

# **MASTER OF MANAGEMENT IN HOSPITALITY (MMH)**

## **Course Details and Syllabus MGU-CBCS-PG**

(For admissions from 2016- 17 academic year onwards)



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**MASTER OF MANAGEMENT IN HOSPITALITY**  
**SCHEME AND SYLLABI**

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## **I. Rationale and Nature of the Programme**

There is tremendous growth for hospitality and tourism industries in the world. Hence there is the increased need for competent professionals to manage the business units in these industries. Master of Management in Hospitality (MMH) is designed in such a way to prepare students for management positions in hospitality and tourism industries.

After this program the students should be able to work in hotels and food-service facilities, travel and tourism, event management, airlines and related organizations in healthcare institutions, entertainment industry, etc. The programme also gives entrepreneurial skills to start new businesses in the above areas. Master of Management in Hospitality is an innovative programme that aims at creating competencies in hospitality and tourism sectors. Hence for students who come from the industry can enhance their career advancement possibilities significantly.

## **II. Objective of the Programme**

The objective of the programme is creating professionals with leadership qualities to administer and manage business units in different hospitality and tourism sectors and be able to constructively contribute to the tourism planning and development in the country.

For this the programme includes the following: -

1. Analyse the various components of the hospitality industry and describe how they interrelate.
2. Describe the interrelationship between travel, tourism and hospitality industries.
3. Discuss the issues and trends facing the hospitality and tourism industries today.
4. Provide necessary I T skills to manage hospitality and tourism organisations.
5. Discuss career paths and professional challenges characteristic of the hospitality industry.
6. Develop competencies in creative and critical analyses through research linked explorations.
7. Enhance the ability to work with ease even under pressure and stress situations.

8. Be able to effectively market destinations and hospitality organisations.
9. Be able to utilise financial management strategies to increase the profitability of an organisation
10. Progress necessary skills to manage people and teams within the organisation
11. To be able to contribute ideas in developing destinations for tourism promotion

### **III. Duration of the Programme: -**

The duration of the programme is Four Semesters. Each semester consisting of a minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days each, each with 5 contact classes of one hour duration.

A student who has registered for the course shall complete the course within a period of 8 continuous semesters from the date of commencement of the programme.

### **IV. Method of selection of students**

A good hospitality manager has interpersonal and communication skills and a congenial personality. Creativity and an aesthetic sense can also prove very useful. Teamwork is always important in any managerial position, so getting along with people from diverse backgrounds is a must. Handling conflict situations and emergencies while working long hours requires high levels of flexibility.

Hence the following method of selection is proposed. The incorporation of test, interview and group discussions is useful to evaluate the personality and suitability of the candidate for the programme.

#### **Minimum eligibility**

- An undergraduate in any subject of Mahatma Gandhi University (or any other examination of any recognized University or authority accepted by the Academic council of Mahatma Gandhi University as equivalent thereto for the admission to post graduate programmes) with minimum of 45% in the third part. Candidates belonging to scheduled castes and schedule tribes will be required to have only a pass in the qualifying examination. Candidates

belonging to backward communities will be allowed a concession of 2% marks in the prescribed minimum marks.

- The candidates seeking admission shall have a valid MAT/CMAT score or shall attend entrance test conducted by the college. The rank list prepared based on the university examination, group discussion and personal interview.
- For the purpose of preparation of final rank list, the total marks shall be calculated out of 150. The breakup of marks shall be - Degree marks 50 (inclusive of all subjects, viva etc), Group Discussion 50, and Personal Interview 50.
- In case an individual college conducts written test it shall cover the following areas
  - i. Logical reasoning
  - ii. Simple Mathematics
  - iii. Vocabulary and language proficiency in English
  - iv. Aptitude tests
  - v. Comprehension
- Only five times more than the sanctioned strength needs to be selected for group discussion and personal interview.
- The candidate has to register all the courses prescribed for the particular semester.
- Cancellation of registration is applicable only when the request is made within two weeks from the time of admission.

## V. Programme Structure

The MMH programme shall include:

- **Programme Core course** - Courses that a MMH student must successfully complete to receive the Degree.
- **Program Elective (PE) Courses** - There shall be 5 Elective courses for the MMH programme – Elective Geography of Travel and Tourism, Elective Advanced Hotel Operations Management, Elective Event management, Elective Food processing and logistics management, Elective Airfares and Airlines Management for the choice

of students, subject to the availability of facility and infrastructure in the institution and the selected elective courses shall be the subject of specialization of the MMH programme.

- **Internship Project** - Internship Project means a regular project work with stated credits in the second semester which the student undertake under the supervision of a teacher in a relevant hospitality or tourism related organisation and submit a dissertation on the project work as specified.
- **Concurrent project:** At the end of second and fourth semester the students shall also submit a report of the concurrent project activities based on the guidelines given by the department. In the second semester it is evaluated along with Internship Project and in the fourth semester it is evaluated along with study tour report.
- **Study Tour:** During the fourth semester students will have to submit a report of their study tour. The study tour may be to national or international destinations.
- **Project and Comprehensive Viva-voce:** At the end of fourth semester, there shall be a two months internship project and it shall be internal and external evaluation in the prescribed ratio. Comprehensive Viva-Voce covers questions from all courses in the programme.

## **VI. Method of pedagogy**

- i. Lectures
- ii. Case studies
- iii. Role plays
- iv. Presentations
- v. Discussions
- vi. Practicum
- vii. Special training to improve sensitivity, inter personal relationship and decision making skills
- viii. Internships and Project works.

## **VII. Method of Evaluation**

- i. Internal and External Evaluation
  - Internal Evaluation: External Evaluation is 20: 80 for theory papers.

- The internal marks shall be awarded on the basis of assignments, seminars, class participation, internship reports, class tests, etc.
- A minimum of 40% marks (C grade) is required for a pass for both internal evaluation and external evaluation separately for every course and also for the internship projects and concurrent projects, tour and concurrent projects and for the Project and comprehensive Viva Voce in the fourth semester.
- A candidate who has not secured the minimum marks/credits in the internal examinations can re-do the same registering along with the university examination for the same semester, subsequently. Securing the minimum marks/grades in the internal examinations is not required to register for the external examinations.
- There shall be a University examinations at the end of each semester. The answers must be written in English. Written examinations are for a three hour duration. A student who fails to secure a minimum marks/grade for a pass in a course will be permitted to write the examination along with the subsequent batch.
- There will be no supplementary examinations. There shall not be any chance to improve the mark/grade point of a course, of the student passed the same.

ii. Components of Internal Evaluation

Internal evaluation shall be based on tests, assignments, attendance and seminars for all the core and elective subjects. For project reports the evaluation shall be based on the guidelines issued by the department.

**For theory subjects**

<b>Component</b>	<b>Marks</b>
1. Assignment	4
2. Seminar	4
3. Attendance	4
4. Two test papers (2 x 4)	8
<b>Total</b>	<b>20</b>

**Evaluation of attendance**

<b>Component</b>	<b>Marks</b>
Above 95%	4
Between 85 and below 95	3
Between 80 and below 85	2
Between 75 and below 80	1
Less than 75	0

## iii. Evaluation of Concurrent &amp; Internship Project

The practicum/ field work of this programme include, Field visits, Industrial visits and Tours/Excursions, etc., participation in academic or professional conferences & seminars, industry exhibitions etc. Students should submit a report of all these events they participated highlighting the learning experiences through these programmes. The report should be submitted before the commencement of the University examinations of second and fourth semesters. Evaluation of the report shall be done at the department level and graded accordingly.

**a. Guide lines for Evaluation of Internship Project & Concurrent Report**

- There shall be internship placements for not less than 60 days in a relevant industrial setting at the end of second semester. It shall be done as continuous period of 60 days or as two internships of continues 30 days each during the first two semesters. This is a supervised internship within the hospitality and tourism industry. This course allow students to undertake experiential learning by working with the sponsoring hospitality or tourism organization to critically examine a major aspect of their operation. They may include the development of a management oriented case analysis of the internship sponsor
- The internship case analysis shall consist of twenty to twenty five pages. It shall not be more than thirty five pages, including references and annexure. The report is evaluated out of 50 marks. The evaluation of the internship case analysis is done at the department level based on viva and written report. The evaluation shall be done by a team of teachers in the department which shall necessarily consist of the head of the

department and the supervising teacher. One spiral bound hard copy and a soft copy of the report should be submitted to the department for evaluation.

- The programme shall also consist of field visits, exposure visits, study camps, working in collaboration with relevant institutions, and participation in academic conferences, etc. Students shall give a report of their learning from these activities. This written report is graded out of forty by the supervising teacher in the department.

**Evaluation in brief:**

Grade for each internship reports	-	30
Concurrent Report for each semester	-	20
<b>Total for the course in each semester</b>		<b>50</b>

**b. Evaluation of Practicum & Tour**

During the fourth semester students will have to submit their concurrent report and a report of study tour.

- Students should undertake visits to important national or international tourist destinations during their programme. The purpose is
  - to experience travel and to know the inter-relationship between different industries and travel
  - to familiarise some of the important tourist destinations in India or abroad
  - to learn to organise and manage tour operations for a group.

The students shall submit a written report of their tour experiences. This report shall be submitted in the fourth semester before the commencement of their university examination. A team of teachers under the supervision of the head of the department shall evaluate these reports and award marks out of forty. The submission of reports can be either individual or group in accordance with the direction given by the department in each college.

**Evaluation in brief:**

National / International Tour report	-	30
Field work/ practicum	-	20
<b>Total for the course in the semester</b>	-	<b>50</b>

**c. Evaluation of Final Internship Project and comprehensive Viva**

The final project placement shall be in relevant setting / agency/ industry, where the theory and principles of hospitality management can be practised. It shall be for a duration of continuous 60 days. The final project placement will ensure the integration of theory and practice and will facilitate the scholars to conduct innovative researches in their project area. All the topics covered under the programme along with final project report shall form part of the syllabi for the external Viva-Voce

Evaluation in brief:

Internal Evaluation	-	20
External Evaluation	-	80
Total for the course in the semester	-	100

**VIII. Grading of results**

For all courses letter grades and grade points are given on a 10 point scale based on the total percentage of marks as given below:

**Grading of Courses**

Percentage of Marks	Grade	Grade Point (GP)
95 and above	‘S’ Outstanding	10
85 to below 95	‘A <sup>+</sup> ’ Excellent	9
75 to below 85	‘A’ Very Good	8
65 to below 75	‘A <sup>-</sup> ’ Good	7
55 to below 65	‘B <sup>+</sup> ’ Above Average	6
50 to below 55	‘B’ Average	5
40 to below 50	‘C’ Pass	4
Below 40	‘F’ Fail	0
	‘Ab’ Absent	0

**Grading of the programme**

Grades for the different semesters and overall programme are given based on the corresponding GPA as shown below:

GPA	Grade
Equal to 9.5 and above	‘S’ Outstanding



Equal to 8.5 and below 9.5	'A <sup>+</sup> ' Excellent
Equal to 7.5 and below 8.5	'A' Very Good
Equal to 6.5 and below 7.5	'A <sup>-</sup> ' Good
Equal to 5.5 and below 6.5	'B <sup>+</sup> ' Above Average
Equal to 5.0 and below 5.5	'B' Average
Equal to 4.0 and below 5.0	'C' Pass
Below 4.0	'F' Fail

### **Attendance**

The minimum requirement of aggregate attendance during a semester for appearing the end semester examination shall be 75%. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of post graduate programme may be granted by the University. A student who does not satisfy the requirements of attendance shall not be permitted to take the end Semester examinations.

### **Promotion**

A student who registers for the end semester examination shall be promoted to the next semester.

**IX. Course Distribution and Credits**

Semester	Course Code	Name of Courses	Teaching Hours	Credit	Total Credits
<b>I</b>	MH1C01	Fundamentals of Hospitality and Tourism Management	5	4	20
	MH1C02	Advanced English for Managerial Communication	5	4	
	MH1C03	Research Methods and Quantitative Techniques	5	4	
	MH1C04	Accounting and Finance for Hospitality and Tourism	5	4	
	MH1C05	Managerial Economics for Hospitality and Tourism	5	4	
<b>II</b>	MH2C06	Organisational Behaviour	5	4	20
	MH2C07	Marketing Management for Hospitality and Tourism	5	4	
	MH2C08	Hotel and Restaurant Management- I	5	3	
	MH2C09	Public Relations Practices in Hospitality Industry	5	3	
	MH2C10	Information Technology for Hospitality and Tourism	5	4	
	MH2D11	Internship Project and Concurrent Report		2	
<b>III</b>	MH3C12	Legal Aspects of Business	5	4	19
	MH3C13	Travel and Tourism Management	5	4	
	MH3C14	Human Resource Management for Hospitality and Tourism	5	4	
	MH3C15	Culture and Tourism Management	5	3	
	MH3C16	Communication Competencies for Professional Advancement	5	4	
<b>IV</b>	MH4C17	Tourism Products in India	5	4	21
	MH4C18	Tourism Trends, Planning and Policies	5	3	
	MH4C19	Strategic Leadership and Change Management	5	4	
	MH4C20	Entrepreneurship in Hospitality and Tourism	5	4	
	MH4E21	Global Tourism Geography (Elective)*	5	2	
	MH4E22	Hotel and Restaurant Management –II (Elective)*	5	2	
	MH4E23	Event management (Elective)*	5	2	
	MH4E24	Food processing and logistics management (Elective)*	5	2	
	MH4E25	Airfares and Airlines Management (Elective)*	5	2	
	MH4D26	Study Tour and Concurrent Report		2	
	MH4D27	Project Report and Comprehensive Viva		2	
	<b>Total Credits</b>				<b>80</b>

\*In fourth semester students need to select one of the electives given in the syllabus.

**X. Grades/ Marks for Courses**

Semester	Course Code	Name of Courses	Internal	External	Total Mark
<b>I</b>	MH1C01	Fundamentals of Hospitality and Tourism Management	20	80	100
	MH1C02	Advanced English for Managerial Communication	20	80	100
	MH1C03	Research Methods and Quantitative Techniques	20	80	100
	MH1C04	Accounting and Finance for Hospitality and Tourism	20	80	100
	MH1C05	Managerial Economics for Hospitality and Tourism (OPEN BOOK EXAMINATION)	20	80	100
<b>II</b>	MH2C06	Organisational Behaviour	20	80	100
	MH2C07	Marketing Management for Hospitality and Tourism	20	80	100
	MH2C08	Hotel and Restaurant Management- I	20	80	100
	MH2C09	Public Relations Practices in Hospitality Industry	20	80	100
	MH2C10	Information Technology for Hospitality and Tourism	20	80	100
	MH2D11	Internship Project and Concurrent Report	50	-	50
<b>III</b>	MH3C12	Legal Aspects of Business	20	80	100
	MH3C13	Travel and Tourism Management	20	80	100
	MH3C14	Human Resource Management for Hospitality and Tourism	20	80	100
	MH3C15	Culture and Tourism Management	20	80	100
	MH3C16	Communication Competencies for Professional Advancement	20	80	100
<b>IV</b>	MH4C17	Tourism Products in India	20	80	100
	MH4C18	Tourism Trends, Planning and Policies	20	80	100
	MH4C19	Strategic Leadership and Change Management	20	80	100
	MH4C20	Entrepreneurship in Hospitality and Tourism	20	80	100
	MH4E21	Global Tourism Geography (Elective)*	20	80	100
	MH4E22	Hotel and Restaurant Management –II (Elective)*	20	80	100
	MH4E23	Event management (Elective)*	20	80	100
	MH4E24	Food processing and logistics management (Elective)*	20	80	100
	MH4E25	Airfares and Airlines Management (Elective)*	20	80	100
	MH4D26	Study Tour and Concurrent Report	50	-	50
	MH4D27	Project Report and Comprehensive Viva	20	80	100
<b>TOTAL</b>					<b>2200</b>

\*In fourth semester students need to select one of the five electives given in the syllabus.

## SEMESTER ONE

### MH1C01: Fundamentals of Hospitality and Tourism Management

Learning Objectives:

The primary aim of this course is to familiarise the students about the basic management principles, theories and practices. The students after the completion of the course shall be able to:

1. Understand the concepts and principles of Management of an organisation.
2. Identify the major areas of Hospitality and tourism industry
3. Figure out the different types of hotels and related industry
4. Realize the interrelationship between travel and tourism
5. Grasp the position of Entertainment and Recreation industries in Hospitality

#### **Unit One: Management Concepts & Functions**

Definition of management - nature and significance - objectives of management - levels of management - Principles of Management - Functions of management - approaches to management.

#### **Unit Two: Management Process and Structure**

Planning and Decision Making: Nature and purpose of planning - types of plans - steps in *planning*– different levels of planning –mission, vision, Objectives, strategies policies-planning premises: - Decision Making: Process - decision making techniques - importance and limitations of decision making- process of Managing by objectives (MBO)

#### **Unit Three : Organizing**

*Organising* –factors and principles, Steps in Organising, Organisation Structure and types, Designing Service Organisation, Span of Control, Delegation and Control. Organization structure for business and leisure hotels.

#### **Unit Four: Directing**

*Directing* – Nature and Purpose of Directing, Communication: process, barriers, Motivation and leadership- types and brief outline of major theories (Maslow's need hierarchy theory; Herzberg's *Motivation*-Hygiene theory; Vroom's Expectancy theory;

Adams Equity theory) and (Trait theory; Behavioral theories; Situation theories; the path-goal theory)

### **Unit Five: Control and Co-ordination**

Control- principles, types, Different Techniques of Control (output, behavioural and culture & clan controls), Co-Ordination the essence of Management, components of coordination

Recommended text Book :

Harold , K., & Heinz, W. (2007). Essentials of management . (8th ed.). McGraw- Hill Education.

References:

1. Sudhir Andrews: Introduction to Tourism and Hospitality Industry
2. Rocco M Angelo & Andrew N Vladimir: Hospitality Today An Introduction
3. Abbott: Front Office- Procedures, social skills yield and management
4. Dr. Drik Glaesser : Crisis Management in the Tourism Industry
5. S. Medlik : Dictionary of Travel, Tourism and Hospitality
6. Brian Boniface and Chris Cooper: Worldwide Destinations
7. Tara Magdalinski Ed. : With God on Their Side
8. C.M Hall and S J Page: The Geography of Tourism and Recreation
9. John R Walker: Introduction to Hospitality Management

## **MH1C02      Advanced English for Managerial Communication**

### **Learning Objectives:**

After the completion of the programme the students:

1. Communicate effectively in English in business situations
2. Enhance their listening and speaking skills
3. Strengthen their reading and allied critical thinking skills
4. Become fluent in public speaking situations and other group communication contexts
5. Write persuasive business messages and letters.
6. Develop their multimedia aided business presentation skills
7. Become equipped to face cross-cultural communication challenges

### **Unit One: Introduction to Managerial Communication**

Communicating in today's Global Business Environment- Understanding the Communication Process - Developing Your Business Communication Skills - Being Sensitive to Business Etiquette -Using Communication Technology Effectively- Communication in Hospitality and Tourism organisations.

### **Unit Two: Advanced Listening Skills**

**Listening in Business:** Recognizing Various Types of Listening-Understanding the Listening Process -Overcoming Barriers to Effective Listening -Improving Your Nonverbal Communication Skills- Role of listening in Hospitality and Tourism.

**Listening Skills for business:** Improving Your Listening Skills -Listening for specific information and gist. Recognising key points and making connections, Drawing inferences, Summarising and note taking. Identifying the needs of the speaker & asking questions for clarification.

### **Unit Three: Advanced Speaking Skills**

**Phonetics and Pronunciation.** The pronunciation of English in the globalized world, Accent, Accent modification, Intonation, Rhythm.

**Informal Oral Communication** –Welcoming visitors, Starting and sustaining conversations, Inviting, accepting and declining, Courteous and polite speech.

**Telephonic communication-** Receiving and transferring calls, Taking and leaving messages, Asking and giving repetition, Bookings and arrangements ,Note taking, follow up, Attending multiple calls, Problem solving on the telephone.

**Presentation Skills :**

Planning Your Presentation - Analyzing the Situation -Selecting the Right Medium- Organizing Your Presentation.

Writing Your Presentation Adapting to Your Audience-Composing Your Presentation-Presentation Introduction- Body - Close ,Enhancing Your Presentation with Effective Visuals.

Completing Your Presentation -Finalizing Slides and Support Materials-Preparing to Speak-Practicing Your Delivery-Overcoming Anxiety-Handling Questions Responsively

**Public Speaking-** Introduction to Public Speaking- Types -Information & Persuasive Speaking, Craft of speech writing, Preparation, Use of gestures, Control of the voice (inflection), word choice, Speaking notes, Using humor, Developing a relationship with the audience ,Adapting to Special Occasions.

**Unit Four: Advanced Reading Skills**

**Reading as an Essential Managerial Skill:** The reading– thinking connection, Logical and creative thinking, Bloom’s taxonomy, The mechanics of Reading. Purposes and strategies of reading. Critical Reading- analyzing, interpreting and evaluating.

**Reading Comprehension:** Reading for detailed information, Interpreting visual information, Reading for gist and specific information, Understanding grammatical accuracy and text structure

**Unit Five: Advanced Writing Skills**

**Essentials of English Grammar for Business Writers** – Tenses, Verbs, Modal auxiliaries, Concord, Passive and active voice, Reported speech, Sentences Punctuation, Vocabulary, Common errors.

**The Three-Step Writing Process**

Planning Business Messages- Adapting to Your Audience -Composing Your Message  
 Writing Business Messages -Understanding the Three-Step Writing Process-Selecting  
 the Right Medium -Gathering Information -Organizing Your Message  
 Completing Business Messages - Revising Your Message- Producing Your Message -  
 Proofreading Your Message -Distributing Your Message

### **Brief Business Messages**

Crafting Messages For Electronic Media- Creating Effective E-Mail Messages -  
 Creating Effective Instant Messages and Text Messages - Creating Effective Business  
 Blogs -Creating Effective Podcasts -Collaborating on Wikis

Writing Routine And Positive Messages - Using the Three-Step Writing Process for  
 Routine and Positive Messages -Using the Three-Step Writing Process for Routine  
 and Positive Messages

Sending Routine Replies and Positive Messages, Fostering Goodwill- Requests for  
 Information and Action, Granting Claims and Requests for Adjustment

Writing Negative Messages- Using the Three-Step Writing Process for Negative  
 Messages- Developing Negative Messages-Direct and Indirect approach

Writing Persuasive Messages- Using the Three-Step Writing Process for Persuasive  
 Messages - Developing Marketing and Sales Messages - Applying the AIDA  
 Model-Writing Persuasive Messages for Social Media

### **Longer Business Messages:**

Understanding And Planning Reports And Proposals- Supporting Your Messages  
 with Reliable Information- Planning Informational Reports - Planning Analytical  
 Reports- Planning Proposals

Writing And Completing Reports And Proposals - Writing Reports and Proposals-  
 Illustrating Your Reports with Effective Visuals- Completing Reports and Proposals



**Text Book:** Courtland L. Bovee ,John V. Thill ,**Business Communication Essentials:** 5/E, Pearson .

### Reference Books

1. Smith D Brendan, Breaking Through College Reading. NY,Longman
2. Troiano,Edna, Julia Scott (2001) The Contemporary Writer, New Jersey;Prentice Hall
3. Axlerod,Brise,Charles R Cooper (1994) The St. Martin's Guide to Writing; NY;St.Martin's Press.
4. Diyanni,Robert . Pat C Hoy (2001)The Scribner Handbook for Writers .Boston;Allyn and Bacon
5. Lunsford F Ronald. Bill Bridges(2000) The Longwood Guide to Writing .Boston: Allyn and Bacon.
6. Verderber , F Rudolf(2000) The Challenges of Effective Speaking, BelmontCA; Wadsworth.
7. Grice L George. John F Skinner (1993) Mastering Public Speaking Englewood Cliffs,NJ; Prentice Hall
8. Beebe, A Stevan.Susan J Beebe (1994) Public Speaking, An Audienc Centred Approach. EnglewoodCliffs,NJ;Prentice Hall
9. Webster's New World Letter Writing Handbook
10. Baude, Dawn-Michelle - The Executive Guide to E-mail Correspondence: Including Model Letters for Every Situation

## **MH1C03      Research Methods and Quantitative Techniques**

### **Learning Objectives:**

After the completion of the programme the students must be able to :

- Gain expertise for the conduct of hospitality and tourism research
- Read and interpret research articles
- Know the different types researches in social sciences
- Formulate the research problems and decide the variables
- Determine the sample size and sampling technique appropriate for a research
- Develop tools for data collection in hospitality and tourism research
- Use statistical tools for data analysis and interpretation
- Perform data analysis using SPSS
- To know how to prepare a written report of a real research study

### **Unit One: Introduction**

**Research:** Definition, Introduction to empirical research, Experimental Vs non-experimental research, Experimental Vs Casual comparative studies, Types of non-experimental research, variables, in non-experimental studies, variables in experimental studies, Research hypothesis, purpose, and questions, Operational definition of variables, Quantitative Vs. Qualitative research, Role of theory in research, Ethical considerations in research.

### **Unit Two: Review of Literature, Sampling**

**Reviewing Literature:** Reasons for reviewing literature, Locating literature, Writing literature reviews, Referencing, Avoiding plagiarism.

### **Unit Three: Sampling**

Biased and unbiased sampling, Simple random sampling and systematic sampling, Stratified random sampling, Other methods of sampling, Introduction to sample size

#### **Unit Four: Collection of Data**

**Tools for Data Collection:-** Preparation of different types of questionnaires, Schedule, Interview guide, Observation schedule, Projective techniques.

**Measurement & Scaling techniques:** Validity and reliability, Nominal, Ordinal, Interval, Ratio Data, Comparison of scaling techniques

#### **Unit Five: SPSS for Statistics and Data Analysis**

**Note:** The scholar should be able to perform the following statistical tests using SPSS, and then report the appropriate values, create tables, graphs, and interpret the results.

Starting SPSS, Entering data, Defining variables, Loading and saving data files, Entering and modifying data.

Use of SPSS in finding Frequency distributions, Descriptive statistics, Mean, Median, Mode, Range and Standard Deviation, Correlation analysis, Regression analysis, Chi-square test, f-test, t- test, ANOVA. Tukey B and Scheffe tests. Interpretation of relevant values in the above statistics and the practical significance of results

#### **Unit Six: Report Writing**

**Research Report Writing:** General standards, Structure of research report, Presentation of qualitative and quantitative data, Use of diagrams and charts. Presentation of findings, Use of Computers for report writing and formatting

#### **Recommended Text books:**

- Understanding Research Methods, An Overview of the Essentials (3ed): Mildred L. Pattern
- SPSS/ PC+ Made Simple: John Hedderson

#### **References:**

1. Research Methods for Leisure Recreation and Tourism: Ercan Sirakayr –Turk, Muzffer Uysal, William Hammitt & Jerry J Vaske
2. Research Methods in Social Sciences – A Manual for Designing Questionnaires: S.P Singh
3. Research Methodology a Step by Step Guide to Beginners (2ed) : Ranjit Kumar
4. Theory and Methods of Social Research : Johan Galtung
5. Method of Social Research : W J Woods
6. Social Statistics: Blalock and Blalock
7. Scientific Methods in Social Research: P V Young
8. Survey Methods in Social Investigations : Mores and Calton
9. Statistical Methods : S D Gupta
10. Statistics for the social sciences: William L. Hays

## **MH1C04      Accounting and Finance for Hospitality and Tourism**

### **Learning Objectives:**

1. To read and understand the components of Income Statement and Balance Sheet
2. To perform various financial statement analyses
3. Understand various cost concepts and implement CVP analysis in a hospitality organisation
4. To impart knowledge on pricing strategies of Hospitality undertakings
5. To know how to make sound capital budgeting decisions
6. To prepare budgets and implement forecasting techniques
7. To understand inventory management in hospitality organisations

### **Unit One: Introduction to financial accounting**

General financial accounting terms, GAAP, Understanding financial statements – Income statement, Balance sheet;

**Accounting system in hotels** – Uniform System of Hotel Accounts (USHA), Advantages of USHA, Major schedules under USHA

**Hotel front office accounting-** Methods of Settlement of Guests bills and care needed, Visitor's Tabular Ledger, City Ledger; Night Auditing; Revenue management, Key Performance Indicators (KPI) for hospitality organisations;

### **Unit Two: Analysis and interpretation of financial statements**

**Comparative analysis, Common size analysis, Trend analysis, Ratio analysis, Capital Budgeting Techniques** – Pay Back Period, ARR, Net Present Value method, Internal Rate of Return method.

### **Unit Three: Costing and Budgets**

**Introduction to Cost Accounting** - Classification of costs; Elements of Cost, Cost Unit and Cost Centre, Cost control; Menu Costing/Pricing; Menu engineering, Determination of room rates,

**Budgetary Control:** Meaning of a Budget, Budgetary control, Objectives of budgetary control, Steps in budgetary Control, Types of Budgets, Cash Budget, Flexible Budget, Advantages and Limitation of Budget Control

#### **Unit Four: Marginal Costing and Break Even Analysis**

**Marginal Costing and Break Even Analysis:** Concept of Marginal Costing , Marginal Cost, Contribution, Cost Volume Profit (CVP) Analysis , Break Even Chart , Break Even Point, Margin of Safety, Profit Volume ratio, Application of Marginal costing techniques

#### **Unit Five: Inventory Control**

**Purchasing Procedure** - Purchase Requisition, Purchase Order, Material Requisition, Stores Ledger, Methods of Valuing material Issues

**Inventory Management** - Determination of Stock levels; Inventory Systems; Techniques of Inventory Control - ABC Analysis, VED Analysis, JIT, EOQ Model,

#### **Recommended Texts:**

Prof. Prasannakumar, Prof. Linda Daniel and Prof. Mruthyunjaya V.Pagad: Cost and Financial Management for Hotels, Tata McGraw-Hill, Delhi

Prof. Prasannakumar, Prof. Linda Daniel and Prof. Mruthyunjaya V.Pagad: Financial Accounting for Hotels, Tata McGraw-Hill, Delhi

#### **References:**

1. Martin G. Jagels, Michael M. Coltman: Hospitality Management Accounting, John Wiley & Sons, Inc
2. B S Badan, Harish Bhatt: Financial Management of Travel and Tourism,
3. Raymond Schmidgall, James W Damitio: Hospitality Industry Financial Accounting
4. Raymond Schmidgall: Hospitality Industry Managerial Accounting
5. Chris Guilding: Financial Management for Hospitality Decision Makers
6. William P Andrews, Raymond Schmidgall: Financial Management for the Hospitality Industry
7. Gareth Owen: Accounting for Hospitality, Tourism and Leisure
8. S N Maheswary: Financial Management
9. Prasanna Chandra: Financial Management

## **MH1C05      Managerial Economics for Hospitality and Tourism**

### **Learning Objectives:**

After the completion of the programme the students must be able to:

1. Effectively use Managerial Economics in business decisions
2. Evaluate the forces of demand supply of hospitality services
3. Grasp the practical applications of Utility theories
4. Determine appropriate pricing strategies for profit generation
5. Understand the macroeconomic forces exercising controls over business firms

### **Unit One: Introduction to Managerial Economics**

Definitions of Economics, Evolution of Economics, Managerial Economics, Micro-Macro and Managerial Economics Relationship, Nature and Scope of Managerial Economics, Role in Managerial Decision Making.

### **Unit Two: Theory of Demand and Supply**

Demand, Determinants of Demand, Individual and Market Demand, Tourism Demand Determinants, Shift and Changes in Demand, Elasticity of Demand, Price-Income-Cross- Elasticity of Demand, Degrees of Price Elasticity.

Consumer Preference and Choice, Utility Analysis, Cardinal Utility Analysis, Law of Diminishing Marginal Utility, Law of Equi Marginal Utility, Water Diamond Paradox, Ordinal Utility Analysis, Indifference Curve analysis.

Supply, Individual and Market Supply, Elasticity of Supply, Measurement and Application, Revenue, Total Average and Marginal Revenues, Market Equilibrium and Impact of changes in Demand and Supply

### **Unit Three: Theory of Production and Cost**

Production, Production Function, Total Average and Marginal Product, Short run and Long run Production Functions, Law of Variable Proportion , Laws of Returns to Scale, Producer equilibrium, Expansion Path, Economies and Diseconomies of Scale.

Cost, Definitions of Cost – Real-Nominal-Money-Sunk-Explicit-Implicit-Economic-Accounting Costs, Traditional and Modern Theories of Cost, TC, VC, FC, MC and their relations,

#### **Unit Four: Market structure and Pricing and Output Decisions**

Market, Market Structure, Perfect Competition, Shut Down Point, Monopoly, Discriminating Monopoly, Evils of Monopoly, Monopolistic Competition, Oligopoly, Kinked Demand Curve, Cartels, Duopoly, Monopsony, Bilateral Monopoly, Price and Output Decisions under Perfect and Imperfect Markets.

#### **Unit Five: Macro Economic Concepts**

Macro Economic Identities, National Income- Concepts of National Income, Methods of Measuring National Income, Price Indexes, Monetary and Fiscal Policies and Applications,

Economic/Business Cycle, Product Life Cycle, Destination Life Cycle, Applications and Impacts. Regional Economic Model (I-O Model) Multiplier Effects, Measurement of Tourism Impact.

International Economics- Foreign Exchange , Exchange Rate Definitions, Characteristics and Participants of Forex Market, Arbitrage, Simple Model of Determination of Exchange Rate, introduction to BoP,

#### **Type of Exam: OPEN BOOK**

#### **Prescribed Texts:**

1. Managerial Economics: Theory & Applications, D.M.Mithani, Himalaya Publishing House
2. Managerial Economics, G S Gupta, Mc Graw Hill Education
3. Managerial Economics: Economic Tools For Today S Decision Makers, Keat Paul G, Philip KY Young, Sreejata Banerjee, Pearson Publications

#### **References:**

1. John Tribe: The Economics of Recreation, Leisure & Tourism (3<sup>rd</sup> Ed)
2. A M Sheela: Economics of Hotel Management
3. Mike J Stabler, Andreas Papatheodorou & M Thea Sinclair: The Economics of Tourism (2<sup>nd</sup> Ed)
4. Dr. D.M Mithani: Managerial Economics Theory and Applications
5. Fabiola Sfodera (Ed): The Spread of Yield Management Practices.
6. Christopher R Thomas and S Charles Maurice: Managerial Economics; Concepts and Applications
7. Barry Keating & J Holton Wilson: Managerial Economics
8. Peterson & Levis, Managerial Economics
9. Spencer M.H., Managerial Economics
10. P.C. Thomas: Principles of Business Decisions
11. S.P Singh: Managerial Economics

## SEMESTER TWO

### MH2C06 Organisational Behaviour

#### Learning Objectives:

Study of this paper will enable the hospitality and Tourism professionals to acquire the skills to influence and manage groups in their work place and organization.

After the completion of the programme the students must be able to:

1. Understand the factors that determine individual's behaviour in an organisation
2. Evaluate the individual's behaviour in the light of various theories of personality and attitudes
3. Develop effective interpersonal skills and group decision making skills
4. Apply theories of motivation in the organisational context
5. Effectively apply conflict resolution strategies in group decision making
6. Understand stressors and be able to successfully use them for personal and organisational benefits
7. Realise the role of leadership in an organisation and also be able to enhance their own leadership abilities

#### Unit One: Introduction

Concept of OB, definition, approaches and Model of Organizational Behavior, Contributing disciplines to the field of OB, Challenges and opportunities for OB, OB systems

#### Unit Two: The Individual Behaviour

Foundations of Individual Behaviour, Personality, Factors Determining Individual's Personality, Theories of Personality, Personality traits. Major personality attributes influencing OB, Personality and national culture

**Values:** Meaning, Importance, sources and Types, Values Across Cultures, Application in Organisations

**Perception:** Nature and Importance, Definition and Factors involved in Perception, Perceptual Process, Implications for Decision Making, Models of Decision Making- Rationality Model, Cultural Constrains, Perceptual Selectivity and Organisation, Applications in Organisations



**Learning:** Definition and Importance, Theories of Learning, Principles of Learning-Implications for Managers, Organisational Behaviour Modification- Shaping as a Managerial Tool, Application in Organisations

### **Unit Three: Attitudes, Values, and Job Satisfaction**

Components of attitudes, Sources and types of attitudes, Attitude formation and change, Cognitive Dissonance Theory, Effects of employee attitude, Measurement of attitudes,

**Job satisfaction:** Nature, Meaning, Importance, and Measurement of job satisfaction, Application in Organisation.

### **Unit Four: Motivation**

**Motivation:** Meaning and Importance, Early and Contemporary Theories of Motivation, Job Design, Goal Setting and Motivation, Application of Motivation in Organisations: MBO, Employee Recognition Programmes, Variable Pay Programmes, Skill Based Pay Plans and motivation theories, Flexible Benefits, Special Issues in Motivation

### **Unit Five: Inter Personal Effectiveness and Group Dynamics**

Emotions and moods, Emotional labour, Affective Events Theory, Emotional intelligence, OB applications of emotions and moods.

**Group Dynamics:** Defining and classifying groups, Stages of group development, Group properties, Group decision making

**Understanding Work Teams:** Teams Vs Groups, Creating effective teams, Types of teams, Turning individuals into team players, Contemporary Issues

### **Unit Six: Leadership**

What is leadership? Trait theories, Behavioural theories, Contingency theories, LMX theory, Charismatic leadership, Authentic leadership, Challenges to leadership construct, Finding and creating effective leaders.

### **Unit Seven: Power and Politics**

Bases of power, Formal power, Personal power, Dependency, Causes and consequences of power and politics

**Managing Conflict:** Definition, Conflict process, Intra Personal conflict, Interpersonal conflicts, Intra and inter group conflicts, Organisational conflict, Negotiation skills and Approaches

### **Unit Eight: The Organisation System**

What is organizational structure? Common organizational designs, New design options, Organizational designs and employee behaviour

Organizational culture: Definition, What do cultures do? Creating and sustaining a culture

**Stress-** Meaning, Causes, Extra organisational tresses, Organisational Stresses, Group Stresses, Effects and Coping Strategies

**Recommended Text:** S. P Robins, Timothy A Judge, Neharik Vohra : Organizational Behaviour (14 ed)

### **References:**

1. Luthans, F. (1998). Organizational behavior . (8thed.). McGraw Hill Publication.
2. Florence Berger: Organizational Behavior for the Hospitality Industry
3. Kavitha Singh: Organizational Behaviour Text and Cases
4. Gregory Moorhead & Ricky W Griffin: Organisational Behaviour, Managing People & Organisations
5. Conrad Lashley : Organisation Behaviour for Leisure Services
6. Keith Davis: Organisation Behaviour
7. Fred Luthans: Organisation Behaviour
8. S C Guptha: Advanced Human Resource Management
9. Barba Richard C- La : Foundation of Development Psychology
10. Coloman James C: Abnormal Psychology and Modern Life

## **MH2C07 Marketing Management for Hospitality and Tourism**

### **Learning Objectives:**

This course aims at imparting conceptual and practical insights to understand the different market segments and marketing mix elements and to develop the skills required to market hospitality and tourism products

On successful completion of this course, students should be able to:

- 1 Explain the marketing concept/ its application to Hospitality industry.
- 2 Able to understand how to segment, target and position a hospitality product
- 3 Understand the buyer behaviour and be able to positively respond to customer needs.
- 4 Organise different channels of distribution for hospitality Marketing.
- 5 Be able to develop a marketing plan

### **Unit One: Introduction**

Physical products vs services, Services marketing mix, Characteristics of services product, Services marketing triangle; Hospitality and tourism Marketing Environment (Macro) – Economic, Natural, Technological, and Political – Legal and Socio Cultural factors, Eight P's of hospitality marketing; Hospitality and tourism customers

### **Unit Two: Consumer Markets & Consumer Buying Behavior**

Factors affecting Consumer behavior- The buyer decision process-Organizational Buying Behavior-The Organizational buying process- Organizational buying Decisions- Marketing Strategies – Alternative Strategies by Market Focus-Ps of Marketing-Product Mix – salient features of Tourism Products – New Product Development – Product Life Cycle – Strategies – Brand decisions

### **Unit Three: Segmentation, Targeting and Positioning**

Market segmentation, Targeting and positioning, Segmentation bases – Criteria to effective segmentation – Designing and managing products- Core products, Facilitating products, Supporting products, Branding, Internal and interactive marketing, Marketing mix strategies,

### **Unit Four: Pricing**

Pricing of hospitality products, Pricing strategies, New- product pricing, Existing product pricing, Psychological pricing, product bundling pricing and promotional

pricing. Other pricing considerations. Distribution channels, Nature and importance of distribution system, Marketing intermediaries – Travel agents and tour wholesalers, OTA and the like

### **Unit Five: Promotion**

Communication and promotion policy- Advertising- types, methods, objectives, direct marketing, sales promotion-methods, personal selling-steps

### **Unit Six: Destination Marketing**

Motives, methods and process, Viral marketing-social media marketing, Building customer loyalty , Preparation of marketing plan- outline

### **Recommended Text:**

Marketing for Hospitality and Tourism: Philip Kotler, John Bowen and James Makens (Pearson publishing house)

### **References:**

1. Marketing Leadership in Hospitality & Tourism (4<sup>th</sup>. Ed). Shoemaker, S., Lewis, R., Yesawich.
2. Hospitality and Travel Marketing (2ed) : Alastair M. Morrison (Cengage publishing)
3. Marketing and Sales Strategies for Hotels and Travel Trade: Jagmohan Negi
4. Tourism Management and Marketing: A. K Bhatia (S Chand & Co)
5. Tourism Marketing- Principles, Policies and Strategies: Ratandeep Singh
6. Lovelock, C., Wirtz, J., & Chatterjee, J. (2010). Service Marketing. Pearson Education
7. Zeithmal, V.A., Bitner, J.B., Gremler, D.D., & Pandit, A. (2011). Service Marketing. Tata McGraw-Hill Education.

