

JAI HIND COLLEGE AUTONOMOUS



Syllabus for SYBA

Course : History

Semester : IV

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: History

Semester: IV

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
SYBA				
1	AHIS401	Landmarks in World History (1919-1950)	03	3.5
2	AHIS402	History of Early India (321 BCE-1000 CE)	03	3.5
3	AHIS4AC1	Introduction to Travel and Tourism	04	03

Semester IV – Theory

Course code: AHIS401	Course Title (Credits : Lectures/Week:) Landmarks in World History (1919-1950 CE). Credits: 3.5 . Lectures/Week:03	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To enable the students to comprehend the transition of Europe from medieval to modern times and its impact on the world. ➤ To understand the different factors that led to the rise of dictatorship in Europe and its impact on the world history. ➤ To provide accurate knowledge of the most significant events and Personalities of the period under study and encourage understanding of the making of the modern world ➤ To study the rise of the nationalist movement in Asia. <p>Outcomes: The Course will enable students to trace the significant events in the world history during the inter war period. The students will analyse the dictatorial regime and it's after effects. They will also undertake the study of World War II and the role of United nations in combating peace. The student would assess the nationalist movement in Asia</p>	
Unit I	<p>Inter War Period</p> <ul style="list-style-type: none"> a. Kemal Pasha and Modernization of Turkey b. Reza Shah and Reforms in Iran c. Birth of Israel 	12 L
Unit II	<p>Rise of Dictatorships</p> <ul style="list-style-type: none"> a. Fascism b. Nazism c. Militarism in Japan 	12 L
Unit III	<p>World War II and Efforts for Peace</p> <ul style="list-style-type: none"> a. World War II b. The Atlantic Charter c. United Nations Organization. 	11 L
Unit IV	<p>Nationalist Movements in Asia</p> <ul style="list-style-type: none"> a. Dr. Sun-Yat-Sen and China b. Mahatma Gandhi and India c. Aung Sang, Dr. Sukarno and Ho Chi Min 	10 L

References:

