



SEMESTER-IV
TOURISM GUIDANCE

Theory Credits: 2 2 hrs/week

Learning Outcomes:

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

1. *Understand the basic tourism aspects*
2. *Comprehend the requirements, role and responsibilities of profession of a Tourist Guide*
3. *Apply the knowledge acquired in managing different groups and guiding in a tour*
4. *Explain basic values related to tourism and heritage*

Syllabus:

Unit I: (06 hrs)

Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism - Meaning of Guidance – Types of Tour Guidance - Government/Department Regulations

Unit II: (10 hrs)

Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide - The Guiding Techniques –Guide’s personality- Training Institutions – Licence. Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances – Precautions at the site -Relationship with Fellow Guides and Officials.

Unit III: (10 hrs)

Guest Relationship Management- Personal and Official - Arrangements to Tourists – Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with Special Needs/ Different Abilities –Additional skills required for Special/Adventure Tours - Knowledge of Local Security and Route Chart – PersonalHygiene and Grooming - Checklist - Code of Conduct

Co-curricular Activities Suggested: (04 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides
3. Visit to local Tourism Department office and a tourist service office
4. Organisation of college level short-duration tours to local tourist sites.

Reference Books:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers,New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New
3. Pat Yale(1995); Business of Tour Operations,Longman Scientific & Technical, New Delhi
4. Websites on Tourism guidance.



ADIKAVI NANNAYA UNIVERSITY: RAJMAHENDRAVARAM
Skill Course Syllabus (w.e.f:2023-24A.B)

Single Major
SKILL COURSE (w.e.f. AY 2023-24)
SEMESTER-I
LEADERSHIP SKILLS

Theory

Credits: 2

2 hrs/week

Learning Outcomes:

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

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance
4. Understand how to develop leadership qualities

Syllabus:

Unit – I:

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II:

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit – III:

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

Co-curricular Activities Suggested:

1. Assignments, Group discussions, Quiz etc.,
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

- Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
- Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
- Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012
- Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons, 1998



ADIKAVI NANNAYA UNIVERSITY: RAJMAHENDRAVARAM
Multidisciplinary Courses Syllabus (w.e.f:2023-24A.B)

Single Major
Multidisciplinary Course (w.e.f. AY 2023-24)
SEMESTER-I
INDIAN HISTORY

Credits: 2

2 hrs/week

Learning Outcomes:

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

- Students will have an overall understanding of Indian history and culture from ancient to modern India.
- Learn about the changes in society, economy, politics, and culture under various dynasties.
- Know mediaeval Indian history and culture.
- Understand the greatness of the Mughals and their administration.
- Visualise how the Europeans are settled and how the colonials introduce various economic policies and their impacts.
- Know the stages of the Indian Freedom Struggle and the roles of Gandhi and Subash Chandra Bose.

Syllabus:

Unit-I

Ancient Indian History and Culture: What is History-Evolution of Man-Science and Technology in Harappan Civilisation-Vedic Literature- Difference between Jainism and Buddhism Philosophy-Ashoka Dhamma Policy-Science and Technology in Gupta Period- Chronology of Various Dynasties that ruled India (6th Century BC to 1206 CE)

Unit-II

History and Culture of Medieval India: Delhi Sultanate: Rulers (Brief), Alla-Ud-Din-Khilji and Muhammad-Bin-Tuglaq Reforms-Greater Mughals (Brief)-Mughal Administration-Akbar Religious Policy-Mughal Art and Architecture-Bhakti Saints

Unit-III

History of Modern India: European Settlements-British Revenue Policies-Economic Impact of British Rule-Socio-Religious Reform Movements-Causes for 1857 Revolt-Indian Freedom Struggle: Vande Mataram, Home Rule Movement-Gandhi's Role: Non-Cooperation Movements, Salt Satyagraha and Quit India Movement-Subash Chandra Bose-Partition of India.