## **MH2C08 Hotel and Restaurant Management- I**

### **Learning Objectives:**

After the completion of the programme the students must be able to :

1. Understand the history of hotel and restaurant
2. Design the organisation of a hotel and its structure
3. Grasp the key operations connected with a hotel- Front office, F&B, House Keeping and Engineering
4. Gain a general overview regarding the architecture and design of a hotel
5. Understand important operations connected with restaurant management

### **Unit One : Development of the Hotel and Restaurant Industry**

The development of modern hotels and motels, Hotels industry in India & Kerala, International and National hotel associations, Advent of hotel chains

### **Unit Two: Hotel Operations-I**

Organisation of a Hotel, Organisational Chart, Major Departments

Front office Management- Front office departments, Reservation activities, Check-in and Check – out, Settlement of accounts, Handling corporate and group sales, Dealing with guests' problems, Yield management, Electronic front office

National and International travel service complexes; convention centres, cruises,

Time-sharing; all-inclusive and cottages

**House Keeping-** Organisation of a House keeping department, Rooms and Floors cleaning practices and interior decorations, House keeping control desk, House keeping supply rooms, Uniforms, House keeping practices

### **Unit Three: Hotel Operations- II**

**Food and Beverages Management** – Food and beverages department organisation, Food production department, Food service department, Types of restaurants, The Restaurant in a Hotel, Menu, Menu planning, Delivery of high quality services, Serving of Alcoholic and non alcoholic beverages, Staff Scheduling

Restaurant Chains, Franchising and fast food: restaurant chains, franchising, menus and marketing strategies.

**Kitchen Management:** Sections of Kitchen, Kitchen brigade, rules and regulations, Food cost, Cost Reduction and profitability, Energy management

#### **Unit Four: Design of Hotels**

Hotel and motel architecture and design; some basic architectural designs, rules of thumb for hotel planners; allocation of space; Considerations of tradition, culture and environment; landscaping

**Facilities Management,** Landscape, Environmental issues, Different concepts, Relating the design with the people and environment, Special Facilities- water sports, art and entertainment; sport and entertainment, rest and relaxation (Ayurveda),

**Engineering and Maintenance:** Introduction to engineering and maintenance

#### **Unit Five: Food Knowledge**

Culinary history, Indian cuisines, Techniques and methods of cooking, Stocks, soups, sauces, milk products, eggs, beverages

Room service, Banquets, Buffets, Outdoor catering, Tips and tip-reporting; strategic planning and restaurant profitability; uniform system of accounting; financing and cost control, location and marketing;

#### **References:**

1. Fundamentals of Hotel Management and Operations : R. K Malhotra
2. Restaurant Management- Customers, Operations and Employees: Robert Christie Mill
3. Professional Hotel Management: Jagmohan Negi
4. International Hotel Management: Chuck Y Gee
5. The Hotel and Restaurant Business : Donald E Lundberg
6. Strategic Questions in Food and Beverage Management: Roy C Wood
7. Managing Front Office Operations : Michael L Kasavana and Richard M Brooks
8. Hotel, Hostel, and Hospital House Keeping : Joan C Branson and Margaret Lennox
9. Hotel House Keeping – Training Manual : Sudhir Andrews
10. Principles of Hotel Front Office Operations : Sue Baker, Jeremy Huyton and Pam Brandley
11. Food and Beverage Service – Training Manual: Sudhir Andrews

## **MH2C09 Public Relations Practices in Hospitality Industry**

### **Learning Objectives:**

1. Equip students with a general understanding of the concept of Public Relations in Hospitality and Tourism.
2. Be a critical observer of the practice of public relations from marketing angle.
3. Be acquainted with the methods for media relations and online PR practices.
4. Be capable of preparing and assessing PR materials and creatives.

### **Unit One: General Introduction to Public Relations**

Public Relations Fundamentals - Definitions of Public Relations -PR practice-Strengths of a PR professional-Duties and responsibilities of a Public relations manager. Code of ethics in PR. Public relations in Hospitality and Tourism industries.

Emergence of Public Relations –from ancient times to Modern- the changing role of PR. Grunig and Hunt’s four models-Publicity model,Public information model,Two-way asymmetric PR , Two-way symmetric PR.

Public Relations in India – a historical perspective- pre and post independence era-liberalised economy and corporates-PR in India growth and challenges.

### **Unit Two: Public Relations and Organisational Communication**

PR and Organisational Communication- Internal & External communication, Models of Communication –Shannon and Weaver’s model, Osgood-Schramm model, Wesley-McLean model.

Systems theory and public relations— The management role of PR practitioners in an organisation. Corporate Image & Corporate Identity Management. Corporate identity mix.

### **Unit Three: Public Relations Campaign**

Types of Campaigns- Commercial campaigns- advertising, marketing, and public relations; Political campaigns; and Social issue campaigns. Creating a Campaign

Phase I: Scan The Environment- Target publics and their expectations- Socio economic-political-cultural-religious – situational analysis through formal and informal research

Phase II: Develop a Communication Plan- creating a communication plan-communication media strategies- message strategies- budgeting

Phase III: Implementation of Communication Plan- Message management-Mass communication-Activity calendar-Monitoring

Phase IV: Evaluation of Impact- Evaluation research process- Qualitative and quantitative assessment- PR audit- Interpreting the impact.

### **Unit Four :Applications of Public Relations.**

**Employee Relations** - Viewing employees as an asset rather than a ‘cost’. Benefits of employee participation. Public relations’ role in employee / HR management, Rules of effective employee relations. Frontline supervisors as the key communicators, - the importance of employee satisfaction-creating and maintaining organisational trust – Bill Quirk’s Communication Model for internal communication- role of public relations, Production of House Journal.

#### **Community Relations and Corporate social responsibility**

Community relations, Community issues, the role of public relations, Systematic planning and organising of Successful community relations,Sponsorship. Public Service activities

#### **Media Relations:**



PR and Media. What is news? Networking for media relations, Media relations norms, Holding a press conference,- Press Packs – Media Events. Press trips/fam tours. Writing for the Media - Press Release

### **Unit Five: Marketing PR and Customer Relations**

PR support to marketing, MPR goals and roles, Integrated approach to marketing communication- IMC. PR and advertisement. Writing an Advertisement Copy.

Customer Relations - Public Relations and customer satisfaction-customer relations programme-Maintaining good customer relations.

### **Unit Six: PR Tools and Creatives**

**Publications** –Reports, Brochures, Fliers, Leaflets, Banners, photographs, film and video production,Company newsletters and magazines. PR Presentations **Visual Identity media** - Stationery, business forms,business cards, buildings, Dresscode . Displays, Posters, Logos, Stickers, Trademarks, Gifts.

**Event Management & PR** – Introduction to event Management, Events - classifications,Types of Events- Exhibitions, Trade Fairs, Road Shows and Special Events. - Organising an Event .

**Online PR Tools-** Understanding Online Public Relations, Relationship building online,Websites, Internet social networks, Blogs, Discussion groups, chats, and online meetings, Applications of Online public relations, Managing Online Public Relations- issues & challenges.

**Text book** : Iqbal S Sachdeva, **Public Relations,Principles and Practices**, Oxford University Press

### **References:**

1. Kotler, Philip, Bowen ,John T, & Makens, James C.,*Marketing for Hospitality and Tourism*,Pearson
2. Dennis L. Wilcox, Glen T. Cameron, Public Relations: Strategies and Tactics: International Edition,
3. Alison Theaker,*The Public Relations Handbook*, Routlege.,Vikas Publishing House Pvt Ltd.
4. Robert L. Heath, *Encyclopedia of Public Relations*,Sage Publications
5. Center, Allen H. & Jackson, Patrick; *Public Relations Practices: Managerial CaseStudies and Problems* Upper Saddle Reiver, New Jersey.
6. Kendall, Robert; *Public Relations Campaign Strategies* Harper Collins Publishers.
7. Wagen,Lynn Vann Der and Carlos,Brenda R. *Event Management for Tourism, Cultural, Business and Sporting Events*.Pearson.
8. Moore and Kalupa, *Public Relations Principles, Cases, and Problems* .
9. Morrison, Alastair M., *Hospitality and Travel Marketing*, Thomson  
Richard D. Irwin, Inc., Illinois.
10. Sinha, P.C., *Tourism Marketing* Anmol Publications Pvt. Ltd., New Delhi.
11. Balan, K.R., *Applied Public Relations and Communication*, Sultan Chand
12. Valladares, June A :*The Craft of Copy Writing*
13. Watt,David C : *Event Management in Leisure and Tourism*
14. Hallahan, K. Online public relations. H. Bidgoli (Ed.), *The Internet encyclopedia* Hoboken, NJ: Wiley.

## **MH2C10 Information Technology for Hospitality and Tourism**

### **Learning Objectives**

- To have an overview of the technology absorption in the hospitality and tourism industry
- To appreciate the role of e-commerce in tourism and hospitality
- To know the role played by MIS department in an organisation
- To understand basics of World Wide Web
- To know the strategies of online marketing

### **Unit 1: IT in Tourism and Hospitality**

Overview of Technologies used in the hospitality & tourism industry; Historical development of E Tourism, Global Distribution System (GDS) – Functions, Computerised reservation system (CRS), Property Management System (PMS);

### **Unit 2: E Commerce**

Concept of E-Commerce, Infrastructure for E-Commerce, Typologies of E-Commerce, E-Commerce Models, Advantages and Limitations of E-Commerce, significance of tourism and hospitality in E-Commerce

### **Unit 3: Electronic payment system**

Types of Electronic Payment System, Working of payment gateway, E-Commerce security- Client level threats, Client level security,

### **Unit 4: Introduction to MIS**

Introduction to MIS: Need, Purpose and Objectives; MIS Planning: MIS structure and components, Decision Support System, Expert systems, System Development Life Cycle

### **Unit 5: Introduction to World Wide Web and Online Marketing**

**Web Terminologies:**-URL, Internet protocols; Domain, Sub-Domain, Browsers; Netiquette; Accessing the Internet – DNS, Online services, Internet services providers; **Web Design & Development;** Domain Registration, Servers, Design Tools, Web Development Technologies

Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO); Virtual Reality, Augmented Reality, Remarketing, Real Time Bidding, Dynamic advertising; **Online Reputation Management:** - Owned Media (Websites, Blogs, News Letters), Earned Media (Social Media, Online Directories, Review sites) & Paid Media (Text Advertisements, Display Advertisements, Search Advertisements), shared media;

**Reference:**

1. Managing Technology in the Hospitality Industry by Michael L. Kasavana and John J. Cahill
2. Technology Strategies for the Hospitality Industry (2nd Edition) by Peter Nyheim and Daniel Connolly E-Commerce- An Indian Perspective; PT Joseph S.J, Prentice Hall India
3. E-Commerce and Information Technology in Hospitality and Tourism by Zongqing\_Zhou
4. E Commerce and General Informatics, Jacob Bose & Anish Thomas, Prakash Publications
5. Information Technology in the Hospitality Industry: Managing People, Change and Computers by Martin Peacock
6. Information and Communication Technologies in Support of the Tourism Industry by Wayne Pease, Michelle Rowe and Malcolm Cooper
7. Information and Communication Technologies in Tourism 2010: Proceedings of the International Conference in Lugano, Switzerland, February 10-12, 2010 by Ulrike Gretzel, Rob Law and Matthias Fuchs
8. eTourism: Information technology for strategic tourism management by Dimitrios Buhalis
9. Murdick R. G., Ross JE. & Claggett J.R. : Information system for Modern Management

## **MH1D11 Internship Project and Concurrent Report**

### **Guidelines for Concurrent Report**

During the first and second semesters the scholars should undertake several activities outside the class room to enhance their knowledge and skills to work in the hospitality and tourism industry. This shall consist of field visits, exposure visits, study camps, working in collaboration with relevant institutions, and participation in academic conferences. Students shall give a report of their learning from these activities. This written report is graded out of twenty by the supervising teacher in the department.

### **Guidelines for Project internship**

- There shall be internship placements for not less than sixty days in a relevant industrial setting after the second semester. This could also be undergone as two internships of continuous 30 days or for a continuous 60 days at the end of second semester.
- This is a supervised internship within the hospitality and tourism industry.
- Students utilise this as an occasion for experiential learning by working with the sponsoring hospitality or tourism organization and by critically examining a major aspect of their operation. They may also include the development of a management oriented case analysis of the internship sponsor
- The internship case analysis/ report shall consist of twenty to twenty five pages. It shall not be more than thirty five pages, including references and annexure.
- Each report is evaluated out of 30 marks. The evaluation of the internship case analysis is done at the department level based on viva and written report. The evaluation shall be done by a team of teachers in the department which shall necessarily consist of the head of the department and the supervising teacher.

One spiral bound hard copy and a soft copy of the report should be submitted to the department for evaluation.

## **SEMESTER THREE**

### **MH3C12      Legal Aspects of Business**

#### **Learning Objectives:**

After the completion of the course students must:

1. Know the important laws relating to hospitality and tourism business.
2. Grasp the implications of laws relating to foreign exchange
3. Be familiar with laws relating to employment
4. Know the legal and contractual character of sale of services

#### **Unit One: Travel and Tourism –Laws and Regulations (Brief idea expected)**

Guidelines for recognition as approved travel agencies, tourist transport, tour operators, adventure tour operator, Guidelines for safety and rescue in adventure sports, water sports, aero sports, Guidelines for mountaineering and trekking.

Introduction to the provisions of Sarai Act XXII of 1867

#### **Unit Two: Contract Law**

Law of contract; essential elements of a valid contract; contingent contracts; quazi-contracts; discharge of contracts and award of damages; Bailment; features of bailment; rights and duties of bailor and bailee; Indemnity and guarantee; features; rights and duties of the parties; Applicability in hotel reservation, death, lost and found, over booking, damage to property, price display and settlement of payments.

#### **Unit Three: Hotel –Guest/Customer Relationship Laws**

Sale of goods Act - contracts of sale and agreement to sell; conditions and warranties; transfer of property; rights and duties of seller and buyer; rights of an unpaid seller;

Negotiable Instruments- meaning, types and features; Features of promissory note; bill of exchange and cheque; parties to a negotiable instrument; dishonour and discharge of instruments

Consumer Protection Act- Consumer Protection Council; consumer disputes redressal agencies; procedure for filing complaints; procedure followed in consumer protection forums; appeals.

#### **Unit Four: Intellectual Property Rights**

Intellectual property; patents; procedure for grant of patents; rights of patentee; patentable inventions; compulsory licensing; infringement of patents and remedies.

Copyrights- assignment and licensing of copyrights; rights of owner; copyright infringement

Trademarks; infringement of registered trade mark; assignment and transmission; registered user; collective marks and certification trade marks.

#### **Unit Five: Company Law and Partnership**

Company Law and Law relating to Partnerships, Characteristics of a company; types of companies; promotion; various stages; memorandum and articles; doctrine of *ultra vires*; misstatement in prospectus; meetings; winding up.

Partnership- Meaning; definition; test of partnership; registration of partnerships; partnership deed; rights and duties of partners; reconstitution of firms and dissolution of firms

**Unit Six: Labour Legislations** (detailed knowledge over and above the coverage given below are not expected)

**Industrial Relations** : The Industrial Disputes Act. Important definitions; authorities under the Act for prevention and settlement of industrial disputes. dispute settlement mechanism

**Employees welfare:** Provisions related to Occupational health under factories Act and ESI Act. **Minimum wages Act;** Minimum rates of wages; manner and procedure of fixing and revising of minimum rates of wages; hours of work and holidays; overtime wages.

**Payment of Wages Act:-** Applicability of the Act; Obligations of the employer; authorised deductions.

**The apprentices Act1961, The contract labour** (regulation and abolition ) Act 1970,

**EPF Act 1952 &ESI Act 1948-** coverage, deductions, rules, procedures

Brief idea of The Kerala Shops and Commercial Establishments Act, 1960.

**Unit Seven: Foreign Exchange Legislations**

Foreign Exchange Management Act - Dealing in foreign exchange; holding of foreign exchange; current and capital account transactions; export of goods and services and repatriation of foreign exchange. Authorised persons; Adjudication and appeal. Directorate of Enforcement

**Recommended text Book :** Jagmohan Negi- Hotel and Tourism Laws (Frank Bros & Co)

**Reference:**

1. Akhileshwar Pathak: Legal Aspects of Business
2. Avathar Singh: Mercantile Law
3. Mick Smith : The Ethics of Tourism Development
4. Jagmohan Negi : Grading and Classification of Hotels, Tourism Resorts and Restaurants
5. Rocco M. Angelo and Andrew N Vladimir: Hospitality Today an Introduction
6. DD Basu: Constitutional Law of India
7. P. S Narayana: Personnel Management and Industrial Relations



## **MH3C13 Travel and Tourism Management**

### **Learning Objectives:**

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

1. Understand various emerging concepts in Tourism.
2. Know various transport system through which tourism operates
3. Understand the operations and regulations governing travel agency and tour operation business
4. Understand travel geography and basics of air ticketing
5. To gain insights about the importance of business travel and MICE

### **Unit One: Definitions and Concepts**

Definitions and Concepts – Tourism, Visitor, Tourist and Excursionist; Growth of travel through ages, General tourism trends; Components of Tourism Industry; Forms and types of tourism , Elements and characteristics of tourism products; Theories of Travel motivations

### **Unit Two: Travel Agency and Tour Operation**

Differentiation between Travel Agency and Tour Operation business; Functions of a travel agency; Setting up a full-fledged Travel Agency; Sources of income of travel agency and tour operators; Management of In-house Operations, Approval of Travel Agents and Tour Operators

### **Unit Three: Itinerary Planning & Development**

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Tour Formulation and Designing Process; **Tour Packaging & Costing** - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Components of tour cost, Preparation of cost sheet, Calculation of tour price

### **Unit Four: Travel Documentation and Airline Ticketing**

Passenger documentation – Passport, VISA, Permits, Insurance, Health Regulations; Types of air fares; Cargo Handling; Baggage allowance, weight and piece concept, accountability for lost baggage, dangerous goods.

## Unit Five: Tourism Impacts

Economic Impact of Tourism; Environmental Impact of Tourism; Social Impact of Tourism; Tourism Area Life Cycle (TALC) - Doxey's Index, Leiper's Model, Demonstration Effect; Stanley Plog's Model of Destination Preferences

**Tourism Organisations:** Role and Functions of World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India; FHRAI; TFCI; IATA; TAAI; IATO

### References:

1. Charles R. Goeldner and J.R. Brent Ritchie: Tourism – Principles, Practices, Philosophies,
2. Ian M. Mately: The Geography of International Tourism C. Washington, Association of American Geographers 1976)
3. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
4. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
5. A.K. Bhatia. Tourism Development: Principles and Practices. New Delhi: Sterling Publishers, 2003.
6. Arun Kumar Sarkar. Action Plan and Priorities in Tourism Development. New Delhi: Kanishka Publishers, 1998.
7. Mohinder Chand. Travel Agency Management New Delhi: Anmol Publications, 2000
8. Mohammed Zulfikar. Introduction to Tourism and Hotel Industry. New Delhi: Vikas Publishing House, 2002
9. Tapan K. Panda and Sitikantha Mishra. Tourism Industry in India. New Delhi: Excel Books, 2003
10. Singh R. L. – Regional Geography of India (1985).
11. LAW B. C. ed Mountaing and Rivers of India Calcutta (1968).
12. National Atlas of India – Government of India Publication
13. Burton Rosemary : the Geography of Travel and Tourism (London).
14. Rohinson H.|A.A. Geography of Tourism (Macdonald and Evans, London).
15. Susan Webster: Group Travel Operating Procedures, New York.
16. J. Negi – Travel Agency and Tour Operator
17. Malik Harish and Chatterjee Asim. The Indian Travel agents, Himalayan, Books, New Delhi.
18. Selvam, M., Tourism Industry in India: Himalayan Publishing House, Delhi, 1989.

## **MH3C14 Human Resource Management for Hospitality and Tourism**

### **Learning Objectives:**

After the completion of the programme the students must be able to:

- Understand the unique role of Human Resource Management in the Hospitality industry
- Recognise the distinctive nature of HR development in Hospitality firms in a multicultural context
- Conduct recruitment and selection of HR to hospitality organisation
- Carry out employee appraisals and design necessary training programmes
- Appreciate the need for maintaining discipline in an organisation
- Realise the strategic challenges of HR management in Hospitality and tourism

### **Unit One: Human Resources Management Introduction**

Overview of hospitality industry, Managing human resources, Defining HR, Human resources responsibilities, Managing diversity, HR policy and procedures, Steps in HR policy and procedure development, documentation and record keeping

### **Unit Two: Securing Human Resources**

**Job design:** Job enlargement, Job enrichment, Socio technical systems, Quality circles, Empowerment, Job analysis, Job description, Job specification

**Recruitment:** Sources & techniques, Requirement practices in India. Selection: steps in selection process- Tests, interviews, reference checks, Appointment, Induction

### **Unit Three: Performance Management**

**Training:** Individual on the job training, Individual off the job training methods, Introduction to group training methods, Training evaluation, Performance management, Behavioural improvement tactics, Employee separation.

**Compensations & Rewards Management:** Job evaluation, Performance appraisal, Direct financial compensation, Indirect financial compensation, Nonfinancial compensation, Fringe benefits, Promotion, Transfer, Labour turnover

**Employee discipline:** Grievance handling, Negative and Positive Discipline, Situation reports, Conduct of enquiry, Award of punishment, Termination of employment

#### **Unit Four: Employee Relations**

**Industrial relations:** Objectives of industrial relations, Approaches to industrial relations

**Trade unions:** Meaning and characteristics, Functions, Registration of trade unions, Rights and responsibilities of union

**Negotiation and collective bargaining:** types and process, skills required

#### **Unit Five: Critical Issues in HR**

Unionisation in Hospitality and tourism industries, Multilingual workforce, Downsizing and outsourcing, HRM and multi-site hospitality organisations, Managing in international context.

#### **Unit Six: Career Development Programmes**

Organisation structure of hospitality and tourism organisations, Career progression, Knowing the reward structure in the hospitality and related industries

#### **Recommended texts:**

Human Resources Management in the Hospitality Industry: M J Boella

Human Resources Management in the Hospitality Industry: David K Hayes & Jack D Ninemeier

Human Resource Management (12 Ed): C B Gupta (Chapters. 25, 26 &27)

#### **Reference:**

1. Human Resource Management for the Hospitality and Tourism Industries: Dennis Nickson
2. Human Resource Development & Management in the Hotel Industry: Jagmohan Negi (Frank Bros & Co)
3. Human Resource Issues in Hotel Industry : R.K. Malhotra
4. Training and Development for the Hospitality Industry: Debra F. Cannon and Catherine M. Gustafson
5. International Hotel Management: Chuck Y Gee
6. HRM in Tourism and Hospitality: Darren Lee-Ross

## **MH3C15 Culture and Tourism Management**

### **Learning Objectives:**

After the completion of the programme the students must be able to:

- Able to appreciate the richness and diversity of Indian culture
- To understand the scope of culture in promoting tourism in India
- To acknowledge the co-existence of different cultural diversities in India
- Understand the interrelatedness of culture and tourism

### **Unit One: Understanding Culture**

Origin of culture, meaning and definition of culture. Culture and civilization. Features of Indian culture: Diversity, unity. Continuity, assimilative capacity, humanity, toleration

### **Unit Two: Indian Cultural History**

Pre and Proto historic cultures: Prehistory, Mesolithic culture, Neolithic culture, Rise of Indian Language systems: Indo Aryans and Dravidian culture. Indus valley civilization, Vedic culture. Ashramas. Dynasties and rulers

### **Unit Three: Religions in India**

Cultural Contributions of Jainism, Buddhism, Hinduism, Christianity, Islam, Sikhism, Zoroastrianism and Judaism to Indian culture

### **Unit four: Cultural Heritage**

Museums and Art Galleries-Fairs and Festivals- Traditional Arts and Crafts-World Heritage sites in India.

### **Unit Five: Cultural Tourism (CT) Management**

The relationship between Culture, tourism and management. Characteristics of cultural tourism management. Principles governing the cultural tourism. Traditional and Modern practices and concepts for cultural tourism management, Importance and Challenges of CT, Current trends in CT, Distribution channels for cultural attractions, Socio-economic impacts of CT, India's thrust on cultural tourism.

**Unit Six: Dissertation:**

Students shall choose a destination/ product of cultural importance in India and make an exploratory research on developing it as a pride of tourism importance and submit a dissertation paper of 15 to 25 pages and should do a seminar in the class. Both the seminar and dissertation shall be provided with one credit each in the internal marks.

**Recommended Text:** Cultural Tourism in India: S.P. Gupta, Krishna Lal, Mahua Bhattacharyya, D.K.Print world, New Delhi.

**Reference:**

1. S.P.Gupta, Krishna Lal, Mahua Bhattacharyya: Cultural Tourism In India:
2. Dr. Vishwas Mehta: Cultural Tourism management
3. Ratandeep Sing: Dynamics of Historical Cultural and Heritage Tourism
4. Basham A.L. : The Wonder That was India
5. T. V.Varkey & P.C. Menon: Outlines of Indian culture and freedom movement
6. Stephen Wearing: Tourist Cultures, Identity, Place and the Traveller.
7. Thapar Ramesh: Tribe, Caste and Religion in India
8. Chandra B : Modern India
9. Dev Arjun : The Story of Civilization
10. B.N. Luniya: Evolution of Indian Culture
11. Madan Gopal & K.S Gautam: India Through The Ages
12. O.P. Tandon: Jaina Shrines in India

## MH3C16      **Communication Competencies for Professional Advancement**

### **Learning Objectives**

After the completion of the course students

1. Become sensitised about the complexities of communication in the globalised world
2. Initiate personal development and build skills required for intercultural communication
3. Demonstrate an understanding of the importance of developing communication competencies for Hospitality and Tourism
4. Initiate the development of persuasion and negotiation skills in hospitality situations.
5. Get to learn job search processes and be prepared to face job interviews
6. Apply insights from humanistic psychology to develop professional competence.
7. Attempt creative writing exercises relevant to hospitality and Tourism

### **Unit One : Finding the Right Organisation - Strategies & Tools for job-search**

**Job Inquiries & Applications** - Inquiring about a job opening, Applying in response to advertisements. online job applications, and applying via email. **Job search in the internet era** - Job search sites, job listings & resume banks , Job search engines, online networking, Job search gadgets and widgets to find employment opportunities and build a career.-Visual CV, Personal home page.

**Résumés & Cover Letters** -Novice résumés, Executive résumés ,Chronological résumés ,Functional résumés. Language, style and layout. **Cover Letters**- Experience-Oriented,/Achievement-Oriented Cover Letter, Creative Cover Letters. Letters of recommendation and introduction.

## **Unit Two : Interviews - Learning the Craft of Winning the Job**

**Interview** -Types of interview, Job interviews, The interviewee and the interviewer, Dress code, Facing an Interview board, Preparation.

**Telephonic Interviews** : Rationale for a Telephone Interview? How You are Evaluated During a Phone Interview, Telephone vs. Face-to-Face Interviews, Preparing For a Telephone Interview, Phone Interview Etiquette.

**After the interview** - Thank-you letters to interviewers . Accepting job offers, Declining job offers, Notifying your present employer that you are taking a new job, Responding to a rejection notice after an interview.

## **Unit Three: Individual development for Professional Effectiveness**

**Personal Skills:** Developing Self-Awareness ,Applying Emotional Intelligence : Managing Personal Stress, Frustration, and Aggression, Self-Management: Clarifying Values, Setting Goals,and Planning, Solving Problems Analytically and Creatively.

**Programming for Excellence** – Applying Neuro Linguistic Programming for managerial excellence, **NLP** for effective Interpersonal communication and professional growth. Rapport, Anchors Nonverbal communication – Impact of body-language, space, time and paralanguage in business. Personal productivity, Continuous improvement and ‘branding you’.

**Maximising Relationships & Team Playing:** Understanding the Nature of Relationships, Managing Relationships with Your Direct Reports, Bosses, and Peers, Building Relationships by Communicating Supportively, Organisational structure and communication, Succeeding as a team player, Gaining Power and Influence, Motivating Others, Empowering and Delegating, Building Effective Teams and Teamwork, Restoring Injured Relationships, Leading Positive Change.



#### **Unit Four : Creativity and Communication in Tourism and Hospitality**

**Creative writing** - Writing about Destinations, Travel Blogging , Podcasting ,Travel writing for magazines, Content developing for tourism websites, Food writing.

**Technology Aided Business Communication**- Use of technology in Internal and external organisational communication in the hospitality sector, Problems and prospects.

#### **Unit Five : Specialised Communication Competences in Business**

**Persuasion & negotiation Skills**- The sales process, prospecting and qualifying, reapproach, follow up, negotiation, relationship management. Approaching a customer, identifying client needs, Handling objections, Closing a sale. Telephone selling, selling techniques.

**Group facilitation and Continuous Learning Skills**– Applying Theme Centred Interaction(TCI) as a tool for learning and development in organisations. Learning organisation, concept of living learning.

**Managing Meetings** – Premeeting agendas, Minutes, Conducting and participating in meetings- public meetings, board meetings. conferences, videoconferencing.

**Multi - cultural communication competencies** -Culture and communication in organisations - Businesses sans borders and Cross cultural communication.. The challenge of cultural plurality and linguistic diversity. Tackling the language equivalency problem. Attitudes Among Culturally Diverse Co-Workers

#### **References:**

1. David A. Whetten, Kim S. Cameron, Developing Management Skills, 8/E , Pearson Education
2. Jon L. Pierce & John Newstrom, Manager's Bookshelf, 9/E , Prentice Hall
3. Mathukkutty M Monippally, Business Communication Strategies, Tata McGraw Hill
4. Julie Hay. Transformational Mentoring, Creating Developmental Alliances for Changing Organisational Cultures , Sherwood Publishing

5. Mcgrath S J,,Basic Managerial Skills for All , Pearson Education
6. Lesikar & Flately, Basic Business communication- Tata McGraw Hill.
7. Webster's New World Letter Writing Handbook
8. Stephen P. Robbins, Self Assessment Library 3.4 for Supervision Today! Pearson Education
9. Mary Ann Keubel ed,Living Learning,A Reader in Theme Centred Interaction, Media House, Delhi.
10. Acy L. Jackson and C. Kathleen Geckeis How to prepare your curriculum Vitae, , Tata McGrawHill.
11. Paula Caproni , Management Skills for Everyday Life, 3/E , Pearson Education
12. Jonamay Lambert,& Selma Myers,50 activities for diversity Training,Ane Books,HRD press,2003
13. Jean Naterop & Rod Revell,Telephoning In English, Cambridge University Press.
14. Joseph O'Connor &John Seymour, Training with NLP,Thorsons.
15. Marshal Goldsmith & Louis Carter, Best Practices in Talent Management, Pfeiffer Publications.
16. Stephen P. Robbins, Phillip L Hunsaker , Training in Interpersonal Skills: TIPS for Managing People at Work, 6/E Pearson Education
17. **Sharon Lund O'Neil,Elwood N. Chapman,** Your Attitude Is Showing,12/E ,Pearson Education
18. Sudhir Andrews,How to succeed at interviews, Tata McGraw Hill Publishing Ltd. New Delhi

## SEMESTER FOUR

### MH4C17 Tourism Products in India

#### Learning Objectives:

After the completion of the course the students must develop skills to:

1. Appreciate and understand Indian Architecture and different art forms.
2. Understand the classical dance forms and its role in tourism
3. Understand the two classical music forms and must be able to explain the use of different traditional musical instruments unique to India
4. Understand folklore and evaluate the Indian folk arts.
5. Understand the current trends in Indian art alignment

#### Unit One: Major Cultural Tourism Products in India

Use of History; History as a tourism product. Use of history in tourism. Myths and fables.

Historical remnants: Important forts and monuments in India

#### Unit Two: Indian Classics and Folks

Bharatha Natyam, Kathak, Kathakali, Kuchipudi, Manipuri, Mohini Attam, Odissi, sattriya, Importance of dances in tourism.

Folk dances and folk music of India

#### Unit Three: Indian Music

Karnatic, Hindustani, String Instruments, Percussion Instruments, Wind Instruments, Effect Instruments, Electronic Instruments. The differences between the east and the west, Importance of music in tourism

#### Unit Four: Applied Arts

Sculptures and paintings: pottery and terracotta, bronzes, mural and miniature paintings. Textiles, Floor Coverings and Pile Carpets, Wood work, Metal ware, Jewellery, Stone- Carving, Ivory, Bone and Horn carvings

#### Unit Five: Natural Resources

Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana)

Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshdweep Islands.

### **References:**

1. Romila Chawla: Tourism: The Cultural Heritage
2. B. Chaithanya Deva : An Introduction to Indian Music
3. D. R. Ahuja: The Folklore of Rajasthan
4. B.R Sharma : Himachal Pradesh
5. Publication Division Government of India: India 2004
6. Jasleen Dhamija : Indian Folk Arts and Crafts
7. O.P Tandon : Jaina Shrines in India
8. Kamaladevi Chattopadhyay: India's Craft Tradition
9. Indian Aesthetics An Introduction: V S Sethuraman.

## **MH4C18 Tourism Trends, Planning and Policies**

### **Learning Objectives:**

1. To understand the impact of globalization on tourism
2. To familiarize students with the various emerging trends and dimensions in tourism sector
3. To know the functions of various national and international tourism organizations
4. To understand the demand for tourism and patterns of tourism demand
5. To impart knowledge of destination planning and development

### **Unit One: Globalisation & Tourism**

Globalisation & Tourism; General Agreement on Trade in Services (GATS) – Effect on hospitality and tourism industry, Freedom of Movement and Transportation, Impact of Trade ties between countries, Global Code of ethics for tourism.

Major National and International tourism organisations: Origin, organization and functions of IATO, TAAI, ITDC, UNWTO, WTTC, PATA, IATA, ICAO, UFTAA

### **Unit Two Measurement of Tourism**

Measurement of Tourism, Methods of measurement of tourism, Tourism Satellite Accounting, Tourism carrying capacity and Environment Impact Assessment; Tourism multiplier; Tourism linkages and leakages. IO models etc

### **Unit Three: Modern Dimensions in Tourism**

**Special Interest Tourism**– Definition and Scope; **Adventure Tourism**: Concept of Adventure, Types of adventure sports and tourism; **Pro poor tourism** - Tourism and Poverty alleviation programmes, Intervention of UNWTO, Rural development and Employment Generation, STEP initiative of UNWTO; Endogenous Tourism- an evaluation; **Ecotourism and Sustainable Tourism**: Definition, Concept and Emergence of Eco-tourism, An overview of Eco-tourists. Eco-tourism Resources in India, The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world, **Responsible tourism**, concept and definition, the three pillars of responsible tourism, relevance in the modern world.

#### **Unit Four: Destination development and Management**

Nature, scope and significance, Destination development and its components; Principles of Destination Development, Major consideration in destination management; Steps and stages in destination planning, Tourism master plan, Outline of project reports for Destination development

#### **Unit Five: Tourism Policy & planning**

Levels and types of destination tourism planning; Five year plans and tourism in India. International Agreements, National Tourism Policy; Tourism policy of Kerala

#### **References:**

1. Martin F. Price: People and Tourism in Fragile Environments
2. Rob Harris, Ernie Heath, Lorin Toepper, Peter Williams: Sustainable Tourism: A Marketing Perspective
3. Yvette Reisinger, PhD & Lindsay Turner, Cross-Cultural Behaviour in Tourism- concepts and analysis
4. Ratandeep Singh: Indian Ecotourism Environmental Rules and Regulations
5. P.C. Sinha (ed): Ecotourism and Mass Tourism
6. WTO Report: Tourism and Poverty Alleviation
7. WTO Report: Ecotourism Market Reports
8. Khoshov T.N. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
9. Negi. J (1990) Tourism development and Resource conservation
10. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.
11. Cooper C.P. ED. Progress in Tourism, Recreation and Hospitality Management C.B.S. Publisher, New Delhi.
12. Getz Donald (1986) Models in Tourism Planning Tourism Management
13. Likorish Leonard J. 1991 Development Tourism Destination Policies and Perspectives,
14. Seth P.N. (1987) Successful Tourism Planning Management , Cross Publication.
15. Mathieson, Alistey, "Tourism: Economic, Physical and Social Impact" (Longman)
16. NCAER, "Cost Benefit Study of Tourism" – A report (NACAEP New Delhi)

## **MH4C19 Strategic Leadership and Change Management**

### **Learning objectives**

After the completion of the course the student must be able to;

- Understand the relationship between strategic management and leadership and organizational direction.
- Able to apply management and leadership theory to support organizational direction.
- Investigate the current and future requirements of leadership.
- Understand the impact of leadership styles and how leadership style can be adapted to different situation.
- Plan for the development of leadership skills.
- Understand the background to organizational strategic change and issues relating to change in an organization.
- Lead stakeholders in developing a strategy for change.
- Plan and implement models for ensuring ongoing changes.

### **Unit One: Strategic management and leadership**

Functions of strategic management, improving organizational performance, creating, communicating, developing and leading high performance team, strategic decision making, definitions of leadership, skills of the leader to achieve strategic objectives.

### **Unit Two: Management and leadership style**

Autocratic, bureaucratic, charismatic, laissez-faire, persuasive, participative; influences on style-culture of organization, characteristics of the manager, leader; impact of style; adapting , management and leadership style in different situation.

### **Unit Three: Leadership Theories & EI**

Transformational, transactional, charismatic, contingency, and situational theories.

**Emotional intelligence:** Influence on leadership effectiveness, drivers; constrainters and enablers.

**Applicability to support organizational direction:** Factors like efficiency, reliability, innovation, creativity, adaptation etc., size and stage of development of organization, turnaround leadership, and cultural issues.

### **Unit Four: Leadership Challenges**

**Generic challenges**-virtual organization, diversity, new carriers; Generation X, Generation Y, Globalization, Economic climate, World threat, New technology  
Ethics and CSR, E-leadership, Mergers & Acquisitions (M&A), Restructuring, Interim leadership.

**Development of leadership skills:** Different methods of developing leaders- formal learning, self help, training courses, job rotation, seminars, executive coaching, mentoring, company's own universities, assessment centers, action learning , social intelligence, system's thinking etc.

#### **Unit Five: Change Models & Intervention Strategies**

**Change Models:** Kotter's eight steps to successful change, Kubler-Ross five stages transition cycle, Prosci's building blocks ADKAR, McKinsey's 7S, Kurt Lewin's change management model etc.

**Strategic intervention:** Team building, conflict management, human process intervention, techno-structural intervention, HR Management interventions, and organizational and external environment intervention.

#### **Unit Six: Managing Change**

**Issues relating to change:** Need for change, reasons for change- markets, economy, customer, competition, financial, legislation, restructuring, TQM, re-engineering.

**Factors driving the change:** Economics, political factors, environmental, financial pressures, new markets, technological advances, transition to new CEO, new to be competitive.

**Resource implication:** Relating to human resources, physical resources, financial resources etc.

**Systems to involve stakeholders:** Stakeholder analysis, system modelling, team development, influencing skills, awareness raising, commitment development.

#### **Unit Seven: Handling Resistance to Change**

**Resistance to change:** Type of resistance- individual versus collective, passive versus active, direct versus indirect, behavioural versus attitudinal, minor versus major, resistant to the content of change, resistant to the process of change.

**Handling resistance:** Open communication, education, listening to stakeholders, feedback, training programs; communicate the vision, getting support of all key power players.

**Measures to monitor progress:** Goal- based evaluation, process-based evaluation, outcome-based evaluation, regular reports, meetings, quality circles, progress reviews, milestones, deadlines.



**References**

1. Adair J – Strategic Leadership: How to think and plan strategically and provide direction
2. Adair J – Effective Leadership: How to be a successful leader
3. Adair J – How to grow leaders: The seven key principals of effective leadership
4. Richard L. Daft – Leadership
5. Andrew J. DuBrin – Leadership: Research findings, practice and skills Warren Bennis – On becoming a leader
6. Kehoe D – Leading and managing change
7. Leban B – Managing organizational change
8. Harold D.M – Change the way you lead change
9. Jim Grieses – Organizational change - Themes & Issues
10. Dipak Kumar Bhattacharyya – Organizational Change and Development
11. : Radha R Sharma - Change Management – Concepts and Applications
12. John P Potter- Leading Change
13. James O'Tool - Leading Change
14. Robert A Paton & James McCalman- Change Management

**Websites**

1. [www.leadershipnow.com](http://www.leadershipnow.com)
2. [www.managementhelp.com](http://www.managementhelp.com)
3. [www.strategicmanagement.net](http://www.strategicmanagement.net)
4. [www.changeinminds.org](http://www.changeinminds.org)
5. [www.mindtools.com](http://www.mindtools.com)
6. [www.themanager.org](http://www.themanager.org)

## **MH4C20 Entrepreneurship in Hospitality and Tourism**

### **Learning Objectives:**

After completing the course, the students must be able to;

1. Have a general idea about the business enterprise and the environment within which it operates
2. Understand importance of MSME
3. Evaluate the feasibility of a proposed project
4. Have a basic knowledge on various sources of financing and methods of raising them;
5. Draft project proposals suitable for the hospitality and tourism industry.

### **Unit 1: Entrepreneur and Entrepreneurship**

Evolution of the concept of entrepreneur – Characteristics of an entrepreneur – Distinction between an entrepreneur and a manager – Functions and types of entrepreneurs, - Intrapreneur, Entrepreneurial traits and motivation; Entrepreneurship development programmes (EDPs); Meaning of and need for rural entrepreneurship, Problems and development of rural entrepreneurship.