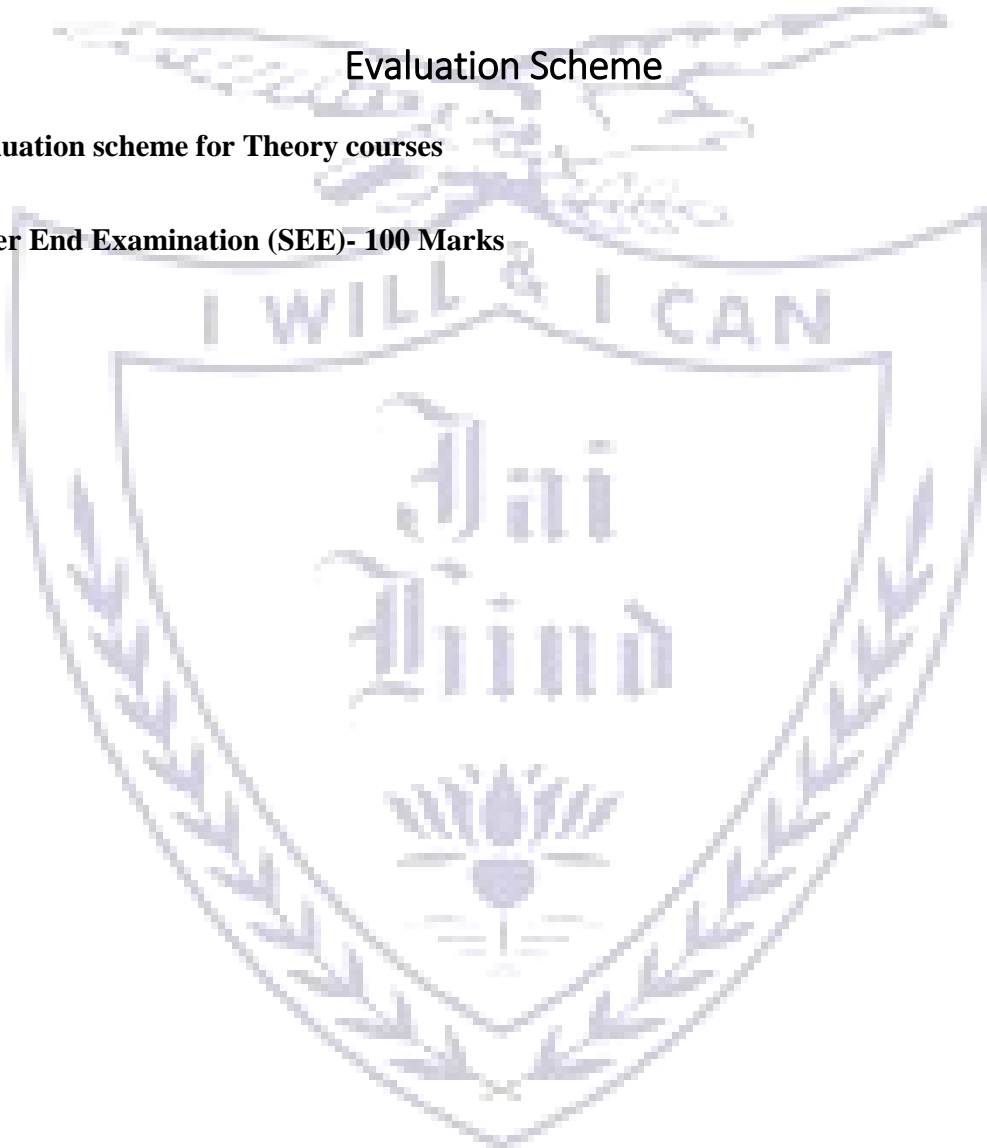
1. Bennis, F.L. (1950). *European History since 1870*. New York, Appleton Century Gofts.
2. Carrie, Albercht R.A. (1958). *Diplomatic History of European since the Congress of Vienna*. New York', Harper.
3. Chatterjee, N.C. (1987). *History of Modern Middle East*. New Delhi, Abhinav Publication..
4. Clyde, and Beers. (1976). *Far East*. N.D. Prentice Hall of India Pvt. Ltd.
5. Cornell, R.D. (1999). *World History in the Twentieth Century*. Essex: Longman.
6. David, M.D. (1999). *Landmarks in World History*. Mumbai: Himalaya Publishing House
7. David, M.D. (1999). *Rise and Growth of Modern Japan*. Mumbai: Himalaya Publication House.
8. Grant, and Temperley (2005). *Europe in 19th & 20th Centuries (1940)*. 5th Ed. New York: Longman.
9. Hayes, C.J.H. *Contemporary Europe since 1870-1995*. New York: Macmillan
10. Hsu, Immanuel C. Y. (1975). *The Rise of Modern China*. New York: OUP.
11. Kennedy, M.A. (1965). *A Short History of Japan*. North American Library Press
12. Kirk, S.E. (1959). *A Short History of the Middle East*. New York: Frederick A. Praeger.
13. Lewis, Bernard. *The Emergence of Modern Turkey*. London: Oxford University Press.
14. Lipson, E. (1916). *Europe in the 19th 20th Centuries*. London: A.H. Black.
15. Lipton, Joseph M. (1975). *The History of Modern Iran: An Interpretation*. Harvard University Press.
16. Lowe, Norman. (2005). *Mastering Modern World History -4th Ed*. Macmillan Palgrave
17. Mahmood, Shamma Ed. (2012). *An Introduction to the History of the World*. Delhi: Pearson.
18. Motilal, Shashi, and Nanda, Bijoy Lakshmi. (2007). *Human Rights: Gender and Environment*. New Delhi: Allied Publishers.
19. Story, Richard, (1979). *Japan & The Decline of the West in Asia 1894-1943*. New York City: St. Martin Press.

