences – Science and Technology in the Age of Revolutions: Inventions in Textiles – James Walt and invention of Steam Engine

UNIT : IV Science and Technology in Nineteenth and Twentieth Centuries: Charles Darwin and Theory of Organic evolutions of species – Michael Faraday and discovery of electromagnetic induction – George Stephenson and the invention of the railway - Albert Bernhard Nobel and the invention of the dynamite – Telegraphs and Telephones – Thames Alwa Edison — Space Research in Russia and USA

UNIT: V Science and Technology in Modern India: Polices and Plans after Independence – Green Revolution – Energy Programme : Conventional and Renewable Energy - Nuclear Research – Atomic Energy Commission – Space Research: INSAT System – Launch Vehicle Technology – Defence: Missile Programme.

References

- Krishnamoorthy , *History of Science*, Bharathidasan University, Tiruchirappalli, 2007
Varghese Jeyaraj, S., *History Of Science and Technology*, Anns Publications, Uthamapalayam, 2004
Kalpana Rajram (ed.), *Science and Technology in India*, Spectrum India, New Delhi, 1999
William, B. Sills, *History of Science and Technology*
India Year Book.

V - Semester

III B.A
Hrs. 5

Part - III
Major Elective II
Credits - 5

HUMAN RIGHTS

- Unit – I - The Concepts and its application : Definition - Theories of Human Rights- U.N.O and Human Right : Universal Declaration of Human Rights – International Covenant on Economic, Social and Cultural Rights – International Covenant on Civil and Political Rights – Protocols on Human Rights - U.N. Conventions.
- Unit – II - Enforcement of Human Rights: U.N.O.and Enforcement of Human Rights: Human Rights Committee – U.N. High Commission for Human Rights – Human Rights Organisation: I.L.O. - U.N. Committee on Discrimination Against Women and Children, European Convention on Human Rights – Helsinki Charter, Amnesty International, Centre for Human Rights.
- Unit – III - Human Rights and Indian Constitution : Fundamental Rights - Directive Principles of State Policy – Criticism – Fundamental Duties – Constitutional Remedies – Right to Petition.
- Unit – IV - Enforcement of Human Rights in India : Protection of Human Rights Act of 1993 – The National Human Rights Commission – State Human Rights Commission – Human Rights Courts – National Commission for Minorities - National Commission for S.Cs. & STs – National Commission for Women – National Commission for Background Class.
- Unit – V - Major Issues Relating to Human Rights in India : Right to Information – Right to Privacy – Freedom of the Press – Right to Inheritance – Remedies against Human Rights Violations: Legal Aid - Public Interest Litigation – Right to Divorce - Ragging

Book for References

Manchu Kumar, *Social Equality, The Constitutional Experiment in India*, New Delhi, 1982.

Saksena, K.P., *Teaching Human Rights – A Manual for Adult Education*, New Delhi, 1996.

The State of the World's Children, 1989, UNICEF, OUP, 1988.

The Concept of Human Rights, Jack Donnelly, Gxon Helm, London 1985.

Indian Penal Code, Central Law Agency, Allahabad, 1970.

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III B.A (Eco)
Hrs. 2

V - Semester
Part - IV
Non Major Elective II
Credits - 2

JOURNALISM

- Unit – I - Introduction to Journalism: Meaning and Types - Impact of Mass Media – Development of Journalism – History of Indian Journalism.
- Unit – II - Reporting: News Value – News Agencies – Interview – Public Meeting – Beat – Inverted Pyramid Form of Writings.
- Unit – III - Editing: Use of Editing – Marks - Functions of Editors – Page make up – Features – Editorial.
- Unit – IV - Printing: Role of Computers and Communication Techniques – Structure and Functioning of a News paper office.
- Unit – V - Press Laws – Press Council of India – Defamation – Contempt of Court – Official Secrets Act.

Book for References

Ahuja, *Introduction to Journalism*

Kamath, M.V., *Professional Journalism*

Natarajan, S, *A History of the Press in India*

Rangasamy Parthasarathy, *-Journalism in India*

Nadig Krishnamurthy, *Indian Journalism*

Raja, C.P- *Ethazhial* (Tamil) ,jopay;

Raja, C.P., kf;fs; jfty; njhlh;gpay; mwpKfk;