### **Unit 2: Micro and Small Enterprises**

Meaning and definition; Features and characteristics of MSME; Scope and Rationale behind micro and small enterprises; Setting up a MSME unit; Role of MSME in economic development; problems of micro and small enterprises; Sickness in small enterprises and its remedy

### **Unit 3: Project Feasibility Analysis**

Generation and screening of ideas; Project identification and selection, Project appraisal and appraisal criteria, market and demand analysis, technical feasibility, financial analysis, competitor analysis; **Selection and analysis of a project** - Capital Budgeting; NPV and IRR methods, Decision Tree analysis; Network Techniques – Gantt Chart, PERT, CPM

### **Unit 4: Project Financing**

Sources of finance, National and state level financial institutions, Tourism Finance Corporation of India (TFCI); Venture capital - Venture Capital Financing Concept and features, Need, relevance and development of venture capital funds. Structure and

regulatory framework of venture capital financing in India, Investment process and evaluation.

### **Unit 5: Feasibility reports**

Project reports, Contents of a project report, Development of project reports for Hospitality undertaking and travel and tour company;

**Business Plan Preparation** – The students shall work outline of a business plan based on academic inputs and training and finally develop a business plan. The students must undertake the necessary research, survey and field work to develop a viable business plan in a format acceptable to financial institutions. This will be evaluated by faculty in charge. 2 credits for the business plan presentation shall be included in the internal evaluation marks.

### **References:**

1. David Schwartz: Introduction to Project Management
2. SS Khanka, Entrepreneurial development, S. Chand Publications
3. Jack R Meridith and Samuel J Mantel Jr: Project Management A Managerial Approach
4. Narendra Singh: Project Management and Control
5. Harvui Maylor: Project Management
6. M C Dileep Kumar and Amith Kumar J Prabhu: Project Management
7. C N Sontakki: Project Management
8. Prasanna Chandra: Project Management
9. David H. Holt: Entrepreneurship: New Venture Creation -
10. Hisrich Peters: Entrepreneurship -
11. Brigitte Berger: The Culture of Entrepreneurship
12. K. Nagarajan: Project Management
13. Vasant Desai: Dynamics of Entrepreneurship Development
14. P.C.Shejwalkar: Entrepreneurship Development
15. Steven Brandt: Entrepreneurship, 3rd Ed.
16. Gurmit Narula: The Entrepreneurial Connection

## **MH4D21 Global Tourism Geography (Elective)\***

Course Objective:

- To introduces students to the various geographical locations of tourist places
- To familiarize the students with the world weather climate
- To enable the students to be able to identify the different routes between places
- To enable the students to learn the different characteristics of places which are important for tourism.
- To present an analytical framework within the basic methodology and trends of the discipline of geography.

### **Unit One: Introduction**

Definition, scope and contents of Geography of Tourism. Approaches, Methodology and Techniques Analyses in Geography of Tourism. Importance of Geography of Tourism. Natural and climatic regions of the world in brief.

### **Unit Two: Map Reading**

Map Reading: Latitude, Longitude, International Date Line, time zones and calculation of time. Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

### **Unit Three: Indian Tourism Geography**

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India.  
Tourism attractions in different states and territories of India.

### **Unit Four: World Geography – Americas and Europe**

Political and physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize )  
Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

### **Unit Five: World Geography – Middle East, Asia & Africa**

Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina.  
North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan.  
South Asia:SAARC Countries.

## Text Books:

1. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
2. Burton Rosemary : the Geography of Travel and Tourism (London).
3. Rohinson H.|A.A. Geography of Tourism (Macdonaled and Evans,London).
4. The Geography of India – Gopal Singh – Delhi (1988).
5. Dubey and Negi – Economic Geography Delhi (1988).
6. R. M. Desai – Strategy of food and agriculture – Bombay (1988).
7. Negi B. S. – Rural Geography Delhi Keelavnata Ram Nath.
8. Singh R. L. – Regional Geography of India (1985).
9. LAW B. C. ed Mountaing and Rivers of India Calcutta (1968).
10. National Atlas of India – Government of India Publication.

## Additional Reference Books:

1. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
2. Sinha, P.C. Tourism Geography, Anmol Publication
3. Dixit, M. Tourism Geography and Trends, Royal Publication
4. International Atlas, Penguin Publication and DK Publication

## MH4E22 Hotel and Restaurant Management – II

Course Objectives:

- To introduce students to the various cuisines
- To familiarize the students with the front office operations
- To enable the students to be able to do kitchen planning
- To enable the students to learn the menu merchandising process.
- To present an analytical framework HR planning and stores management.

### Unit One:

**Food Knowledge:** Fish, vegetable, pastas, meat and chicken, deserts.

**Oriental and international cuisines: Basics,** knowing basic characteristics and differences of French, American, Indian and other Oriental cuisines, Far east, Mediterranean, Polynesian, German, Spanish, Mexican cuisines.

### Unit Two

**Front office Sales:** Various Sales Tools, Overbooking, Repeat guests, Return Reservations, Offering Alternatives and Suggestive Selling, Business related Marketing Techniques

**Night Audit:** Concept of Night Audit and Role of Night Auditor, Auditing Process(in brief)

### Unit Three

**Kitchen and Restaurant Planning:** Location or site, Lay out of kitchens and restaurants, Sources of Finance, Design Consideration, Furniture, Lighting and Décor, Equipment required, Records maintained, Licenses required

### Unit Four

**Managing people in F & B Department:** Developing a good F & B Team (desirable attributes for various levels of hierarchy), Allocation of work, Task analysis and Duty Rosters, Performance Measures, Staff Organizations and Training.

**Menu Merchandising:** Major types of merchandizing e.g. Floor Stands, Posters, Wall displays, tent cards etc. Basic menu criteria, Types of food and beverage menu, Methods of printing menu, Suggestive selling and up selling, Sales Promotion.

## Unit Five

**Purchase and Stores:** Identification & selection of supplier, Purchase procedure – Purchase order, receiving, storage & issuing, Concept of ROL, bin card & other records maintain for purchasing

### Reference Books:

1. Food and Beverage Service – Dennis Lillicrap and John Cousins
2. Food and Beverage Management – Bernard Davis, Andrew Lockwood and Sally Stone
3. Facility Planning and Design – Edward Kagarian
4. Bar and Beverage Book – Costas Katsigris, Mary Proter & Thomas
5. Theory of Catering – Kinton and Cesarani
6. Hotel front Office Training Manual. -Sudhir Andrews
7. Principles of Hotel Front Office Operations -sue Baker, P. Bradley, J. Huyton

## MHE23 Event Management (Elective)\*

### Learning objectives

- To familiarize the students with the basic elements of events management
- To understand the significance of MICE
- To learn the nuances of marketing and promotion of events
- To identify the important trade fairs and trade fair destinations

### Unit One: Events and Event Management

What are events, Types of event & Event Management, The Need: Why do we need events; Growing importance of events like, exhibitions, seminars and conventions worldwide, practices in event management

**Unit Two: Managing an event**

Principles of event planning and organising, Event feasibility, Problem solving and crisis management, Managing participants, management of site infrastructure.

**Unit Three: MICE**

Meeting planners, creating and designing trade fairs, Planning MICE, Principles of Convention Management. The marketing mix, Branding, Market segmentation, Pricing, Advertising and marketing the event

**Unit Four: Event Sponsor**

Sponsorship, Core principles of sponsorship, Identifying appropriate sponsors, customer care, marketing equipments and tools, promotion, media relations and publicity, event evaluation

**Unit Five: Trade Fairs**

Trade fairs – ITB, KTM, WTM, BTF, TTW, FITUR, IITM, CII- events, PATA Travel mart; National and international trade fair destinations

**REFERENCES**

1. Buhalis & E. Laws (Eds) (2001) *Tourism Distribution Channels: Practices, Issues and Transformations*, London: Continuum.
2. Lawson, F. (2000). *Congress, Convention & Exhibition Facilities: Planning, Design and Management*. Oxford: Architectural Press.
3. Rogers, T. (1998). (2003). *Conferences and Conventions: A Global Industry*. Oxford: Butterworth-Heinemann.
4. Swarbrooke, J., & Horner, S. (2001). *Business Travel and Tourism*. Oxford: Butterworth-Heinemann.
5. Lynn Van Der Wagen & Brenda R. Carlos, *Event Management for Tourism, Cultural, Business and Sporting Events*, Pearson Prentice Hall, 2005.
7. Anton Shone & Bryn Parry, *Successful Event Management*, Cengage Learning 2002.
8. Leonard H. Hoyle, Jr, *Event Marketing*, John Willy and Sons, New York 1997.
9. Avrich, Barry *Event and Entertainment Marketing*, Vikas Publishing House New Delhi, 1994.
10. Julia Rutherford Silvers *Professional Event Coordination*, John Wiley & Sons 2003.



**MHE24 Food processing and Preservation**

Course Objectives:

- To introduces students to the scope and importance of food processing
- To familiarize the students with the Classification and composition of fruits and vegetables
- To familiarize the students with the dairy industry
- To introduce the concept of food safety management.
- To present an overview of Food additives.

**Unit One**

Scope and importance of food processing. Historical developments in food processing. Food spoilage- microbial, physical, chemical, and miscellaneous. Canning of foods, cans, and container types, spoilage of canned foods. Natural & Chemical preservation-Types, uses, and effects of class-1 and class-2, preservatives in foods. Freezing and frozen storage, slow and quick freezing, freezing methods freeze drying in food processing. Dehydration, drying methods, concentration of fruit juices.

**Unit Two**

Classification and composition of fruits and vegetables. Pre-processing operations- washing, peeling, blanching, sorting and grading of fruits and vegetables. Food product order (FPO). Fruit juice beverages- squash, cordial, crush, syrups, blending of juices. Fruit preserves and candied fruits. Technology of jam, jellies, marmalades, specifications, role of pectin.

**Unit Three**

Dairy industry- scope and opportunities for dairy industry. Milk- definition, composition, and nutritive value. Pasteurization (LTLT, HTST), Sterilization, homogenization, UHT processing, aseptic packaging. Technology of condensed and evaporated milk, process of manufacture. Technology of milk powders (WMP, SMP), process of manufacture. Technology of cheese- classification, composition, process of manufacture. Technology of frozen milk products, process of manufacture. Milk product standards, legislations in India.

**Unit Four**

Food safety management, applications of HACCP for food safety. Role of national and inter- national regulatory agencies, Bureau of Indian standards (BIS), AGMARK, food safety and standards authority of India (FSSAI), International organization for standards (ISO) and its ISO standards for food quality and safety.

### **Unit Five**

Food additives- Definition, classification and functions. Food preservatives- classification. Anti-microbial agents. Coloring agents, applications and levels of use, natural colorants. Flavoring agents-natural and synthetic flavors, flavor enhancers, flavor improvers. Sweeteners, natural and artificial sweeteners. Emulsifiers-types, selection of emulsifiers, functions.

### **Recommended books:**

- Basic food Microbiology- Banwart G J - C B S publishers
- Fruit and vegetable preservation-Principles and practices. RP Sreevasthava and Sanjeev Kumar -International book distributing company-Lucknow
- Commercial fruit and vegetable products. W.V Cruess - Allied and scientific publishers, Bikaner
- Essentials of Nutrition and Diet Therapy. Williams, S R-Times Mirror/Mosby college publishing.
- Outlines of Dairy technology-Sukumar D E, Oxford university press.
- Food packaging-Principles and practice. Robertson G L- Taylor and Francis.

### **MH4E25      Airfares and Airlines Management (Elective)\***

#### Learning objectives

- To understand the structure and dynamics of tourism industry
- To understand the airport and airline management linkages
- To study the international airfares and regulations
- To study the contributions of different organisations to airline industry

**Unit One: Introduction**

History of Aviation; Development of Air transportation in India; Major players in Airline Industry; Swot analysis in Airline Industry; Market potential of Indian Airline Industry; Current challenges in Airline Industry; Competition in Airline Industry; IATA & ICAO

**Unit Two: Airline Management**

Type of airlines; Airport management; parts of air craft; airport facilities; facilities for check-in and landing passengers; in-flight services; class of services

**Unit Three: Fare construction**

Familiarisation with OAG; city codes; planning itinerary by air; introduction to fare construction; mileage principles; fare construction with EMA

**Unit Four: Airline Itinerary**

One way and round trip; circle trip journey; open jaw; add-on mixed class journey; Back haul minimum check; special fares

**Unit Five: Ticketing**

Issue of ticket; reservation procedure; MPD, MCO, PTA and their purpose; universal air travel plan; types of air travel cards, billing and settlement plan (BSP);

**References**

1. Harry A. Kinnison; Aviation Maintenance Management; McGraw Hill
2. OAG, IATA, Geneva Air Tariff Book
3. David Jarach; Airport Marketing; Ashgate Publishing Limited
4. Stephen Shaw, Airline in shifts and management. Ashgate publishers, USA, 2004
5. Jagmohan Negi, Air Travel Ticketing and Fare construction, Kanishka publishers, New Delhi
6. Doganis R, Airport business, Routeledge publishing, London
7. Sikdar K, all you wanted to know about airline functions

## **MH4D26 Study Tour and Concurrent Report**

### **Guidelines for the Tour Report**

- Students should undertake visits to important national or international tourist destinations during their programme. The purpose is
  - to experience travel and to know the inter-relationship between different industries and travel
  - to familiarise some of the important tourist destinations in India or abroad
  - to learn to organise and manage tour operations for a group.

Before the commencement of the University exam the students will have to submit a report of their practicum and study tour.

The students shall submit a written report of their tour experiences. The department can also decide to make tour report a team assignment. When submitting their reports they shall produce necessary proof their visits through photographs and videos.

### **Guidelines for Concurrent Report**

During the third and fourth semester also the scholars should undertake several activities outside the class room to enhance their knowledge and skills to work in the hospitality and tourism industry. This shall consist of field visits, exposure visits, study camps, working in collaboration with relevant institutions, and participation in academic conferences. Students shall give a report of their learning from these activities. This written report is graded out of twenty by the supervising teacher in the department.

**MH4D27 Project Report and Comprehensive Viva****Guidelines:**

1. The final project placement shall be in relevant setting / agency/ industry, where the theory and principles of hospitality management can be practised. It shall be for duration of sixty days.
2. The final project placement will ensure the integration of theory and practice and will facilitate the scholars to conduct innovative researches in their project area.
3. Along with the faculty guide there shall be a supervisor in the organisation to help the students in understanding the details of the operations in the company.
4. Students may undergo project training immediately after the fourth semester University written examinations.
5. One hard copy of the project report shall be prepared and submitted to the department before the commencement of the fourth Semester University Viva examination. The copies may be either spiral bound or hard bound.
6. Students shall also submit a soft copy of the report along with annexure in a Compact Disc with proper labels on it. The format of the soft copy shall be either word or pdf.
7. The research report shall be confined to twenty five pages. It shall not be more than thirty five pages, including references and annexure.
8. All the topics covered under the programme along with final project report shall form part of the syllabi for the external Viva-Voce

**MAHATMA GANDHI UNIVERSITY**

**PRIYADARSHINI HILLS**

**KOTTAYAM-686 560**



**Curriculum for**

**MASTER OF SOCIAL WORK (MSW) PROGRAMME**

**Choice Based Credit System 2016**

**MGU-CBCS-PG- 2016**

**PG BOARD OF STUDIES (SOCIAL WORK)  
MAHATMA GANDHI UNIVERSITY, KOTTAYAM, KERALA**

**2016.**

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## **ACKNOWLEDGEMENT**

The Master of Social Work (MSW) programme is designed to train the candidates catering to the demands for professionally trained social workers to work as social development professionals. The syllabus and curriculum was modified in 2012 to restructure the programme as per the Mahatma Gandhi University Regulations of Credit Semester System (MGU – CSS – PG).

The present revision emphasizes the importance of core competence in social work profession with due importance to field based learning and reflection which is a unique feature and an integral part of social work education and training. The programme objectives and learning outcomes are visualized for providing the learners a holistic perspective in social work practice along with a deeper insight into particular specialized functional areas. The field based experience can develop the ability of the learners to integrate knowledge, values and skills required and appropriate for professional practice in social work. Research based practices and continuous connect of the learners to the realities of the social world through varied sensitizing programmes, are some of the salient features of social work education and training. All the basic tenets of social work profession as well as emerging challenges in professional social work practices are discussed in the revised curriculum in a systematic manner which shall train the learner for a professional practice in social work.

This work is the result of the combined efforts of the members of the PG Board of Studies (Social Work), and the faculty members of the affiliated colleges under MG University offering MSW programme, who worked as a team to revise the syllabus and curriculum in the stipulated period. Active consultations are held by the members of this team with various stakeholders in the field of social work to elicit multiple perspectives in social work education which are incorporated in the new curriculum. We express our sincere gratitude to Hon'ble Vice - Chancellor Dr. Babu Sebastian and Pro Vice-Chancellor Dr. Sheena Shukkur for their whole hearted support and continued guidance. We also like to thank the Registrar Prof. M.R. Unni, Controller of Examinations Dr. Thomas John Mampra and Finance Officer Shri. Abraham J. Puthumana of the University for their timely support towards this venture. We are grateful to all the distinguished members of the syndicate and administrative officers who have been providing the necessary guidelines for the finalization of the new syllabus and curriculum.

We would like to place on record our sincere thanks to the social work experts; the social work faculty members from the colleges under Mahatma Gandhi University for their active involvement in revising and restructuring the MSW curriculum. We sincerely express our wholehearted gratitude to one and all who have contributed their resources to make this venture a success.

**Chairperson and Members, PG Board of Studies (Social Work)**

Mahatma Gandhi University

Priyadarshini Hills P. O.

Kottayam.

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17-03-2016.

## **INTRODUCTION**

The Master of Social Science in Social Work (MSW) Programme is a professional training programme that leads to the professional qualification of a social worker. The course work of the Programme aims to provide students with a solid conceptual framework and a theoretical foundation of social work practice. To develop social work knowledge and skills, and to help students cultivate a positive identification with social work values and the ethics of the social work profession are the aims of this Programme. In addition to the academic content, students are required to undertake supervised practice in different social service agencies/communities. This programme equips students with advanced training in knowledge and skills to reflect and resolve conflicts within themselves and to help disadvantaged groups. Through these academic and training engagements, students are prepared for a career in professional social work.

The curriculum of the Master of Social Work (MSW) Programme is designed to meet the requirements as per the programme's objectives, which is to prepare the students to build a career in Social Work Profession and Development sector. The professional education in social work equip the students to confidently engage in the practices of counselling, group work, and community work, research, policy formulation and analysis, advocacy and social & political interventions. There are a number of promising career opportunities open for these graduates in the areas like: Rural and Urban Community Development, Hospital Social Work, Psychiatric Social Work, Industrial Counselling, Family Counselling, Child Welfare, Administration of NGOs, Corporate Social Responsibility, Human Rights, Environment and Disaster Management, Project Preparation & Evaluation and Field level Research Projects.

The MSW programme is organized into four semesters with elective (specialization) courses in:

- Community Development (CD)
- Family and Child Welfare (FCW)
- Medical and Psychiatric Social Work (MPSW)

There are eight courses in the first and second semesters along with concurrent field practicum. In the third semester there are two common as well as elective courses along with field practicum. In the fourth semester there are two generic courses and two elective courses, field practicum apart from project/dissertation. Field Practicum (field education) is an integral part of

the training in social work education with the objective of helping the students to develop the skills, attitudes and values and personality characteristics essential for a professional social worker. The students are to be placed in local self government institutions, welfare agencies, development organizations, community based organizations of children, youth, women and elderly for field work training. The training equips the students to get hands on training in different areas as well as according to their specialization.

### **Programme Objectives**

- To facilitate the learners to develop the foundations of social work practice by providing the theoretical input on the philosophy, values, methods, fields and approaches of human service profession and human resource management.
- Sensitize the learners about the contemporary socio-economic and cultural realities through field based learning and proficiency in helping skills and effective intervention strategies.
- Develop a professional approach in addressing human societal needs and become effective and efficient change agents in the social milieu.
- Develop an insight into one's professional self and .....of purposive use of the same in professional practice through integral transformative practices.
- Sharpen the learners' skills in conceptualization, scientific assessment, analysis & interpretation and planning & intervention.

The major learning outcomes of the graduating students are the competence to demonstrate the professional knowledge of interdisciplinary foundations and theories, methods and practice models and skills in the practice with individuals, families, and groups, or leadership in the practice, the ability in analyzing, evaluating public policies and programmes and drafting of model policies leading to research integrated practices.

**MSW Syllabus 2016 (Draft) MG University, Kottayam**  
**Consolidated Scheme: Semester 1 – IV MSW**

Sem	Sl. No	SL No. All Courses	Course Code	Title of the Course	Course Category	Hrs/ Wk	Credit	Marks	
								Intl	Extl
I	1	1		Sociology and Economics for Social Work	Core	3	4	20	80
	2	2		Human Growth and Development	Core	4	4	20	80
	3	3		History, Philosophy and Fields of Social Work	Core	4	4	20	80
	4	4		Community Organisation and Social Action	Core	4	4	20	80
	5	5		Field Practicum 1	Core	10	4	100	-
II	1	6		Direct Social Work Practice with Individuals	Core	4	4	20	80
	2	7		Direct Social Work Practice with Groups	Core	4	4	20	80
	3	8		Social Work Research and Statistics	Core	4	4	20	80
	4	9		Introduction to Abnormal Psychology and Social Psychology	Core	3	3	20	80
	5	10		Field Practicum 2	Core	10	4	100	-
III	1	11		Project Planning and Management	Core	3	4	20	80
	2	12		Administration of Human Service Organizations	Core	4	4	20	80
	3	13		Rural & Urban Community Development Social Work	Elective	4	3	20	80

				Practice With Families Psychopathology for Social Work					
	4	14		Environment and Disaster Management Social Work Practice with Women and Children Social Work in the Field of Health	Elective	4	3	20	80
	5	15		Field Practicum 3	Core	10	4	100	-
IV	1	16		Social Policy and Social Legislation	Core	4	4	20	80
	2	17		Theory and Practice of Counselling	Core	3	3	20	80
	3	18		Community Health for Development Practice Social Work Practice with Elderly and Differently Abled Health Care Administration and Community Health	Elective	4	3	20	80
	4	19		Social Entrepreneurship for Development Practitioners School Social Work Social Work Interventions in the Field of Mental Health	Elective	4	3	20	80
	5	20		Field Practicum 4	Core	10	4	100	-
	6	21	SW4D	Dissertation	Core		4	20	80
	7	22	SW4V	Comprehensive Viva Voce			2	20	80

CC - Core Courses (Core Theory Courses, Field Practicum and Dissertation )  
PE - Programme Elective Courses (Choice based papers)

V	-	Comprehensive Viva Voce
<b>Course Allocation</b>		
CC	-	17 (66 credits), which includes: Core Theory courses - 12 (46 Credits), Field Practicum – 04 (16 Credits) and Dissertation – 01 (04 Credits).
PE	-	04(12 credits)
V	-	(02 credits)

## Master of Social Work (MSW) - 2016

### Semester Wise Course Design

### Programme Summary – 2016

Semester	Credits					Marks		
	Theory	Field Practicum	Dissertation	Comprehensive Viva	Total Credits	Internal	External	Total Marks
Semester 1	16	4	-	-	20	180	320	500
Semester 2	15	4	-	-	19	180	320	500
Semester 3	14	4	-	-	18	180	320	500
Semester 4	13	4	4	2	23	200	500	700
<b>Total</b>	<b>58</b>	<b>16</b>	<b>4</b>	<b>2</b>	<b>80</b>	<b>740</b>	<b>1460</b>	<b>2200</b>

#### Programme at a glance:

- ❖ **Total No. of Theory Courses:** 16 (4 courses per semester) nos.
- ❖ **Total No. of Field Practicum:** 4 (1 field practicum per semester) nos.
- ❖ **Dissertation:** 1 no.
- ❖ **Comprehensive Viva Voce:** 1 no.

## MSW I SEMESTER

Course Code	Title of the Course	Credits	Marks		
			Internal Evaluation (ISA)	External Evaluation (ESA)	Total Marks
	<b>Title of the Courses</b>				
	Sociology and Economics for Social Work	4	20	80	100
	Human Growth and Development	4	20	80	100
	History, Philosophy and Fields of Social Work	4	20	80	100
	Community Organisation and Social Action	4	20	80	100
	Field Practicum 1	4	100	-	100
	<b>Total</b>	<b>20</b>	<b>180</b>	<b>320</b>	<b>500</b>

## MSW II SEMESTER

Course Code	Title of the Courses	Credits	Marks		
			Internal (ISA)	External (ESA)	Total Marks
	Direct Social Work Practice with Individuals	4	20	80	100
	Direct Social Work Practice with Groups	4	20	80	100
	Social Work Research and Statistics	4	20	80	100
	Introduction to Abnormal Psychology and Social Psychology	3	20	80	100
	Field Practicum 2	4	100	-	100
	<b>Total</b>	<b>19</b>	<b>180</b>	<b>320</b>	<b>500</b>



### MSW III SEMESTER

Course code	Title of the Course	Credits	Marks		
			Internal	External	Total
	Project Planning and Management	4	20	80	100
	Administration of Human Service Organizations	4	20	80	100
	Rural & Urban Community Development Social Work Practice With Families Psychopathology for Social Work	3	20	80	100
	Environment and Disaster Management Social Work Practice with Women and Children Social Work in the Field of Health	3	20	80	100
	Field Practicum 3	4	100	-	100
	<b>Total</b>	<b>18</b>	<b>180</b>	<b>320</b>	<b>500</b>

### MSW IV SEMESTER

Course Code	Title of the Course	Credits	Marks		
			Internal	External	Total
	Social Policy and Social Legislation	4	20	80	100
	Theory and Practice of Counselling	3	20	80	100
	Community Health for Development Practice Social Work Practice with Elderly and Differently Able Health Care Administration and Community Health	3	20	80	100
	Social Entrepreneurship for Development Practitioners School Social Work Social Work Interventions in the Field of Mental Health	3	20	80	100
	Field Practicum 4	4	100	-	100
SW4D	Dissertation	4	20	80	100
SW4V	Comprehensive Viva	2	20	80	100
	<b>Total</b>	<b>23</b>	<b>220</b>	<b>480</b>	<b>700</b>

# MAHATMA GANDHI UNIVERSITY

## Master of Social Work - I semester Curriculum

### *Objectives of I<sup>st</sup> Semester MSW Programme*

1. To acquire basic knowledge in allied Social Science subjects such as Sociology, Economics and Psychology.
2. To sensitize the students on social and economic concepts, issues and problems and its linkage to social work profession.
3. To develop skills in professional response to the upcoming / emerging social issues.
4. To understand the historical and philosophical background of Social Work Profession and its various fields.
5. To provide knowledge in Community Organization and Social Action as methods of social work and develop practice skills.

### MSW I SEMESTER

Course Code	Title of the Course	Credits	Marks		
			Internal Evaluation (ISA)	External Evaluation (ESA)	Total Marks
	<b>Core Courses</b>				
	Sociology and Economics for Social Work	4	20	80	100
	Human Growth and Development	4	20	80	100
	History, Philosophy and Fields of Social Work	4	20	80	100
	Community Organisation and Social Action	4	20	80	100
	Field Practicum 1	4	100	-	100
	<b>Total</b>	<b>20</b>	<b>180</b>	<b>320</b>	<b>500</b>

# SOCIOLOGY AND ECONOMICS FOR SOCIAL WORK

## *Course Objectives*

- Introduce the basic sociological and economic concepts, principles and understand the socio-cultural - economic situations in Indian Society.
- Sensitize to the prevailing social and economic issues in India and its linkage to social work profession.
- Understand Indian and global economy and different economic systems and the interconnections of development and economics.
- Identify economic factors involved in social problems for effective social work practice.

## *Course Outline*

### **Module 1 Introduction to Sociology - Definition**

Society: Definition, evolution, meaning and characteristics, types of societies,

Culture: Definition, characteristics, structure, functions, reasons for cultural development and cultural change, subculture, Cultural lag, Contra-Culture

Status & Role: Types and Characteristics

Social Stratification: Definition, Characteristics - Caste, Class & Race.

Social Change: Meaning, Characteristics, Change, Evolution and Progress, Factors in Social Change, Theories of Social Change- Structural, Functional, Cyclic

Social Control and deviance

### **Module 2 Social Groups and institutions**

Definition, Characteristics and Classification of Groups – Primary groups and Secondary Groups, Peer groups and Reference groups.

Social Interaction & Social Process: Characteristics

Types: Competition, Co-operation, Conflict, Accommodation & Assimilation.

Socialization: Definition, Characteristics, Types and Agencies of Socializations - Theories of Socialization – C.H. Cooley- Looking Glass Self

**Social Institutions:** Structural aspects - Norms, Values, Folkways & Mores

Types of Social institutions: Family, Marriage, Education, Economy, Polity, Religion

### **Module 3 Social Issues:**

Concept, Causes, Sociological Implications, Interventions and measures to be adopted

Gender Issues - Domestic Violence, Sexual Harassment, Gender Discrimination

Child & Adolescent Issues: Child Labour, Child Sexual Exploitations, Adolescent problems

Ageing, Alcoholism and Drug Addiction, Suicide, Religious Intolerance and violence, Terrorism, Corruption.

Relationship between Sociology and Social Work.

**Module 4 Introduction and basic economic concepts**

Definitions, economic issues, scarcity and choice, demand and supply, National income, standard of living, per capita income, HDI, GNH .

Introduction to Economic systems: Capitalism, Socialism, Communism, Mixed economy.

**Module 5 Global Economy-**

Global Institutions- World Bank, International Monetary Fund, World Trade Organization

Globalization and its impact on Indian economy

Multi National Corporate and its effects on Indian economy

**Module 6 Economics Policy, Planning and Development**

National Economic Policy - Five Year Plans and NITI Aayog

Concepts – Welfare state, social justice, development, under development

Agriculture, Natural Resources, Infrastructure, Sustainable Development, Poverty

Local Self Governments and local development, Strategy for economic development

Kerala Model of Development and critiques

Microfinance

**References**

1. Atal Yogesh (2015), *Sociology: Study of the Social Sphere*, Pearson India Education Services Pvt. Ltd.
2. Shankar Rao, C N (2007). *Sociology: Principles of Sociology with an Introduction to Social Thought*. New Delhi: S Chand & Co Ltd.
3. *Shankar Rao, C N (2007) – Sociology of Indian Society, New Delhi: S Chand & Co Ltd.*
4. Vidya, Bhushan., Sachdeva, D.(2005). *Introduction to Sociology*. Allahabad: Kitab Mahal.
5. Rawat, H. (2007). *Sociology Basic Concepts*. Jaipur: Rawat Publications,
6. Prigoff, Arline (2000). *Economics for Social Workers: Social outcomes of economic globalization with strategies for community action*. Brooks/Cole.
7. *Kapila Uma, Kapila Raj (2002) - India's Economy in 21st Century, Academic Foundation.*
8. Datt,Ruddar and Sundharam,K.P.M . (2008). *Indian economy*. New Delhi: S Chand
9. Jhingan, M L (2006). *Economics of Development and Planning*. Delhi: Vrinda Publications (P) Ltd.
10. Gregory, Antony, (2005). *Taming the global triumvirate: WTO, IMF and World Bank*. Thiruvananthapuram: Sahayai.
11. Refer Websites:  
*niti.gov.in*  
*www.worldbank.org*

# HUMAN GROWTH AND DEVELOPMENT

## *Course Objectives*

- To be familiarized with the developmental changes in various developmental stages across the life span.
- To gain knowledge of the major influences in human development.
- To understand the importance of developmental psychology in social work practice and be able to link with real life situations

## *Course Outline*

### **Module 1 Introduction to Human Development**

Definition, meaning, purpose and importance of Developmental Psychology.

Meaning and principles of growth and development, heredity, environment and ecological influences – family and community - on human development.

Basics of human reproductive system, process of reproduction, Basic genetic concepts, genetic transmission, importance of genetic factors - chromosomal abnormalities

### **Module 2 Stages of Human Development : Prenatal period, infancy and babyhood**

**Prenatal development**– characteristics, stages, Prenatal influences on the child, Prenatal healthcare, Social and emotional aspects of pregnancy, importance of Prenatal care, birth process, Types of birth, problems during Delivery, postnatal care.

**Infancy** – stages, characteristics of newborn – major elements of adjustment, hazards

**Babyhood** - characteristics, developmental tasks and milestones, hazards, psychosocial development-attachment behavior, role of parents

### **Module 3 Childhood**

**Early childhood** – characteristics, developmental tasks, hazards, language acquisition, early childhood education, play and its importance, psychosocial development, relationship with family and society, parenting styles, socialization, personality development

**Late Childhood** – characteristics, developmental tasks, importance of play – influence of school – peer relationships-cognitive and moral development.

### **Module 4 Puberty & Adolescence**

**Puberty** – major physical and emotional changes and its influence on personal and social adjustments, hazards and its effects on the individual's physical and psychological wellbeing.

**Adolescence** – characteristics, developmental tasks, Cognitive, emotional and social development, sexuality Developmental Hazards.

## **Module 5 Adulthood**

**Early Adulthood** –characteristics, developmental tasks, personal and social adjustments, vocational and marital adjustments, hazards.

**Middle adulthood** – characteristics, developmental tasks, personal and social adjustments – vocational and marital adjustments, hazards.

**Late adulthood** - Old age – characteristics, developmental tasks, aging, ageism, personal and social adjustments, vocational and marital adjustments, process of death and dying, bereavement.

Importance of developmental psychology in social work practice

## **Module 6 Bio-psychosocial Aspects and Basic Concepts of Psychology**

Life span approach in Indian Context- Ashrama System.

Multidimensional approach to understand human behavior: The Bio-psychosocial perspective -Person, Environment

Basic Concepts of Psychology- Brain: structure and function of brain, Sensation, perception, Learning, Memory, Motivation, Cognition, Intelligence and Aptitude.

### ***References:***

1. Hurlock, Elizabeth B. (1996). *Developmental Psychology-a life span approach*. Tata New Delhi: Mcgraw-Hill Publishing Co.Ltd.
2. Berk Laura, E. (1998). *Development through the Lifespan*. London: Allyn and Bacon.
3. Dinkar, Suchitra S. (2010). *Child Development and Psychology*. New Delhi: Axis Publications.
4. Hutchison, E. (2007). *Dimensions of Human Behavior: Person and Environment*. Thousand Oaks: Sage Publications, Inc.
5. Mangal S.K –General Psychology
6. Baron Robert - Introduction to Psychology
7. Keniston Allen (ed.). (1998). *Perspectives: Life Span Development*. Madison: Coursewise Publishing Inc.
8. Morgan, C.T., King, R.A., Weisz, J.R., & Schopler, J (2004) *Introduction to Psychology*. New Delhi: Tata Mc Graw-Hill book Co.
9. Newman B.M., Newman P.R. (1999). *Development through life: a Psychosocial approach*. Wardsworth, New York
10. Zastrow, C. & , K. (2010). *Understanding Human Behavior and the Social Environment*. Chicago: Nelson-Hall.

## **HISTORY, PHILOSOPHY AND FIELDS OF SOCIAL WORK**

### ***Course Objectives***

- To trace the history of social work approaches with respect to underlying ideologies and philosophies.
- To appreciate social work as a profession and to recognize the need and importance of Social Work Education, Training and Practice.
- To identify the importance of professional values and ethics in social work practice.
- To know about different fields of social work intervention and the issues and concerns of social work practice in India

### ***Course Outline***

#### **Module 1 Social Work and Related Concepts-Definitions:**

Introduction to Social work and methods, Social Service, Social Reform, Social Welfare, Social Policy, Social Legislation, Social Defense and Social Education.

Historical development of social work in West and India:

The Elizabethan Poor Law 1601, Charity Organisation Society 1869, Settlement House Movement, The poor Law Commission of 1905, The Beveridge Report 1941,

Historical development of social work in India,

Social Movements and contribution of Indian Social Reformers.

#### **Module 2 Analysis of various approaches to Social Work through different ages.**

A framework to different approaches-Benefactor-beneficiary ideology, Religious charity, state sponsored charity and welfare, organized or scientific charity, professional social work.

Systems perspective, Rights based approach, Ecological perspective and strengths perspective in Social work

#### **Module 3 Sources of Social Work Philosophy**

Moral & Religious values in Social work philosophy-Christian, Hindu, Muslim, Buddhist traditions

Ideologies: Gandhian ideology, Liberalism, Humanism, Socialism, democracy

#### **Module 4 Social Work profession: Identification of Social Work as a Profession, Values & principles of Social Work, Methods and functions of Social work, Ethics in Social Work, NASW Code of Ethics, role and skills of professional social worker.**

**Social work Education:** History and multidisciplinary foundation of Social work education, Field work, supervision and Recording-Need and importance

#### **Module 5 Fields of Social Work:**

Family, School, Industry, Development NGOs, Hospital and Health Setting, Community-Rural and Urban, Correctional settings, unorganized sector, Environmental issues  
Social Work with Children, Youth, Women, Elderly, Persons with Disability, Transgender and refugees, Migration – International and national.

**Module 6 Issues and concerns of Social work Profession:** Indigenization of Social Work Education and Practice, Collaboration and networking, voluntarism Vs professionalism.

Role of Government and voluntary organizations in promoting social welfare and social work profession in India. Professional Associations for social workers.

International and national level NGOs in the field of social work.

**References :**

1. Bhanti,Raj.(1996). *Field Work in Social Work Perspective*. New Delhi: Himanshu Publications.
2. Choudhary, Paul. (1983). *Introduction to Social work*. New Delhi: Atma Ram & Sons,
3. Dinitto, Diana, M. (2008). *Social Work Issues and Opportunities in a challenging profession (3<sup>rd</sup> edition)*. Chicago: Lyceum Books
4. Cox David & Powar Manohar (2006), *International Social Work: Issues, Strategies and Programmes*, Sage Publications, Inc. 432 pages.
5. Sachdeva B.R- (2007), *Social Welfare Administration*
6. Gore, M. S. (1965). *Social Work and Social Work Education*. Bombay: Asia Publication House
7. Hepworth, Dean H (2010). *Direct Social Work Practice-Theory and skills* (8th edition). New York: Brooks/Cole.
8. Bhoose Joel S.G.R. (2003), *NGO & Rural Development, Theory and Practice - Concept Publishing Company, New Delhi, 215 pages.*
9. Palackappilly, George & Felix T.D. (1998). *Religion & Economics ,Gandhism, Buddhism*. AIDBES, SPCI House
10. Wadia, A. R (1961). *History and Philosophy of Social Work in India*. New Delhi: Allied Publishers  
Government Websites.



# COMMUNITY ORGANISATION AND SOCIAL ACTION

## *Course Objectives*

- To understand community organisation and social action as methods of Social Work Practice.
- To study about the various strategies used in community organisation practice and role of a community organizer.
- To develop deep understanding on the community organisation practice in the context of various settings and as a para-political process.
- To facilitate analysis on the approaches of Paulo Freire and Saul Alinsky in working with community.

## *Course Outline*

### **Module 1 Understanding Community**

Community, Types of Community, Target Group; Social Analysis of community: Social System, Economic System, Political System, Cultural System, Legal System, Religious system, Value System, Consciousness, Social Problems, Dominations, Dynamism, Functions of community. Deconstructing concept of communities: Dalit, Feminist and Racial connotations of communities, community and identity. The process of community integration and disintegration.

### **Module 2 Community Organisation**

Concept, Definition, Historical Development of Community Organisation in India, Objectives, Principles, Phases of Community Organisation; Methods of Community Organisation; Characteristics of a Good Community Organiser; Community Organization as a method of social work. Similarities and differences between community organization and community development

### **Module 3 Strategies in Community Organisation Practice and Role of Community Organiser**

Models of Community Organisation – Locality Development Model, Social Planning Model, Social Action Model. Approaches of Community Organisation – Social work approach, The Political Activist Approach, Neighbourhood Maintenance / Community Development Approach. Strategies and techniques in community organization: PRA and related techniques, formation and capacity building of CBOs, capacity building of community level institutions (PRI, SHG), strategies for capacity building of the marginalized groups, committee formations, Organising conferences, training programmes, consultation, negotiation, leadership and cadre building and networking. Skills required in community organization practice; Role of Community Organiser

#### **Module 4 Community Organisation as a Para-Political Processes and its Practice in various settings**

Community organization as a para-political process, Leadership, Concept of power, sources of power, Understanding community power structure, Powerlessness and empowerment, Cycle of empowerment, Challenges in participation.

Settings of Community Organisation Practice: Health, Education, Residential institutions, Livelihood and work, Natural resource management, Sustainable development, Working with tribal population, Working with rural and urban vulnerable communities, Displaced population and rehabilitation, Community organization in risk education and disaster response, Peace and peace building. Steps of Community Organisation in various contexts.

#### **Module 5 Social Action**

Concept, Objectives, Social Work and Social Action, Principles of Social Action: Principle of Credibility, Principle of Social Action.

Means of Social Action: Research and Collection of Data – Survey, Analysis and Assessment, Planning Solution, Meeting Key Persons, Groups and Agencies, Public Meetings, Discussions, Create Public Opinion, Awareness, education, Use of Mass Media and Press Meeting for Propaganda, Use of Legislation and Enforcement of Legislation, Representation to the Authorities, Proposal to the Authorities, Coordinating the work of different groups and agencies, Implementing the Action and Reflection, Modification and Continuation.

Strategies of Social Action: Campaign / Promotional Strategy, Collaborative Strategy, Pressure / Advocacy Strategy, Negotiate Strategy, Legal Suasion / Litigation Strategy, Conscientization Strategy, Human Relation Strategy, Political Organisation Strategy, Economic Organisation Strategy, Conflict Management Strategy, Situation Modification Strategy

Social Problems and Social Action, Role of Social Worker in Social Action, Social Activists and Social Action Groups in India.

#### **Module 6 Paulo Freire and Saul Alinsky in working with community**

Approaches by Paulo Freire, Saul Alinsky, Mahatma Gandhi, Ambedkar, Medha Patkar and Other National and Regional Social Activists.