ADIKAVI NANNAYA UNIVERSITY :: RAJAMAHENDRAVARAM
B.A History Syllabus (w.e.f : 2020-21 A.Y)

B.A	Semester: IV	Credits: 4
Course: 5	History Of Modern World (From 15th Cent. AD to 1945 AD)	Hrs/Wk: 5

Learning Outcomes:

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

- Demonstrate advanced factual knowledge of world histories, politics, and cultures
- Assess and appraise the developments in art, literature, and society during the Renaissance and utilize content knowledge of the Reformation and Counter Reformation to make predictions about the evolution of Christianity in Europe and abroad.
- Evaluate the causes for the Glorious Revolution and American Revolution and identify the background for the evolution of human rights movement.
- Understand the main events of the French Revolution and its significance in the shift in European culture from Enlightenment to Romanticis.
- Think how Russia's traditional monarchy was replaced with the world's first Communist state.
- Know how the world wars affected people all over the world and the destruction they caused.
- Develop the intellectual curiosity and habits of thought that will lead to life-long learning and continued engagement with European history, literature, culture, languages, and current affairs and acquire advanced international and intercultural competency through coursework in international studies.
- Visualize where places are in relation to one another through map pointing.

UNIT I:

Transformation from Medieval to Modern Era – Chief Characteristics; Glorious Revolution (1688) Origin of Parliament Bill of Rights – Results

UNIT II:

American Revolution (1776); French Revolution (1789) – Causes, Course and Results

UNIT III:

Unification of Italy; Unification of Germany

UNIT IV:

Communist Revolution in Russia; World War I: Causes – Results of the War – Paris Peace Conference; League of Nations

UNIT V:

World War II: Causes, Fascism & Nazism – Results; The United Nations Organization: Structure, Functions and Challenges.



ADIKAVI NANNAYA UNIVERSITY :: RAJAMAHENDRAVARAM
B.A History Syllabus (w.e.f : 2020-21 A.Y)

B.A	Semester: IV	Credits: 4
Course: 4	History & Culture of Andhra (from 1512 to 1956 AD)	Hrs/Wk: 5

Learning Outcomes:

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

- Interpret social and culture transformation from medieval to modern Andhra
- Relate key historical development during medieval period occurring in costal Andhra and Telangana regions and analyze socio-political and economic changes under Qutbshahi rules
- Understand gradual change, or change in certain aspects of society in Andhra, rather than rapid or fundamental changes.
- Explain how the English East India company became the most dominant power and outline the impact of colonial on different aspects in Andhra.
- Outline the issues related to caste, women, widow remarriage , child marriage, social reforms and the laws and policies of colonial administration towards these issues.
- Take pride in the non-violence struggle for Indian Independence and relate the important of peace in every life.
- Apply the knowledge of the regional history to understand the regional, linguistic and other cultural aspirations of the present day society
- Visualize where places are in relation to one another through map pointing

UNIT I:

Andhra through 16th & 19th Centuries AD: Evolution of Composite culture- the Quatbshahi of Golkonda - Administration, Society &Economy - Literature & architecture: Advent of European and settlements in Andhra - Occupation of Northren Cricars and Ceeded Districts - Early revolts again the British.

UNIT II:

Andhra Under British ruel: Administration - Land revenue settlements -Society - Education - Religion - Impact of Industrial revolution on economy- peasantry &famines - contribution of sir thomas munroe & C.P. Brown - impact of 1857 revolts in Andhra.

UNIT III:

Social Reforms &New literary Movements : Kandukuri Vereeshalingam, Ragupathi Venkatarathnam Naidu, Guruzada AppaRao,Kommarraju Venkata Laxman Rao ; New literacy movements :Rayaprolu SubbaRao, Viswanath Satyanarayana, Gurram Jashua , Boyi Bhimanna, Sri Sri.

UNIT IV:

Freedom Movement in Andhra (1885-1947): Vandemataram Movement– Home Rule Movement in Andhra - Non-Cooperation Movement - AlluriSeetarama Raju &Rampa Revolt (1922-24) - Civil Disobedience Movement – Quit India Movement.

UNIT V:

Movement for separate Andhra State (1953) and AP (1956): Causes – Andhra Maha Sabha –Conflict between Coastal Andhra &Rayalaseema – Sri Bagh Pact – work of various Committees – Martyrdom of PottiSriramulu – Formation of separate Andhra State (1953); Movement for formation of Andhra Pradesh (1956): VisalandhraMahasabha – Role of Communists – States Reorganization Committee – Gentlemen’s Agreement – Formation of Andhra Pradesh



ADIKAVINANNAYAUNIVERSITY::RAJAHMAHENDRAVARAM
B.A History Syllabus (w.e.f:2020-21A.B)

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:6B	Tourism and Hospitality Services	Hrs/Wk:5

Learning Outcomes:

Students after successful completion of the course will be able to:

1. Understand hospitality as a career
2. Inculcate interpersonal skills
3. Develop the ability for multitasking and crisis management
4. Understand the spirit of teamwork
5. Acknowledge the importance of guest service and satisfaction

Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05. Total: 75)

Unit:1

Tourism–Definition–NatureandScope–HistoryofTourism–TypesofTourism– DomesticandInternationalTourism– Causes of rapid growth of tourism– National Institute of Tourism and Hospitality Management

Unit:2

Relationship between history and tourism–Major tourist spots in AP– Gandikota, Nagarjunakonda, Salihundam, Konaseema

Unit:3

Characteristics of Hospitality Industry–Inflexibility, Intangibility, Perishability–Types of Hospitality jobs – Hotel Manager, Hotel Receptionist, Restaurant Manager, Catering Assistant, Executive Chef etc –Concepts of Atithi Devo Bhavah–Types of hotels in India

Unit:4

Duties, responsibilities & skills of front office staff– duties, responsibilities and skills of housekeeping staff- guest stay process in a hotel–major processes and stages associated with it

Unit:5

Different types of services offered in selected Hotels/Motels/Restaurants– Room Service, Catering Services–Different types of managerial issues –Service etiquettes

References:

6. Marketing for Tourism and Hospitality, Philip Kotler, Bowen and James Makens, Pears on Pub, New Delhi, 2010
7. Soft Skills for Hospitality, Amitabh Devendra, Oxford Higher Edn, 2015
8. The Indian Hospitality Industry: Dynamics and Future Trends, Ed: Sandeep Munjal, Sudhanshu Bhushan, CRC Press, 2017
9. Hotel Front Office: Operation and Management, Jatashankar Tewari, Oxford Higher Edn, 2016
10. www.ilo.org
11. <https://riginstitute.com>
12. nitahm.ac.in
13. web sources as suggested by teacher/librarian



ADIKAVINANNAYA UNIVERSITY::RAJAHMAHENDRAVARAM
B.A History Syllabus (w.e.f:2020-21A.B)

B.A	Semester – V (Skill Enhancement Course- Elective)	Credits:4
Course:7B	Tourism Guidance and Operating Skills	Hrs/Wk:5

Learning Outcomes:

Students after successful completion of the course will be able to:

1. Acquire tour guiding, operating and soft skills
2. Understand different situations under which one has to work
3. Cultivate cultural awareness and flexibility
4. Understand and apply team spirit
5. Plan and organize tour operations efficiently

Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05 Total:75)

Unit:1

Meaning of tour guide - types of tour guide: heritage guide, nature guide, adventure guide, business guide, special interest guide etc – duties and responsibilities of guides - various roles of tour guide.

Unit:2

Guiding techniques: leadership skills, social skills, presentation skills, communication skills - Guide's personality skills: passion, empathy, enthusiasm, punctuality, humour etc - Personal hygiene and grooming - code of conduct.

Unit:3

Guest Relationship Management- Handling emergency situations- Medical, Personal, Official, VISA/Passport, Death, Handling Guest with special needs/Different Abilities/Different age groups.

Unit:4

Conducting Tours: Pre-Tour Planning, Route Chart, Modes of Transportation, Security Measures, and Checklist etc.-Conducting various types of tours- Relationship with Fellow Guides- Coordination with hospitality institutions.

Unit:5

Travel Agency and Tour operations – Difference between Travel Agent and Tour operator – Functions of Tour Operator – Types of Tour Operations and of Tour Operators - A brief study of tour operating agencies like APTDC, Southern Travel etc.



B.A	Semester: III	Credits: 4
Course: 3	Modern Indian History & Culture (1764-1947 A. D)	Hrs/Wk: 5

Learning Outcomes:

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

- Unearth the true nature of the British rule and its disastrous impact on Indian economy and society
- Gauge the disillusionment of people against the Company's rule even during the early 19th century
- Assess the causes and effects of Reformation movements and also inspire the public to overthrow inequalities of the present day society
- Rise above petty parochial issues after understanding the sacrificial saga of freedom struggle
- Evaluate the undercurrent of communal politics that led to India's partition and identify the enemies of India's integrity and sovereignty
- Visualize where places are in relation to one another through map pointing

UNIT I:

Policies of Expansion –Warren Hastings, Cornwallis - Subsidiary Alliance & Doctrine of Lapse – Causes & Results of 1857 Revolt – Lytton, Rippon, Curzon

UNIT II:

Social, Religious & Self-Respect Movements – Raja Rammohan Roy, DayanandaSaraswathi, Swami Vivekananda, JyotibaPhule, Narayana Guru, Periyar, Dr. B. R. Ambedkar

UNIT III:

Causes for the growth of Nationalism - Freedom Struggle from 1885 to 1920 , Moderate Phase — Militant Phase: VandeMataram Movement - Home Rule Movement

UNIT IV:

Freedom Struggle from 1920 to 1947: Gandhiji's Role in the National Movement – Revolutionary Movement – Subhas Chandra Bose

UNIT V:

Muslim League & the Growth of Communalism – Partition of India – Advent of Freedom - Integration of Princely States into Indian Union – Sardar Vallabhai Patel

REFERENCES BOOKS:

1. Anil Seal, Emergence of Indian Nationalism
2. Banerjee, Sekhar, From Plassey to Partition
3. Bipan Chandra, Rise and Growth of Economic Nationalism in India
4. Chandra, Bipan, et. al., India's Struggle for Independence
5. Bipan Chandra, Modern India
6. Joshi, P.C., Rammohun and the Forces of Modernisation in India
7. R.P.Dutt, India Today

SYLLABUS

II Year : SEMESTER-IV

SKILL COURSE

w.e.f. AY 2023-24

TOURISM GUIDANCE

UNIT-I TOURISM

Tourism - What is Tourism - Characteristics of Tourist Places - Guidance in Tourism - Meaning of Guidance - Types of Tour Guidance - Government / Department Regulations.

UNIT-II TOUR GUIDE

Types of Guides - Characteristics of a Guide- Duties and Responsibilities of a Guide - The Guiding Techniques - Guide's personality - Training Institutions - Licence. Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances - Precautions at the site - Relationship with Fellow Guides and Officials.

UNIT-III GUEST RELATIONSHIP MANAGEMENT

Guest Relationship Management - Personal and Official - Arrangements to Tourists - Coordinating transport - VISA/Passport - Accident/Death - Handling Guests with Special Needs / Different Abilities - Additional skills required for Special / Adventure Tours - Knowledge of Local Security and Route Chart - Personal Hygiene and Grooming - Checklist - Code of Conduct



Perspectives on Indian Society

Learning objectives :

The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

Learning Outcomes :

On successful completion of the course the student will be able to:

1. Learn about the significance of human behavior and social dynamics.
2. Remembers the Indian Heritage and freedom struggle.
3. Comprehend the philosophical foundations of Indian Constitution.
4. Knowledge on Indian Economy.

Unit-1 : Man in Society :

1. Human Nature and Real-Life Engagement.
2. Social Groups and Social Dynamics.
3. Individualism and Collectivism – Ethical Concerns.
4. Human Life – Social Influence and Social Impact.

Unit-2 : Indian Heritage and Freedom Struggle in India :

1. Cultural & Heritage sites of Tourism in India.
2. Indian Dance, Music and Yoga.
3. Rise of Nationalism Under British Rule in brief (1857-1947).
4. Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states.

Unit-3 : Indian Constitution :

1. Philosophical Foundations of Indian Constitution.
2. Elements of Indian Constitution.
3. Study of Rights in Indian Constitution.
4. Directive principles to State.

Paper - 1
FUNDAMENTALS OF SOCIAL SCIENCES

Learning objectives : The student will be able to understand the nature, various approaches, organs of the state, social perspectives, and application of ICT.

Learning Outcomes : On successful completion of the course the student will be able to :

1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History.
3. Know the psychological aspects of social behaviour.
4. Comprehend the nature of Polity and Economy.
5. Knowledge on application of computer technology.

Unit-I : What is Social Science ?

1. Definition and Scope of Social Science - Different Social Science.
2. Distinction between Natural Science and Social Sciences.
3. Interdisciplinary Nature of Social Sciences.
4. Methods and Approaches of Social Sciences.

Unit -II : Understanding History and Society : HTS

1. Defining History, Its Nature and Scope.
2. History-A Science or an Art.
3. Importance of History in the Present Society.
4. Types of History and Chronology of Indian History.

Unit-III : Society and Social Behaviour :

1. Definition, Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought Process and Social Behavior