VI - Semester

III B.A
Hrs. 6

Part III
Core XI
Credits - 5

HISTORY OF MODERN INDIA A.D 1757 to 1947

- Unit – I - Advent of Europeans - Expansion of British rule: The Third Carnatic War - Battle of Plessey and Battle of Buxar – Treaty of Allahabad – Dual Government – Warren Hastings and his reforms – Reforms of Cornwallis – Wellesley – Mysore wars – Maratha wars.
- Unit – II - Establishment of British Paramountancy in India : Lord Hastings – William Bentinck – Annexation of Punjab – Burmes wars – Lord Lytton – Lord Rippon – Lord Curzon.
- Unit – III - Administrative changes : Regulating Act, Charter Act of 1813 - Charter Act of 1833 – Charter Act of 1853 – The Acts of 1858, 1861, 1892, 1909, 1919 and 1935.
- Unit – IV - Socio - Economic and Educational development : Socio - Religious movements : Brahma Samaj – Arya Samaj – Prathana Samaj – Theosophical Society – Aligarh Movement. Economic : Land Revenue - Zamindari and Ryotwari settlements – Development – of Transport and Communication – Drain of wealth. Education : Wood’s Despatch – Hunter Commission - Raleigh Commission – University Act 1904 – Hartog Committee 1929 – Basic Education.
- Unit – V - National Movement: The Revolt of 1857 – Causes for the rise of Nationalism – Indian National Congress - Moderates and Extremists – Swadesi movement – Muslim League - Non Co-operation movement – Khilafat movement - Civil Disobedience Movement – and Round Table Conference – Quit India Movement – Cabinet Mission – Mountbatten Plan – The Indian Independence Act of 1947

Book for References

- Desai A.R. *Social Background of Indian Nationalism*, Bombay 1997.
- Dharmakumar (ed) ; *The Cambridge Economic History of India*, Vol-II, New Delhi, 1994
- Grover, B.L. and Grover. S., *A New Look at Modern Indian History*, New Delhi, 1999
- Mahajan. V.D., *Modern Indian History*, New Delhi, 2006.
- Ramesh Dutt, *The Economic History of India*, Vol-I and II, New Delhi, 1989.
- Sumit Sarkar, *Modern India, 1885 – 1947*

VI - Semester

III B.A.
Hrs. 6

Part - III
Core - XII
Credits -4

CONTEMPORARY INDIA SINCE A.D. 1947

- Unit – I Dawn of Independence – Making of Indian Constitution – National Integration – Sardar Patel – India becoming Republic – Nehru : Planning – His Internal and External policies – Lal Bahadur Sastry.
- Unit – II Indira Gandhi – Internal policy - Verdict and its impact – Declaration of Emergency - General Election 1977 – Janata Rule : Re-emergence of Mrs. Indira Gandhi – External policy.
- Unit – III Rajiv Gandhi: International and External Policies - 1989 General Election – Emergence of V.P. Singh and his rule – Mandal agitation - Fall of National Front Government - Narasimha Rao’s Rule – New Economic Policy – A.B. Vajpayee’s 13 days rule - United Front Government’s Common Minimum Programme – Gujral Doctrine – Fall of United Front Government.
- Unit – IV Five year plans – Agricultural Development – Vinobhabave and Boodan Movement – Green Revolution – White Revolution - Blue Revolution – Development of Mass Media – Development of Education – Role of Panchayat Raj system in India.
- Unit – V India and Kashmir issue – Indo – Chinese War – Indo – Pak War – Simla Agreement – India’s role in the World Affairs : NAM and SAARC - India and its neighbours – Globalization and its impact.

Book for References

- Venkatesan, *Contemporary India* (Tamil & English)
- Aiyangar, R.G., *Making of Indian Constitution*, Madras, 1952.
- Santhanam K., *Structure and Tradition to Indian Polity*, Madras, 1962.
- Pandit J. Jehru., *India’s Foreign Policy, Collected Speeches*, Publication Division, 1970.
- Acharaya K.R. & et. al., *Perspective on Indian Government and Politics*, New Delhi, 1993.

VI - Semester

III B.A
Hrs. 6

Part - III
Core - XIII
Credits - 4

HISTORY OF EUROPE FROM A.D. 1789 TO 1945

- Unit – I - French Revolution: Causes – Role of Voltaire, Rousseau and Montesquieu – Course – Results. Napoleon: His Territorial expansion, Continental system and Nationalist Reactions - Destruction of Napoleonic Empire - spread of revolutionary principles.
- Unit – II - Conservative reactions against Revolutionary Liberalism (1815-1830) - Metternich and Vienna Peace Settlement - Concerts of Europe – Old and New Aspects of European Culture. Repression of liberalism - Central Europe, Spain, Portugal and Russia. Conservatism in Britain and Compromise in France.
- Unit – III - Liberal Nationalist upheavals 1830 and 1848 - Establishment of Liberal monarchies in France and Belgium. Second Napoleonic Empire in Western Europe (1848-1870) – Napoleon III: Decline and fall of Second Empire.
- Unit – IV - Nationalism in Central Europe: Creation of United Italy and Germany. Foreign policy of Bismarck – Eastern Question - Partition of Africa – Russian Revolution – World War I
- Unit – V - The League of Nations – Rise Dictators : Hitler and Mussolini – World War II – U.N.O. – Cold War.

Book for References

Grant A.J., *History of Europe*

Grant and Temberly, *History of Europe*

Hazen C.D., *Modern Europe*

Hayes and Moon, *Modern Europe*

Mahajan V.D., *Modern Europe*

South Gate, *A Text Book of Modern Europe*

VI Semester

I B.A.
Hrs. 4

Part – III
Core Paper XIV
Credits - 4

FREEDOM MOVEMENT IN TAMIL NADU

UNIT: I Concepts and Terms: Nationalism , Freedom Movement, Revolt, Uprising, and Swaraj. British Administrative Policies: Revenue administration – Judicial – Abolition of Poligari system – Destruction of Village Handicrafts – Commercialisation of Agriculture – Development of Modern Industries – Drain of Wealth – Grain Policy - Transport and Communication – Western Education – Emergence of Elites and Middle Class.