## **References:**

1. Asha Ramagonda Patil (2013) Community Organisation and Development: PHI Learning Private Ltd, Delhi.
2. Butcher, Hugh & others (1988) Community Groups in Action, London: Rutledge and Kegan Paul.
3. Christopher & William (2006) Community Organisation and Social Action: Himalaya Publishing House.
4. Freire, Paulo, *Cultural Action for Freedom*.  
  
Freire, Paulo, *Education as Practice of Freedom*  
  
Freire, Paulo. *Rules of the Radicals*.  
  
Freire, Paulo. *Pedagogy of the Oppressed*. Adult Education & Libration.
5. Gangrade, K.D (1971) Community Organization in India, Mumbai : popular Prakashan
6. Rao, MSA (1979) Social Movements in India, New Delhi : Vol. 1 and 2, Manohar,
7. Ross, Murray & Lappin, Ben (1967) Community Organization; Theory, Principles, and Practice, New York : Harper & Row
8. Rothman Jack, Erlich John & Tropman John (1987). Strategies of Community Intervention Strategies for Community Organization, Micro Practice, Michigan : , F.E. Peacock Publishers
9. Somesh Kumar (2002) Methods for Community Participation: A complete guide for practitioners, New Delhi : Sage Publication (Vistaar)
10. UNDP (2001) The Monitoring and Evaluation Framework, UNDP, Toronto : , University of Toronto Press.

## Master of Social Work - II semester Curriculum

### *Objectives of II<sup>nd</sup> Semester MSW Programme*

1. To acquire knowledge and practice skills for Direct Social Work Practice with Individuals.
2. To provide knowledge and skills for practicing Social Group Work in different settings.
3. To provide knowledge and skills in Research and Statistics for social work practice.
4. To introduce basic concepts in Abnormal Psychology and understand its relevance for social work practice.
5. To introduce basic concepts in Social Psychology and understand its relevance for social work practice.

### MSW II SEMESTER

Course Code	Title of the Course	Credits	Marks		
			Internal(I SA)	External (ESA)	Total Marks
	Direct Social Work Practice with Individuals	4	20	80	100
	Direct Social Work Practice with Groups	4	20	80	100
	Social Work Research and Statistics	4	20	80	100
	Introduction to Abnormal Psychology and Social Psychology	3	20	80	100
	Field Practicum 2	4	100	-	100
	<b>Total</b>	<b>19</b>	<b>180</b>	<b>320</b>	<b>500</b>

## DIRECT SOCIAL WORK PRACTICE WITH INDIVIDUALS

### *Course Objectives*

- To understand the values and Principles of Social Case Work and to gain knowledge of the scope of this method in various settings.
- To develop in students an understanding of and an ability to adopt a multi-dimensional approach in assessment.
- To understand Social Case Work as a method of Social Work and develop skills to apply it as an intervention method.
- To develop an understanding of recording in social case work.

### *Course outline*

#### **Module 1 Introduction to Social Case Work**

Definition and objectives of Social Case Work. Historical developments of Case Work. Principles values & skills in practice of Social Case Work.

Components of Social Case Work; the Person, The Place, The problem and the Problem Solving Process

#### **Social Case Work practice in Indian Society**

Overview of Phases of Helping Process in Social Case Work:

- Study, Diagnosis, Treatment & Follow Up;
- Exploration, Engagement, Assessment & Planning, Implementation and Goal Attainment, Termination and Evaluation.

#### **Module 2 Models of Social Case Work**

Different models to conceptualize social case work practice - Behavioral Model, Psychosocial Model, Systems Model, Humanistic - Existential model.

#### **Social Case Work Intervention Models-**

Psycho analytic- Freud, problem solving, Crisis Intervention, task centered, solution focused

#### **Module 3 Exploration & Assessment in Social Case Work**

Client-Worker Relationship: Definition, use and characteristics. Transference Counter –Transference and their use in diagnosis and treatment.

Exploration phase, Assessment, Multidimensionality of assessment-critical role of assessment- various components of assessment- Different systems of assessment- intra-personal, interpersonal, environmental systems, family system and social support systems.

Tools for Exploration and Assessment: Interviewing, supportive techniques, home visits, collateral contacts and referrals.

Goal setting and formulation of contract

**Module 4      Implementation, Goal Attainment & Termination**

Implementation and goal attainment and Techniques of casework. Termination and its types. Evaluation. Relapse prevention.

**Module 5      Scope and Recent Developments in Social Case Work**

Scope of Social case work in different settings- Family and Child Welfare settings, Medical and Psychiatric Settings, Correctional settings, Industrial settings, Community Development settings, school setting, Marriage Guidance and Counseling

Short Term Case Work, Preventive Case Work intervention

Mental health consultation – Importance in Indian Context.

Planning and developing an action plan based on models of Social Case Work.

**Module 6      Recording Social Case Work**

Recording: use, structure and content–

Methods of recording: Verbatim, narrative, condensed, analytical and summary records;

Supervision and development of personal and professional self

Format for recording case work

**References:**

1. Beistek Felix (1957). *Case Work Relationship*. Chicago: Loyola University Press
2. Grace Mathew (1992). *Introduction to Social Case Work*. Bombay: Tata Institute of Social Sciences.
3. Hamilton Gordon, (1976). *Principles of social case recording*. New York: Colombia University Press.
4. Hepworth & Larsen (2010). *Direct Social Work Practice: Theory and Skills (Eighth Edition)*. Belmont, CA: Brooks/Cole/ Thompson.
5. Woods, M. & Hollis, F. (2000). *Case work: A Psycho-Social Therapy*. New York: McGraw Hill Inc.
6. Sanjay Bhattacharya (2003), *Social Work an Integral Approach*, New Delhi, Deep and Deep Publications Pvt. Ltd.
7. Perlman Helen Harris, (1990). *Social case work*. New York : University of Chicago Press.
8. Roberts, R.W., Nee R.H.(1970). *Theories of Social Case Work*. Chicago: University of Chicago press.
9. Fischer, J. (1978). *Effective Case Work Practice- An Eclectic Approach*. New York: McGraw Hill Book Co.

# DIRECT SOCIAL WORK PRACTICE WITH GROUPS

- Develop basic understanding about Groups and its position in social work intervention
  - Develop in-sight into group work as an instrument of change / development in individual in groups.
- Course Objectives**
- Gain knowledge and understanding about use of programme as a tool for group development.
  - Develop skills to work with different stages, record the process and evaluating group work.
  - Inculcate the nature and scope of social group work practice in different settings.

## *Course Outline*

### **Module 1 Introduction to Social Group Work**

Group: Meaning, Definition, Characteristics, importance of groups in human life cycle; Social Groups: Meaning, Definition, Characteristics, Significance and types; Social Group Work: Definition, Characteristics, Historical Development of Social Group Work in India, Group work as a Method of Social Work, Theories underpinning Social Group Work, Values and Principles of Group Work, Identification of Problems for Group Work.

Types of Groups in the Indian Context for Social Group Work Practice: Open and Closed Groups, Social Treatment Groups, Task Oriented Groups, Developmental Groups.

### **Module 2 Group Work as Instrument of Change:**

Group Work Process: Steps in Group Formation, Stages in Group Development: Pre-group stage, Orientation stage, Problem Solving stage, Termination stage. Role of social worker in different stages of group development.

### **Module 3 Programme for Group Development:**

Use of Programme in Social Group Work: Concept of programme, Principles of Programme Planning, Importance of programme in group work practice, Programme implementation.

Skills of Group Worker for group development, for programme planning, for programme implementation, for understanding the Individual in the Group Processes and Group as a Totality.

#### **Module 4 Group Leadership and Dynamics:**

Group Process and Dynamics: Steps in understanding group process, Analysis of Group Interaction, Leadership and its development in group process, Communication in group.

Group dynamics: Group bond, sub-groups, group conflict, confrontation, apathy and group control.

#### **Module 5 Skills for Group Work Practice:**

Use of Techniques and Tools in Group Work: Use of relationship, Conflict resolution, Verbal and non-verbal communication, Purposeful creation of environment, Fishbowl technique.

Recording in Group Work: Importance of recording in group work, Principles of recording, Types of recording: Narrative, Process and Summary, Techniques of recording: Observation, Sociogram, Interaction diagrams, Bales' categories of interaction process analysis

Evaluation of Group Work: Importance of continuous evaluation in group work, Types of evaluation, Methods of evaluation.

#### **Module 6 Application of Group Work in Different Settings:**

Nature and scope of social group work practice in various settings: Medical settings, Mental health Settings, Education / School settings, Industrial settings, Women and Child welfare settings, Institutional based settings: including Orphanages, Senior Citizens homes, Prisons, Juvenile homes, Shelter homes, Care and support centres for HIV/AIDS infected or affected persons, Palliative care centres, Drop in centres in the geriatric care, Corporate Social Responsibility (CSR), Training and Development, Research and Development and also in the rural, urban and tribal community development programs.

#### ***References***

1. Alissi, A.S. (1980) Perspective in social group work practice: A Book of Readings, New York, The Free Press.
2. Balgopal P.R and Vassil T.V. (1983) Groups in Social work – An ecological Perspective, New York: Macmillan Publishing Co.In.
3. Brandler.S and Roman, C.P (1999) Skills and strategies for Effective interventions, New York: The Haworth Press.
4. Davies, B. (1975). Use of groups in Social Work Practice London: Routledge and Kegan Paul.



5. Douglas Tom (1976). Group Work practice, London; Tavistock.
6. H.Y.Siddique (2008). Group Work: Theories and Practices, Rawat Publication.
7. Konopka Gisela (1983 3rd Ed.), Social Group Work a Helping Process, New Jersey : Prentice Hall
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9. Northen, Helene, Roberts (1976) Theory of Social Work with Groups, New York : Columbia University Press
10. Trecker, H.P (1970) Social Group Work – Principles and Practice, New York: Association Press.
11. Thompson Leigh L. (2015), Making the Team. Pearson India Education Services Pvt. Ltd.

# SOCIAL WORK RESEARCH AND STATISTICS

## *Course Objectives*

- To develop insight into the fundamental aspects of Social Work Research.
- To gain adequate knowledge and skills required to apply the quantitative, qualitative and mixed method research approaches in Social Work practice.
- To understand the relevance and the application of statistics in social work research.
- To gain understanding about writing research report.

## *Course Outline*

### **Module 1 Introduction to Social Work Research**

Meaning of Science, Research, Scientific Method, Social Research and Social Work Research; Definition, Objectives, Nature and Scope of Social Work Research.

Basic Elements in Research: Variables, Conceptual Definition, Operational Definition; Assumptions, Hypothesis: Sources, Types, Testing of Hypothesis; Theory; Research Paradigms; Research Approaches: Quantitative, Qualitative, Mixed Method Research.

Review of Literature; Identification and Formulation of Research Problem; Theoretical Framework and Conceptual Framework in research.

Research Funding: Sources of Funds: Government, Grant Agency, CSR, Fellowships, Scholarships, Modalities involved in Availing Research Funding Agencies, Accountability.

### **Module 2 Quantitative Research Methods for Social Work**

Research Proposal; Formulation of Objectives, Conceptual and Operational Definitions, Variables, Hypothesis, Research Design, Universe, Sampling Methods: Probability and Non-Probability, Sources of Data; Tools for Data Collection: Questionnaire, Interview Schedule, Rating Scales; Levels of Measurement: Nominal, Ordinal, Interval, Ratio; Scaling: Likert, Thurstone, Guttman; Reliability and Validity; Methods of Data Collection; Data Analysis, Data Interpretation.

### **Module 3 Qualitative Research Methods for Social Work**

Research Proposal; Preparing for the Field: Literature Review, Research Design: Ethnography, Case Studies, Phenomenology, Focus Groups,

Participatory Action Research, Grounded Theory; Key Informants, Sampling Methods and Size; Tool for Data Collection: Interview Guide, FGD Guidelines, Collection of Documents; Method of Data Collection: Observation, Interviews, Focus Group Discussion, Case Study; Rapport Building and Explaining the Purpose, Data Collection Methods; Upholding the Research Ethics; Recording, Note Taking; Data Analysis, Data Interpretation.

#### **Module 4 Mixed Method Research for Social Work**

Research Design: Sequential Explanatory Design, Sequential Exploratory Design, Sequential Transformative Strategy, Concurrent Triangulation Strategy, Concurrent Embedded (Nested) Strategy, Concurrent Transformative Strategy; Triangulation; Convergent and Divergent Findings.

#### **Module 5 Statistics for Social Work Research**

Statistics: Definition, functions and importance; Descriptive and Inferential Statistics; Measures of Central Tendency: Mean, Median, Mode; Measures of Variability: Range, Standard Deviation, Co-efficient of Variation; Correlation: Meaning and Computation; Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Normal Distribution, Pearson's Chi-Square, 't' test, Analysis of Variance (ANOVA); Application of Computer Software for analysis of data.

#### **Module 6 Research Report**

Research Report Writing; Components of Research Report, Formats for Presenting the Report; Bibliography – APA Format.

#### **References:**

1. Aczel Amir D., (1995). *Statistics: Concepts and Applications*. Richard D. Irwin Inc.
2. Alan Bryman, (2004) *Social Research Methods*. New York : Oxford University Press
3. Cramer Duncan, (1999). *Fundamental Statistics for Social Research: Step-by-Step Calculations and Computer Techniques using SPSS for Windows*, New York:Routledge.
4. Creswell, J. (1994). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. London: Sage.
5. Darin Weinberg, (2002). *Qualitative Research methods*, UK: Blackwell publishing.
6. Darin Weinberg, (2002). *Qualitative Research Methods*, UK: Blackwell Publishing.
7. Earl Babbie, (1998) *Adventures in Social research using SPSS*. New Delhi : Pine forge press
8. Kothari. C.R., (2004). *Research Methodology*. New Delhi: NAI Publishers.
9. Lal Das .D.K., (2000). *Practice of Social Research*. Jaipur : Rawat Publications
10. Neuman, W. Lawrence. 2006. *Social Research Methods: Qualitative and Quantitative Approaches*. 6<sup>th</sup> ed. Boston, MA: Allyn & Bacon.

# INTRODUCTION TO ABNORMAL PSYCHOLOGY AND SOCIAL PSYCHOLOGY

## *Course Objectives*

- Develop knowledge and concepts of abnormal psychology essential for Social Work practice
- Develop knowledge and concepts of social psychology essential for Social Work practice
- Develop Social Work strategies to identify, predict and control human behaviour

## *Course Outline*

### **Module 1 Introduction to Abnormal Psychology**

History, definition, concept of normality and abnormality

Causes of abnormal behavior

Classification of psychological disorders-ICD DSM, organic functional, neurotic and psychotic.

Role of culture, geography and time in establishing abnormality

### **Module 2 Classification of Mental Disorders**

Overview of:

Organic disorders, Mental and behavioral disorders due to psycho active substance use

Schizophrenia ,schizotypal and delusional disorders

Mood disorders

Personality disorders

Neurotic ,stress related somatoform disorders

Behavioral syndromes associated with physiological disturbances and physical factors

Disorders of adult personality disorders

Mental retardation

Disorders of psychological development

Behavioral and emotional disorders with onset usually occurring in childhood and adolescence

Stress: Eustress, Distress and the Stress Cycle

### **Module 3 Major Psychological Theories**

Assumptions, Achievements and Limitations of:

Biological theories; Psychoanalytic and psychodynamic theories ;Behavioral

theories; Cognitive theories  
Hierarchy of needs theories  
Humanistic existential theories  
Information processing model  
Family systems model

**Module 4 Introduction of theoretical foundation and application of Social Psychology**

Meaning, definition, Historical development of social psychology  
Theoretical Perspectives of Social Psychology:  
Socio-cultural perspective  
Evolutionary perspective  
Social learning perspective  
Social cognitive perspective  
Principles of Social Psychology: Goal orientation, continual interaction between person and situation  
Application of social psychology: population psychology, health psychology, Environmental psychology, Industrial organizational psychology

**Module 5 Individual and group behavior in social context**

Meaning, definition and application of:  
Social cognition, Perception, attitude, prejudices, rumor, propaganda, crowd, audience, group morale  
Major experiments and learning in social psychology:  
John B. Watson's little Albert experiment  
Solomon Asch's conformity experiments  
John Darley and Bibb Latané's bystander effect  
Stanley Milgram's experiment  
Martin Seligman's learned helplessness

**Module 6 Role of Social Work in promoting Positive Mental Health**

Characteristics of a mentally healthy person  
Promoting positive mental health at micro, mezzo and macro levels  
Four levels of disease prevention with mental illness  
Idea of engendering, peace building and conflict resolution to end various forms of violence

## **References**

1. A.P.A. ( 2000). *DSM-IV-TR*. Winnipeg: The American Psychological Association.
2. Baron Robert A., (1995). *Social Psychology - Understanding Human Interaction*. New Delhi: Prentice, Hall of India Pvt. Ltd
3. Brehm Sharon S..(1999). *Social Psychology*. New York : Houghton Mifflin Co.
4. Calhoun Donald W, ( 1976). *Persons-In-Groups: A Humanistic Social Psychology*. New York ; Harper Row
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6. Mohanty Girishbala. (1997). *Social Psychology*. New Delhi: Kalayani Pub.,
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8. Robbins Stephen P. & Hunsaker Philip L. (2015), *Training in Interpersonal Skills tips for Managing People at Work*, Pearson India Education Services Pvt. Ltd.
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## Master of Social Work - III Semester Curriculum

### *Objectives of III Semester MSW Programme*

- To develop knowledge and skills in Programme Planning and Management and to apply it in various agency/community settings.
- To understand the administrative structure and functioning of Human Service Organisations and the role of social worker.
- To gain an in-depth knowledge, and acquire the skills and techniques of social work practice in the respective electives.

### MSW III SEMESTER

Course code	Title of the Course	Credits	Marks		
			Internal	External	Total Marks
	Project Planning and Management	4	20	80	100
	Administration of Human Service Organizations	4	20	80	100
	Rural and Urban Community Development Social Work Practice with Families Psychopathology for Social Work	3	20	80	100
	Environment and Disaster Management Social Work Practice with Women and Children Social Work in the Field of Health	3	20	80	100
	Field Practicum 3	4	100	-	100
	<b>Total</b>	<b>18</b>	<b>180</b>	<b>320</b>	<b>500</b>

## **PROJECT PLANNING AND MANAGEMENT**

### ***Course Objectives***

- Acquire understanding of a systematic approach to participatory programme planning.
- Develop an understanding of the changing trends in participatory programme planning approach in government and NGOs.
- Develop skills in preparation, administration, financial management, monitoring and evaluation of projects.
- Provide practical experience on project preparation.

### ***Course Outline***

#### **Module 1 Participatory Frame of Programme Planning**

Definition and concept of programme and project.

Definition of programme planning, levels of participation, stages of participation  
Conditions for facilitating participation in development

Role of voluntary organizations in promoting participation in development, participatory approach by government through decentralized planning.

#### **Module 2 Steps in Participatory Programme Planning**

Identifying needs- PRA/PLA for identifying people's needs

Determining priorities

Assessing feasibility

Specifying goals and objectives

Identifying preferred solution

Preparing action plan.

Concept of Logical Framework Analysis and Result Based Management, log frame and logical frame work, steps of Logical framework analysis.

#### **Module 3 Elements of project formulation& Financial Management of the Project**

Feasibility analysis, techno analysis, project design and network analysis, input analysis, financial analysis, social cost benefit analysis, pre invest analysis

Preparation of cost plan

Need for cost-benefit analysis

Accounting and Record keeping in a Project

Preparation of accounts for auditing-records needed

Rules regarding foreign contributions-FCRA



Fund raising methods for local financial participation in the project.

#### **Module 4 Administration of the Project**

Role of Intermediary Organisation in the administration of the project,  
Role of target constituency in administration

Preparing procedures and rules for the efficient functioning of the organization, administering the project, management of the personnel, performance appraisal.

#### **Module 5 Monitoring and Evaluation of Project**

Monitoring & Evaluation – Concept, purpose Net work analysis

Project Scheduling –Gantt Charts, Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Graphical evaluation and review technique (GERT), Line of balance (LOB) Workshop analysis scheduling programme (WASP)

Logical Framework as a tool in Monitoring and Evaluation

Assessment at various stages of the project: Pre-programme Assessment, Feasibility Assessment, Mid-term and Impact Evaluation

Criteria for evaluation: achievement of physical targets, utilization of benefits, people's participation, educative value, technical aspects, deviation from the original plan, procedural accuracy, accounting procedures, costs, supervision efficiency, public relations.

#### **Module 6 Components of Project Proposal**

Project title, Executive Summary, introduction, objectives, project beneficiaries, activities of the project, strategy of implementation, budget/cost Plan, itemized budget, monitoring and evaluation plan, outcome/output/impact, sustainability of the project and conclusion. Familiarising with various project format

Practical session on project writing (workshop).

#### ***References***

1. Chandra, P.(1995). *Projects: Planning, Analysis, Selection, Implementation, and Review*, Tata McGraw Hill Pub. Co. Ltd.
2. Choudhary, S (1988), *Project management*. New Delhi: Tata McGraw Hill
3. Lock, Dennis (1997), *Handbook of Project Management*. Delhi : Jaico Publishing House
4. Mohsin, M (1997), *Project Planning and Control*. Vikas Publishing House Pvt. Ltd.,
5. Patil R. K(1976), *Appraisal of Rural Development Projects through Systems Analysis*. National Institute of Bank Management
6. Moorthy, R. V (2002). *Project Management*. Masters Publication
7. Puttaswamaiah, K (1978). *Aspects of Evaluation and Project Appraisal*. Bombay : Popular, Parkashan
8. Roy, Sam, M (2002). *Project Planning and Management, Focussing on Proposal writing*. The Catholic Health Association of India
9. Vasant, Desai (1977). *Project Management: Preparations, Appraisal, Finance and Policy*. Delhi: Himalaya Pub. House,
10. Database CIDA,SIDA,DANIDA for Project format

## **ADMINISTRATION OF HUMAN SERVICE ORGANIZATIONS**

### **Course Objectives**

- To understand and appreciate the historical development of social welfare administration and the administrative practices in India
- To acquire knowledge about the concepts related to administration and the application of social work administration as a method in social work practice.
- To obtain knowledge of different theoretical concepts applicable in HSO and understand it as a source of realizing social welfare administration.
- To develop an overview of human resource management as an important component of AHSO.

### **Course Outline**

#### **Module 1 Introduction, History and Trends**

Historical development of Social Welfare Administration in India

Administrative structure of social welfare programmes at the Central, State and local levels

Different Social Welfare Programmes at the Central, State and local levels

#### **Module 2 Social Welfare Administration and related Concepts**

Concepts – meaning and Definition of Administration, Organization, Management, Business Administration, Public Administration, Social welfare administration

Social welfare administration as a method of social work practice

### **Module 3 Human Service Organisation**

Human Service Organization: Definition, characteristics, Structure, Functions and Principles, Role and types.

Procedures in registering an organization-Societies Registration Act, Trust Act and Companies Act

### **Module 4 Theoretical Background**

Basic elements in administration: Planning, Organizing, Staffing, Leading (directing, coordinating), Controlling (Reporting & Budgeting)

Organizational Management: Concept, Functional areas – Production, Finance, Marketing and Human Resources, Approaches - Bureaucratic, Democratic, Human Relations Model, System Theory, Theory X, Theory Y and Theory Z

Concept of Organizational Behaviour and Organizational Culture

Organization development-process, approaches and strategies

Evaluation of motivational theories and basic understanding of their application in the work context

Leadership; meaning, definition and importance of leadership, Theories of Leadership - Trait theory of leadership, behavioural theories, contingency theories

### **Module 5 Human Resource Management**

Human Resource Management - Concepts of HRM – Importance of HRM, Strategic HRM- role of a HR Manager, Human Resources Planning

HRP Process-Manpower Estimation - Job analysis -job Description-Job Specification - Recruitment-Sources of Recruitment - Selection Process-Placement and Induction - Retention of Employees, Performance Evaluation and Rewards

Training and Development - Objectives and Needs - Training Process-Methods of Training-Tools and Aids - Evaluation of training Programs

Administrative skills; writing letters, reports and minutes, Fund raising, conducting meetings, Public Relations and Networking

Communication in Organization, Grievance redressal, HR policies

### **Module 6 Relevance of course in social work practice**

Marketing of Social Services - Social Marketing and marketing mix

Cause Related Marketing (CRM)

Relevance of social services in developing economy - applications of marketing in social services

Concepts and principles of CSR

Analysis and models of various model projects of CSR

### ***References***

1. Abha, Vijay and Prakash.(2000). *Voluntary Organizations and Social Welfare*. ABD Publishers.
2. Chowdhary D.Paul.(1992). *Social Welfare Administration*. New Delhi: Atma Ram.
3. Goel S. L, *Social Welfare Administration VOL. 2: Theory and Practice*, Deep & Deep Publication, Goel S.L., Jain R.K., (1988). *Social Welfare Administration VOI. I: Theory and Practice*, Deep and Deep Publication.
4. Kohli A.S., Sharma S.R. (1996). *Encyclopaedia of Social Welfare and Administration Vol. 1-7*, New Delhi: Anmol Pub. Pvt. Ltd.
5. Lawani B.T. (1999). *NGOs in Development*. Jaipur: Rawat Publication.
6. Lewis Judith A. (1991), *Management of Human Services, Programmes*. Brooks Cole Publishing Co.
7. Ralph Brody. (2005). *Effectively Managing Human Service Organizations* (Third Edition). New Delhi: Sage Publications.
8. Sachdeva. D.R. (2003).*Social Welfare Administration in India*. New Delhi: Kitab Mahal.
9. Sidmore Rex A. (1990). *Social Work Administration: Dynamic Management and Human Relationships*. New Jersey: Prentice Hall.
10. Rao, V. (1987). *Social Welfare Administration*. Bombay: Tata Institute of Social Sciences.

## **RURAL AND URBAN COMMUNITY DEVELOPMENT**

### ***Course Objectives***

- Understand the concepts of rural and urban community development and the strategies and approaches for Rural and Urban Development
- Understand the problems and issues of People in Rural /Urban/Tribal/Costal settings in India and the various Governmental programmes and interventions in these settings
- Study and Review the major CD Programmes – Plans Vs. Implementation
- Study the functioning of rural and urban local self government (LSG) and cooperative institutions and their contribution towards Rural and Urban Development and understand the Role of civil society and NGOs in Rural and Urban Development.

### ***Course Outline***

#### **Module 1 Introduction to Community and Community Development**

Definitions, Types of community, difference between rural, urban, tribal and maritime community.

Concept of urban, urbanisation and urbanism. Characteristics of urbanisation, Meaning of rural/ urban community development.

#### **Module 2 Rural and Urban Problems**

Rural poverty and unemployment, water and sanitation, problems of agriculture farmers and workers and food security issues in Rural India. Problems of marginalized communities.

Urban social problems: Overcrowding, urban disorganization and maladjustments, urban migration, poverty and unemployment in urban areas.

Crime and juvenile delinquency. Urban housing and slums, Problem of Urban Pollution.

### **Module 3 Strategies, approaches and Policies in Rural and Urban Community Development**

National/ State Institute of Rural Development, function

Cooperations, Meaning of cooperation, Elements and principles, History of cooperation in india, Micro level planning in rural development, voluntary organisation in rural development- Meaning,operations, nature,functions and types.

Various approaches to rural/ urban development in India: Rural/Urban development policies in India.

Urban development authorities in National and State levels.

### **Module 4 Programmes for Rural and Urban Development**

Ongoing programmes of Ministry of Rural development and Panchayati Raj of GOI and GOK, Analysis of MGNREA scheme.

Programmes for ministry of urban development at national and state levels. Urban housing schemes in Kerala.

National rural Livelihood Mission and National Urban Livelihood Mission.

### **Module 5 Local Self Government in Rural and Urban Development**

Concept of decentralized governance, 73<sup>rd</sup> and 74<sup>th</sup> amendments.

Administration set up for Panchayati Raj Institutions, structure and functions of rural and urban local self government institutions in Kerala.

### **Module 6 Civil society and NGOs in Rural Development**

People's Participation, involvement and their management in CD programmes.

NGO's intervention in Rural development. Local initiatives and leadership in empowering rural communities.

NGO's intervention in urban problems and urban community development.

Role of civil society organizations (Resident Associations and citizen clubs) in urban community development.

Intervention of corporate in urban problems: case studies of corporate social responsibilities (CSR) for urban community development.

International Voluntary Organisations-activities, origin, development, role and field of operations

## ***References***

1. Barik, C.K & Sahoo, U.C. (2008). *Panchayati Raj Institutions and Rural Development*. Jaipur: Rawat.
2. Bhoose, J.S.G.R. (2003). *NGOs and Rural Development: Theory and Practice*. New Delhi: Concept.
3. Johri, P.K. (2005). *Social Work for Community Development*. New Delhi: Anmol.
4. Singh. (2009). *Rural development principles, policies and management*. New Delhi: Sage.
5. Sisodia, Y.S. (2007). *Rural development: Macro-micro realities*. Jaipur: Rawat.
6. Tripathy, S.N (1998). *Cooperatives for Rural Development*. New Delhi: Discovery.
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8. Goel, S.L. & Dhaliwal, S.S. (2004). *Slum improvement through participatory urban based community structures* .New Delhi: Deep & Deep.
9. Nath, V. & Aggrawal S.K. (2007). *Urbanization, urban development and metropolitan cities in India*. New Delhi: Concept.
10. Thudipara J.Z. (2007).*Urban community development* (ed.2). New Delhi: Rawat.

## **SOCIAL WORK PRACTICE WITH FAMILIES**

### ***Course Objectives***

- Understand family as a social institution and the different conceptual frameworks for understanding marriage and family
- Develop knowledge of the needs of families experiencing unique family problems and understand the scope for social work in various family settings
- Familiarize with family life education programmes.
- Develop knowledge and skills of Family Therapy.

### ***Course Outline***

#### **Module 1 Family as a social institution**



Concept of family, Definition Marriage and Family, Types of family, Functions of family, Qualities of successful families, Trends in Marriage and Family.  
Family Strengths, Family Dynamics and Interaction Patterns, Cultural influences and variations in Marriage and Family

Overview of Conceptual frame works for Understanding Marriage and Family:  
Family Systems Perspective, Family Developmental Perspective, symbolic interaction framework, Structural/functional framework, exchange framework.

## **Module 2 Lifespan Approach to Family**

Family life cycle - Characteristics, goals, needs, tasks and problems of each stage in the family life cycle-Variations affecting the life cycle  
Familism as a Cultural Value, Negotiating Family Responsibilities, Sex Role Orientations  
Indian and western values in family systems.  
Marriage enrichment programmes need and trends in India  
Marriage Preparatory Programmes in India  
Family Life Education-Concept, philosophy, goals and significance

## **Module 3 Family Dynamics: Assessment of Family**

Models for understanding family Dynamics: The Mc Master Model of Family functioning, Structural Approach, Triaxial Scheme, The Circumplex Model  
Family strength perspective  
  
Overview of family assessment, Family Assessment interview, Criteria for assessing family functioning, Components of family assessment  
Genogram, Ecomap

## **Module 4 Family Social Work**

Family social work – Concept & Definition, historical background - Assumptions - Principles  
Family Social Work, Family Counseling and Family Therapy – similarities and differences.  
Different phases of Family Social Work - Beginning phase -Assessment phase - Goal Setting and Contracting - Intervention phase - Behaviour change - Intervention phase - Evaluating outcome.  
Difference of role of social work in Indian context  
Strategies for improving Quality of life in families.

## **Module 5 Practice of Family Social Work**

Scope and practice of social work in - Premarital counselling centers, Family Counselling Centers, Family Courts, Family Welfare Clinics, Adoption and Foster Care Agencies, Rehabilitation Centers  
Existing policies, programmes, legislations, organizations in the field of family welfare and development.

Current trends in Family Research.

## **Module 6 Family Therapy**

Family Therapy - History, Concepts and Techniques - Different Models and Stages of Family Therapy - Family Therapy Research and Evaluation.

Family Therapy workshop needs to be conducted

### **References**

1. Carter, Betty, Monica Mc Goldrick ed (1999). *Expanded Family Life Cycle: Individual, Family Social Perspectives*. Boston: Allyn and Bacon.
2. Carter, Betty (2004). *Expanded family life cycle: individual, family and social perspectives*. Newyork : Pearson Education
3. Collins, D.Jordan, Cathleen, Coleman, Heather(1999). *An Introduction to Family Social Work*. Illinois: F.E.Peacock Publisers
4. Desai, M. (ed), (1994). *Family and Intervention: A course Compendium*. Mumbai : Tata Institute of Social Sciences.
5. Horne, Arthur M (2000). *Family Counseling and Therapy*. Newyork : F E Peacock Publishers.
6. Ingoldsby, Bron B (2004). *Exploring family theories*. California: Roxbury Publishing Company.
7. Khasgiwala, A. (1993). *Family Dynamics: Social Work Perspectives*. New Delhi: Anmol Publishers.
8. Kilpatrick, Allie C (2009). *Working with Families :An Integrative model by Level of Need*. Newyork : Pearson Education
9. Marie Mignon Mascarehas (1989). *Family Life Education Value Education*. Bangalore Crest Publications
10. McCubbin,H.I. & Figley,C.R.(1984). *Stress and family: Coping with Normative Transitions*. New York: Brunneli Publishers.

## **PSYCHOPATHOLOGY FOR SOCIAL WORK**

### **Course Objectives**

- Demonstrate knowledge and skills of assessment in mental health settings.
- Develop an understanding of the nature, causes, types and treatment of mental health disorders in children, adolescents and adults.
- Acquire knowledge of Socio-Cultural Factors influencing mental health.
- Develop a critical understanding of Mental Health Policies.

## ***Course Outline***

### **Module 1 Introduction, History and Trends**

#### **Psychiatry and Psychiatric Assessment**

Psychiatry - Definition, History and Growth of Psychiatry, Traditional; and Modern attitude towards psychiatric illness.

Assessment in psychiatry: Psychiatric interviewing - Content, types, techniques & skills, Case history recording and mental status examination.

### **Module 2 Overview of Clinical Psychopathology and related Concepts**

Disorders of perception, thought, speech, memory, emotion, experience of the self, consciousness & Motor disorders.

Classification in psychiatry - Need, types – ICD & DSM- ICD 10- Categories of classification – Overview of Diagnostic Guidelines

### **Module 3 : Neurotic and Behavioural Syndromes and related concepts**

Prevalence, etiology, clinical manifestation, course and outcome and different treatment modalities of:

Neurotic, stress-related and somatoform disorders – Phobia, Obsessive Compulsive Disorder, Panic Disorder, Generalized Anxiety Disorder, Dissociative Disorder, Somatoform Disorder

Social - Cultural factors in psychiatric disorders with special reference to India.

Transcultural psychiatry - culture bound syndromes.

Behavioural syndrome associated with physiological disturbances and factors- Eating Disorders, Sleep Disorders, Sexual Dysfunction and Sexual deviations.

### **Module 4 : Psychological Disorders and related concepts**

Prevalence, etiology, clinical manifestation, course and outcome and different treatment modalities of: Organic Disorders – Dementia, Delirium, Epilepsy

Alcohol and Substance Abuse

Clinical types of personalities and **Personality Disorders.**

**Childhood Disorders:** Specific Learning Disability, Pervasive Developmental Disorder, ADHD, Conduct Disorder, Emotional Disorders

**Mental retardation**

## **Module 5 : Schizophrenia and Mood Disorders**

Prevalence, etiology, clinical manifestation, course and outcome and different treatment modalities of:

Schizophrenia, schizotypal and delusional disorders

Mood [affective] disorders – Mania & Depression

## **Module 6 : Mental Health Policies and Treatment Approaches**

Mental Health Policies and Programmes: Merits and demerits - National Mental Health Programme (NMHP – 1982, DMHP) -Mental Health Act, 1987, Mental Health Care Act 2013.

Recommendations of WHO - World Health Report 2001

Overview of Treatment Approaches to Mental Health Problems: Perspectives on Prevention, Biological and Psychosocial Interventions, Rehabilitation

### ***References***

1. A.P.A. (2000). *DSM-IV-TR*. Winnipeg: The American Psychological Association.
2. Gelder, M., Mayou, Richard., Cowen, Philip. (2001). *Shorter Oxford Textbook of Psychiatry*. New Delhi: Oxford University Press
3. Hamilton, M. (1994). *Fish's Clinical Psychopathology*. Bombay: Varghese Publishing House.
4. Namboothiri, V.M.D. (2009). *Concise Textbook of Psychiatry*. Gurgaon: Elsevier Health Sciences.
5. Sadock, B., Kaplan, H. & Sadock, V. (2000). *Kaplan & Sadock's Comprehensive Textbook of Psychiatry*. Hagerstown: Lippincott Williams & Wilkins.
6. Sadock, B.J. (2007). *Synopsis of Psychiatry 10th Edition*. Delhi: Wolters Kluwer India Pvt Ltd
7. Vyas J.N., Ahuja, Niraj (1999). *Textbook of Postgraduate Psychiatry*. New Delhi: JAYPEE Brothers. Vol 1 & 2
8. WHO (2002). *ICD-10 Classification of Mental and Behavioral Disorders*. Geneva: WHO. (Also Available in [www.who.int/entity/classifications/icd/en/bluebook.pdf](http://www.who.int/entity/classifications/icd/en/bluebook.pdf))

## **ENVIRONMENT AND DISASTER MANAGEMENT**

- Develop perspective about the interrelatedness of human life and environment.

### ***Course***

#### ***Objectives***

- Develop an understanding of problems arising out of environmental degradation and globalisation.

- Study the role of social work practice in tackling environmental issues and disaster management.

### ***Course Outline***

#### **Module 1 Concepts: Environment and Ecology**

Eco system, Ecology-the Interrelatedness of living organisms and natural resources; Political Ecology - a frame work for understanding sources and political ramifications of environmental change.

#### **Module 2 Global Environmental Crisis and its linkages to the development process.**

Global scale pollution- ozone depletion, global warming, indoor air pollution, transboundary pollution. 'El nino' effect

Environmental politics and resource development regimes;

Sustainable development goals related to environment management.

#### **Module 3 State of India's Environment**

Major environmental issues in India: (Pollution - Air, Water, Soil, Noise and Waste Management)

National Environment Policy, Water policy

Laws related to environment – Environment Protection Act 1986.

#### **Module 4 Social Work and Environment**

Environment Education, Environmental Ethics, Promotion of Environment Movements, Environment Management – Environment Impact Assessment (EIA).

Social Worker's role in environment protection

#### **Module 5 Disaster**

Definition, Natural and Human made disasters; multiple causes and effects;

Stages of disaster; Development and Disaster; Preventive Measures.

#### **Module 6 Disaster Management**

Stages - rescue, relief, reconstruction & rehabilitation.

Role of government, Social Worker's role in disaster management, Disaster Management Policy; Role of voluntary organizations.

Measures to lower the risk and cost of natural disaster.

## ***References***

- 1) Aggarwal, Nomita,(2003) *Social Auditing of Environmental Laws in India*,
- 2) Benimadhab Chatterjee, (2003) *Environmental laws: Implementation problems and perspectives*
- 3) Gulia, K S (2004), *Geneses of Disasters: Ramifications and Ameliorations*
- 4) Dasgupta, Rajdeep (2007) *Disaster management and rehabilitation*
- 5) Rajagopalan,R, (2009) *Environmental Studies : From Crisis to Cure*
- 6) Shukla,S K and Srivastava,P R (1992), *Environmental Pollution and Chronic Diseases*
- 7) Goel,P.K, (1996), *Environmental Guidelines and Standards in India*
- 8) Rajesh Dhankar (2006), *Environmental Studies*
- 9) Sharma J.P, (2004), *Comprehensive Environmental Studies*
- 10) Panday, P.N(2010), *A Text Book of Environmental Pollution*
- 11) Thomas Jacob (2014), *Environment Management*. Pearson Education, Inc, India.

## **SOCIAL WORK PRACTICE WITH WOMEN AND CHILDREN**

### **Course Objectives**

- Develop an understanding of child development and various childhood problems.
- Study the programmes, policies, legislations and organizations in the area of Child Welfare and Development.
- Acquire knowledge and skills in social work intervention of early childhood care and development in agencies and communities.
- Develop understanding of women's issues and status of women in India.
- Study the programmes, policies, legislations and organizations in the area of women Welfare & empowerment.
- Acquire knowledge and skills in social work intervention with women

### **Course Outline:**

#### **Module 1 Introduction to Child Development:**

Emerging philosophy of child development, Needs and problems of children  
Theories of child development:-Psychoanalytic Child Development Theories (Sigmund Freud and Erik Erikson), Behavioral Child Development Theories (John B. Watson, Ivan Pavlov and B. F. Skinner.), Cognitive Child Development Theories (Piaget), Social Child Development Theories (John Bowlby, Albert Bandura, Lev Vygotsky), Moral development theories (Kohlberg).

#### **Module 2 Situational Analysis of children and programmes for children: National and State Level**

Situational analysis of children

Situational analysis of children with special needs:- – Physically challenged children (visual, hearing, speech, orthopedic), Mentally challenged children, socially challenged children (street children and child labour, child abuse, child trafficking, migrant children, children in conflict with law, Children suffering from terminal/incurable disease (HIV/AIDS)

Institutional programmes- Institutional care and management- scope, limitations, types. NonInstitutional programmes- adoption, foster care, sponsorship, Child line.

Programmes for child welfare- health, nutrition, education, recreation,  
National and international organization in the field of child welfare  
Early detection of childhood disabilities and social work intervention

Community based social work practice with children-role of community and its institutions in abuse and neglect of children. Development of sensitizing programmes for the protection of children.

Work with children: skills to work with children

#### **Module 3 Policies and legislations for Children**

Existing policies, legislations – National and international: Child rights: UNCRC,

National mechanism for children: Indian Constitution, ICPS, important legislations (Juvenile Justice (Care and Protection of Children) Act 2000 (Amendment 2006, 2015), Child Labour (Prohibition and Regulation) Act 1986 (Amendment 2006), The Right of Children to Free and Compulsory education Act, 2009, The Protection of Children from Sexual Offences Act 2012, Prohibition of Child Marriage Act, 2006 etc.