20. Thomson, David: (1977). *Europe Since Napoleon- 1962*. Longman. (Indian Ed). Jaipur: JainPushpakMandir.

Evaluation Scheme

[I] Evaluation scheme for Theory courses

Semester End Examination (SEE)- 100 Marks



Course: AHIS402	Course Title: History of Early India, 321 BCE-1000 CE (Credits: 3, Lectures Per Week: 3) Total lectures -45	
	Objectives: <ul style="list-style-type: none"> ➤ To impart an understanding on the historical developments in northern India and in South India from 321 BCE to 1000 CE. ➤ The paper will provide a perspective on the society, polity and economy of the period as well as analyse cultural, religious & iconography trends of this period of early India. ➤ Paper approach will be to provide students a conceptual understanding as well to build interest in the subject for further study. Outcomes: Student will gain a continuous perspective on the history of Early India as continuation from previous semester syllabus. Will be able to identify and critically evaluate the inspirations and impact of early History on Indian society, culture and religion. Paper will prepare students for Competitive exams and help in pursuing Post graduation in History.	
Unit I	Empires, Invasions and Cross-Cultural Contacts (a) Rise of Magadha and foundation of the Mauryan Empire (b) Ashokan State: Policies and decline (c) Role of Kushans and other dynasties - Cultural Diffusion	10L
Unit II	Gupta Era and the rise of regional empires (a) Gupta Era- Polity and Economy (b) North India after Gupta period- Harshavardhana (c) Rise of Rajput Dynasties	12 L
Unit III	State and policies in South India (a) Satavahanas: Polity and Economy (b) Rashtrakutas and Chalukyas (c) Cholas and Pallavas	13 L
Unit IV	Society, Art & Architecture (a) Society and religion (b) Art and Iconography (c) Architecture: Various Schools	10 L
Books for study 1. Sinha, Upinder (2008). <i>A history of Ancient and Early medieval India, from Stone age to 12th century</i> . London: Pearson. 2. Thapar, Romila, (2002). <i>Early India: From the Origins to AD 1300</i> . California. University of California Press. 3. _____ (1995). <i>Recent Perspectives of Early Indian history</i> . Mumbai: South Asia Books 4. _____ (2004). <i>Ancient Indian Social History: Some Interpretations</i> . Hyderabad: Orient Longman Ltd (Reprint). 5. _____ (2003). <i>Penguin history of early India: from the origins to A.D. 1300</i> . New Delhi: Penguin Books.		

Additional References:

1. Ansar Hussain Khan, Ansar, (1995). Hussain Rediscovery of India, A New Subcontinent, Hyderabad. Orient Longman Ltd.
2. R. S. Sharma, (2008). India's Ancient Past, London. Oxford University Press
3. R. S. Sharma, (1965, 1981, 1998). Indian Feudalism. Madras. Macmillan India Press.
4. RamSharan Sharma, (1991). Aspects of Political Ideas and Institutions in Ancient India, Varanasi. Motilal Banarsidass Publishers.
5. Barret Douglas, (1974). Early Chola Architecture and Sculpture. London. Faber and Faber.
6. Krishna Deva, (1969) Temples of North India. New Delhi. National Book Trust.
7. Michael W. Meister and Dhaky, (1983). Encyclopaedia of Indian Temple Architecture: South India Lower DravidaDesa. American Institute of Indian Studies. Delhi, Oxford University Press.
8. Michael W. Meister and Dhaky, M.A., (1986). Encyclopaedia of Indian Temple Architecture: South India Upper DravidaDesa, American Institute of Indian Studies. Delhi Oxford University Press.
9. Percy Brown, (1976). Indian Architecture (Buddhist and Hindu Period). Bombay D.B. Taraporevala Sons.
10. Saraswathi, S.K., (1957) A Survey of Indian Sculpture. New Delhi. Munshiram Manoharlal Publishers.
11. Basham, A L, (1998). A Cultural History of India. Delhi. Oxford University Press.
12. Chakravarti, Ranabir. (2001). Trade in Early India. New Delhi: Oxford University Press.
13. Begley, Vimala. (1992). Rome and India: The Ancient Sea Trade. Delhi: Oxford University Press.
14. Chandra, Moti. (1977). Trade and trade Routes in Ancient India. New Delhi: Abhinav Publications.

Evaluation Scheme**Semester End Examination (SEE)- 100 Marks**

Semester IV – Theory

Course code: AHIS4A C1	Introduction to Travel & Tourism Credits:03 -Lectures/Week:04	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To trace the origin, growth and evolution of the concept of planning and marketing for the tourism industry. ➤ Assess the vital role played by the Travel agencies in giving impetus to travel and tourism sector. ➤ Understand the role played by tourism organisations in the proliferation of tourism ➤ To evaluate the impact of Maharashtra Tourism Policy in the development of tourism in Maharashtra. <p>Outcomes: The Course will enable the students to study the relevance of Planning and marketing for the tourism sector. It would help them to understand the functioning of Travel Agencies the relevance of documentation for the travel industry and will help them to design the travel itinerary. The students would analyse the contribution of different tourist organisations in regulating the affairs of travel and tourism industry. An analysis of Maharashtra tourism policy would be undertaken which would offer a holistic approach to understand tourism in Maharashtra.</p>	
Unit I	<p>Planning & Marketing of Tourism</p> <ul style="list-style-type: none"> a) Tourism Planning- Concept, Need and Importance, Process & Approaches b) Allocation of Resources and Tourism Organising- Concept, Need and Importance c) Tourism Marketing- Concept, Elements, Segmentation, Integrated Marketing Communications (IMC) 	15 L
Unit II	<p>Travel Agencies</p> <ul style="list-style-type: none"> a) Travel agencies and Tour Operators-Importance and Functions b) Procedures and Documentations- Need & Importance, Steps, Challenges, Types of Itinerary and making documents c) Customer Relationship Management 	15 L