UNIT: II Early Anti – British Struggles: Valunatchiar’s struggle against the British – Poligar Revolt – South Indian Rebellion and its Characteristics – Vellore Mutiny

UNIT : III Rise of Nationalism – Madras Native Association – Madras Mahajana Sabha –Indian National Congress –Madras session of the INC - Tamil Nadu Congress Committee (TNCC) - Moderates and Extremists - Swadeshi Movement - Extremism in Tamil Nadu

UNIT : IV Home Rule Movement – The Rowlatt Satyagraha – Importance of the Election of 1920 – Justice Ministry - Non - Cooperation Movement - Anti-liquor agitation – Tamil Swarajists - Issues Connected with the arrival of Simon Commission – Civil Disobedience Movement – Harijan Movement - Effects of the arrival of Mahatma Gandhi to Tamil Nadu – Constructive Programme – Election of 1937- The Congress Ministry in Tamil Nadu - Quit India Movement – Post Quit India Development in Tamil Nadu – Role of Tamils in the Indian National Army-Declaration of Independence

UNIT :V Press and Freedom Movement – Press Act 1910. Important Personalities: V.O. Chidambaram Pillai - Subramania Siva – C. Rajagopalachari – K. Kamaraj – Poet Bharathi – Muthulakshmi Reddy.

References

David Arnold, *The Congress in Tamilnadu, Nationalist Politics in South India, 1919-1937*, Manohar, New Delhi, 1977

K. Rajayyan, *History of Tamil Nadu 1565 - 1982*, Raj Publishers, Madurai, 1982

VI – Semester

III B.A.
Hrs. 5

Part - III
Major Elective -III
Credits - 4

ARCHAEOLOGY

Unit – I Definition and Scope – Importance of Archaeology - Archaeological Survey of India – Tamil Nadu State Archaeological Department – Archaeology and other discipline.

Unit – II Surface Explorations – Objectives – Methods of Site survey : Map Reading – Study of Physical Features – Recording of Exploration data – Exploration kit – Scientific Aids in Exploration.

Unit – III Excavation : Staff and their functions – Excavation Tools and Equipments – Excavation Principles and Methods.

Unit – IV Dating Methods : Radio – Carbon dating – Thermoluminescence dating – Uranium dating – Nitrogen or Collagen dating – Phosphate analysis – Dendrochronology Statistical Method in Archaeology – Documentation.

Unit – V Archaeological Excavating sites in Tamil Nadu : Arikamedu – Thirukkoyilur – Kaverippoompattinam, Kodumanal, Uraiyur, Adichanallur, Korkai – Effects.

Book for References

Raman K.V., *Principles and Methods of Archaeology*, Madras, 1991.

Venkataraman R. *Indian Archaeology – A Survey*, Udumalpet, 1999.

Tamg Stewars, *Archaeological Guide and Glossary*.

Krishnamurthy, K., *Introducing Archaeology*, Ajantha Publishers, New Delhi, 1995.

VI Semester

III B.A.
Hrs. 2

Part – IV
SBE -Paper III
Credits : 4

TOURISM PRODUCTS

- Unit - I Definition- Characteristics: Intangibility – inseparability – Variability – Heterogeneity – Absence of ownership – Manufactured/Assembled by many producers – Seasonal Demand. Product – Dominant role of intermediaries. – Types of Tourist product. Natural – Human made – Symbiotic – Event based – Site based – Activity based – Destination based (Packaged Tour)
- Unit - II Components of Tourist Products: Attractions – Natural, Cultural and Scenic- Facilities: Accommodation, entertainments, recreation and tourist sites. Accessibility: Transport facilities and communication.
- Unit - III Important Tourist Products in India. Cultural Centres; Delhi, Agra, Jaipur., Ajanta and Ellora, Belur, Helibed, Mysore, Mamallapuram, Kanchipuram and Kanniyakumari
- Unit - IV Tourist Music products Music- Carnatic and Hindustani Dance – Kuchipudi, Odissi, Kathaklli and Bharathanattiyam – Fairs and Festivals. - Tourist Centers in Tiruchirappalli- Temples: Srirangam, Samayapuram and Thanjavur. Churches: St. Lourdu Church- Mosques and Durgas – Rockfort.
- Unit – V Tourism Marketing : Definition – Market Segmentation- Marketing Mix – Marketing of Services - Marketing Research – Customer Service Skills Advertisement – Public Relations – Tourist Publicity.

Books for References

- Bhatia, A.K., *Tourism Development , Principles and Practices*, New Delhi, 1994.
- Sunetra Reddy, Archana Biwal and Vandana Josshi, *Tourism Operation and Managements* Oxford University Press, New Delhi, 2009
- Jagmohan Negi, *International Tourism and Travel, Concepts and Principles*, S.Chand & Company Ltd., New Delhi, 2008