Policies: National Policy for Children 2013, National Charter for Children 2003, National Plan of Action 2005, National Health Policy 2002, National Nutrition Policy 1993, National Policy on Child labour 1987, National Policy on education 1986 (1992), National Policy for children 1974, Children in five year plans

#### **Module 4 Status of Women**

Demographic profile of Indian Women: rural, urban, tribal - with reference to health, education, and employment, changing roles and status of women in India.

Socio legal status of women among different religious group.

Issues relating to women: destitute women, widows, un-wed mothers, single women.

Legislation pertaining to women with reference to marriage and divorce, adoption of children, inheritance, domestic violence and discrimination.

#### **Module 5 Women Empowerment**

Empowerment of women: Meaning and frame work for empowerment principles, process, stages, techniques, models, Indicators, Multiple dimension empowerment: Social empowerment of women - Contemporary movements for women's development- legislative reformation - legal literacy for women.

Economic Empowerment of Women - Entrepreneurship in women - Property rights for women - Banking facilities for women.

Women & Governance - women representation in Government - central, state and local levels - leadership training for women - women and community organisation.

Self Help Groups for women empowerment.

Women's contribution for the development of society:, National and International

#### **Module 6 Social Work Practice for and with Women**

Relevance of Social Work Values, Ethics, Methods and Skills Related to Social Work Practice with Women.

Strategies of Prevention and Intervention with a variety of problems and life situations experienced by Women - Campaigns, Mobilizing Support, Advocacy.



Public Policy Issues Affecting Women - Ways to end discrimination - Changing Attitudes, Structures - Within the social, political, economic systems.

Feminist Research.

**References:**

1. Suchitra S Dinkar (2010). *Child Development and Psychology*. New Delhi : Axis Publications
2. Shyam Sunder Shrimali (2008). *Child Development*. New Delhi : Rawat publications
3. Rashmi Agrawal (2008). *Education for Disabled Children*. New Delhi : Shipra publications
4. Michele Henderson, (2009). *How to Motivate Children to Learn*. Newyork : Epitome Books
5. Maureen Jowitt (2005). *Social work with children and families*. UK : Learning Matters Ltd
6. Brotherton Graham (2010). *Working with Children, young people and families*. Newyork :Sage Publications.
7. Slentz Kristine L (2001). *Teaching young children :Contexts for Learning*. New Jerse : Lawrence Erlbaum Associates Pub
8. Lotika Sarkar & Sivaramoyya B.Ed., (1996) *Women and Law: Contemporary Problems*, New Delhi.: Vikas Pub.References House Pvt. Ltd.,
9. Nalini Nayak, (1992) *Struggle within the struggle: An Experience of a group of women, Programme for Community Organization*, .
10. Neerja Ahlawat, (1995), *Women Organizations and Social Networks*, Rawat Publications, New Delhi,
11. Sangeetha Purushothaman (1998), *Empowerment of Women in India: Grassroots Women's Networks and the State*, New Delhi : Sage Pub.
12. Sushama Sahay, (1998) *Women and Empowerment: Approaches and Strategies*, New Delhi : Discovery Pub. House
13. Shilaja Nagendra (2007), *Issues in Women Education and Empowerment*, Jaipur : ABD Publishers

# SOCIAL WORK IN THE FIELD OF HEALTH

## *Course Objectives*

- Develop an understanding of the holistic concept of Health.
- Provide basic understanding about different health problems in India
- Introduce interventions and skills needed for medical social work practice.
- Understand the scope of social work in medical settings and the role and functions of a medical social worker in various settings

## *Course Outline*

### **Module 1 Basic Concepts**

Meaning and definition of Health, Evolution of the concept of health.

An over view of the concepts: Curative Medicine, Preventive Medicine, Social Medicine, Family and Community Medicine

Positive health and concept of well-being

Spectrum and natural history of disease, Iceberg concept of disease, Determinants of health

Different systems of medicine in India

### **Module 2 Communicable and Non Communicable Diseases**

Overview of Human Anatomy-major systems and functions

Incidence, Prevalence, etiology, symptoms, treatment and prevention of major Communicable and Non Communicable diseases

Communicable diseases: Respiratory infections, Intestinal infections, Arthropod infections, Zoonotic diseases, Surface infections.

Non communicable diseases: Coronary Heart Diseases, Hypertension, Stroke, Cancer, Diabetes, Obesity, Blindness.

Deficiency diseases related to proteins, fats, carbohydrates and Vitamins

Problems of malnutrition in India - preventive and management measures.

International and national health agencies.

### **Module 3 Medical Social Work**

Meaning, Definition, Historical development and Scope of Medical Social Work in India. Illness as a social problem and its effects on the individual, family and community. The multidisciplinary team approach in health.

#### **Module 4 Methods of Intervention and specific Skills**

Psycho-social assessment and treatment plan, Patient relations, Counselling skills in a medical setting- Grief Counselling, Genetic Counselling, Geriatric Counselling, Group Therapy, Psychotherapy for medical social work.

Sex education, Family Life Education and Life Skill Education in Medical social work practice

#### **Module 5 Social work methods in medical settings**

Case work, Group work and Community Organization practice in medical Social Work- Process, recording, ethical considerations.

Relevance of Treatment groups, task Groups, support groups in Medical social work practice. Introduction to various departments in a hospital setting.

Social work research and Administration in medical care - Public relation, Staff Development, Hospital Information systems, Training and supervision in Medical Social Work

#### **Module 6 Role and Functions of medical social work in various medical settings**

Role of Social worker in prevention of disease and promotion of Health. Medical social work with Families, Hospitals, rehabilitation services, Industry, Schools, aged, pain and palliative care, differently abled groups and disaster management groups.

Health Education: meaning, importance, principles and components of Health Education, Communication in Health Education-Mass media, Audio Visual Aids, Social media. Voluntary and Governmental Agencies for Health Education programmes. Evaluation of Health Education Programmes in India.

#### ***References***

1. Cockerham William C (2000). *Medical Sociology*, Prentice Hall
2. Goel,S L.(2004). *Health Care Policies and Programmes: Health Care System and Management-2*, Deep & Deep Publications
3. Goel,S L.(2007). *Health Education: Theory and Practice*, Deep & Deep Publications
4. Golstine Dora (1965). *Readings in the Theory and Practice of Medical Social Work*. University of Chicago Press.
5. Health Information in India, Central Bureau of Health Intelligence, Ministry of Health and Family Welfare, Govt. of India, New Delhi

6. M.C. Gupta & B.K. Mahajan (2003). *Textbook of Preventive and Social Medicine*, Jaypee Brothers
7. Madeley John (2002). *Food for All*. Books for Change
8. Park K.(2009). *Preventive and Social Medicine*, Banarsidas Bhanot Publishers
9. Pathak S.H. (1961). *Medical Social Work in India*, Delhi School of Social Work
10. Seth G.S. (1995). *Medical Social Work*, Medical College, Mumbai

## Master of Social Work - IV Semester Curriculum

### *Objectives of IV Semester MSW Programme*

- To familiarise with the policies, laws and government programmes applicable and available to the varied client systems.
- To acquire knowledge of the theoretical and therapeutic approaches in counselling.
- To understand the application of Counselling and its scope in social work practice
- To gain an in-depth knowledge, and acquire the skills and techniques of social work practice in the respective electives.

### MSW IV SEMESTER

Course Code	Title of the Course	Credits	Marks		
			Internal	External	Total Marks
<b>SW4C1</b>	Social Policy and Social Legislation	4	20	80	100
<b>SW4C2</b>	Theory and Practice of Counselling	3	20	80	100
<b>SW4ECD3</b> <b>SW4EFC3</b> <b>SW4EMP3</b>	Community Health for Development Practice Social Work Practice with Elderly and Differently Abled Health Care Administration and Community Health	3	20	80	100
<b>SW4ECD4</b> <b>SW4EFC4</b> <b>SW4EMP4</b>	Social Entrepreneurship for Development Practitioners School Social Work Social Work Interventions in the Field of Mental Health	3	20	80	100
<b>SW4P</b>	Field Practicum 4	4	100	-	100
<b>SW4D</b>	Dissertation	4	20	80	100
<b>SW4V</b>	Comprehensive Viva	2	20	80	100
	<b>Total</b>	<b>23</b>	<b>220</b>	<b>480</b>	<b>700</b>

## **SOCIAL POLICY AND SOCIAL LEGISLATION**

### ***Course Objectives***

- To acquire a basic understanding of the Indian Legal System and its functioning.
- To critically understand and appreciate the Indian Constitution with particular emphasis on the Fundamental Rights and Directive Principles.
- To understand the nature of social legislation and the various legislations for family, women, children and other marginalized groups.
- To learn the skills of using legal procedures to defend the human rights of various marginalized groups

### ***Course Outline***

#### **Module 1 Legislation in India**

Legislation –concept and definitions; meaning and scope; kinds of law, Indian legal system, legislation as a judicial branch of Government, sources of law, law making body, process of legislation and Judicial review.

Social Legislation- concept, objectives, Social Legislation and Social policy, Social Change, Social control and social justice, Indian constitution and Social Legislation-fundamental rights and duties, writs, DPSP.

Social legislation and Social work, Role of social worker in legal assistance

#### **Module 2 Legislations related to women, children, family and marginalized groups**

Marriage, Divorce, widow remarriage, introduction to succession and laws of inheritance, women's property rights, maintenance.  
Women's commission, Jagratha Samithy, DV Act, Family court-structure and functioning

Laws relating to Child welfare and protection: JJ Act, POCSO Act, laws relating to child marriage, child labour, trafficking etc, Guardianship, Commission for Child Rights.

Childline; Government and Non-Governmental organizations handle legislations related to children(Children's home, Child line etc.).

Protection of civil rights, prohibition of atrocities, Immoral traffic prevention, sexual offences, indecent representation of women, trafficking of women, persons with Disability, protection of Elderly, constitutional provisions to SC/ST.

Laws relating to Health: Mental Health Act, MTP, Medical Negligence, food adulteration.

### **Module 3 Tools and systems for social defence**

Social Defence-definitions and objectives, IPC; CrPC, Role of court, Judiciary,

Police and prisons, Rights related to arrest, detention and imprisonment; Probation and parole, need for rehabilitation of ex-convicts.

### **Module 4 Social Policy**

Social Policy-concept: need and importance

The cycle of policy process:1.identification of underlying problems 2.determine alternative for policy choices, 3.forecasting and evaluating alternatives 4.making a choice 5.policy implementation 6.policy monitoring,7.policy outcome,8.policy evaluation,9.problem restricting.

Familiarise policies of local, national and global levels in the field of education, health, child welfare and environmental sustainability

### **Module 5 Social Security**

ESI Act, Workmen's compensation Act, Maternity Benefit Act, Minimum Wages Act –MGNREGA

Laws relating to consumer protection, environment protection, land reforms, Corruption: RTI as a tool.

### **Module 6 Legal service authorities and human rights**

Legal aid, Legal Service Authorities; LokAdalat, Public Interest Litigation-meaning, conditions, process

Human Rights, UNDHR, National and State Human Right Commission

Application of Social Legislation in Social Work, Role of Social Worker in relation to Social Legislation and Human Right issues.

### **References**

1. Ahuja Sangeeta, (1997). *People law and Justice: A CaseBook of Public-Interest Litigation*. Orient Longman Vol.1
2. Gangrade K.D. (1978). *Social Legislation in India* Delhi : Concept Pub., Vol. I & II,
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4. Matha P.D., (1986). *Family Courts*, New Delhi : Indian Social Insti.

5. Smith N.J., (1972). *Brief Guide to Social Legislation*, London : Methuen & Co.Ltd.
6. Sugathan N (1983). *Kerala Land Reforms Act*, Cochin : Kerala Law Publi.
7. Tandon Mahesh Prasad; Tandon Rajesh (1973). *Questions and Answers on the Code of Criminal Procedure*, , Allahabad Law Agency, Allahabad, Bare Acts of Respective Legislations.



# THEORY AND PRACTICE OF COUNSELLING

## *Course Objectives*

- To acquire knowledge of the theoretical and therapeutic approaches in counselling.
- To understand the process of Counselling.
- To gain knowledge and skills for practice of Counselling in different settings

## *Course Outline*

### **Module 1 Basics of Counselling Practice**

Counselling: definition need and scope

Types of counselling: Individual Vs Group Counselling

Concepts-similarities and differences: Guidance, counselling, Social Case Work, psychotherapy.

Elements in counselling: counselee, counsellor, counselling setting. Client/Counsellor characteristics

Important Psychological tests and tools and its applications in counselling.

### **Module 2 Process and skills in Counselling**

Counselling process:

- Attitudes and Skills required for the stages of counselling Viz. Attending, Responding, Personalizing, Initiating, and Evaluating.
- Phases of Counselling: Relationship building Phase, Exploration a understanding phase, Problem Solving Phase, Termination and Evaluati Phase.

Qualities of an effective counsellor, skills in counselling (Basic Skills and advanced skills).

Counselling skills- Questioning, paraphrasing, reflection of feelings, summarization, clarification, open and closed questioning, reinforcement, extinguishing, leading, informing, contract, silence, referring, interpretation.

Physical Attending skills: Non-verbal skills: Posture, Facial Expressions, Voice, Eye Contact.

Components of the counselling relationship- Facilitative dimension and procedural dimension.

Counselling techniques: Listening, Responding, Goal setting, Exploration and Action, Behaviour techniques, Psychodrama, Role play.

### **Module 3 Theories (Approaches) in Counselling Practice**

Major principles, therapy process, requisite therapist behavior of – Psychoanalysis, Behaviour therapy, Cognitive Behaviour Therapy, Client-centered, Gestalt theory, Rational emotive therapy, Reality therapy and Transactional Analysis.

Eclectic approach in Counselling.

### **Module 4 Counselling practice in different settings**

Counselling in special situations: Family counselling- premarital, marital counselling; Industrial counselling; Deaddiction Counselling, Crisis Counselling;

Genetic Counselling; Counselling related to chronic illness.

Specific Techniques in Post Traumatic Stress Counselling, Grief Counselling

Counselling in the Context of HIV/ AIDS – Risk Assessment Counselling, Risk Reduction Counselling, Pre-Post Test Counseling, STI Counselling etc.

### **Module 5 Growth Promotion Counselling and Issues in counselling practice**

Growth Promotion Counselling: Stress management, Anger management, Career Counselling, Improving mental health, Motivation Interviewing; Sex Counselling; Career Counselling.

Counselling services for children and adolescents- Mental Health Promotion Programmes, Life skills education, sex education, learning disability, School counselling etc.

Counselling for Elderly: old age and retirement.

**Issues in Counselling:** Gender, Cultural Issues, Confidentiality.

Recording, Supervision.

### **Module 6 Role of a counsellor and Ethics in Counselling**

Counsellor as a professional, Code of ethics and ethical standards in Counselling.

Need for research in counselling practice.

## ***References***

1. Carroll, Michael., (1996). *Workplace Counseling: A systematic Approach to Employee Care.* London : Sage Publications
2. Fuster, J. M., (2002). *Personal Counselling.* Mumbai : Better Yourself Books
3. Nelson-Jones, R., (2000). *Practical Counselling and Helping Skills.* Mumbai : Better Yourself Books
4. Patri, V.R., (2005). *Counselling Psychology.* New Delhi : Authors Press
5. Rao, S.N., (2002). *Counselling and Guidance.* New Delhi : Tata Mc Graw Hill Publishing Company Ltd
6. Yeo, Anthony, (1993). *Counselling a Problem Solving Approach.* Boa Vista : APECA publications in India
7. Corey G (2013). *Theory and Practce of Counselling,* Amazon Books.

## **COMMUNITY HEALTH FOR DEVELOPMENT PRACTICE**

### ***Course Objectives***

- To understand the concept of health and integrated approach to health in the context of Development.
- To critically analyze plans and policies/services in health and implications for development practice.
- To impart knowledge on concepts of Community Health, community participation, vital indicators and demographic data of health
- To equip the students with skills for development practice in community health sector

### ***Course Outline***

#### **Module 1 Introduction to Health**

Concept of health - definition, determinants of health, models of health, Germ theory, concept of iceberg Epidemiological triad

Meaning and scope of epidemiology: Models and factors associated with health and diseases.

Concept and various dimensions of: Environmental health, Nutritional Health, Occupational Health, Reproductive Health and Community Mental Health

#### **Module 2 Community Health and Epidemiology**

Community Health- Definition and Scope

Epidemiology- Aims, Scope, Measurement of epidemiology.

Health statistics and Health Indicators: Morbidity, Mortality: Data Sources, collection, analysis and uses

Health Economics - Basics of health economics, Demand/Supply of Medical Care  
Physical and Psychological aspects of Community Health

Special aspects of community health-Alcoholism and Drug Dependence –Agent factors, prevention, treatment and Rehabilitation

#### **Module 3 Policies and Programmes**

Policies and Programmes-National Health Policy, Population Policy, Population Dynamics in India and Kerala

Major Community Health Programmes in India: Vector borne, Filariasis, Malaria, TB, HIV/AIDS, Universal Immunization, Family Welfare, Water supply and sanitation.

#### **Module 4 Health Planning and Management**

Concept of Health Planning and Planning Cycle, Management techniques and methods

Health Planning in India and health in Five Year plans

GOI and State Govt. Policy in implementation of Health insurance

#### **Module 5 Health Care Administration:**

Concept of Health Care, levels of Health care, principles of primary health care, Health Care System in India-Central, State and District level, National Rural Health Mission

Primary Health care in India- sub centre, primary health centre, community health centre, Roles and functions of health personnel in these level including ASHA workers

Hospital: Hospital as a subsystem of health care system, Definition, Classification, Departments in hospital, Use of IT and Computerized Information Systems in the hospital, Public Relations in Hospital, Rights of patients, medical ethics.

Quality Assurance in a hospital

Hospital Administration: Concept and Components

#### **Module 6 Social worker and specific Interventions**

Sexual Health and Sexually Transmitted Diseases-Transmission, Need for social work Intervention, skills and abilities of a social worker, Legislations associated, preventive and promotive programmes. Organ donation

Health education: principles, importance, use of media, Role of Social Workers, Use of communication in Health education.

Health care Team in communities and role of social worker in community health care services

#### **References**

1. Basavanthappa.B.T. (1998). *Community Health Nursing*, Jaypee Brothers
2. Dawra,S.(2002). *Hospital Administration and Management*. New Delhi: Mohit Publications

3. Goel, S.L.(2004).*Health Care Management & Administration*. New Delhi: Deep & Deep Publications Pvt. Ltd.
4. Goel, S.L.,Kumar,R.(2007). *Hospital Administration and Management- Theory and Practice*. New Delhi: Deep & Deep Publications Pvt. Ltd.
5. Hellberg J.H. (1971).[\*Community health\*](#), Co-ordinating Agency for Health Planning
6. Park K, (1997).*Preventive and Social Medicine*, Jabalpur:Banarsidas Bhanot Publishers
7. Rajneesh, Goel. (2002).*Community health care*, Deep & Deep Publications
8. Sundar, Kasturi. (1997). *Introduction to Community Health Nursing: with Special Reference to India*, B.I.Publications
9. Tabish, S.A.(2001). *Hospital & Health Services Administration*. New Delhi: Oxford University Press.

# **SOCIAL WORK PRACTICE WITH ELDERLY AND DIFFERENTLY ABLED**

- Course Objectives**
- To develop understanding issues and status of elderly and differently-abled population in India.
  - To understand rights of elderly and differently-abled and its empowerment.
  - To study the programmes, policies, legislations and organizations in the area of elderly and differently-abled.
  - To acquire knowledge and skills in social work intervention with elderly and differently-abled.

## **Course Outline**

### **Module 1 Elderly and Ageing**

Elderly – Definition and Characteristics; Physical, biological and social changes in elderly; Population ageing – Global, India, Kerala scenario; Factors and determinants of ageing; Feminization of ageing in Kerala. World Assembly on Ageing – 1982 and 2002. International day for the elderly – programmes and activities. Life expectancy. Demographic transition.

Psychosocial theories on ageing – activity theory, continuity theory and disengagement theory.

### **Module 2 Welfare of Elderly – Policies**

Initiatives for the welfare of elderly - Senior Citizen (Maintenance, Care and Protection) Act-2007. National Policy on Older People (NPOP) -1999 and National Policy on Senior Citizen 2011. National Council for Older Persons (NCOP). Integrated Programmes for the Older Persons. Indira Gandhi National Old Age Pension Scheme (IGNOPS).

Policy for senior citizens in Kerala. Institutions and organizations for elderly in Kerala – Government and NGOs. Senior citizens related programme in Kerala – Government and NGOs. Vayomithram.

### **Module 3 Social Work Practice with Elderly**

Gerontology and Geriatric– Definition.

Social work practice with elderly - care and rehabilitation of elderly in developed countries. Formal and informal care. Living arrangement of elderly.

Ecosystem model analysis – historical factors, environmental factors, culture, family and individual.

Community base programmes for elderly. Funding agencies in elderly care. Euthanasia. Pain and Paliative care.

Need and scope of Social work research in gerontology. Birth and death registration.

#### **Module 4 Differently abled – basic concepts**

Differently abled – definition and characteristic. Different types - physical, sensory, intellectual, learning developmental disabilities, psychosocial disability.

Differently abled status – World, India, Kerala.

International Day of Person with Disability – Programmes and activities.

#### **Module 5 Legislations related to Person with Disability**

Legislative measures- Persons with Disability (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995. The National Trust for Welfare of Persons with Autism, Cerebral Palsy, Mental Retardation and Multiple Disability Act, 1999. Rehabilitation Council of India Act, 1992. National Policy for Persons with Disabilities, 2006. National Institute of Speech and Hearing and Centre for Disability Studies.

Institutions and organizations for differentially-abled in Indian and Kerala – Government and NGOs.

#### **Module 6 Social work practice with differentially abled**

Social work practice with differentially abled - care and rehabilitation models for differentially abled in developed countries.

Ecosystem model and differentially abled. Social work research in differentially abled areas.

#### ***References***

1. Murali Desai and Siva Raju (1999). Gerontological Social Work in India- Some Issues and Perspectives. Delhi, B.R Publishing Corporation
2. Morales S Armando and Sheafor W Bradford (2001) Social Work – A Profession of Many faces. United States of America. Allyn and Baycon
3. Phoebe S Liebig and Irudaya Rajan (2005). An Aging India: Perspectives, Prospects and Policies. Jaipur: Rawat Publication
4. John W Santrock (1999). Life Span Development. United States of America: The McGraw- Hill Companies.



5. Alam, M. (2006). *Ageing in India*. New Delhi: Academic Foundation.
6. Richard, J., & Niel, H. (2008). *The graying of the great power* . washington DC: Centre for Strategic International Studies.

## HEALTH CARE ADMINISTRATION AND COMMUNITY HEALTH

### *Course Objectives*

- To understand the concept of health and integrated approach to health in the context of Development.
- To critically analyze plans and policies/services in health and implications for development practice.
- To impart knowledge on concepts of Community Health, community participation, vital indicators and demographic data of health.
- To equip the students with skills for development practice in community health sector.

### *Course Outline*

#### **Module 1 Introduction to Health**

Concept of health - definition, determinants of health, models of health, Germ theory, concept of iceberg, Epidemiological triad

Meaning and scope of epidemiology: Models and factors associated with health and diseases.

Concept and various dimensions of: Environmental health, Nutritional Health, Occupational Health, Reproductive Health and Community Mental Health

#### **Module 2 Community Health & Epidemiology**

Community Health- Definition and Scope

Epidemiology- Aims, Scope, Measurement of epidemiology.

Health statistics and Health Indicators: Morbidity, Mortality: Data Sources, collection, analysis and uses

Health Economics - Basics of health economics, Demand/Supply of Medical Care  
Physical and Psychological aspects of Community Health

Special aspects of community health-Alcoholism and Drug Dependence –Agent factors, prevention, treatment and Rehabilitation

#### **Module 3 Policies and Programmes**

Policies and Programmes-National Health Policy, Population Policy, Population Dynamics in India and Kerala

Major Community Health Programmes in India: Vector borne, Filariasis, Malaria, TB, HIV/AIDS, Universal Immunization, Family Welfare, Water supply and sanitation.

#### **Module 4 Health Planning and Management**

Concept of Health Planning and Planning Cycle, Management techniques and methods

Health Planning in India and health in Five Year plans

GOI and State Govt. Policy in implementation of Health insurance

#### **Module 5 Health Care Administration:**

Concept of Health Care, levels of Health care, principles of primary health care, Health Care System in India-Central, State and District level, National Rural Health Mission

Primary Health care in India- sub centre, primary health centre, community health centre, Roles and functions of health personnel in these level including ASHA workers

Hospital: Hospital as a subsystem of health care system, Definition, Classification, Departments in hospital, Use of IT and Computerized Information Systems in the hospital, Public Relations in Hospital, Rights of patients, medical ethics.

Quality Assurance in a hospital

Hospital Administration: Concept and Components

#### **Module 6 Social worker and specific Interventions**

Sexual Health and Sexually Transmitted Diseases-Transmission, Need for social work Intervention, skills and abilities of a social worker, Legislations associated, preventive and promotive programmes. Organ donation

Health education: principles, importance, use of media, Role of Social Workers, Use of communication in Health education.

Health care Team in communities and role of social worker in community health care services

#### **References**

1. Basavanthappa.B.T. (1998). *Community Health Nursing*, Jaypee Brothers
2. Dawra,S.(2002). *Hospital Administration and Management*. New Delhi: Mohit Publications

3. Goel, S.L. (2004).*Health Care Management & Administration*. New Delhi: Deep & Deep Publications Pvt. Ltd.
4. Goel, S.L.,Kumar,R.(2007). *Hospital Administration and Management- Theory and Practice*. New Delhi: Deep & Deep Publications Pvt. Ltd.
5. Hellberg J.H. (1971).[\*Community health\*](#), Co-ordinating Agency for Health Planning
6. Park K, (1997).*Preventive and Social Medicine*, Jabalpur:Banarsidas Bhanot Publishers
7. Rajneesh, Goel. (2002).*Community health care*, Deep & Deep Publications
8. Sundar, Kasturi. (1997). *Introduction to Community Health Nursing: with Special Reference to India*, B.I.Publications
9. Tabish, S.A.(2001). *Hospital and Health Services Administration*. New Delhi: Oxford University Press.

# **SOCIAL ENTREPRENEURSHIP FOR DEVELOPMENT PRACTITIONERS**

- Course Objectives*
- Understand the concept of social entrepreneurship.
  - Analysis of the various aspects of social entrepreneurship.
  - Analyze various models of contemporary social entrepreneurship.
- Understand the Strategies and skills for social entrepreneurship.
- Role of social entrepreneurs in developing social capital for the development of the poor
  - Examine the role of social worker in promoting Social Entrepreneurship for rural and urban community development.

## *Course Outline*

### **Module 1 Concept of Entrepreneurship and Social Entrepreneurship**

Concept of entrepreneurship and Entrepreneur. Characteristics, functions, types of entrepreneurship. Concept, features and classifications of social entrepreneurship. Social entrepreneurship for social change and transformation. Historical development of social entrepreneurship.

### **Module 2 Dimensions of Social Entrepreneurship**

Social entrepreneurship in Indian and Global Perspectives. Innovation, risks and reward systems in social enterprises. Social entrepreneurship and sustainable development. Public-private partnership in social entrepreneurship. Rural and urban community engagement and youth participation in social entrepreneurship. Seven principles of social entrepreneurship:- Servant leadership, Perseverance to face challenges, urges to Experiment. Change makers, social Mission, Empowerment and Collaboration (SPEC MEC).

Social Entrepreneurship vs. Business entrepreneurship

### **Module 3 Analysis of Contemporary social entrepreneurship models**

Micro and macro models of social entrepreneurship:- micro finance for poor villages by Muhammad Yunus (Bangladesh) Child line and Aflaton of Jerro Billimoria (India), Village based development by Joe Madiath (Orissia, India), Organizing self employment women by Ela Bhatt ( Ahmedabad, India), Ashoka network of Bill Drayton, Skoll foundation of Jeff Skoll(USA), low cost Rural Electrification by Fabio Rosa(Brazil), Green Kerala Company Ltd (Kerala). Emerging models of social entrepreneurship in health, environment, livelihood, infrastructure and Information - Communication.

NGOs' approach, coordination and strategies in social entrepreneurship in creating sustainable micro level enterprises. Governmental support and assistance to enhance Social entrepreneurship in the current scenario.

#### **Module 4 Social entrepreneurship in rural and urban continuum.**

Social entrepreneurs' role in rural and urban community development. Entrepreneurship with the marginalized and backward communities. Promotion of farmer producer organizations and net-work for community's socio-economic development.

#### **Module 5 Strategies and skills for Social Entrepreneurship**

Non Profit and public management tools, Social enterprise business plan. Entrepreneurial fund raising and marketing. Use of ICT, public opinion and social media for social entrepreneurship development. Practical skills in ICT (training in software packages, Internet and web-channels).

#### **Module 6 Social entrepreneurship and formation of Social Capital**

Strategies for improved production and marketing. Social entrepreneurship and Social capital- Definitions, Forms, (Economic and Cultural) and Measurement. Social capital and engagement of women. Development of poor. Role of social worker.

Review of the outcome and impact of Social Entrepreneurship in livelihood promotion for the poor at the grassroots and poverty reduction at large.

#### ***References***

1. Nicholls, Alex (2008). Social entrepreneurship: New models of sustainable social change New York : Oxford University Press
2. Kumar, K.B.S. (2007). Social entrepreneurs: The change makers IUP : Agartala.
3. Khanka, S.S. (1999). Entrepreneurial Development. New Delhi: S.Chand.
4. Venkatapathy, R. Malar, M.K. Uma, D.N. (2010). Social entrepreneurship: Strategies for nation building, New Delhi : Excel
5. Bornstein, David. (2004). How to change the world: Social entrepreneurs and the power of new ideas, New Delhi : Penguin
6. Verma, Anitha. (2009). Social entrepreneurship management, Global India, New Delhi.
7. Brooks, A.C. (2008). Social Entrepreneurship: A modern approach to social value Creation, New Delhi : Pearson Prentice Hall
8. Philips. & Pittman. (2009). Introduction to community Development, London: Routledge.

# SCHOOL SOCIAL WORK

- Course Objectives**
- To develop knowledge of the mental health issues of children in the school setting.
  - Understand the history and perspectives of School of Social Work.
  - To acquire knowledge and skills to work in educational/school settings.

## **Course Outline**

### **Module 1 Introduction to School Social Work**

History and general perspectives in school social work: Concept, Historical Development, purpose and theories  
Standards for professional practice of school social work  
Systems Approach to School Social Work- management, teachers, parents, children and role of social worker as a liaison.  
Inclusive education.

### **Module 2 Child Mental Health**

Concept definition, dimensions and phases of Mental Health  
Mental Health in children – mental health problems in children  
School's potential for promoting child mental health  
School related factors impeding child mental health  
School mental health programmes – teachers as the focal point on mental health influences in school.

### **Module 3 Assessment and Consultation**

Assessment in School Social Work  
Assessment Tools for the School Social Worker: Tripartite Assessment, Social History, Culturagram, Genogram, History of Trauma to the Child and Family, Strengths assessment, Collateral Information, Behavioral Observations in the Classroom,

Assessment of the Learning Environment, The Assessment of Adaptive behavior: Defining Adaptive Behaviour, Assessment

Special Education Assessments and the Functional Behaviour Assessment.

Multidisciplinary Teamwork, Consultation liaison psychiatric interventions in schools.

### **Module 4 Social Work Practice in Educational/school Settings**

Working with individual students and families, groups of stake holders,

consultation with teachers and other school staff, classroom and school-level interventions, coordination and collaboration with other serving agencies outside the school.

School Social Work Interventions: Remedial Education, Supportive Counseling, Sex Education, Career Guidance.

Therapy for school social work: play therapy, art therapy, behavioral therapy, speech therapy.

Social work practice with differently-abled children and special schools.

Scope of research in school social work.

### **Module 5 School Counselling and School Social Work**

School Counselling - Meaning and definition, Stages or processes in School counselling- Build a counseling relationship, Assess specific counseling needs, Design and implement interventions, Conduct evaluation and closure.

Competencies for counselling in educational/school settings.

School Social Work - Organizational Perspectives: People Processing and People Changing Perspectives, Formal Organizational Structure, Informal Structure and Relations, The School as an Organizational Culture, Managing Organizational Change.

### **Module 6 Governmental, NGO initiatives and Applications in Schools**

Government and NGO initiatives for promotion of mental health in schools, School social work in India, Kerala – Current programmes and practices

Developing and Defining the School Social Worker's Role and application of methods of social work in schools.

The Dynamics of Systems Involvement: Case management, Coordination of Services and Resource Development.

### ***References***

- 1) Allen-Meares, P. (2007). Social Work Services in Schools (5th Edition). Boston : Pearson
- 2) Constable R, McDonald S, Flynn J. (1999). School Social Work Practice, Policy, and Research Perspectives. (5th Edition). Chicago : Lyceum
- 3) Dobriyal, N. C (2009), Social Work Education, Sumit Enterprises
- 4) Kapur, Malavika (1997), Mental health in Indian schools, New Delhi : Sage Publications



- 5) Kathy Sexton Radek (2005), Violence in Schools: Issues, Consequences ,and Expressions, Raintree Publications
- 6) Jose Kuriedath (2011), Value Education :A text book for higher secondary and high schools, Karikkamuri: CMI General Department for Education,
- 7) Philip John(2006), School Mental Health through empowering the education sector, Ernakulam : Peejays Child Guidance Clinic,
- 8) Robert Constable, Shirley McDonald and John P. Flynn (year) “School Social Work: Practice, Policy and Research Perspectives (fifth Edition) Lyceum Books Inc, Chicago
- 9) WHO (1997).Life Skills Education for Children and Adolescents in Schools. Geneva: WHO.
- 10) Zastrow C. (1982). Introduction to Social Welfare Institutions –Social problem, services, and current issues. USA: The Dorsey Press.

# **SOCIAL WORK INTERVENTIONS IN THE FIELD OF MENTAL HEALTH**

## ***Course Objectives***

- To understand the contemporary practices and systems in the fields of Mental Health
- To develop the knowledge of Psychosocial Treatment Methods for persons with Mental and Emotional Disorders.
- To acquire knowledge of Institutional approaches to provision of Mental Health Services.
- To acquire knowledge and skill in the practice of Community Psychiatry and Rehabilitation

## ***Course outline***

### **Module 1 Introduction to Psychiatric Social Work**

Concept of Mental Health and Well being  
Changing perspective of Psychiatric Social Work and Clinical Social Work – Changing trends in Mental Health Care  
Psychiatric Social Work as a field of Social Work – Contemporary perspectives  
Psychiatric Social Work as a field of Social Work in India – Indian view of Mental Health and wellbeing.

### **Module 2 Institution Based Mental Health Services**

The Mental Hospital as a social system,  
Evolution of Psychiatric Care – Psychiatric Hospitals, General Hospital Psychiatry,  
Day Care Centres and Community based care  
Partial hospitalization, Therapeutic Community  
Existing treatment facilities in India-Govt., NGOs and Private institutions  
Exploration into existing traditional beliefs and treatment methods/facilities in India

### **Module 3 Social Work Practice in Psychiatric Setting**

Diagnosis in Psychiatric Social Work  
Social Case Work and Group Work Practice in Psychiatric Setting  
Group therapy in Psychiatric Setting  
Family and mental illness: Family Interventions in Psychiatric Setting -Family Counselling, Family Psycho-education

#### **Roles and functions of Psychiatric Social Worker**

Functions of the Psychiatric Social Worker in the following: Psychiatric Out-Patient Departments in the Government General Hospitals, Day Hospitals, Child Guidance Clinics, Epilepsy Clinics, Adolescent Clinics, Neuroses Clinics, Geriatric Clinics

## **Module 4 Treatment and Therapeutic Approaches**

### **Bio-Medical Perspectives in Psychiatry:**

Brain and Behaviour: Structure and Function of Brain

ANS and CNS,

Understanding the chemical interplay of neurotransmitters in psychiatric disorders and treatment modalities

### **Therapeutic Approaches:**

**Supportive Psychotherapy:** Definition, goal indications, techniques. Directive and non-directive psychotherapy, current forms of "e-" and tele-counselling.

**Brief Psychotherapy:** Historical context, characteristics of brief psychotherapy, selection criteria, process issues, effectiveness

**Crisis Intervention:** Definition of Crisis, phases of Crisis, Techniques, Stages of crisis work, Applications.

**Sex Therapy:** Individual and couple sex therapy, techniques, sex counseling, current approaches

**Cognitive Behaviour therapy:** Techniques and uses of CBT

**Cognitive Analytical therapy**

**Behavior Therapy:** Aversion therapy, Systematic Desensitization, Shadowing, Modelling, Token Economy

## **Module 5 Overview of Psychiatric Social Work Interventions in the areas of:**

Mental Health Promotion and Prevention, Life Skills Education, Psychosocial Care in Disasters, Alcohol and Substance Abuse, Suicide

**Contemporary and Alternate Modalities of Treatment:** Expressive Art Therapy, Music Therapy, Play Therapy, Movement Therapy, Token Economy

### **Therapy in the Context of Family**

**Family Therapy** - History, Concepts and Techniques - Different Models of Family Therapy - Family Therapy Research and Evaluation

**Therapy with children:** Special Techniques (Behavioral and Play) for developmental internalizing and externalizing disorders, Behavior Modification Techniques

## **Module 6 Rehabilitation and Community Mental Health**

Rehabilitation of People with Mental disorders in remission- restoration, legal procedures, integration into social milieu

Rehabilitation of Patients with Chronic Mental Disorders –

Community Psychiatry: Role of the Psychiatric Social Worker in Community Mental Health Programmes,  
Limitations faced by the Psychiatric Social Worker in the field and solutions for the same.

### **References**

1. Daver, Bhargavi, (1999). *Mental Health of Indian Women*. New Delhi : Sage Publications
2. Daver, Bhargavi, (2001). *Mental Health from a Gender Perspective*. New Delhi : Sage Publications
3. Dhanda, Amita, (1999). *Legal Order and Mental Disorder*. New Delhi : Sage Publications
4. Kaplan, (2005). *Comprehensive Text Book of Psychotherapy*. USA
5. Kapur, Malavika, (1997). *Mental Health in Indian Schools*. New Delhi : Sage Publications
6. Verma, Ratna, (1991). *Psychiatric Social Work in India*, New Delhi : Sage Publications
7. World Health Organization, (1986) *Prevention of Mental, Neurological and Psychosocial problems*.
8. WHO, (1991) *Innovative Approaches in Mental Health Care, Psychosocial Interventions and Co-management*, Geneva
9. Sekar,K.,Parthasarathy, R.,Muralidhar,D.,Rao,M.C.(2007). *Handbook of Psychiatric Social Work(Ed)*.Bangalore: NIMHANS

# **MAHATMA GANDHI UNIVERSITY**

## **Master of Social Work (MSW) – I to IV Semesters**

### **FIELD PRACTICUM/FIELD EDUCATION LAB - Curriculum**

#### **INTRODUCTION**

Field Practicum (field education lab) is an integral part and central component of social work education with the objective of helping the students to develop and integrate in the context of field education the knowledge, the skills, attitudes and values and personality characteristics essential for a professional social worker. It is considered as the signature pedagogy of social work education and training. The purpose of field education is to connect the theoretical/conceptual contributions of the academic setting with the practice setting, enabling the student to acquire practice skills that reflect the learning objectives for students identified. The students are to be placed in local self government institutions, welfare agencies, development organizations, community based organizations of children, youth, women and elderly for field work training. The training equips the students to get hands on training in different areas as well as according to their specialization/elective area. With this training it is emphasized – “doing” and deriving knowledge from that doing.

According to the MG University guidelines, there are 720 hours of field education and training in the curriculum. However, as per the international standards of social work education and training, a student is supposed to complete nearly or more than 1000 hours of field education during the Masters’ programme of their study (eg:- IASSW/ IFSW – (140 days - atleast 980 hours, Canadian Association for Social Work Education - a minimum of 900 practicum hours). Hence, it is advisable to supplement these hours (280 hours or more) by providing additional opportunity for the students to work in extra hours outside the working hours and thereby availing extra credits, granted by the respective colleges. Each School of Social Work can arrange their own modalities for obtaining this additional hours and credits for field education programme in order to make it compatible with the international requirements and standards.

## MSW FIRST SEMESTER

### FIELD PRACTICUM 1

#### OBJECTIVES:

1. Understanding a community in terms of its geographical, social, economic and political systems, power structures and their inter-relationships;
2. Understanding the values and code of ethics of professional social work practice and familiarize with the principles of social work;
3. Understand and empathize with the living conditions and the problems of the rural/urban communities;
4. Understand and appreciate the culture, norms and values of the community varied sections of the society;
5. Develop understanding of the assumptions, principles, phases and models of community organization and Social Action;
6. Knowledge of the structure and function of the decentralized governance system and various institutions in the community
7. Demonstrate the ability to use a broad understanding of human growth and development-individual, families and the community client system in the selection, goal setting, planning and application of interventions;
8. Demonstrate professional rapport building skills with the people in the community; skills in social analysis and need assessment, program planning, implementation and evaluation frame work in a community setting; oral, written and presentation skills of communication in a community context and skills in report writing and documentation of practice.

#### Field Practicum Requirements:

Each Student shall complete the following practicum requirements in the first semester.