<p>Unit III</p>	<p>Tourism Organisations</p> <p>a) Role of National and International Tourism Organisations – IATA, PATA, WTO, ITDC.</p> <p>b) Role of State Tourism Bodies</p> <p>c) Ethical Concerns of Tourism</p>	<p>15 L</p>
<p>Unit IV</p>	<p>Tourism Policy</p> <p>a) National Tourism Policy</p> <p>b) State Tourism Policy</p> <p>c) Public Private Partnership</p>	<p>15 L</p>
	<p>References:</p> <ol style="list-style-type: none"> 1. (2012).<i>MICE Industry: An Asia-Pacific Perspective. World Tourism Organisation</i>(UNWTO). 2. (2014).<i>RBS Visitors Guide India: Maharashtra</i>. Data and Expo India Pvt.ltd. 3. Bewlcik Tomas.(2015).<i>Cycling Konkan Coast of India: Mumbai to Goa</i> 4. Bhatia A.K. (2012).<i>The Business of Travel Agency and Tour Operations management</i>. Sterling Publishers. 5. Binder Phillip. (2008).<i>The IOSA Story: Effects of the IATA Operational Safety Audit</i>. VdmVerlag. 6. BouvyBaad M. (1977).<i>Tourism and Recreation Development. The Architectural Press</i>, London 7. Chand Mohinder. (2007).<i>Travel Agency Management, An introductory Text</i>. Anmol Publications 8. Chawla Romila.(2008).<i>Adventure Tourism</i>. Rajat Publications. 9. Dalar Deepak (2013).<i>Sahyadri Adventure: Koleshwars Secret</i>. Westland. 	

10. David ,Lesclic& Holland, Jacqueline .(2017).*Tour Operators and Operations: Development, Management and Responsibility*. CABI.
11. Edwards ,Francis G.(1976).*How to focus your Marketing efforts*. Louis A. Allen Associate.
12. Franke, R.E .(1972).*Market Segmentation*. New Jercey, Prentice Hall Inc.
13. Hearth, Ernie and Wall, Geoffrey.(1992).*Marketing Tourism destinations: A Strategic Planning Approach* .Publisher Wiley.
14. Jerry Pinto, NareshFernandes (eds).(2018).*BOMBAY MERI JAAN* 'Writings on Mumbai. India ,Penguin.
15. John Lennon ,Smith Hugh Nancy Cockrell &Trew Jill.(2006).*Benchmarking National Organisations and Agencies: Understanding Best Performance(Advances in Tourism research)*.Elsevier Science.
16. KandampullyJay,Mok Connie &Sparks Beverley.(2001).*Service Quality Management in Hospitality Tourism and Leisure*.
17. Kapadia Harish. (2003).*Trek the Sahyadris*.Indus Publishing Company.
18. Kumar, Alok, Sinha Chhabi,SharmaRakesh.(2007).*Customer Relationship Management Concepts and Application*. Dreamtech Press
19. Kumar ,V&Reinartz Werner.(2012).*Customer Relationship Management: Concepts, Strategy and Tools*. Springer.
20. NegiJagmohan. (2006).*Travel Agency &Tour Operation: Concepts and Principles*. Kanishka Publishers Distributors.
21. Pearce Douglas. (1992).*Tourist Organisations*. John Wiley and Sons .
22. SahgalBittu.(2012).*Wild Maharashtra*. Sanctuary.
23. Scanlon Sally & Monaghan Kelly.(2006).*The Travel Agents*

	<p><i>Complete Desk reference.4th edition.</i> TheInterpidTraveler.</p> <p>24. Sharma J.K .(2000).<i>Tourism Planning and Development: A New Perspective</i> .Kanishka Publishers Distributors.</p> <p>25. Sharma, K.C.(1996).<i>Tourism Policy Planning Strategy.</i> Jaipur, Pointer Publishers.</p> <p>26. Sinha, R.K.(1996).<i>Tourism Strategies, Planning and Development.</i> Common Wealth Publishers.</p> <p>27. ShethPranNath.(1987).<i>Successful Tourism Management.</i> New Delhi: Sterling publishers Pvt ltd.</p>	
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