No	Activity	Minimum Requirements	Marks (100)
1	Rural Camp	7 days – 35 hours	25
2	Observational visits to at least five Social Work related organizations	4 days – 20 hours	15
3	Community based field work at least for 25 days of 5 hours duration for the practice of stages of Community Organisation	25 Days – 125 hours	60
	Total	<b>180 Hours</b>	<b>100</b>

Note:

1. A thorough understanding of roles and functions of institutions in the community such as Panchayati Raj Institutions, Village office, Block and Village Extension Office,

KrishiBhavan, ICDS AnganwadiCentres, Primary Health Centers, Kudumbashree groups , major NGOs etc. obtained during the field practicum in the community setting.

2. Organize at least one programme in the community, based on the community need assessment with community participation.

### **Field Practicum Evaluation**

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

<b>No</b>	<b>Parameters</b>	<b>Marks (100)</b>
1	Self evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Rural camp	25%
3	Field work Presentation/Viva	10%
4	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory into practice</li></ul> Completion of requirements (observational visit (5), community programme (1), completion of 180 hours in the community based field work) and participation in individual/group conferences.	60%

## MSW II SEMESTER FIELD PRACTICUM 2

### OBJECTIVES:

1. Identify structured welfare development agencies for the welfare of children, women, the aged, the physically challenged, the chronically ill and so on within the given community, and try to work with one or a few of them in the application of the methods, and to understand the functioning of such agencies within the community.
2. Understand the functioning of a structured setting/agency – Primary or Secondary (e.g., a school, a hospital, or an institution providing services for people with inability, social, physical, emotional or psychological).
3. Understand in depth the application of Social Work methods in dealing with individuals (case work) and groups (group work).
4. Develop the ability to do interventions ensuring clients' participation.
5. Be familiar with the method of social work research through field level application.
6. Develop skills in recording and in writing academic articles based on practice experience.

### Field Practicum Requirements:

No	Activity	Minimum Requirement	Marks (100)
1	Observational visits to at least five Social Work related organizations	3 days – 15 hours	10
2	Mini Research (one)	20 hours	15
3	Monograph (one)	20 hours	15
4	Community/ Agency based field work at least for 25 days of 5 hours duration.	25 Days – 125 hours	60
	Total	<b>180 Hours</b>	<b>100</b>

### Note:

1. During the Field Practicum the students are supposed to have Survey Experience: Minimum 2 survey.
2. Organise a programme with proper planning and ensuring participation of all stakeholders.



## Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Marks (100)
1	Self evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Case Work (3), Group Work (2), Community programme (1) – (1+1+1=3)	25%
3	Mini Research (1)/ Monograph (1)	10%
4	Field work Presentation/Viva	10%
5	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory in to practice</li></ul> Completion of requirements: Observational visits (5), Survey experience (2), completion of 180 hours in the community/agency based field work) and participation in individual/group conferences.	50%

## **MSW III SEMESTER FIELD PRACTICUM 3**

### **OBJECTIVES:**

- Learn the techniques of project planning, proposal writing and project management.
- Understand the administrative structure and functioning of human service organisations.
- To gain an in-depth knowledge of the elective/specialization area.

### **Elective (Specialization) –Community Development (CD)**

#### **Specific objectives:**

1. Get exposed to innovative developmental projects in both rural and urban communities.
2. Be familiar with the policies, laws and government programmes applicable to the client systems of the agency.
3. Be familiar with the approaches and intervention strategies in the development sector and also in the management of environmental disasters.
4. Develop the skill in using PRA techniques in the setting and skill in documentation.
5. Develop skill in intervention at organizational / community level ensuring people's participation.

#### **Field Practicum Requirements:**

<b>No</b>	<b>Activity</b>	<b>Minimum Requirement</b>	<b>Marks (100)</b>
1	Organizational visits to at least five agencies in the area of specialization	3 days – 15 hours	10
2	Study tour (minimum 5 days excluding travelling)	5days - 25 hours	15
3	Concurrent/block Field Practicum for 28 days	28 Days – 140 hours	75
	Total	<b>180 Hours</b>	<b>100</b>

#### **Note:**

1. A thorough understanding of the history, administrative structure and functioning of the agency and the role of social worker in the agency (Organisational study -1)
2. During the Field Practicum the students are supposed to do intervention at group/community levels
3. Study projects of the agency - 2
4. Preparation of one project proposal befitting the placement situation
5. Need assessment / monitoring and evaluation of a project (completed or underway) using PRA techniques
6. Formation and Registration (if relevant) of a Society (for e.g.a MahilaSamajam, a Youth Club or a Developmental Committee, etc)

## Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Marks (100)
1	Self evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Study tour	15%
3	Monograph (1)	10%
4	Field work Presentation/Viva	10%
5	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory in to practice</li></ul> Completion of requirements: (Organizational visits (5), (organizational Study (1), community intervention (1), Study the projects of the agency (2), project proposal (1), PRA (1), Written assignment on policies, laws and government programmes applicable to the client systems of the agency (1), completion of 180 hours in the community/agency based field work) and participation in individual/group conferences.	60%

### Elective (Specialization) – Family and Child Welfare (FCW)

#### Specific objectives:

1. Be familiar with the policies, laws and government programmes applicable to the client systems of the agency
2. Be familiar with the approaches and intervention strategies employed by the agency in the care and protection of the families and vulnerable sections of the society.
3. Develop skill in intervention at individual and group levels
4. Develop skills in family assessment, intervention and documentation
5. Develop skills to work with families, children, women, elderly, etc..
6. Develop skill in community intervention strategies in working with the client systems.

### Field Practicum Requirements:

No	Activity	Minimum Requirement	Marks (100)
1	Organizational visits to at least five agencies in the area of specialization	3 days – 15 hours	10
2	Study tour (minimum 5 days excluding travelling)	5days -25 hours	15
3	Concurrent/block Field Practicum for 28 days of 5 hours duration.	28 Days – 140 hours	75
	Total	<b>180 Hours</b>	<b>100</b>

Note:

1. A thorough understanding of the history, administrative structure and functioning of the agency and the role of social worker in the agency (Organisational study -1)
2. During their Field Practicum the students are supposed to do different level of interventions such as Intervention at individual level – 3, Intervention at group level – 1, Intervention at family level-1
3. Organize at least one programme in the community based on the community need assessment with community participation

### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Marks (100)
1	Self evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Study tour	15%
3	Monograph (1)	10%
4	Field work Presentation/Viva	10%
5	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory in to practice</li></ul> Completion of requirements: (Organizational visits (5), Organizational Study (1), Intervention: (Individual (3), Group (1), Family (1), Community programme (1),	60%

	Written assignment on policies, laws and government programmes applicable to the client systems of the agency (1), Completion of 180 hours in the community/agency based field work) and participation in individual/group conferences.	
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### **Elective (Specialization) – Medical and Psychiatric Social Work**

#### **Specific objectives:**

1. Understand the functioning of multidisciplinary team in the medical and psychiatric settings and the role of social worker in the team.
2. Be familiar with the policies, laws and government programmes applicable to the client systems of the agency
3. Develop the skill in case history taking and mental status examination
4. Be familiar with the approaches and intervention strategies in the medical and psychiatric settings.
5. Develop skills in intervention at individual and group levels
6. Develop skill in documentation.

#### **Field Practicum Requirements:**

<b>No</b>	<b>Activity</b>	<b>Minimum Requirements</b>	<b>Marks (100)</b>
<b>1</b>	Organizational visits to at least five agencies in the area of specialization/elective.	3 days – 15 hours	10
<b>2</b>	Study tour (minimum 5 days excluding travelling)	5days - 25 hours	75
<b>3</b>	Concurrent/block Field Practicum for 28 days of 5 hours duration	28 Days – 140 hours	15
	<b>Total</b>	<b>180 Hours</b>	<b>100</b>

#### **Note:**

1. A thorough understanding of the history, administrative structure and functioning of the agency and the role of social worker in the agency (Organisational study -1)
2. During their Field Practicum the students are supposed to do different level of interventions such as Case history and mental status examination – 5, Intervention at individual level – 3, Intervention at group level - 1

## Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Marks (100)
1	Self evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Study tour	15%
3	Monograph (1)	10%
4	Field work Presentation/Viva	10%
5	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory in to practice</li></ul> Completion of requirements: (Organizational visits (5), Organizational Study (1), Intervention: (Case history and mental status examination (5), individual (3),Group (1), Written assignment on policies, laws and government programmes applicable to the client systems of the agency (1), Completion of 180 hours in the agency based field work) and participation in individual/group conferences.	60%

## MSW IV SEMESTER FIELD PRACTICUM 4

### OBJECTIVES:

1. Gain an in-depth knowledge of the specialization/elective area by working with an agency in the respective area
2. Get exposed to a multicultural setting and professional work culture
3. Gain in-depth understanding of various stakeholders involved in Community Development (Government, Credit Agencies, Corporate & their CSR activities through the agency).
4. Gain knowledge on People's Management of their CD programs
5. Gain understanding on the sustainability of the CD Projects
6. Practice adaptively all the methods of social work (both primary and secondary)

### Elective (Specialization) – Community Development (CD)

#### Specific Objectives:

1. Understand the functioning of the agency in terms of its history, philosophy, vision, mission, objectives, programmes, client population, funding, organization structure and daily activities.
2. Understand the environmental and health concerns of the community/setting
3. Get exposed to innovative development projects - Social Entrepreneurship programmes.
4. Learn the techniques of project planning, CD proposal writing and project management.
5. Develop the skill in project evaluation
6. Understand the significance of social policy in Community Development and gain the basic skills of influencing the same.
7. Develop the skill to analyze and review major CD Schemes as to what extent that were appropriate and achieved.

#### Field Practicum Requirements:

No	Activity	Minimum Requirement	Marks (100)
1	Organizational visits to at least five agencies in the area of specialization/elective.	3 days – 15 hours	10
2	An Organisational study	3 days – 15 hours	15
3	Concurrent/block Field Practicum for 30 days of 5 hours duration.	30 Days – 150 hours	75
	Total	<b>180 Hours</b>	<b>100</b>

#### Note:

1. During their Field Practicum the students are supposed to conduct evaluation of a project/study of a project
2. Preparation of a project relevant to the agency using log frame – 1
3. Intervention at community level using people's participation – 1

## Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Marks (100)
1	Self evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Written assignment on policies, laws and government programmes applicable to the client systems of the agency (1)	10%
3	Field work Presentation/Viva	15%
4	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory in to practice</li></ul> Completion of requirements: (Evaluation of a project (1), (Preparation of a project (1), community intervention with the participation of the people (1), completion of 180 hours in the community/agency based field work) and participation in individual/group conferences.	70%

## Elective (Specialization) – Family and Child Welfare (FCW)

### Specific objectives:

1. Understand the functioning of the agency in terms of its history, philosophy, vision, mission, objectives, programmes, client population, funding, organization structure and daily activities
2. Be familiar with the policies, laws and programmes applicable to the client systems of the agency.
3. Be familiar with the approaches and intervention strategies employed for Social Work Practice with Elderly and Differently Abled.
4. Acquire knowledge and skills to work in educational settings.
5. Explore the possibilities of youth involvement in development project.
6. Understand the gender dimensions of the agencies work
7. Develop skill in project planning and preparation



### Field Practicum Requirements:

No	Activity	Minimum Requirement	Marks (100)
1	Organizational visits to at least five agencies in the area of specialization/elective.	3 days – 15 hours	10
2	An Organisational study	3 days – 15 hours	15
3	Concurrent/block Field Practicum for 30 days of 5 hours duration.	30 Days – 150 hours	75
	Total	<b>180 Hours</b>	<b>100</b>

Note:

1. During their Field Practicum the students are supposed to do different level of interventions such as Intervention at group/community level – 1.
2. Preparation of a project relevant to the agency – 1

### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Marks (100)
1	Self-evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Written assignment on policies, laws and government schemes applicable to the client systems of the agency (1)	10%
3	Field work Presentation/Viva	15%
4	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory into practice</li></ul> Completion of requirements: (intervention: group (1), community (1), Preparation of a project (1), completion of 180 hours in the community/agency based field work) and participation in individual/group conferences.	70%

## Elective (Specialization) – Medical and Psychiatric Social Work

### Specific objectives:

1. Understand the functioning of the agency in terms of its history, philosophy, vision, mission, objectives, programmes, client population, funding, organization structure and daily activities
2. Learn the role of professional social workers in medical and psychiatric settings
3. Understand functioning of a multidisciplinary team in medical and psychiatric settings.
4. Gain knowledge in making social diagnosis and applying Social Work intervention techniques
5. Develop skills in project planning and preparation

### Field Practicum Requirements:

No	Activity	Minimum Requirement	Marks (100)
1	Organizational visits to at least five agencies in the area of specialization/elective.	3 days – 15 hours	10
2	An Organisational study	3 days – 15 hours	15
3	Concurrent/block Field Practicum for 30 days of 5 hours duration.	30 Days – 150 hours	75
	Total	<b>180 Hours</b>	<b>100</b>

### Note:

1. During their Field Practicum the students are supposed to do different level of interventions such as Intervention at individual level-3,group-1,
2. Preparation of a project relevant to the agency – 1

### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Marks (100)
1	Self evaluation of the student and Evaluation by agency supervisor (if applicable)	5%
2	Written assignment on policies, laws and government programmes applicable to the client systems of the agency (1)	10%
3	Field work Presentation/Viva	15%
4	Evaluation by faculty supervisor based on performance of the student in the field work:	70%

	<ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li><li>• Application of theory into practice</li></ul> <p>Completion of requirements: (intervention: individual (3), group (1), community (1), Preparation of a project (1), completion of 180 hours in the agency based field work) and participation in individual/group conferences.</p>	
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## MSW IV Semester

### DISSERTATION/PROJECT - Evaluation Scheme

Dissertation/Project is a four credit compulsory core course undertaken by each student during the fourth semester of the programme. Purpose of dissertation/project is to help the student researcher to get an understanding about the steps in social work research and the application of the theory of research methodology in a systematic manner. It shall be carried out under the guidance of a faculty supervisor. Dissertation/Project work shall be completed by working outside the regular teaching hours.

- **Rules for dissertation/project submission**

- Report should be at least of 100 pages typed on A4 size paper with double spacing
- A minimum of three copies should be submitted of which one has to be submitted to the college, one to the university and the third one is the personal copy.
- It is compulsory for the student to submit the dissertation before the commencement of the 4th semester university examination. In case of non submission or failure in the project evaluation, the student can submit the dissertation along with the candidates of the 4<sup>th</sup> semester in the following year and participate in the defense viva.

- **Valuation of the dissertation/project – 100 marks**

The total marks will be awarded based on internal and external evaluations.

#### **Internal Evaluation – 20 marks**

20 marks are awarded for Internal Evaluation based on the following components:

<b>Components</b>	<b>Marks</b>
Relevance of the Topic/Area selected	2
Synopsis presentation / Experimentation/data collection	4
Punctuality	2
Compilation/interpretation and analysis of data	4
Presentation of the Findings	4
Content/ Project Report	4
<b>Total</b>	<b>20</b>

#### **External Evaluation – 80 marks**

The External Evaluation consists of Dissertation /Project Evaluation (for 60 marks) and Defense Viva Voce (for 20 marks).

### 1. Project/Dissertation Evaluation – 60 marks

Sixty marks shall be awarded for the project evaluation based on the following criteria:

Sl. No	Criteria	Marks (60)
1.	Relevance of the Topic	10
2.	Review of Literature	10
3.	Research Methodology	15
4.	Analysis and Interpretation	15
5.	Implications for Social Work Practice	10
<b>Total</b>		<b>60</b>

### 2. Defense viva-voce – 20 marks

Twenty marks shall be awarded for the defense viva voce. It shall be conducted by a team comprises of External Examiner appointed by the university and an Internal Examiner appointed by the college.

Sl. No	Parameters	Marks (20)
	Presentation of research methods	10
	Ability of Researcher to defend (giving convincing arguments about the study)	5
	Knowledge of data processing : Code book and Master sheet, knowledge on the application of statistics	5
<b>Total</b>		<b>20</b>

## COMPREHENSIVE VIVA - Evaluation Scheme

Comprehensive Viva Voce shall be conducted at the end semester of the programme. The Viva covers questions from all courses in the programme. The Viva Voce shall be conducted by a team comprises of External Examiner appointed by the university and an Internal Examiner appointed by the college. Two credits are allocated for the Viva Voce with a maximum of 100 marks (Internal marks: 20 and External Marks: 80).

### 1. Internal Evaluation – 20 marks

The viva voce (internal) will be conducted based on the following Components.

Sl. No	Components	Marks (20)
1	Comprehensive knowledge of the courses	10
2	Applications and insights of social work methods in the context of Field Practicum	5
3	Overall performance in the viva voce examination	5
<b>Total</b>		<b>20</b>

### 2. External Evaluation – 80 marks

The viva voce (external) will be conducted based on the following Components.

Sl. No	Components	Marks (80)
1	Comprehensive knowledge of the courses	40
2	Applications and insights of social work methods in the context of Field Practicum	20
3	Overall performance in the viva voce examination	20
<b>Total</b>		<b>80</b>

# MAHATMA GANDHI UNIVERSITY



## *PROGRAMME DETAILS, SCHEME, AND SYLLABUS*

## **MASTER OF TOURISM & TRAVEL MANAGEMENT (M.T.T.M)**

*(2016 Admission onwards)*

**MAHATMA GANDHI UNIVERSITY**  
**LIST OF MEMBERS OF BOARD OF STUDIES / EXPERT**  
**COMMITTEE**

1	Dr. Robinet Jacob	Director, School of Tourism Studies, MG University, Kottayam Ph.9447238029 robinetjacob@gmail.com	Convenor
2	Subin Babu	Dept. of Tourism, Catholicate College, Pathanamthitta	Member
3	Dipin D	Dept. of Tourism, D B College, Keezhoor	Member
4	Mahadevan P	Asst. Professor, Dept. of Tourism, GPM Govt. College, Manjeshwar, Kasaragod	Member
5	Siljo C J	Dept. of Tourism, St. Peter's College, Kolenchery	Member



## **SCHEME AND SYLLABUS OF MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM 2016 Admission Onwards)**

### **INTRODUCTION**

There is tremendous growth for tourism and hospitality industries in the world. In India, tourism is on the anvil of exponential growth and Kerala has vast tourism potential, being tapped and yet to develop. There is a great need for competent professionals to manage the business units in these industries as well as to lead it from front. Master of Tourism and Travel Management (hereafter MTTM) is designed to serve these needs.

Being a service industry, Tourism is growing at a faster pace which is standing next to IT sector. Hence there is an increased demand for competent professionals to manage the diverse forms of tourism business. Master of Tourism and Travel Management (MTTM) is designed in such a way to prepare students for managerial positions in Destination planning, Consultancies, Policy making, Tour operations, Travel agencies, Small and Medium Enterprises (SME), Hospitality and Aviation. After completing the program, the students should be able to work in, travel and tourism related organizations, at various capacities in government levels, Event and Entertainment industry, Hotels, Food & Beverage services etc. The programme also bestows entrepreneurial skills among the students to start new businesses in the above areas.

### **AIMS AND OBJECTIVES**

The objective of the MTTM programme is to create professionals with leadership skills to administer and manage business units in different tourism and hospitality sectors.

The objectives of the programme are as follows: -

- Analyze the various components of Tourism and to describe how they coincide each other.
- Depicts the interrelationship between travel, tourism and hospitality industries. Develop leadership skills and to provide necessary Managerial, Communicative,

- IT, product and Resource skills to effectively handle Tourism activities. Mould career paths and equip students to face professional challenges. Chalk out a research oriented approach.
- Enhance the ability and skills to build long lasting business relationships. Be able to target and position the tourism resources.
- Be able to frame a better and viable marketing and product innovation strategies to increase the profitability and stability of an organization.

## **COURSE DESIGN**

### **Regulations and Scheme of the Programme**

The scheme for Post graduate programme in Tourism and Travel Management is from the Academic year 2016 – 2017 onwards. These regulations shall be called the Mahatma Gandhi University Regulations (2016) governing Post Graduate Programmes under the Choice Based Credit System (MGU-CBCS-PG). These regulations shall come into force from the Academic Year 2016 – 17 onwards.

The regulation provided herein shall apply to all regular / private post graduate programmes, conducted by the affiliated colleges / institutions (Government / Aided / Unaided / Self financing and constituent colleges of Mahatma Gandhi University) with effect from the academic year 2016 – 17 onwards. The provisions herein supersede all the existing regulations for the regular / private post graduate programmes conducted by the affiliated colleges and institutions of the Mahatma Gandhi University unless otherwise specified.

### **Title of the Programme**

The programme shall be called MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM).

## **ELIGIBILITY CRITERIA FOR ADMISSION**

The admission to all PG programmes shall be as per the rules and regulations of the University. The eligibility criteria for admission shall be as announced by the University from time to time. Separate rank lists shall be drawn up for reserved seats as per the existing rules.

Candidates for admission to the first semester of the PG programme through CBCS shall be required to have passed an appropriate Degree Examination of Mahatma Gandhi University as specified or any other examination of any recognized University or authority accepted by the Academic Council of Mahatma Gandhi University as equivalent thereto. Students admitted under this programme are governed by the Regulations in force.

There shall be provision for inter collegiate and inter University transfer within a period of two weeks from the date of commencement of the semester. There shall be provision for credit transfer subject to the conditions specified by the Board of Studies concerned.

An undergraduate in any subject with a minimum of 45% in aggregate is eligible to apply. Candidates belonging to scheduled castes and schedule tribes will be required to have only a pass in the qualifying examination. Candidates belonging to backward communities will be allowed a concession of 2% marks in the prescribed minimum marks. A weightage of 10 % marks scored by the candidate in Part III core / main shall be added to the total of Part III Tourism for those candidates who have studied Tourism as core / main (BTTM / BTS / BA TTM / BBA TTM / BTHM etc) for the purpose of calculating index marks. Selection of candidates shall be made on the basis of rank list prepared by Post Graduate Common Allotment program (PGCAP) initiated by the University. Cancellation of registration is applicable only when the request is made within two weeks from the time of admission.

## **DURATION OF THE PROGRAMME**

The duration of MTTM program shall be of four semesters, each semester consisting of a

minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days each. A student may be permitted to complete the program on valid reasons within a period of eight continuous semesters from the date of commencement of the first semester of the programme.

### **ATTENDANCE**

The minimum requirement of aggregate attendance during a semester for appearing at the end semester examination shall be 75%. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of Post Graduate programme may be granted by the University.

If a student represents his/her institution, University, State or Nation in Sports, NCC, NSS or Cultural or any other officially sponsored activities such as College Union / University Union activities, he/she shall be eligible to claim the attendance for the actual number of days participated subject to a maximum of 10 days in a Semester based on the specific recommendations of the Head of the Department and Principal of the College concerned. A student who does not satisfy the requirements of attendance shall not be permitted to take the end Semester examinations. Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

### **MEDIUM OF INSTRUCTION**

The medium of instruction shall be English.

### **EVALUATION**

#### **Courses of Study**

The courses for the MTTM programme include two types of courses, Programme Core (C) courses and Programme Elective (E) Courses. There shall be a Programme Project (D) with dissertation to be undertaken by all students. The Programme will also include assignments, seminars, and viva (V) etc. The fourth semester shall contain Programme Elective courses only.

## Evaluation assessment and grading system

The evaluation scheme for each course shall contain two parts: (a) internal evaluation (ISA) and (b) external evaluation (ESA). 20 marks shall be given to internal evaluation and 80 marks to external evaluation. Both internal and external evaluation shall be carried out in mark system. Both internal and external marks are to be mathematically rounded to the nearest integer.

### Internal evaluation

The internal evaluation shall be based on predetermined transparent system involving periodic written tests, assignments, seminars and attendance in respect of theory courses. The marks assigned to various components for internal evaluation is as follows. All the components of the internal evaluation are mandatory.

	Components	Marks
i.	Assignment	4
ii	Seminar	4
iii	Attendance	4
iv	Two Test papers(2x4)	8
	Total	20

### Assignment

Every student shall submit one assignment as an internal component for every course.

Components	Marks
Punctuality	1
Content	1
Conclusion	1
Reference/Review	1
Total	4

*Seminar*

Every PG student shall deliver one seminar lecture as an internal component for every course. The seminar lecture is expected to train the student in self-study, collection of relevant matter from the books and Internet resources, editing, document writing, typing and presentation.

Components	Marks
Content	1
Presentation	2
Reference/Review	1
Total	4

*Attendance*

The attendance of students for each course shall be another component of internal assessment. A student should need a minimum of 75% attendance for each course.

% of attendance	Mark
Above 95%	4
Between 85 and < 95	3
Between 80 and below 85	2
Between 75 and below 80	1
< 75	0

*Test papers*

Every student shall undergo two class tests as an internal component for every course. The test papers carry a total mark of eight out of the internal marks of twenty.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be published on the notice board at least one week

before the commencement of external examination. There shall not be any chance for improvement for internal mark. The course teacher and the faculty advisor shall maintain the academic record of each student registered for the course which shall be forwarded to the University through the college Principal and a copy should be kept in the college for at least two years for verification.

### **External evaluation**

The external examination in theory courses is to be conducted by the University with question papers set by external experts. There shall be University examination for all theory papers at the end of each semester. The answers must be written in English except for those coming under Faculty of languages.

#### *Theory Examination*

There shall be one end-semester examination of 3 hours duration in each lecture based course (Theory). A question paper for theory may contain short answer type/annotation, short essay type questions/problems and long essay type questions. The evaluation of the answer scripts shall be done by examiners based on a well defined scheme of valuation given by the question paper setters. The external evaluation of the answer scripts shall be done by examiners based on a well – defined scheme of valuation given by the question paper setters. The external evaluation shall be done immediately after the examination preferably through centralized valuation.

Photocopies of the answer scripts of the external examination shall be made available to the students for scrutiny on request and revaluation / scrutiny of answer scripts shall be done as per the existing rules prevailing in the University. The question paper should be strictly on the basis of model question paper set by Board of Studies and there shall be a combined meeting of the question paper setters for scrutiny and finalization of question paper. Each set of question should be accompanied by its scheme of valuation.

#### *Pattern of questions for theory examination*

A question paper for theory may contain a judicious mix of short answer type / annotation, short

essay type questions / problems and long essay type questions. Different types of questions shall have different marks, but a general pattern may be followed by the Board of Studies.

Type of Questions	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Section A – Short Answer	10	7	2	14
Section B- Short essay/ Problems	8	6	6	36
Section C- Long essay	6	3	10	30
	24	16		80

### Project

Project work shall be completed by each student individually working outside the regular teaching hours. Project work shall be carried out under the supervision of a teacher in the concerned department. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor. There should be an internal assessment and external assessment for the project work.

The external evaluation of the Project work is followed by presentation of work including dissertation and Viva-Voce. The mark and credit with grade awarded for the programme project should be entered in the grade card issued by the university. Project evaluation and Comprehensive Viva -Voce shall be conducted at the end of the programme only. Project evaluation and Comprehensive Viva-Voce shall be conducted by two external examiners. The internal components of project are given below:

Components	Marks
Topic/Area selected	2
Experimentation/Data collection	4
Punctuality	2
Compilation	4
Content	4
Presentation	4



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Total	20
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The internal evaluation of the project can be done at the department level based on viva and written report. The evaluation shall be done by a team of teachers in the department which shall necessarily consist of the head of the department and the supervising teacher. One spiral bound hard copy and a soft copy of the report should be submitted to the department for evaluation.

### **Comprehensive Viva Voce**

Comprehensive Viva - Voce shall be conducted at the end semester of the programme which covers questions from all courses in the programme. Comprehensive Viva - Voce shall be conducted at the end of the programme only by two external examiners.

### **Tour Report and Internship training report**

For successfully completing the MTTM programme each student has to submit study tour report and Internship training report.

#### *Study Tour Report*

Students will have to submit a report of their study tour which will be evaluated externally at the end of the fourth semester. Students should undertake visits to important national or international tourist destinations during their programme for up to a maximum of two weeks. The purpose is:

- To experience travel and to understand the linkages between tourism and other service sectors.
- To familiarize some of the important tourist destinations in India or abroad.
- To learn how to organize and manage tours.

Preparation of study tour report include two parts: pre tour phase and post tour phase. Pre tour phase involves itinerary preparation, costing etc. Post tour phase involves detailed report on the tour. If a student(s) is not able to take part in the National/ International Tour because of genuine /unavoidable reasons, those student(s) shall be permitted to carry out a Destination study/ Case study/ Research study. In such cases, the onus will on the student(s) and must make sure that

prior sanction for exception is accorded for the study concerned by the Faculty in charge/Head of the Department.

### *Internship report*

There shall be internship placements for not less than 30 days in a relevant industrial setting during third or fourth semester. Students can take up their internship either in airport, hospitality establishments (hotels or resorts), travel agency or tour operation firm. This is a supervised internship within the tourism and hospitality industry. This allows students to undertake experiential learning by working with the sponsoring tourism or hospitality organization to critically examine a major aspect of their operation. The students shall submit a written report of their internship study during the fourth semester. The purpose is:

- To understand the professional setting and work culture of tourism related organization.
- To get a firsthand experience of the career opportunities in travel and tourism industry.
- To get on the job training and skill enhancement in travel and tourism sector.

This study tour report and internship report shall be submitted in the fourth semester before the commencement of their university examination. The external evaluation of these reports will be held at the end of the fourth semester along with the comprehensive Viva - Voce and will be conducted by examiners duly appointed by the university. The external and internal marks of the report and viva voce will be in the ration 80:20. The breakup of external and internal components is given below:

Internal Evaluation - Components	Marks
Study Tour Report	5
Internship Training Report	5
Comprehensive Viva Voce	10
Total	20

External Evaluation - Components	Marks
Study Tour Report	15
Internship Training Report	15
Comprehensive Viva Voce	50

Total	80
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## GRADING

For all courses (theory & practical), Letter grades and grade point are given on a 10-point scale based on the total percentage of marks, (ISA+ESA) as given below:

Percentage of Marks	Grade	Grade Point (GP)
95 and above	S Outstanding	10
85 to below 95	A <sup>+</sup> Excellent	9
75 to below 85	A Very Good	8
65 to below 75	A- Good	7
55 to below 65	B <sup>+</sup> Above Average	6
50 to below 55	B Average	5
40 to below 50	C Pass	4
Below 40	F Fail	0
	Ab Absent	0

Grades for the different semesters and overall programme are given based on the corresponding GPA as shown below:

GPA	Grade
Equal to 9.5 and above	S Outstanding
Equal to 8.5 and below 9.5	A <sup>+</sup> Excellent
Equal to 7.5 and below 8.5	A Very Good
Equal to 6.5 and below 7.5	A- Good
Equal to 5.5 and below 6.5	B <sup>+</sup> Above Average
Equal to 5.0 and below 5.5	B Average

Equal to 4.0 and below 5.0	C Pass
Below 4.0	F Failure

A minimum of 40% marks (C grade) is required for a pass for both internal evaluation and external evaluation separately for every course and also for the comprehensive semester evaluation test. A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

A student who fails to secure a minimum marks/grade for a pass in a course will be permitted to write the examination along with the next batch. There will be no supplementary examinations. There shall not be any chance to improve the mark/grade/grade point of a course, if the student has passed the same. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of semester, a student should pass all courses and score a minimum SGPA of 4.0. However, a student is permitted to move to the next semester irrespective of her/his SGPA.

Credit Point (CP) of a course is calculated using the formula

$$CP = Cr \times GP, \text{ where } Cr = \text{Credit}; GP = \text{Grade point}$$

Semester Grade Point Average (SGPA) of a Semester is calculated using the formula

$$SGPA = TCP/TCr, \text{ where}$$

$$TCP = \text{Total Credit Point of that semester} = \sum_1^n CP_i;$$

$$TCr = \text{Total Credit of that semester} = \sum_1^n Cr_i$$

Where n is the number of courses in that semester

Cumulative Grade Point Average (CGPA) of a Programme is calculated using the formula

$$CGPA = \frac{\sum(TCP \times TCr)}{\sum TCr} \text{ GPA shall be round off to two decimal places}$$

### *Grade Card*

The University under its seal shall issue to the students, a grade card on completion of each

semester, which shall contain the following information.

- a) Name of the University
- b) Name of the College
- c) Title of the Postgraduate Programme
- d) Name of the Semester
- e) Name and Register Number of the student
- f) Code, Title, Credits and Max. Marks (Internal, External & Total) of each course (theory& Practical) in the semester.
- g) Internal, External and Total Marks awarded, Grade, Grade point and Credit point in each course in the semester
- h) The total credits, total marks (Max. & Awarded) and total credit points in the semester
- i) Semester Grade Point Average (SGPA) and corresponding Grade.
- j) Cumulative Grade Point Average (CGPA)
- k) The final Mark cum Grade Card issued at the end of the final semester shall contain the details of all courses(theory & practical) taken during the final semester examination and shall include the final grade/marks scored by the candidate from 1st to 3rd semester, and the overall grade/marks for the total programme.

## **PROMOTION**

### **Award of Degree**

The successful completion of all the courses with 'D' grade (40%) shall be the minimum requirement for the award of the degree.

### **Monitoring committee**

There shall be a Monitoring Committee constituted by the Vice-chancellor to monitor the internal evaluations conducted by institutions. The Course teacher, Faculty Advisor, and the College Coordinator should keep all the records of the internal evaluation, for at least a period of two years, for verification.

**Grievance redressal committee**

- **Department level:** The College shall form a Grievance Redress Committee in each Department comprising of course teacher and one senior teacher as members and the Head of the Department as Chairman. The Committee shall address all grievances relating to the internal assessment grades of the students.
- **College level:** There shall be a college level Grievance Redress Committee comprising of Faculty advisor, two senior teachers and two staff council members (one shall be an elected member) and the Principal as Chairman.
- **University level:** The University shall form a Grievance Redress Committee as per the existing norms.

**Transitory provision**

Notwithstanding anything contained in these regulations, the Vice-Chancellor shall, for a period of three year from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

**Repeal**

The Regulations now in force in so far as they are applicable to programmes offered by the University and to the extent they are inconsistent with these regulations are hereby repealed. In the case of any inconsistency between the existing regulations and these regulations relating to the Choice Based Credit System in their application to any course offered in a College, the latter shall prevail.

## CONSOLIDATED SCHEME OF MTTM (MASTER OF TOURISM AND TRAVEL MANAGEMENT)

**Total credits: 80**

**Total marks: 2200**

Sem ester	Course code	Title	Course category	Hours per week	Credit	Marks	
						Internal	External
<b>I</b>	MT1C01	Introduction to Tourism Administration and Management	Core	5	4	20	80
	MT1C02	Tourism Products of India	Core	5	4	20	80
	MT1C03	Management Concepts and Basics of Accounting	Core	5	4	20	80
	MT1C04	Hospitality Operations and Management	Core	5	4	20	80
	MT1C05	Communicative English for Tourism and Hospitality	Core	5	4	20	80
<b>II</b>	MT2C06	World Tourism Geography	Core	5	4	20	80
	MT2C07	Destination Planning and Development	Core	5	4	20	80
	MT2C08	Travel Agency and Tour Operations Business	Core	5	4	20	80
	MT2C09	Organizational Behaviour and Management Process	Core	5	4	20	80
	MT2C10	Information Technology for Tourism	Core	5	4	20	80
<b>III</b>	MT3C11	Sustainable Tourism and Ecotourism	Core	5	4	20	80
	MT3C12	Event Management	Core	5	4	20	80
	MT3C13	Tourism Marketing and Public Relations	Core	5	4	20	80
	MT3C14	Human Resource Management for Tourism	Core	5	4	20	80
	MT3C15	Research Applications in Tourism	Core	5	4	20	80
	MT4E01	Foreign language for Tourism: French	Elective	5	3	20	80
	MT4E02	Foreign language for Tourism: German	Elective				

IV	MT4E03	Heritage Tourism	Elective	5	3	20	80
	MT4E04	Health Tourism	Elective				
	MT4E05	Aviation Management	Elective	5	3	20	80
	MT4E06	Cargo Management	Elective				
	MT4E07	Special Interest Tourism	Elective	5	3	20	80
	MT4E08	Recreation Management	Elective				
	MT4E09	Customer Relationship and Service Management	Elective	5	3	20	80
	MT4E10	Entrepreneurship for Tourism and Hospitality Business	Elective				
	MT4D01	Project	Project	--	2	20	80
	MT4V01	Comprehensive Viva Voce along with Study Tour and Internship Report	Viva	--	3	20	80
					80	440	1760
<b>TOTAL MARKS</b>							2200

All core and elective courses of MTTM programme except MT4E01 and MT4E02 (Foreign language for Tourism: French / German) have to be taught by teachers with MTTM / MTA / MTM / MBA (Tourism) / MMH degrees and other qualifications prescribed by the University. MT4E01 (French) and MT4E02 (German) have to be taught by teachers with qualification in the concerned language.



**DETAILED SYLLABUS OF MTTM PROGRAMME****SEMESTER 1****MT1C01 INTRODUCTION TO TOURISM ADMINISTRATION AND MANAGEMENT****No. of credits: 4****No. of contact hours: 90 hours / 5 hours per week****Objectives:**

1. To understand the various elements of Tourism.
2. To familiarize with the Tourism developments.
3. To realize the potential of tourism industry in India

**Module 1**

Evolution of Tourism (in brief); the Concept, Nature & Scope of Tourism; Definitions concerned; Related Concepts- (Visitors, Excursionist, Tourist, Traveler) ; Characteristics of tourism; The Manila Declaration-1980;The Global Code of Ethics for Tourism(GCET).

**Module 2**

Key Components of Tourism- Attractions, Accommodation, Transportation; Elements of Tourism; Impacts of Tourism- (Social, Economic & Environmental) Leiper's Model Tourism System- Push and Pull factors

**Module 3**

Documentation areas: Passport-Definition-Different types of Indian Passport-Formalities-Passport Seva Kendra ; VISA-different types of Indian visa; Special Permits; Health Certificates; Regulations regarding Foreign Exchange; Travel Insurance ;Ministry of External Affairs-(GOI).

**Module 4**

Aims, Objectives & Functions of:- World Tourism Organization (WTO); World Tourism & Travel Council (WTTC); Pacific Asia Travel Association(PATA); National Tourist Organization(NTO); ITDC; IRCTC; TFCI; TAAI; IATO

**Module 5**

Five Year Plan of India and Tourism; Tourism Policy & Action Plan (1982; 2002; 2015) (Highlights only); Tourism Promotion & Efforts taken by Ministry of Tourism, GOI; National Tourism Awards (Latest)

**References:**

1. Goldener, C & Ritchie, B (2006), 'Tourism Principles, Philosophy, Practices, John Wiley, NY.
2. Geoper et al (2006), 'Tourism principles & Practices, Pearson Edn., NY.
3. Sunetra Roday, Archana Biwal & Vandana Joshi , Tourism: Operations and Management, OUP
4. Swain, Sambath Kumar, Mishra J,M, Tourism- Principles and Practices, OUP

5. Mac Mancini (2008), Access: Introduction to Travel and Tourism, Thomson Delmar
6. N. Jayapalan (2001), An introduction to Tourism, Atlantic Publishers, New Delhi.
7. Krishan K Kamra & Mohinder Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, New Delhi.

**SEMESTER 1**  
**MT1C02 TOURISM PRODUCTS OF INDIA**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To familiarize the social and cultural set up in India and its contribution to tourism. To understand the nature of different tourism products.

**Module 1**

Tourism Products: Definition, Concept and classification- Unique features of Tourism Products– Geography of India – Physical and Political features –Languages and literature – Major Religions of India.

**Module 2**

Cultural Tourism - problems and prospects – Fairs and Festivals-Dance Festivals – Performing arts – Dance and Music forms - Music Festivals –Cuisines and specialty dishes- Artifacts and Handicrafts, Architecture – major styles, paintings and sculpture.

**Module 3**

Major tourism circuits of India, Emerging Tourism Destinations of India- potentials & issues

**Module 5**

Major wildlife sanctuaries, national parks, biosphere reserves, community reserves, Adventure and ecotourism destinations in India

**References:**

1. Robinet Jacob et al (2012), Tourism Products of India, Abhijeeth publications, New Delhi.
2. A. L Basham (2003), 'The Wonder that was India', Oxford University Press.
3. A. L. Basham (1998), 'A Cultural History of India', Oxford University Press.
4. Sarina Singh (2007), India, Lonely Planet Publication.
5. H.K.Kaul, 'Travelers India', Oxford University Press.
6. Manoj Dixit, CharuSheela (2006), Tourism Products, New Royal Books.
7. Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.

## SEMESTER 1

### MT1C03 MANAGEMENT CONCEPTS AND BASICS OF ACCOUNTING

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

#### **Objectives:**

To equip the students a firsthand knowledge of principles of management and basics of accounting for a business

#### **Module 1**

Management an overview - Introduction-definition-objectives-functions-characteristics-principles of management-management as Art & Profession –Henry Fayol’s 14 Principles

#### **Module 2**

Financial Management: Definition of financial management - objectives & scope of financial management - basic financial concepts - financial manager & his functions.

#### **Module 3**

Accounting Introduction –Definition-nature & scope - characteristics of accounting-objectives of accounting-basic accounting terms – accounting concepts & conventions - generally accepted accounting principles

#### **Module 4**

Recording of transactions –Double entry system- Rules of debit & credit - preparation of Journal-Ledger-Trial balance - Journalizing - Cash book preparation (Single Column)

#### **Module 5**

Preparation of Final accounts – (Non corporate entities)-Capital and revenue items -Trading Profit and Loss account & Balance sheet. (Without adjustments)

#### **References:**

1. T N Chabra: Principles & Practice of Management – Dhanpat Rai & Co
2. L.M. Prasad, S. Chand., Principles & Practice of Management
3. V.S.P. Rao, Management Concepts, Konark Publishers
4. Stoner, Freeman & Gilbert- Management, Prentice-Hall India, Delhi.
5. V.S.P Rao & P.S. Narayana- Principles and practice of management.
6. Peter Drucker- The practice of management, Allied, Bombay.
7. Robert Johnston, Graham Clark (2008), Service Operations Management, Pearson Education.

**SEMESTER 1**  
**MTIC04 HOSPITALITY OPERATIONS AND MANAGEMENT**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the essentials of hospitality industry
2. To familiarize with hotels and their functions
3. To do project work in the above areas.

**Module 1**

Introduction to accommodation industry – Types of accommodation & classification, categorization and forms of Ownership

**Module 2**

Activities in Accommodation Management – Front office – Housekeeping –F&B, entertainment, the engineering and maintenance division - the marketing and sales division - The Accounting division - the HR division and the security division. Infra structure hospitality -Supporting services- shopping

**Module 3**

Hotel operations - Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services

**Module 4**

Trends in lodging and food services- Usage of CRS in Hotel Industry- Operational usage through chain of hotels; Role of Associations & Institutions in hospitality management-FHRAI, IHM, IHMCT and like wise

**References:**

1. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi,2000.
2. Andrews: 'Hotel front office training manual' Tata Mcgraw Hill, Bombay.
3. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
4. Arthur & Gladwell: Hotel Assistant Manager( London communica, Barril, Jenkins)
5. Negi: Professional Hotel Management( Delhi: S.Chand)
6. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996

**SEMESTER 1**  
**MT1C05 COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To further enhance attitude towards communication through the English language.
2. To enable students to have analytical, critical, and communicative minds
3. To make students understand the formalities and nuances of written and oral format.
4. To encourage students to develop learning autonomy and enhance their intellectual self-esteem

**Module 1**

The Communication Process- Forms of Communication- oral and written, verbal and non-verbal (kinesics, proxemics, paralinguistic, gestures and postures etc.); Barriers in Communication and classification of barriers; Mass media – Definition – types- characteristics

**Module 2**

Listening Comprehension - speeches (general and business) professional texts (based on business reports/work related issues/ current affairs/ environment etc); Listening and giving Feedback – case studies on interpersonal problems- Reading, summarizing and analyzing texts - Reading comprehension texts (business and work related texts/speech texts/ current affairs etc)

**Module 3**

Speaking skills – reiteration of concepts- Group Discussion with evaluation- Telephoning skills/ Telephone etiquette /Debate-Presentation with evaluation- Jam/ Extempore- Mock Interview and Meetings with evaluation; Dealing with difficult people – role play based on behavioral patterns

**Module 4**

Principles of communicative writing – Business Letters – application, enquiry, complaints, reservations - emails – Writing CV and cover letters – Synopsis and note taking – summarizing texts – Agenda – Notice – Minutes of the Meeting.

**References:**

1. Company to Company – Andrew Littlejohn, Cambridge University Press
2. English Language Laboratories: A Comprehensive Manual – Nira `Konar, PHI Learning
3. Business Matters – Mark Powell, Thomson Heinle .
4. Words at Work –David Horner, Peter Strutt, Cambridge University Press
5. Commercial Correspondence –A. Ashley, Oxford University Press
6. Business Correspondence and Report Writing – R.C. Sharma,

7. Krishna Mohan, Tata McGraw Hill
8. Communicating in Business, Simon Sweeney, Cambridge University Press
9. IELTS and BEC Papers, Cambridge University Press

**SEMESTER 2**  
**MT2C06 WORLD TOURISM GEOGRAPHY**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To gain basic knowledge about world tourism attractions
2. To study about the role & importance of geography in Tourism development

**Module 1**

Introduction to Geography – meaning and definition, relationship between tourism & geography, forms of geography, meaning, definition & features of tourism geography, importance of geography on tourism, Geography as a tourism attraction.

**Module 2**

Natural based Geographical wonders of the world, UNESCO's natural heritage sites of the world – its distribution in different continents, famed attractions in Asian continent.

**Module 3**

Global Tourism flow facts & figures, Global Positioning systems & Global Information systems – its features & applications in tourism, satellite mapping of tourism resources, geographical limitations of tourism

**Module 4**

Maps & Map Study – Meaning & definition of maps, globes, distinction between maps & globes, types of maps – general maps & thematic maps - tourism maps, topographic maps, Latitude, Longitude, GMT, equator, tropic of cancer & tropic of Capricorn, Identification of tourist attractions & cities on maps

**Module 5**

A case study on unique geographical attractions of South Asia: a) Cox Bazar, b) Mount Everest c) Keibullamjao floating National Park d) Majuli Island e) Western Ghats f) Eastern Ghats g) Kanchengunga h) Rann of Kutch i) Sinharaja Forest reserve j) Sundarbans k) Konkan Coast l) Chambal Ravines

**References:**

1. Brian Boniface and Chris Cooper (2009), Worldwide Destinations – The Geography of Travel and Tourism
2. Alan. A. Lew, World Geography of Travel and Tourism, A regional approach, Butterworth – Heinemann.
3. Geography of Travel and Tourism- Lloyd Hudman and Richard Jackson, Thomson Delmar Learning, 2003

4. Majid Husain (2011), World Geography, Rawat Publications.
5. Globe, ATLAS, World MAP

**SEMESTER 2**  
**MT2C07 DESTINATION PLANNING AND DEVELOPMENT**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To acquaint students with different destinations and to enable students to plan and develop destinations

**Module 1**

Defining "Destination", Types of destination, characteristics of destination, Destinations and products, Development, meaning and function, goals for development

**Module 2**

Tourism Destination Planning, Environmental Analysis, Resource Analysis, Regional Environmental analysis, Contingency Planning, planning approaches and indicators, design and innovations.

**Module 3**

Tangible and intangible attributes of destination, person's determined image, destination determined image, measurement of destination image, destination image formation process

**Module 4**

Product development and packaging, culture and nature-based development- brand building of products and destinations

**Module 5**

Public and private policy, Public Private Partnership (PPP), WTO guideline for planner, Role of Urban civic body, Town planning, urban development

**References:**

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
4. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
5. Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
6. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003

**SEMESTER 2**  
**MT2C08 TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the various activities of travel agency and tour operation business To understand the packaging and itinerary planning
2. To study the linkages of travel agency with other related organizations

**Module 1**

History and growth of travel agency business- emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition of travel agent and tour operator- present business trends and future prospects, problems and issues.

**Module 2**

Function of a travel agency and tour operator Itinerary planning: domestic and international. Tips and steps for itinerary planning, limitation and constraints; Types of Tour

**Module 3**

Itinerary preparation for inbound, outbound and domestic tours, preparation of specific common interest tour itinerary & costing, sample tour itinerary of Thomas Cook, Cox & Kings, and SITA Travels

**Module 4**

Meaning of tour package, types and forms of tour package, costing, quotations, FIT and GIT tariffs, confidential tariffs, voucher- hotel and airline and exchange order, Pax docket, status report, AGT statements, merits and demerits of package tour, special requirements for outbound packages, liaison and selling package tours, commission, mark up, services charges

**Module 5**

Govt. rules for getting approval, IATA rules and regulations for accreditation, documentation, entrepreneurial skill for travel, tourism and hospitality: problems of entrepreneurship in travel trade.

**References:**

1. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers.
2. Mohinder Chand (2010), Travel Agency and Tour Operation- An introductory Text, Anmol Publishers.
3. Syrratt G, Manual of Travel agency practices, Butterworth, Heinemann.
4. Kamra, Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka



Publishers, New Delhi.

5. Betsy Fay, Essentials of tour management-, Prentice-Hal

## SEMESTER 2

### MT2C09 ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

#### Objectives:

1. To provide basic knowledge about the concepts of Organizational Behaviour
2. To develop the skills & traits needed for hospitality managers

#### Module 1

Introduction to Organizational Behavior–Meaning, definition, fundamental concepts -features ,scope, characteristics - Interdisciplinary nature of OB, benefits & Role of organizational behavior -challenges & opportunities of organizational behaviour in tourism industry.

#### Module 2

Organizational Development and Change – Meaning & definition-characteristics-Benefits of organizational development-Organizational change –meaning-forces for changes & types of change

#### Module 3

Personality ,Attitudes & Values – Meaning & definition, determinants of personality, Personality & human behavior , Psycho analytical social theory, Trait theories of personality-Attitude – meaning –Factors influencing attitude -nature and dimensions - Values - Importance, sources & types.

#### Module 4

Perception – Definition & meaning, Process, Managerial implications of perception; Learning - classical, operant and social cognitive dissonance approaches

#### Module 5

Stress & Stress management –Concept of Stress- sources, Effects of stress on humans, management of stress influence on personality, managing stress - Emotions and Emotional intelligence -TQM-definition, principles, need & importance of TQM in tourism industry

#### References:

1. Karam Pal, OB & Management process, I.K International, New Delhi.
2. Mirza S Saiyadain, Human resource management,
3. Sampad Kumar Swain, HRM for Tourism, Abhijeet Publications, NewDelhi.
4. Lee Ross, HRM in Tourism and Hospitality, Cengage Publications.
5. Percy K Singh, HRM in Hotel and Tourism Industry – Existing Trends and Practices
6. Aswathappa K, Organisational behaviour , Himalaya Publishing
7. Mohinder Chand, Travel Agency management – An introductory text, Anmol Publishers.

8. Organisational behaviour 9<sup>th</sup> Edition Stephen Robbins

**SEMESTER 2**  
**MT2C10 INFORMATION TECHNOLOGY FOR TOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To learn how the advances in information technology have been used in tourism business

**Module 1**

Computer Basics – Definition And Concepts – Characteristics Of Computer, Generation Of Computer- Input Output Devices – Software - Hardware – Networking – Lan ,Wan, Man – Internet ,Intranet, Extranet ,WWW.

**Module 2**

Information Technology and the Tourism Industry Components: Travel Services; Car Rental, Railways and Airlines; Online development of package tours

**Module 3**

Technology In Tourism & Marketing : Multimedia – Virtual Reality -Virtual Tours – CRS - GDS - Video Conferencing - Online Word Of Mouth Monitoring(WOM);Destination Management System, use of Biometric passport; Electronic Payment : Types Of Electronic Payment , Online Debit Card Payments , Online Credit Card Payments, Smart Card, E – Banking, E- Cheque , E Cash Payment, Mobile Based Payment

**Module 4**

Electronic Commerce And E- Business – History Of Ecommerce- Features- Operations- Infrastructure- Advantages Of Ecommerce For Buyers And Sellers – Types Of Ecommerce- Functions of E- commerce

**Module 5**

Media: An Information Tool for Tourism-Television, Print Media, Others such as MICE, Virtual Media-2G, 3G, 4G connectivity, Role of websites and Internet in promoting tourism, Role of social networking sites, Case study of Kerala Tourism Website

**References:**

1. Werthner, Hannes, and Stefan Klein. Information technology and tourism: a challenging relationship. Springer Verlag Wien, 1999.
2. Sheldon, Pauline J. Tourism information technology.. Cab International, 1997.
3. Journal of Information Technology & Tourism
4. www.keralatourism.org
5. Tourism Marketing –Manjula Chaudhary - Oxford University

6. E-Commerce & General Informatics – Jacob Bose, Anish Thomas
7. Media and Tourism – Shalini Gupta – Centrum Press New Delhi - 110002

**SEMESTER 3**  
**MT3C11 SUSTAINABLE TOURISM AND ECOTOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

- 1.To familiarize the students with the theoretical inputs as well as practical issues of Sustainable tourism Development.
- 2.To analyze the role of Eco Tourism as an effective tool for practising Responsible Tourism

**Module 1**

Ecology – definition; environment, biosphere, ecosystem; types- Pollution –types- Pollution measures to control pollution; Energy environment nexus, Ecological Foot print –

**Module 2**

Ecotourism; Ecotourism resources of India; Ecotourism Summit (Quebec Declaration 2002 and Oslo Convention 2008) Kyoto Protocol, Agenda 21

**Module 3**

Notion and concept of sustainability – principles of sustainability, tools of sustainability, Approaches in sustainable tourism; sustainable tourism development

**Module 4**

Responsible Tourism; Cape Town and Kerala Declaration-Community based and Pro-poor tourism (PPT) including community participation; Eco-friendly Practices and Energy waste Management

**References:**

1. Sukanta K Chaudhury, ‘Culture, Ecology and Sustainable development’ Mittal, New Delhi, 2006
2. Ramesh Chawala, ‘Ecology and Tourism Development’, Sumit international, New Delhi, 2006
3. Matha Honey, ‘Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, ‘Environmental impacts of Ecotourism’, CABI, London, 2004
5. Prabhas C Sinha, ‘Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK.Ahluwalia, ‘Basic principles of environmental resources, Jaipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers.
8. Journal of Eco-Tourism, Channel View Publishers.

**SEMESTER 3**  
**MT3C12      EVENT MANAGEMENT**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

- To provide basic knowledge about the concepts of Event Management
- To develop the skills needed to manage events related to tourism business

**Module 1**

Introduction to business tourism, nature of business tourism & types, Structure, reasons for the growth, stages of development, Incentive travel, demand & supply side of business tourism, business traveler, differences between business and leisure traveler

**Module 2**

MICE Tourism, features, criteria's required for a mice destination, Major MICE destinations in the world & in India, Players in event business – ICPB, ICCA; Event – Meaning & definition, classification of events, exhibitions and tradeshows, Characteristics, Impacts & Limitations

**Module 3**

Event management – meaning & definition, event managers, resources & logistics required for conducting events, Individual events & Corporate events, conference & convention centers, types of venues, selection, location, theme, layout of events, , steps required to conduct an a successful event, event budget

**Module 4**

Event as a tourism product, relationship between events & tourism industry, relevance & applications of Information technology in events – Video Conferencing, Tele conferencing, LCD projectors, Internet, Fax, E-mail

**References:**

1. Lynn Van Der Wagen, Carlos (2011), Event Management, Pearson, New Delhi.
2. Tony Roggers – 2008, Conferences and Conventions – A global industry, Butter Worth Heinman
3. Avrieh Barry (1994), Event and Entertainment Marketing, Vikas Publications
4. Deobrah Ross, Exposition and trade shows, John Wiley & sons International
5. Diwakar Sharma, Event Planning & Management, Deep & Deep publications
6. Fenich (2010), Meetings, Exposition, Events and Convention, Pearson.

**SEMESTER 3**  
**MT3C13 TOURISM MARKETING AND PUBLIC RELATIONS**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To know the concepts and components of marketing; To develop the right marketing mix for tourism; and To inculcate the skills for tourism marketing.

**Module 1**

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Management Philosophies, Uniqueness of Tourism Marketing.

**Module 2**

Managing the Product: Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding - Packaging Decisions-Destination Life Cycle and Tourism Area Life Cycle (TALC)

**Module 3**

Market Targeting: Identifying Market Segments and Selecting Target Market-Identifying & Developing Market Activities of Tourism Market- Market Segmentation -Marketing Mix for travel and tourism. Product Positioning-Purpose of positioning & positioning strategies in tourism

**Module 4**

Pricing & Promotion of Tourism Products : Tourism Products- Pricing Considerations and Approaches- Pricing Strategies and Methods- Ps of marketing; Marketing of Small Tourism Business- Distribution Channel in Travel and Tourism- Product promotion – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

**Module 5**

Public Relations & Marketing: Functions of PR –Marketing Public Relations –Major decisions in marketing PR –Tools in marketing PR-recent trends in public relations.

**References:**

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
3. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
4. Fundamentals of Marketing, Stanton, Willam J , McGraw Hill.
5. Marketing Management, Bhattacharya K. Sisir, National Publishing House.

6. Tourism Marketing, Manjula Chaudhary Oxford University Press
7. Marketing of Hospitality and Tourism Services, Prasanna Kumar, McGraw Hill.

**SEMESTER 3**  
**MT3C14 HUMAN RESOURCE MANAGEMENT FOR TOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To provide basic knowledge about the concepts of Human Resource Management
2. To study the role and importance of Human Resources in Tourism Industry

**Module 1**

Introduction to HRM & HRD: Introduction:- History, nature & scope, definition, Characteristics & Objectives of HRD, Concept of HRD.

**Module 2**

Man power planning: Definition, Features, need, objectives and process, Benefits. Problems in man power planning.

**Module 3**

Responsibilities of HR Department: Recruitment, Selection, Placement and Induction. Recruitment: meaning, sources, steps, factors influencing recruitment, constraints. Selection: meaning, steps involved. Importance of Placement and Induction, objectives of induction, contents of induction programme. Performance appraisal: objectives, process, importance, methods.

**Module 4**

Training and Development: Meaning, need for man power training, types of training, steps in training programme, Human Resource Development: Special skills required for human resources working in Hotels, Resorts, Home Stays, Tour Operations, Travel Agency, Airlines.

**Module 5**

Trends and issues in HR : Labour relation, Compensation management, methods for determining compensation, fringe benefits, Trade Union and labor:- role, collective bargaining, Grievances handling, HR managers, major challenges faced by them in 21st century

**References:**

1. Karam Pal (2011), Management process & OB , I.K International, New Delhi.
2. Pravin Durai (2010), Human Resource Management, Pearson.
3. Aswathappa, Human Resource and Personal Management, Tata Mc Graw Hills Publishers
4. Chitra Atmaram Naik (2011), Human Resource Management, Ane Books.
5. Sudhir Andrews (2011), Human Resource Management for Hospitality Industry, Mc Graw Hill Publishers.

6. Shashi K Gupta, Human Resource Management, Kalyani Publishers.

**SEMESTER 3**  
**MT3C15 RESEARCH APPLICATIONS FOR TOURISM**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To know the role of research as a means to more effective decision-making
2. To familiarize the student with the fundamental concepts and various techniques of research that can be used in business and management

**Module 1**

Introduction: Overview of Tourism Research, Relevance of Tourism Research, Research methods for tourism, Reflections on the Practice of Research

**Module 2**

Research Process –Steps in research, (11 steps) Research – qualities of a good research & researcher

**Module 3**

Data collection, Types of data, methods and tools for data collection – observation ,interview-questionnaire-schedule , Survey Research – Sampling and its techniques , Difference between Schedule & questionnaire

**Module 4**

Types of Research, Use of Qualitative and Quantitative Research in Tourism, Evaluation of Research in Leisure, Recreation and Tourism

**Module 5**

Analyzing Data, Report writing, Different steps in Report writing, Prerequisites for writing report, Application of SPSS (Statistical Package for Social Science) Communicating Research Results:- Books, Journals, Symposiums and Seminars

**References:**

1. C R Kothari (2004) Research Methodology: Methods and Techniques, New Age International Publishers.
2. Bob Brotherton (2009), Researching Hospitality and Tourism, Sage Publications.
3. Brente W Ritchi, Peter Burns, Catherine Palmer, Tourism Research Methods: Integrating Theory with Practice, CABI.
4. Ercan Sirakaya, Research Methods for Leisure, Recreation and Tourism, CABI.
5. Mona Clark, Michael Riley, Ella Wikie and Roy C Wood (1998), Research and Writing Dissertations in Hospitality and Tourism.

6. A J Veal (2006) Research Methods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.
7. Levent Altinay & Alexandros Paraskevas (2008), Planning Research in Hospitality and Tourism, Butterworth Heinemann.

#### **SEMESTER 4**

#### **MT4E01 FOREIGN LANGUAGE FOR TOURISM: FRENCH**

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objective:**

To equip the student to interact with a foreigner

**Module 1**

Grammaire.

Articles-defini et indefinis, article contracte', verbs en present-reguliere et irreguliere, singulier et pluriel, masculain et feminin, negation, interrogation, de, situation dans le temps, les adjectifs possessives, les adjectifs demonstratives, imperetif, l'article partitif, les verbs pronominaux les pronoms tonique, le passé compose et imparfait, le future simple, future proche, comparitifs, les pronoms direct et indirect, les pronom en et y.

**Module 2**

Vocabulaire.

Professions-natalinite',les pays,date, boissons et repas, la classe, la ville, le village, la maison, la famille, la gare, l'hospital, la vie quotidienne, les fetes,le climat,les materieux

**Module 3**

Situation orales:

Se presenter, identification des objets, gouts et preference, demander/donner. Raconter et decrire.

**Text book:**

1. Cyril Mathew :Le français Pour Tous, M.G.University,2013.(Text Book)

**References:**

1. Contacts Langue et culture franchises: Eighth Edition Author: Jean Paul Valette, Rebecca M Valette; Houghton Mifflin Company, Boston, New York
2. Chandrashekar, Hangal, Krishnan Mokashi: A Votre Service Francais Pour l'Hotellerie et le tourisme.
3. Larousse dictionary: (French to English)(English to French)
4. Max Dany and Jean Robert Lalay : Le Francais, de l'Hotellerie et du Tourisme Industry
5. S. Bhattacharya: French for Hotel Management and Tourism Industry



**SEMESTER 4**  
**MT4E02 FOREIGN LANGUAGE FOR TOURISM: GERMAN**

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objective:**

To equip the student to interact with a foreigner

**Module 1**

Grammatik : Verben, personal

pronomen, fragsatz, possessivepronomen, artikel, negation, partiklen, zeitangaben, Trennbare  
verben, imperative, modalverben, verbena mit akkusativobject, artikelwörter.

**Module 2**

Thema

Name –land-wohnt-studium und beruf, familie, tagesablauf, kino, theater, stellensuche,  
einkauf.

**Text book:**

1. Lernziel Deutsch, Max Huber verlag, Reihe 1-7.

**SEMESTER 4**  
**MT4E03      HERITAGE TOURISM**

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To study the details of the concept of heritage tourism and its sustainable planning and development

**Module 1**

The Nature and Meaning of Heritage-Related concepts-Distinguish culture, Heritage and civilization- Heritage classification-Tangible and Intangible Heritage, Cultural Heritage, Natural Heritage and Mixed Heritage. World Heritage day - purpose

**Module 2**

Role and Relevance of world Heritage- UNESCO – functions- World Heritage Mission-State parties and Heritage properties- Criteria for selection of properties- World Heritage sites in India (updates)

**Module 3**

Heritage Management In India – concept of sustainable and responsible heritage tourism - (Legal Affairs), Constitutional Provisions -Article 51(f) (duty), Central legislation-Act 1958,Act 1972,ASI and its Regulations

**Module 4**

Heritage conservation-Issues and options- Heritage Interpretation and Interpretive Communication- Recent Trends in Heritage Tourism (Indian Context)–promotion & marketing through ASI websites, Heritage Walk, Heritage Festivals - E – Tickets in Heritage monuments etc. ICOMOS, HRIDAY, PRASAD schemes

**References:**

1. Handbook On world Heritage sites (ASI)
2. A. L Basham- A Cultural History of India, Oxford University Press
3. Image India- heritage of Indian arts & crafts- Ram Dhamija- Vikas Publications
4. Kirshenblatt, Barbara (1998), Destination Culture: Tourism, museums and Heritage, Berkeley, University of California Press.
5. Mckercher, Bob: DuCros Hilary (2001), Cultural Tourism: The Partnership between tourism and cultural heritage Management, Haworth Hospitality Press.

**SEMESTER 4**  
**MT4E04 HEALTH TOURISM**

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the concept of holistic health care and wellness tourism.
2. To gain a deep understanding of different medical systems and their role in health tourism.
3. To understand the overall potential and impacts of health tourism

**Module 1**

Historical perspectives - Origin and development over ages - Concept, Definitions and dimensions; health as a motivation to travel, - Ancient centers of healing and bath - Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

**Module 2**

Leisure, lifestyle and tourism: – Health, wellbeing and environment– Pleasing weather and climate –Tools for wellness: medicine, therapy – (therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics) QOL (quality of Life)

**Module 3**

A brief overview of Medical systems: holistic health care – Major C.A.M. – Tribal medicine, Chinese medicine and acupuncture, Shiatsu, Reflexology, Aromatherapy, Reiki; AYUSH; Yoga: principles, practices and benefits – Kalaripayattu and Marmachikilsa

**Module 4**

SPA and Naturopathy: concepts, principles and benefits. A brief overview of Treatments in Naturopathy: hydrotherapy, mud therapy, Massage therapy, diet therapy. Spas – Mineral springs – thermal springs - Medicinal properties of spa water– important natural spa destinations

**Module 5**

Medical Tourism, Major hospitals in India, latest trends in Medical Tourism, accreditation

**References:**

1. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann.
2. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
3. Raj Pruthi (2006), Medical Tourism in India, Arise Pub, New Delhi.
4. Robinet Jacob(2008), Health Tourism and Ayurveda, Abhijeeth Publications, New Delhi.
- 5.S. Rajagopalan (2006), Health Tourism – An Introduction, The ICFAI UP, Hyderabad.
6. Tourism Recreation Research, Wellness Tourism, Journal of Centre for Tourism Research and

Development, Lucknow, Vol.31, No.1,2006.

**SEMESTER 4**  
**MT4E05 AVIATION MANAGEMENT**

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

To provide specialized knowledge on Airline management and operations as well as to provide a deep understanding about airport management and marketing

**Module 1**

History of Aviation; Airlines- Types- Current Challenges in Airline Industry, Competition in airline Industry, Hazards of flying; Bilateral agreements and Multilateral Agreements; Freedoms of Air, Conventions; Function and Roles of ICAO, IATA, UFTAA, DGCA in Civil Aviation; Hubs and Spokes.

**Module 2**

Types of Aircrafts; In flight services; Passengers requiring special handling; Special requests – Coffin, Pets etc.; Aviation Safety; IATA BSP, credit cards, MPDs and MCOs, Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available

**Module 3**

Evolution of the Airport-; Airport Design; Structure of an airport – Air side and Land side facilities; Traditional airport ownership; commercialization; privatization and types; Check in Formalities at Airport- Immigration, landside facilities-Emigration, Passport & customs control; Baggage Handling Regulations; Procedures during takeoff and landing – Cases of lost and damaged baggage; Cargo Handling

**Module 4**

IATA Traffic Conference Areas; TIM Travel Information Manual; Global Distribution Systems (GDS) including comprehensive training; passenger load factor; basics of flight principles;Frequent Flyer Programme (FFP); the future of airline marketing; Airport marketing

**References:**

1. Millbrooke, Anne (1999), Aviation History, Jeppesen Sanders Inc.
2. Stephen Holloway (2008), Straight and Level: Practical Airline Economics, Ashgate.
3. Graham Annie, Butterworth Heinemann,2008, “Managing airports-an international perspective”, USA
4. Raju G, Mihir Babu G ,2009, “Civil Aviation,-A global perspective”, Excel Books ,New Delhi.
5. Alexander T Wells (2003), Airport Planning & Management McGraw Hill Professional.

6. Alexander T, Well & Seth : Principles of Airport Management
7. Nnuef ville.R Airport System, Planning Design & Management
8. Ashford, Stanton & Moore (1996), Airport Operations, Mc Graw Hill Professional.

**SEMESTER 4**  
**MT4E06 CARGO MANAGEMENT**

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To provide an outline history of air cargo industry
2. To identify the key developments in the field concerned

**Module 1**

Introduction to cargo management; Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo. Cargo Rating - Familiarization of Cargo Tariffs - Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

**Module 2**

Introduction to air cargo; Air Cargo Terminology IATA Cargo agent and agency Operation-ABC Air cargo Guidebook Air Cargo Guides; The Air Cargo Tariff and Rules (TACT Rules), TACT Tariff etc, Familiarization of Cargo Tariffs -Rules governing Cargo Acceptance-Rounding Off Weights/Dimensions/Currencies Chargeable Weights & Principles of Air Cargo Rates Cargo Booking Acceptance: Acceptance of special cargo. IATA Dangerous Goods regulation, Perishable cargo, valuable cargo, Baggage Shipped as Cargo, Human Remains, Life Saving Drugs, Live Animals Regulations. Restrictions in acceptance of Cargo, Identification of Cargo, Documentation, Labels

**Module 3**

Documents in Air cargo; Airway Bill: The Function and Completion of the airway Bills, Labeling & Marking of Packages. Cargo manifesto, Cargo transfer Manifesto Documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. Small /Medium Transportation Programme(SMTP), Import General Manifest(IGM), Shipped On Board(SOB), LOC, Full Container Load cargo(FCL)

**Module 4**

Cargo Handling; Handling Cargo, Cargo capacity of Air, Cargo needing special attention-Introduction to dangerous goods regulations - Some important Cargo companies; Export Insurance and Finance; Cargo Liability & Insurance, Foreign Trade License Activity, Export-Import Documentation

**References:**

1. ABC Worldwide Airways Guide(Red & Blue)
2. Air Tariff Book 1, Worldwide Fares

3. .Air Tariff Book 1, Worldwide Rules, IT Fares etc.
4. .Air Tariff Book 1, Worldwide Maximum Permitted Mileage
5. Travel Information Manual(TIM)
6. IATA Ticketing Hand Book
7. The Air Cargo Tariff ( TACT )

#### **SEMESTER 4**

#### **MT4E07 LEISURE AND RECREATION MANAGEMENT**

**No. of credits: 4**

**No. of contact hours: 90 hours / 5 hours per week**

#### **Objectives**

1. To understand the dynamics of recreation products and their significance for tourism industry;
2. To familiarize the students with the theoretical and practical issues of recreation management; and
3. To expose them to the marketing trends in recreation.

#### **Module 1**

Recreation: an overview - Range of Recreation Businesses: Recreation Vehicles, parks, Recreation Theories - Recreation and leisure services

#### **Module 2**

Resorts, Definition, classification; Mountain based resorts – introduction, development process, site, design guidelines, activities, visitor profile; Ski Resorts; Beach resorts – marinas, Health resorts; Concept of Amusement and Theme Parks; Classification; Mall Management

#### **Module 3**

Definition; Types of Ships and Types of Cruises; Main Seaports and Companies in the world; Facilities and Services on Board; Importance of sports Tourism; Major sports events of the World – Olympics, World Cup Football, Wimbledon, Formula One, Cricket championships

#### **Module 4**

Trends in the recreation industry- Tourism recreation and climate change - Marketing of Recreation: Marketing Recreation services and facilities

#### **References:**

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann
2. Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
3. Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), Resort Development and Management , AHMA, USA.
6. Clave, Clark, Global theme park industry, Cab International, 2007

7. Wright, Godwin, The Imagineering Field Guide to Magic Kingdom Park at Walt Disney World

**SEMESTER 4**  
**MT4E08 SPECIAL INTEREST TOURISM**

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To understand the conceptual meaning and features of Special interest tourism business.
2. To familiarize with the design of Special interest tourism products.
3. To have an in-depth understanding of scope and nature of special interest tourists in Wildlife, Pilgrimage, Health and Rural Tourism sectors
4. To understand the needs, expectations and requirements of the tourists in each of these sectors.

**Module 1**

Special interest tourism – Defining SIT – the scope of SIT, Developing SIT – understanding the market, analyzing potential, Designing SIT – product attractions, accessibility and attitudes, Issues and considerations

**Module 2**

Special Interest Tourism Business- New destination and travel products –New tourists and travel motivation

**Module 3**

Pilgrim Tourism – Interrelationship with pilgrimage and Tourism, Characteristics of religious tourism, Special area development for pilgrim tourism, Issues and considerations.

**Module 4**

Rural Tourism Definition, significance of rural Tourism, UNDP rural tourism sites in India- Endogenous Tourism Project – relationship between cultural, ethnic and rural tourism

**References:**

1. Norman Douglas, Ngaire Douglas, Ros Derrett (2001), Special Interest Tourism, John Wiley & Sons, Australia.
2. Betty Weiler, Colin Michael Hall (1992), Special Interest Tourism, John Wiley & Son Ltd.
3. Marina Novelli (2005), Niche Tourism: Contemporary Issues, Trends and Cases, Butterworth-Heinemann.
4. Krippendorf, Jost, The Holidaymakers, Oxford, Heinemann.
5. Odum, E P, Fundamentals of Ecology, Philadelphia, W B Saunders.
6. Park C C, Ecology and Environmental Management, London, Butterworth Heinemann.

## SEMESTER 4

### MT4E09 CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

**No. of credits: 3**

**No. of contact hours: 90 hours / 5 hours per week**

**Objectives:**

1. To receive a proper and better understanding of customer service management of in a local and global context
2. To be able to manage a market oriented service organization.
3. To take up the challenge of good customer relationship management

**Module 1**

Conceptual and theoretical foundations of relationship marketing- Relationship-Marketing- Alternative perspective- Role of Relationship marketing in tourism business

**Module 2**

Relationship marketing in consumer markets; antecedents and consequences; Model of buyer-seller relationship; New Product development in relationship management perspective

**Module 3**

Role of communication in building relationship. Developing a marketing communication programme. Customer profitability analysis and design issues. Tapping the power of marketing through relationship marketing

**Module 4**

Marketing of Services – Tourism as a Service – Characteristics of Services – Classification of Services – Building Service aspirations Consumer Behavior in Service encounters

**Module 5**

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality – Strategies to resolve the gaps

**References:**

1. Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar.
2. Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.
3. Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.
4. Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.
5. Tourism Marketing, Manjula Chowdery, Oxford University Press.



**SEMESTER 4****MT4E10 ENTREPRENEURSHIP FOR TOURISM AND HOSPITALITY BUSINESS****No. of credits: 3****No. of contact hours: 90 hours / 5 hours per week****Objectives:**

1. To empower students to become an entrepreneur in tourism
2. To familiarize the modalities for starting a tourism business and
3. To bring into light how one can position one's own business

**Module 1**

Entrepreneur, entrepreneurship – definition-concepts- characteristics-functions; Distinction between entrepreneur and manager, Role entrepreneur in economic development- factors affecting entrepreneurial growth

**Module 2**

Types of entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations. Women entrepreneur-need-scope-problems; Tourism and women entrepreneurs

**Module 3**

E D P-meaning and objectives; Reasons for starting an enterprise-importance of training- target group-contents of training programme-special agencies for entrepreneurial development and training- steps to make EDP successful

**Module 4**

Forms of ownership, problems faced by a new entrepreneur - pre requisites to start enterprise-registration- different types of license and other requirements.

**Module 5**

Project-meaning-features- classification - phases of project management; Format of feasibility report; SWOT analysis of business; Subsidies and incentives offered to entrepreneurs

**References:**

1. Baporikar Neeta. (2011), Entrepreneurship Development and Project Management, Himalaya: New Delhi.
2. Hisrich. D. Robert. (2011), International Entrepreneurship: starting, Developing and, Managing a Global Venture, Sage.
3. Rice P. Mark (2008), Entrepreneurship, Atlantic Publishers.
4. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi.

5. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changanacherry.
6. ManjulaChaudhary (2010), Tourism Marketing, Author(s):, Oxford University Press.
7. Vasant Desai, Entrepreneurship & Small Scale Industries, Himalaya Publishers.
8. Vasant Desai, Entrepreneurship Development, Himalaya Publishers.
9. Feroze Banker, Progressive Entrepreneur, Kanishka Publishers.

# **AFFILIATED COLLEGES**

**Mahatma Gandhi University**

## **SCHEME AND SYLLABUS**

**FOR**

**MCJ**

**I, II, III & IV SEMESTERS**

**Convener**

**Core Committee**

School of Communication & Journalism

Mahatma Gandhi University

Kottayam

**Mahatma Gandhi University**  
**Kottayam**

**MCJ**

[Master of Communication & Journalism]

A Two-Year Post Graduate Course

(Four Semesters)

**For Affiliated Colleges**

**Prof. Madavana Balkrishna Pillai**

**Convener**

**Core Committee**

School of Communication & Journalism

Mahatma Gandhi University

Kottayam

# SYLLABUS FOR AFFILIATED COLLEGES

## Master of Communication and Journalism (MCJ)

### First Semester Course

<b>Subject</b>	<b>Teaching Hours</b>	<b>Credits</b>	<b>Total Credits</b>
PC1: History and Development of Journalism	4	4	
PC2: News Reporting	4	4	
PC3: Introduction to Communication	4	4	19
PE1 (a) : Malayalam Journalism OR PE1 (b): Health Communication	4	4	
Practical: News Reporting	10	3	

### Second Semester Course

<b>Subject</b>	<b>Teaching Hours</b>	<b>Credits</b>	<b>Total Credits</b>
PC4: Media Management and Print Production	4	4	
PC5: Editing for Print	4	4	
PC6: Advertising Practice	4	4	
PE2(a): Magazine Journalism OR PE2(b): Science Communication	4	4	19
Practical: Editing and Translation	10	3	

### Third Semester Course

Subject	Teaching Hours	Credits	Total Credits
PC7: Media Laws and Ethics	4	4	
PC8: Radio and Television	4	4	
PC9: Research Methods for Media	4	4	
PE3(a): Media and Culture OR PE3(b) : Media and Society	3	3	19
Practical : Video Production	10	3	

### Fourth Semester Course

Subject	Teaching Hours	Credits	Total Credits
PC10: Communication for Development	4	4	
PC 11: Public Relations and Corporate Communication	4	4	
PC 12: New Media and Cyber Journalism	4	4	
PE4 (a): Film Studies OR PE4(b): Media and Gender Studies	4	4	23
Practical: Lab Journal and DTP Practicas	10	3	
Dissertation		3	
Viva Voce		2	
Total			80

# MAHATMA GANDHI UNIVERSITY

## MCJ

### (Master of Communication and Journalism )

#### Regulations, Subjects of Study and Syllabus

#### Introduction

The MCJ Course shall extend over a period of two academic years (Four Semesters). There shall be an examination at the end of each Semester. English shall be the medium of instruction, but for one paper, i.e. Malayalam Journalism, the medium should be Malayalam. Those who are not proficient in Malayalam can opt for Health Communication (self study) in lieu of this paper.

Candidates for the MCJ course shall have passed any degree examination of Mahatma Gandhi University with 45% marks or any examination recognized by it as equivalent there to. 5% relaxation in marks is given for SC/ST candidates. Candidates shall pass an Entrance Test- written and oral for admission or any other methodology prescribed and adopted by the University. The entrance test can be avoided if number of candidates are less. In this case, the merit list will be prepared on the basis of the marks of the qualifying examinations and interview. The process of selection will be subject to the rules and regulations regarding reservation.

Regarding electives, only one paper (each semester) will be taught in the class room and if anybody wants to select the other paper, will be permitted, but on self-study pattern. In the theory and practical examinations, Marks will be awarded first and subsequently converted to Grade.

#### Course Requirements:

##### *Internship*

Students shall undergo internship in a recognized newspaper or news agency or advertising agency or public relations department or any other mass media organization approved by the Principal for four weeks during the MCJ course. Internship is compulsory.

##### *Seminars and assignments*

Participation in the students' seminars organized once in a week is compulsory. Students should turn in before deadline the class assignments given by the teachers from time to time. Internal assessment marks will be given to the students on the basis of assignments, class tests, general behaviours and attendance.

## ***Project Work***

As part of the study, every student has to undergo a project work/ dissertation as supervised by the Principal and any other faculty. The work may be either by a research thesis/content analysis/indepth study. The project work is compulsory. The viva – voce is mainly based on the project work.

## ***Attendance***

Students shall attend the classes regularly and those who do not have 75% of attendance will not be permitted to appear for the examination.

The Principal of the 'School' shall certify as to the completion of all the academic requirements of the students before they are permitted to appear for the examination.

## ***Pass Minimum***

The pass and successful candidates in the examinations will be classified as per university guidelines. There shall be separate paper minimum for pass. Candidates failing to secure the paper minimum need to appear again only for that paper. In the case of the practical paper they will have to re-appear for the practical work.

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## **PC 1: HISTORY AND DEVELOPMENT OF JOURNALISM**

*The Course will provide a descriptive view of the history and development of journalism in English and Indian languages and also of professional organisations.*

**Unit 1:** The Press: Its importance and significance. Origin and Growth of Journalism at global level. Beginning of Journalism in India. The early print media in India. India's first Newspaper. James Augustus Hicky. Indian Press in Nineteenth Century. Contributions of Christian Missionaries to Indian Journalism. Serampore missionaries. James Silk Buckingham. Early Journalism in Madras, Bombay & Calcutta.

**Unit 2:** Indian media. Media in pre-independence Era. First war of Indian Independence. The Birth of Indian language journals. Raja Rammohun Roy. The birth of Indian National Congress. National leaders and their contributions to media, Indian Press and freedom struggle. Indian press after Independence. The History of English Daily Newspapers. Prominent Journalists in India. Indian Media & Emergency in India.

**Unit 3:** History of language Press, Characteristics and growth of Malayalam Journalism- Prominent Newspapers and journalists in Malayalam. History of Indian Broadcasting-AIR-Doordarshan. Private Satellite Channels, Educational and Instructional TV, INSAT, Prasar Bharathi- Commercial Broadcasting, FM Radio, Satellite & Internet Radio,

**Unit 4:** Press Commissions and Committees-Recommendations. A K Chanda, B G Varghese, P.C.Joshi, Kuldip Nayar, Justice Manisana. News agencies and syndicates, PTI, UNI, Professional Organizations, INS, RNI, Press Council of India, IIMC-Press Institute of India, PIB, Publication Division, AMIC, IFWJ. Kerala Press Academy.

## Books for Reference:

1. History of the Press in India - S.Natarajan
2. Indian Journalism - Nadig Krishnamurthi
3. Communication History - John D.Steever
4. Mass Communication in India - Keval J.Kumar
5. History of Indian Journalism - J.Natarajan
6. Mass communication & Journalism in India - D.S.Mehta
7. The Indian Press - S.P.Sen
8. The Provincial Press in India - T.J.S.George  
Parthasarathy
9. Television in India - P.C.Chatterji
10. Broadcasting in India - G.C.Awasthy
11. Broadcast Journalism - S.C.Bhat
12. The Press - M.Chalapathi Rau
13. History of Indian Journalism - R. Parthasarathy
14. Folk media in India - Shyam Paramar

## **PC 2: NEWS REPORTING**

*As News Reporting is the core of Journalistic profession, the course will dissect the concept, component and the specialised sector of news reporting.*

**Unit- 1:** News- Concepts, definitions, elements, values, News classification. Sources of News. Techniques of News gathering & dissemination. Wire service. News flow.

**Unit- 2:** News Story-Structure of news story-inverted pyramid and other styles. Principles of News writing. Different kinds of Lead; changing styles of news writing. Reporting speeches, seminars, conferences, press conferences, demonstrations, rallies, agitations, court proceedings, legislative assembly, Parliament, govt. & non-govt.

**Unit-3:** Reporter-Qualities, functions, news gathering qualities of reporter- Cultivation of news sources, Nose for news, social responsibility of a news reporter; Correspondents-stringer, mofussil, district, foreign, political, sports, legal, legislative, business & special correspondents.

**Unit-4:** Specialized Reporting-Development news; science & technical news; business news, election news, accidents, crime, war disasters. conflicts, obituaries, weather & human interest stories. Medical reporting, tourism reporting, agriculture reporting, Reporting Cultural Events. Art of Interviewing, types of interviews. Investigative, interpretative, embedded, in-depth, cheque-book, Page Three & Local Page, aggressive, yellow, paparazzi, tabloid, precision and citizen journalism and planting stories-sting journalism.

## **Books for reference:**

1. The Professional Journalist - John Hohenberg
2. Professional Journalism - M.V.Kammath
3. The Newspaper Handbook - Richard Keeble
4. Reporting - M.V.Charnley
5. Modern News Reporting - C.Warren
6. Reportorial Writing - Paul V.Sheehan
7. Indian Reporters Guide - R.Critchfield
8. The Complete Reporter - S.Johnson & J.Harris
9. How to Report & Write the News - Cambell & Wolseley
10. Reporting for the Print Media - P.Fedler
11. Basic News Writng - Mencher Melvin
12. Investigative Journalism - Hugo De Burgh
13. Interpretative Journalism - C.D.Mac Dougal
14. Reporting for the Media - Rangaswamy  
Parthasarathy.
15. Investigative Reporting - David Anderson &  
Benjaminson Peter

### **PC 3 : INTRODUCTION TO COMMUNICATION**

*The main objective of the course is to introduce the various aspects of communication process including its elements, models and theories.*

**Unit-1:** Communication-Definitions, Meaning, Elements-source, message, channel, receiver, feedback, noise. Process, Functions, Nature, Features & Scope. 7'Cs of Communication. Early Forms of Communication, Human Communication-Verbal & Non Verbal.

**Unit-2:** Types of Communication- Intra Personal, Interpersonal, Group and Mass Communication- Nature, Functions, Barriers to communications-remedies. Opinion leaders, Gatekeepers, Persuaders. Sociological & Psychological needs

**Unit-3:** Models of Communication - Aristotle, Claude E. Shannon & Warren Weaver, Harold D. Lasswell, Wilbur Schramm, Charles E. Osgood, Gerbner, Newcomb, David Berlo, SMCR, Becker, Riley & Riley, De Fleur, Westly & Maclean—structure, functions, applications, merits & demerits.

**Unit-4:** Concepts of Communication. Mass Media. Internet-Nature, Scope, merits & demerits. Folk Media, Social media as a new method of communication. Normative Theories of the Press- Authoritarian, Libertarian, Communist, Social Responsibility, Development Media & Democratic Participant Press Theories. Marshall McLuhan- Ideology, Books, Concepts -Mechanical, Electrical Age, Global Village, Medium is the Message, Hot Media & Cool Media - Folk Media- types and functions.

## Books for Reference:

1. Introduction to Mass Communication - Emery,Ault,Agee
2. Process & Effects of Mass Communication - Wilbur Schramm
3. Men, Messages and Media - Wilbur Schramm
4. Mass Communication & Journalism in India - Keval J.Kumar
5. Convergent Media - John V Pavlik and Mc Intosh
6. Understanding Mass Communication - Melvin L. De Fluor & Evelette
7. Media, Communication&Culture - James Lull
8. Mass Communication in India - Dr. J.V.Vilanilam
9. The Effects of Mass Communication - Joseph Klapper
10. The Media Reader - Hugh Mackay & Tim O Sullivan
11. Communication Studies - Andrew Beck,Peter Bennett,Peter Wall
12. Communication Models - Denis Mc Quail & Sven Windahl
13. Theories in Mass Communication - Denis Mx Quail
14. Introduction to Mass media - Fred Fedler
15. Mass media - William Rivers et al.

## **PE 1 (a): MALAYALAM JOURNALISM**

*The focus here is entirely on Malayalam journalism, its different facets along with historical developments.*

**Unit-1:** - Origin, growth, development, characteristics, of Malayalam Print Media in Kerala. Beginning of Printing & Publishing in Kerala-contributions of Missionaries. Malayalam Journalism during pre- Independence period & Renaissance period. Malayalam Media & Indian Independence struggle-role, contributions. Herman Gundert, Swadeshbhimani Ramakrishna Pillai, Nidherikkal Mani Kathanar, Kesari Balakrishna Pillai, Kandathil Verghese Mappillai, C.V.Kunniraman, K.P.Keshava Menon, - Malayalam Journalism and Literature. Socio-Political Movements in Kerala.

**Unit-2:** Edit page – Letters to Editor, Editorial, Middle, survey and campaign – Translation of News copy from English to Malayalam. Headlines and caption writing, news writing, re writing the given copy. Feature writing. Writing for Malayalam Web Portals.

**Unit-3:** .Emergency & Malayalam Media. Emergence of Political Press & New Generation Newspapers in Kerala. Magazines and Tabloids-specialised publications for Women, Sports, Film, Health, Automotives. Cartooning, Column writing, Internet and foreign editions.

**Unit-4:** Emergence of Broadcasting & Electronic Media in Kerala-AIR/Doordarshan, Satellite Channels- FM Radio & Commercials, Contemporary Trends in Malayalam Journalism. Regional and local newspapers, problems and prospects in media and Malayalam language, status of investigative journalism in Malayalam. Inter and intra-media competition. Cross media ownership in Malayalam journalism.

## Books for Reference:

1. Malayala Pathra Charitram - Chummar Chundal & Sukumaran Potttekadu
2. Vrithanta Pathra Pravarthanam - K.Ramakrishna Pillai
3. Swa Le - M.K.Menon
4. Patrabhasaha - Kerala Press Academy
5. Kerala Pathra Charitram - Perunna K.N.Nair
6. Mathrubhoomiyude Charitram - V.R.Menon
7. Malayala Manorama-Samskara Tharangini - Murkothu Kunhappa
8. Pathrangal Vichithrangal - K.P.Vijayan
9. Vivarthanam - Kuttikrishna Marar
10. Malayala Pathrathinte Katha - Perunna K.N.Nair
11. Kerala Pathrapravarthana Charitram - Puthupally Ragavan
12. Aranoottandilude - P.Narayanan Nair
13. Kandathil Varghese Mappila - A.D.Harisharma
14. Oru Pathrapravarthakante Ormakuruppukal - V.M.Nair
15. Nambiar Pinneyum Munnil Nilkkunnu - P.Sreedharan
16. Madyamangalum Malayalasaahithyavum - Kerala Bhasha Institute
17. Bhashayum Madhyamavum - V.K.Narayanan
18. Pathralokam - T.Venugopalan
19. Innu Innalathelum Bhedam - K.Mohandas Radhakrishnan
20. Manorama Smaranakal - Malayala Manorama  
Publications
21. Kerala PathraPravarthanam Suvarnaadyangal - G.Priyadarshanan
22. Malayaliyude Rathrikal - K.C.Narayanan



## **PE1(b): HEALTH COMMUNICATION**

*This course is intended to be offered as an elective, as Health Communication is emerging as a specialised area of study as a specialised area of study these days. The content include concepts, mediated campaigns and issues involved.*

**Unit-1:** Concept of Health & Disease-Evolution of the concept of Modern Medicine-Status of Health Problems in India-National Health Policy. Primary Health Care-National Health Programs. Concept of small family- India's Population Problem & Policy. Role of Communication in Health & Population programs.

**Unit-2:** Communication Process & Principles applied to Health & Population-Interpersonal & Mass Media Sources-Source Credibility Factors-Opinion Leaders & Change Agents-Content & Treatment of Message-Health & Family Welfare Communication Campaigns-World Health Organization-UNICEF-Campaigns against Polio-AIDS/HIV, Malaria, Small Pox, Female Infanticide-

**Unit-3:** Hurdles in Health Communication Campaign. Resistance to change. Overcoming the Hurdles. Role of Opinion Leaders. Role of Primary Health Centres & Anganwadi - ASHA, Message preparation for health campaign. Message structure. cultural adaptation. preparation of stickers, posters, bill boards, Channel for Health Campaign. Media selection. Advantages of traditional media, mass media and New media. National Rural Health Mission (NRHM)- a critical assessment.

Unit - IV : Health as a communication discourse- health magazines- health columns in newspapers- ethical and legal aspects of health communication- religious components in health communication. health as an input of development. national and international health indices

## **Books for Reference:**

1. Mass Communication & Public Health - Charles K. Atkin
2. Managing Communication In Health - Mark Darley
3. Effective Communication Skills for Health Professionals - Philip Burnard
4. Handbook of Health Communication - L. Teresa
5. Global Public Health Communication - Muhiuddin Haider
6. Internet & Health Communication - Ronald E. Rice
7. Designing Health Communication Campaigns - Thomas E. Backer
8. Public Health Communication - Robert C. Hornik
9. Communication & Health - Eileen Berlin
10. Health Communication - Shane Alex
11. Making Health communication Program Works - UN Reporter
12. Strategic Communication in HIV/AIDS Epidemic - Jane T. Bertrand
13. Designing Health Messages - Edward Mai Back
14. Annual Reports - UNICEF and WHO
15. National Health Report Government of India

# SECOND SEMESTER

#### **PC 4 : MEDIA MANAGEMENT AND PRINT PRODUCTION**

*This course explains the facets and technicalities of media laws and ethics in vogue.*

**Unit-1:** Principles & concept of Newspaper Management. Principles of effective management Trends in modern management discipline - total quality management, Types of media ownership- advantages and disadvantages-sole proprietorship, partnership, private, public limited companies, trusts, cooperatives, religious institutions, franchisees (chains), corporations.

**Unit-2:** Economics of Media –Budgeting & Finance, capital costs & investment, operation costs, source of revenue, expenditure, human resource. Advertising-marketing, circulation - readership, space selling - time selling, brand promotion - product promotion- ABC, NRS, DAVP, INS, RNI, RIND, ILNA, Editors’ Guild -management problems of small, medium and large newspapers. Price war-trade unionism. Competition & Sales promotional methods campaigns & strategies. Production problems.

**Unit-3:** Economic and administrative concerns of government supported electronic media- AIR, Doordarsan. Competition of private satellite TV channels. Public service broadcasting & commercial broadcasting - public relations in media management.

**Unit-4:** Brief History of Printing-India and Kerala–Typography, typesetting methods, Desk Top Publishing. Printing process-Letter press, Offset, Gravure, Silk screen, Line blocks, Half tones, Multi colour process, types of paper stocks, Print Size of publication – colour positives – negatives – colour separation – digital printing, flexography.

## Books for Reference:

1. Newspaper Organisation & Management - William & Rucker
2. Newspaper Management - Frank Thayer
3. Newspaper Management in India - Gulab Kothari
4. Newspaper Economics & Management - T.N.Sindhwani
5. Management–Task, Responsibility & Practices - Peter F.Ducker
6. Modern Newspaper Production - Woods
7. Newspaper Organization & Management - J.Goulden
8. Elementary Typography - Bernard & Roger
9. Managing in the Media - Pater Block, William Housely & Ron Southwell
10. Financial Management for Media Operations - Richard E. Van Deusen
11. Electronic Media Management - Pringle, F Star & McCavit
12. Communication Networks Management - Terplan
13. Media Management in India - Dibakar Panigrahy & P K Biswasroy
14. Modern Trends in Printing Technology - V.S.Krishnaswamy
15. History of Printing in India - B. S. Keshavan

## **PC 5 : EDITING FOR PRINT**

*The course will impart training in editing news and other types of copy besides headlining and designing.*

**Unit-1:** Editing-Introduction, principles, need, functions, symbols, tools, terminology. Line editing, creative editing and design editing. Style sheet. Editing Process -Selecting, Examining, Checking, Correcting, Condensing, slanting stories, integrating copy from different sources. Rewriting- leads and stories. Editing and translating news copy, managing developing stories. The mode of transmitting news stories to the editorial desk.

**Unit - 2:** (HL) Headlines- Types, Functions & Trends-Writing Heads & Sub Heads-Unit Counts. Writing editorials and middle pieces.

**Unit - 3:** Fundamentals of Print Media Design-Principles of Page Makeup & Design. Traditional, Contemporary Design, Computer Aided Design (CAD). Dummy preparation, pagination. Use of White Space, Copy Fitting, Teasers. Colour schemes. New trends in pagination. Layout & Design of local pages, Editorial Page, pullouts, special pages, supplements & Weekend magazines. Photo Editing- Photo selection, cutting, cropping, trimming, slashing, cutline, caption writing-Photo layout principles & types.

**Unit-4:** News Processing–Organizational hierarchy-News Room setup. News Desk- Editorial duties and functions, New trends in editing - Emergence of Special Editors, Page Editors, Spot Editors, Readers Editor, News Ombudsman, news councils.

## Books for Reference

1. Art of Editing - Baskette, Scissors, Brooks
2. News Editing - Bruce Westley
3. Editing in the Electronic Era - Martin L. Gibson
4. The Active News Room  
Institute - International Press
5. News Headlines - Harold Evans
6. Handling Newspaper Text - Harold Evans
7. Newspaper Design - Harold Evans
8. Design & Makeup of Newspapers  
in Electronic Era - Albert & Shutton
9. Newsman's English - Harold Evans
10. The Sub Editors Companion - Michael Hides
11. Copy Editing - Judish Butcher
12. Editing - T.J.S. George-IIMC
13. The Magazine Publishing Industry - Charles P. Daly, Patrick  
Henry, Ellen Ryder
14. Modern Newspaper Design - E.C. Arnold
15. The Art of Editing News - R.C. McGriffert

## **PC 6 : ADVERTISING PRACTICE**

*Advertising being a specialised area of creativity and business as well, the course will offer an in depth study of its professional dimensions.*

**Unit-1:** Introduction to advertising- Evolution of Advertising in USA, India. Advertising - Functions and Relevance. Classification of advertising, advertising and Marketing mix.

**Unit-2:** Structure of an Advertisement/T.V.Commercial. Fundamentals of Layout, Design, Production processes in different media. Spots & jingles. Copy writing techniques & exercise in copy writing. scripting and storyboard preparation for commercial. Advertising campaigns. Landmark ad campaigns. Corporate Film making.

**Unit-3:** Advertising Agency-system, structure and functions. Prominent advertising agencies & personalities. Accreditation system, Media planning, Advertising Media-Media selection, scheduling & Media Mix-Print, Radio, Television, Film & Internet, Outdoor, Direct Mail & Web advertising mobile phones. Informercials, Webmercials, Advertorials.

**Unit-4:** Advertising Research-Scope, objectives & methods. Professional Organizations. ASCI and its code of conduct; Advertising as a communication. AIDA,DAGMAR principles. Advertising and Public Relations, Publicity. Economic and social aspects of advertising. Trends in contemporary advertising, status of advertising in india- issues and prospects, professional organisations of advertising



## Books for References

1. Advertising - Frank Jeffkins
2. Ogilvy on Advertising - David Ogilvy
3. Unpublished Ogilvy - David Ogilvy
4. Advertising Management: Concepts & Cases - Manendra Mohan
5. Advertising Management - B.S.Rathore
6. Advertising Theory & Practice - Chunnawala and Setha
7. Advertising Made Simple - Frank Jeffkins
8. Advertising  
Winston - Watson, Rinehart &
9. Advertising : Theory & Practice - Sandage & etal.
10. Advertising Procedure - Otto Cleppner, Glenn  
Verrill, Thomas Russell
11. Advertising: Its Role in Modern Marketing - Watson S.Dunn
12. Copywriting - Philip Stabe
13. Cases in Advt. & Communication  
Mgt. in India - Subrato Sen Gupta
14. Handbook of Advertising - Roger Bantz
15. Copywriting - Pat Quinn

## **PE 2 (a): MAGAZINE JOURNALISM**

*The major objective of the course is to examine the various aspects of magazine journalism encompassing content creation, editing and designing of different types of magazines.*

**Unit-1:** Classification of Magazines by content- Professional & Technical magazines, News Magazines–Little magazines - Political, Current Affairs, Women’s, Society, Literary, Automobile, Business, Health, IT, Science, Sports, Film, Children, Agriculture, Medicine, Real Estate, Travel & Tourism, Management, Career, Photography, Interiors & Design, Architecture, Leisure & Entertainment, Crime. General magazines, Specialized magazines, Tabloids, e-Publishing. Trends in Magazine Journalism. On-line Magazines & their Future.

**Unit-2:** Production of Magazines-Design, Layout, Cover, Format, Illustration Principles, Graphics, Typography, Infographs, Contents, Cartoons, Columns, Photographs. Principles of Magazine Editing, Photo Editing Rules, Use of Colour, Major e-magazines.

**Unit-3:** Special issues & Supplements. Economics & Business of Magazine Publishing. Factor of competition-Planning & Launching a Magazine. Readership surveys, content studies–Market Research, subscription drives, Circulation & Readership Drive, Newsstand sales, promotional strategies & techniques, market trends.

**Unit-4:** -Magazines – Major publishing houses and Magazines in India, Magazines in Kerala. Prominent Editors, Publishing Houses & Future of magazines in Kerala

## **Books for Reference:**

1. Understanding Magazines - Roland E.Wolsely
2. How to write small Magazine Articles - Ray Paul Nelson
3. The Magazine Publishing Industry - Charles P.Daly,Patrick Henry,Ellen Ryder.
4. Magazines in the Twentieth Century - T.Peterson
5. The Magazine World - R.E.Wolsley
6. Editing the small Magazines - Rowen Ferguson
7. Magazine Design - Maclean
8. The Changing Magazine - R.E.Wolsley
9. Magazine Publishing & Production in India - Narendra Kumar
10. Magazine Writing the Inside Angle - Art Spikol
11. Careers in Magazine Publishing - Toni L.Rocha
12. The Magazine Article - Peter P.Jacobs
13. Magazine Editing - John Morrish
14. Understanding Womens Magazines - Anna Gough Yates
15. The Magazines Handbook - Jenny McKay

## **PE 2 (b): Science Communication**

*The Objective of the course is to familiarize the students with the techniques for specialized reporting of science, environment and health-related issues.*

**Unit-1:** Science Communication- characteristics, Media use for science communication, Status of science communication in India- important science publications, popular reading- issues like Gm crops, big dams and others, Media coverage of science- Print-radio- television and new media, promotional campaigns of science communication

**Unit-2:** Writing Science for media- print, Radio, Television, New Media, News, features, Columns, Interviews, documentaries, Advertisements, Slogans, Jingles, Short Films.

**Unit-3:** Global warning, Kyoto Protocol, Rio Earth Summit, Montreal Meet, Copenhagen Declaration, Major Campaigns and environmental movements in India- Chipko, Appiko, Narmada Bachao Andolan and others. Green Mizoran, Role of media in environmental issues, Media research on environmental subjects

**Unit-4:** Health literacy- major health issues in India- AIDS, Cancer, family Planning, Polio, Swine flu, bird flu, malaria, TB, No tobacco etc., News writing techniques of public health-related issues, Ethics of reporting health issues in the media, Research on media coverage of health issues in Indian Media, Health Communication Strategies

### **Books for reference:**

1. Bauer Martin W.& Bucchi, Massimiano, Journalism, Science and Society: Science Communication between News and Public Relations, Routledge.(2007)
2. Bucchi, Massimiano Handbook of Public Communication of Science and Technology, Routledge.(2008)
3. Carison, Rachel, Silent Spring, Houghton Mifflin,1962
4. Cororan, Nova, Working on Health Communicating, Sage Publications (2010)
5. Friedman, Sharon M. Et. al; Communicating Uncertainty: Media Coverage of New and Controversial Science, Lawrence Erlbaum Associates (1999)
6. Parrot, Roxanne, Talking About Health: Why Communication Matters ( Communication in the Public Interest), Wiley Blackwell, 2009.
7. Snyder, Peter J; Mayes, Linda C. & Spencer, Dennis, Science and the Media: Delgado's Brave Bulls and the Ethics of Scientific Disclosure, Academic Press, 2008.
8. Vilanilam, J.V; Science Communication and Development, Sage Publication, 1992

# THIRD SEMESTER

## **PC 7 : MEDIA LAWS AND ETHICS**

*The course will examine the details of media laws and ethics relevant to the present day conditions in India.*

**Unit-1:** Indian Constitution-Salient features, Fundamental Rights and Directive Principles. Freedom of Press & Parliamentary Privileges. Powers of President & Governor. Case studies with regard to Freedom of Speech & Expressions. Hierarchy of Courts, (Civil and Criminal), Cognizable & Non Cognizable cases, Anticipatory bail, Bailable & Non Bailable offences, defamation, sedition, types of writs.

**Unit-2** Press Legislations in India. The Press & Registration of Books Act of 1867. Drug & Magic Remedies (Objectionable Advertisement) Act of 1954-The Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955.

**Unit -3** Press Council Act of 1978-Cable Television Networks (Regulation) Act of 1995. Video and Audio piracy. Information Technology Bill. Cyber Laws-Censorship guidelines-Press Accreditation Rules etc.

**Unit-4** The Cinematograph Act of 1952, Young Persons (Harmful Publications) Act of 1956, Copyright Act of 1957, Contempt of Court Act, Consumer Protection Act. Right to Information Act 2005-Intellectual Property Right, Media ethics- print and broadcasting- code of Ethics for AIR and Doordarshan. Official Secret Act, 1923- Press Ombudsman - Press Commissions in India and their recommendations.

## Books for Reference

1. PressLaws - A.N.Grover
2. Freedom of Press in India - A.G.Noorani
3. Law of the Press - Durga Das Basu
4. The Press in India - R.C.Sarkar
5. Press Laws in India - K.L.Umrigar
6. Press Laws - Js. Mudholkar
7. Law of the Press in India - Durgadas Basu
8. Essential Laws for Journalists - L.C.J.Momae & R.M.Taylor
9. Introduction to the Constitution of India - Durga Das Basu
10. Freedom of Information - Js.V.R.Krishna Iyer
11. Human Rights & Communications - J.V.Vilanilam
12. Electronic Media Law - Roger L.Sadler
13. Journalists Guide to Media Law - Mark Pearson
14. Ethical Issues in Journalism  
& MassMedia - AndrewBelsey&  
RuthChadwick



## **PC 8: RADIO AND TV**

*The main focus of the course is to highlight and evaluate the characteristics, production of programmes, research inputs for radio and television.*

**Unit-1:** Characteristics of Radio broadcasting. Basic production techniques in radio broadcasting. Characteristics of TV. Basic production equipment – production control room. Comparative study of Radio and TV. Qualities of a broadcast journalist. FM Radio.

**Unit-2:** Covering spot news-ENG, SNG – Reporter on camera. Writing news for- Radio and TV, News bulletin production. Role of newscaster/anchor/comphers/presenters. The art of interviewing. Scripting for Radio and TV Talks, Discussion magazine programmes and special audience programmes. Outdoor Broadcast. Audience Research& TAM, TRP.

**Unit-3:** Various types of Shots & Camera movements, Basic creative editing. Lights & Lighting- Triangle rule of lighting.

**Unit-4:** Programme production- Research, Writing a proposal, Different stages -conceptualization of an idea/plot, one-line treatment, detailed treatment, screenplay, shooting script, storyboard. Genre of scripts & programme- Scripting documentary, studio programmes and telefilms. Post production, audio – video mixing, editing, special effects, animation, titling, graphics, preview. Offline & online editing, linear & non-linear editing - new software options.

## Books for Reference

1. The Radio Hand Book - Peter Wilby & Andy Conroy
2. The Technique of Radio Production - Robert McLeish
3. Creative Radio Production - Bruce H. Siegel
4. Broadcast News - Browzard & Holgate
5. Professional Broadcasting - Fletcher
6. Broadcast News Writing Reporting & Producing - Ted White, Andrian J. Meppen & Steve Young
7. A Guide; the Presentation of Radio & TV News - David Keith Cohler
8. Broadcasting in India - PC Chatterji
9. Broadcasting around the World - William LmacCavitt
10. Broadcast News Hand Book - Donald W. Miles
11. Broadcasting & the People - Mehra Masanti
12. Writing Television & Radio Programmes - E.E. Wells
13. Television Culture - John Fiske
14. Reading Television - John Fiske & John Hartley
15. International Handbook of Broadcasting - Philip T. Rosen

## **PC9: RESEARCH METHODS FOR MEDIA**

*The main objective of the present course is to explain and evaluate the application of research methods in mediated communication.*

**Unit-1** Nature and scope of Mass Communication Research- Research Objectives and Research problem. Research-Definitions. Functions of Research. Types of Mass Communication Research- Qualitative, Quantitative, Historical, Descriptive, Exploratory, Explanatory, Fundamental, Applied, Scientific, Analytical and Experimental Research. Elements of Research., Research process. Hypothesis formulation. Research design, Variables and Measurements, Reliability and Validity. Analysis and Interpretation of data. Sampling - types of sampling - sampling error

**Unit- 2** Nature and sources of data, Techniques of data collection, levels of measurement. Questionnaire-Interview schedule, Interview, Types of interview, Observation, Case study, content Analysis, Types of Content Analysis, process of content analysis. Data Processing Tabulation-relationship between mean, medium and mode, Variation or dispersion. Mean deviation and standard deviation, Correlation test, Use of Chi-square, F-test, T-test ANOVA, Parametric and non parametric tests of significance, Karl Pearson's co-efficient of correlation.

**Unit-3** Research in Print and Electronic Media, Mass media effect studies. Market Research, Public Opinion Research, Readership and Audience Survey Research in Communication and Media Source Analysis.

**Unit -4** - Thesis Writing. Project planning and Budgeting, Dissertation Formats and Submission, Ethical perspective of Mass media Research, Recent trends in Communication and Media Research.

## Books for Reference

1. Mass Media Research - Roger D.Wimmer  
& Joseph R.Dominick.
2. Theory & Research in Mass Communication - David K.Perry
3. Media & Communication Research Methods - Arthur Asa Berger
4. A Hand Book of Media &  
Communication Research - Klaus Bruhn Jensen
5. Media Research Methods - Barrie Gunter
6. Media Research Techniques - Arthur Asa Berger
7. Ethnographic Research for Media Studies - David Machin
8. Qualitative Media Analysis - David Altheide
9. An Integrated Approach to Communication  
Research - B.Michell
10. Research Methods for Communication Science - James H. Watt
11. Introduction to Research Methods - Robert B.Burns
12. Introduction to Mass Communication Research - Ralph Nafzieger &  
David M.White
13. Doing Media Research - Susanne Horning Priest
14. Research Methods in Mass Communication - Stempel & Westley
15. Content Analysis:An Introduction to  
Methodology - Krippendorf. K

## **PE1(a) : Media and Culture**

*The course has the objective of evaluating the media as a cultural institution.*

**Unit I :** Culture as Concept - Culture in the context of Political Economy, Creative Production, Industrial Production and Ideology - Media as text - Audiences as textual determinants and readers - Passive and active audience - Marxist and Free enterprise views of Culture.

**Unit II :** Meaning of Popular Culture - Popular Culture and Music, Film as a Medium of Popular Culture - Novels as vertices of popular culture - celebrity fan culture - branding of culture - Herbert Schiller and Noam Chomsky - Value System.

**Unit III :** Mass Culture - Classification of Culture - Sociology of Culture - Mediated Western and Eastern perspective of Culture - Culture and nationalism - Mediated Mass hysteria and Moral panics - Schools of Culture studies - Frank Furt, Birmingham and Toronto - Critical studies.

**Unit IV :** Religion and Culture- perspectives and retention in various religions- Hindustan, Christianity, Islam, Buddhism and Jainism- corporatisation of culture- Confucius-Dao- Tsu-mao zedong and cultural revaluation- pros and cons. advertising and popular culture.

## **Books for Reference**

1. Campbell, Richard, *Media and Culture: An Introduction*
2. Curran, James & Gurevitch, Michael, *Mass Media and Society*
3. Dube, S. C., *Tradition and Development*
4. Nicalion, John & McOvail, Denis, *Towards a Sociology of Mass Communication*
5. Sharma, S. C., *Media Communication and Development*
6. Singh, Yogendra, *Modernization of Indian Tradition*
7. Sitaram, K.S., *Culture and Communication: A World View*
8. Tim John Danny. Martin, *Key Concepts in Communication and Cultural Studies*
9. Yadava, J. S., and Mathur, *Issues in Mass Communication*
10. *Mainstream – Magazine.*

## **PE3 (b) Media and Society**

*The course will assess the relationship between media and society in detail*

**Unit I :** Structure of Society - Social institutions - Media in the context of Indian Society - Media content - Contrast and consumers - sociology of Indian Media - Impact of new technology on Indian society and Media.

**Unit II :** Effects of Media upon Society - Media and gender issues - media and children - mediated violence - political dimensions of mass media - psycho-analytical approach to communication - semiological dimensions of communication.

**Unit III :** A Philosophical discourse of mass communication - Philosophical aspects of media functions - media literacy :- a conceptual framed work - elements - UNESCO's efforts to promote media literacy - mass media, language and logic - mediated stereotypes.

**Unit IV :** Social Institutions - family, school, religion and massmedia - media and marginalized sections - role of media in empowering them - agenda setting function of the media - corporatisation of media.

### **Books for reference:**

1. Lester, Paulm: Visual Communication: Images with Messages, Wadsworth Publishing Co. 1998.
2. Sitaram K. S. Cultural and Communication: A World View, Mac-Graw Hill, New York, 1995.
3. Bhabha, Homi K. ,The Location of Culture London, New York: Routledge, 1994
4. Burton, Gralne, Media and Society: Critical Perspectives New Delhi: Tata McGraw Hill, 2010
5. Lurtis, Deborah Pratt, Introduction to Visual Literacy: A Guide to the Visual Arts and Communication , Englewood Liffs N J: Prentice Hall, 1987
6. Kellner, Douglas, Media Culture: Cultural Studies, Identity and Politics Between the Modern and Post Modern, Routledge, 1995.
7. Lester, Paul Martin Visual Communication: Images with Messages, Belmont Wadsworth Publishing, 1995.
8. Melkote, Srinivas R. & Steve, H. Leslie (2001) Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi: Sage Publication
9. Messaril, Paul (1994) Visual Literacy :Image, Mind and Reality, Bonlder Co: West View Press.
10. Rogers, E. M & Singhal, A., (2000) Communication Revolution in India: From Bullock Carts to Cyber Marts, Sage Publication.



# FOURTH SEMESTER

## **PC 10: COMMUNICATION FOR DEVELOPMENT**

*The course elaborates the different dimensions of communication for development.*

**Unit-1:** Concept of Development-Origin, definitions, meaning, characteristics, models, indices & obstacles. Reasons & remedies of Under development. Science, Technology & Development. Development Communication-Origin, meaning, concept, definition, philosophy. Role of communication and Information in development. Development Support Communication. Media selection and message design for development. Traditional and New media for development. Multimedia and development.

**Unit-2:** Major Theories & Models of Development Communication-Dominant Paradigm, Communication approaches, Dependency Theory, New Paradigm of Development. Bipolar theories of development- communitarian theory of development Alternative concepts of Development- Socialistic model, Integrated Rural Development of MC.Namara, Self Help Groups, Participatory concepts and Gandhian Model of Development.

**Unit-3:** -India and Development. Industrialisation and Globalisation. Five year plan. Family Planning, Rural development. NREGA. Rural education and Public Health. T.V. and Indian development- SITE, Educational Programmes, KHEDA, E.T.V., INSAT, EDUSAT. Radio and Indian development- radio rural forums, Community radio, Case studies in development communication

**Unit-4:** Kerala and Development - Kerala model of development. People's plan. state planning commission., KSSP, Kudumbasree, Janasree, SHGs, NHGs, microfinancing. Victors Channel, Development Journalism, development News-Concept. Contemporary issues in development - development and women, human rights, marginalised community and NGOs, writing development features.

## Books for Reference

1. Mass Media & National Development - Wilbur Schramm
2. Science Communication & Development - J.V.Vilanilam
3. Communication & Development - Y.V.L. Rao
4. Rural Development in Kerala - B.Vijayakumar
5. Media & Development - M.R.Dua
6. Communication & Social Development - B.Kuppuswamy
7. India's Information Revolution - Arvind Singhal & Everett  
M.Rogers
8. Perspectives on Development Communication - Shirley White &  
SadanandanNair
9. Mass Media & Rural Development - Aravind K.Singh
10. Communication Policy for  
National Development - Majid Teheranian
11. Designing Messages for Development  
Communication - Bella Modi
12. Rethinking Development Communication - N.Jayaveera & AmunaGama
13. Participatory Communication for  
Social Change - Jan Servas
14. Communication for Development - Srinivas Melkote & JanServaes
15. Development Discourses: Issues & Concerns - T.K.Oommen

## **PC 11 : PUBLIC RELATIONS & CORPORATE COMMUNICATION**

*The major objective of the course is to analytically present the professional dimensions of public relations and corporate communication, an area of high employability.*

**Unit-1:** Public Relations-Definitions, concept characteristics, scope, relevance, Origin & Development. PR - Propaganda, Publicity, Public Opinion, PR functions, process, aims, Strategic Public Relations, PR Codes, of Ethics & Regulations, PR Manager/Practitioner, functions, responsibilities, qualifications, training. History & Development of Public Relations in India. PR Professional Organizations, IPRA, PRSI, PRCI, PIB, DPR, DAVP Films Division, Directorate of Field Publicity, Song & Drama Division.

**Unit-2:** Public Relations Tools– Preparing & planning-House Journals, News letters, Hand outs, Brochures, media releases, Lobbying, media conferences, Annual Meetings, Open houses, Exhibitions, Speeches, Seminars and Symposia, Demonstrations, Conducted Tours, Grapevine, interviews, Publicity materials & Corporate Films.

**Unit-3:** Public Relations Departments/Agencies, Publics-Internal and External-Organizational set up, functions. PR & Communication Flow-Formal, Informal (grapevine) -vertical, horizontal. PR Campaigns-steps-Fact Finding, Research, Planning, Implementing, Evaluation & Feedback.- Major P.R. Campaigns. PR Counseling & Consultancy

**Unit-4:** Public Relations in Public and Private sectors, PR for Military, PR for Tourism Promotion, PR for Sports/Entertainment, PR for Charitable Institutions, Event Management, Public Relations & use of Mass Media-Print, Radio, Film, Television, Video, Traditional Media, Internet. Customer relations-Employee/Labour relations-Community relations-Industrial/Business relations-Investor/Shareholder relations. PR & Corporate Communication-Corporate Houses, Contemporary Trends in Public Relations.

## **Books for Reference**

1. Practical Public Relations - Sam Black
2. Public Relations Handbook - Philip Leslie
3. Public Relations in India - J.M.Kaul
4. Effective Public Relations - Scott M. Cutlip, Allen H Centre, Glen M Broom
5. Public Relations Concepts & Practices - Raymond Simon
6. Public Relations Problem & Perspectives - Anil Basu
7. Hand Book of Public Relations in India - D.S.Mehta
8. Public Relations - J.Jethwaney
9. Management of PR& Communication - Sailesh SenGupta
- 10 PR & Media Relations - Dr.G.C.Banic
11. Ad-Ventures of a PR Man - S.N.Surkund
12. Principles of Public Relations - C.S.Rayudu & K.R.Balan
13. The Challenge of Public Relations - C.K.Sardana
14. Successful Public Relations - Jim Dunn
15. Public realtions in India - Narasimha Reddy C.V.

## **PC 12: NEW MEDIA AND CYBER JOURNALISM**

*The objective of this course is to make the students familiar with the fundamentals of new media technologies with special emphasis on the web world with recent trends.*

**Unit I :** Definition and characteristics of new media, old media vs. new media, history of new media, The internet and the world wide web - uses, accessibility and net neutrality, new media theories - technological determinism, interactivity, networking & simulation, digital divide, post-national web and open source debate.

**Unit II :** Introduction to growth of social networking sites, Facebook & Twitter – an Introduction, Functions and usage, blogging – tool for mediating self and society, YouTube and its culture of video sharing, social media and political communication.

**Unit III :** New media route to development – e- governance, e- commerce, impact of new media on communication, new media and popular culture, political uses of new media, identities and relationships in computer mediated communication

**Unit IV :** Cyber crimes, pornography, privacy, Internet censorship, ethical dimension of new media.

## **Books for reference**

1. Aithison, Jean, *New Media Language*, Routledge. (2003)
2. Christopher, Callahan, *A Journalist's Guide to the Internet: The Net as a Reporting Tool*. 2nd edition, Allyn Bacon.(2003)
3. Dovey Jon, *New Media: A Critical Introduction*, (2nd edition), Routledge.(2009).
4. Dewdney, Andrew & Ride, Peter, *The New Media Handbook*
5. Fenton, Natalie, *New Media, Old News: Journalism and Democracy in the Digital Age*, Sage Publications. (2009)
6. Hansen, Mark B.N, *The New Philosophy for New Media*, MIT Press.
7. Harries, Dan, *The New Media Book* ( Edited)
8. Huckerby, Martin, *The Net for Journalists*, UNESCO and The Thomson Foundation.(2005)
9. Lievrouw, Leah A. & Livingstone, Sonia, *Handbook of New Media*, Sage publications.(2006)
10. Straubhaar, Joseph and La Rose, Robert, *Media Now- Communications Media in the information age*, Wadsworth (2000)

## **PE4 (a) : FILM STUDIES**

*The objective of the course is to highlight the aesthetic aspects of film production and provide a critical view of its nuances.*

**Unit I:** Basic aspects of film language - mise - en - scene editing and Meaning film narratives - economics of film production - film censorship as an issue

**Unit II :** Early history of cinema - silent era - talkies era - studio system - star system - development of indian cinema - regional cinema - documentaries soviet montage - expressionism, neo- realism- french new wave and parallel cinema in India.

**Unit III :** Film reviews - criticism - awards - film festivals - film magazines - film and society - film and literature - film and gender - film industry in kerala : trends and issues.

**Unit IV :** film theories - symbolism in films - national cinema - Hollywood and Bollywood Cinema - Film and Television Institutes in India ( Public and Private), Problems of Indian Cinema- committees on films in India- Khosla committee, shivaram karanth committee, and shyam Benegal committee- research on films. popular film directors of malayalalm cinema- Arvindan, Adoor Gopalakrishnan, T V Chandran, Ramu kariath. state govt initiatives for the development of malayalam film industry



## Books for Reference

1. Bordwell, D., Staiger, J. & Thompson, K., *Classical Hollywood Cinema, Film Style and Mode of Production to 1960*, Routledge. (1988).
2. Bordwell, D., *Narration in Fiction Film*, Ediciones Paidós Ederica. (2003).
3. Eisenstein, Sergei , *Film Sense*
4. Eisenstein, Sergei , *Film Form*
5. Hill, John and Gibson, Pamela Church, *Film Studies*. Oxford University Press. (2000).
6. Hood, John W. *The Essential Mystery- The Major Film Makers of Indian Art Cinema*, Orient Longman. (2000).
7. Monaco, James, *How to Read a Film (3rd Ed.)*, Oxford University Press, (1981).
8. Ray, Satyajit, *Our Films, Their Films*
9. Roberts, Graham & Wallis, Heather, *Introducing Film*, Arnold Publishers, (2003).
10. Smith, Geoffrey Nowell (Ed.), *The Oxford History of World Cinema*, Oxford University Press.

## **PE 1(b) : MEDIA AND GENDER STUDIES**

*This Course Examines various images of gender in media focusing on the late 20th century to the present. Using theories from cultural studies, film and gender studies, and communication studies, we will explore different processes and practices of gender, specially in terms of media representations of femininity and masculinity. The purpose of the course is to gain insight into the ways in which gender, and its intersections with race, ethnicity and class, is enacted, represented and has an impact on cultural formations and communication.*

**Unit1 :** Defining Gender, Purpose of studying Gender and Media, Gender, desire and power, Foucault and Theories of Resistance, applying Foucault to Gender

**Unit-2 :** Gender, Masculinity and Media, Intersectionality, Gender, race and media, gendered consumption, Fans and Empowerment, Gender Media , Media language and feminist perspective.

**Unit-3 :** Status of Women in Indian Society, Women's Issues, Types of Feminism, Incorporating feminist theory in mass communication, Women in Media - Stereo typed images of women in media.

**Unit-4 :** The Progress of Women in Journalistic workplace, Women's employment and status in magazine industry, Place of Women in broadcast industry, The face of the network news - Women in Public Relations, Feminist perspectives- visual images and re-imaging women ideology and mass media - women in advertisements.

## **Books for reference:**

1. Wood, Julia. *Gendered Lives* (9<sup>th</sup> edition) (Wadsworth Publishing 2010).
2. Catherine Palczewski and Victoria De Francisco, *Communicating Gender Diversity* (Sage, 2007)
3. Gaye Tuchman, "The Symbolic Annihilation of Women by the Mass Media" (GMR)
4. Laura Mulvey, "Visual Pleasure and Narrative Cinema" (GMR)
5. Linda Williams, "Film Bodies: Gender, Genre, and Excess"
6. Michel Foucault, *From The History of Sexuality*, Vol, 1
7. Kimberle Williams Crenshaw, "Beyond Racism and Misogyny: Black Feminism and 2 Live Crew"
8. Doyle, L., & Valiulis, M. (2006). The intersection of gender, information technology, and art, (pp.820 -825). In E. Trauth (Ed.), *Encyclopaedia of gender and Information technology* (pp. 820-825) Hershey, PA: Idea Group Inc.
9. Dines, Gail, and Jean Mc Mahon Humez . *Gender, Race, and Class in Media: A Text Reader*. Thousand Oaks, CA: Sage, 2002. ISBN: 9780761922612

**Laboratory Journal and DTP**

**Dissertation**

**Viva Voce**