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देव संस्कृति विश्वविद्यालय DEV SANSKRITI VISHWAVIDYALAYA

Gayatrikunj - Shantikunj, Haridwar -249411 (India)
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Criteria 3

3.1.1: The institution's Research facilities are frequently updated and there are well defined policy for promotion of research which is uploaded on the institutional website and implemented



Semester	Major Courses	Minor Courses	LM*** as VAC	
Semester 5	14 Credits Tourism Marketing (1,0,1) Spiritual Tourism and Teertha Yatra Management – Insight of AWGP (1,0,1) Cultural and Tourism Products of India (1,0,1) New Trends in Tourism (1,0,1) Tourism in Uttarakhand - All aspects (2,0,1) International Tourism and Geography (1,0,1) Tourism Management (Field Study-III) (0,0,1)	4 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-5 (0,1,1)	20 Credits
Semester 6	16 Credits Industrial Training and Tutorials (16-20 Weeks Professional Training - OJT for - Airfares and Ticketing, Itinerary Preparation, Tour Package Management) (0,0,16) 2 Credits Internship* (0,0,2)	4 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-6 (0,1,1)	20+4 Credits
Semester 7	16 Credits Research Methodology in Tourism (2,1,0) Tourism Policy and Planning (1,1,1) Tour Package Management (2,0,0) Accounting for Managers (2,1,0) Information Technology in Tourism (0,1,1) Event Management and MICE (1,0,1) Tourism Management (Field Study-IV) (0,0,1)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-7 (0,1,1)	20 Credits
Semester 8	16 Credits Destination Mapping - India & World (2,0,1) Itinerary Preparation (0,0,2) Publicity and Public Relations in Tourism (2,1,0) Organisation Behaviour (2,1,0) Wellness Tourism (2,1,1) Tourism Management Practical Aspects (0,0,1)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-8 (0,1,1)	20 Credits
TOTAL	80+12 Credits + 2 Credits Internship*	32 Credits	16 Credits	160+14 Credits

B.B.A. - MAJOR in Tourism and Travel Management

4 Years Honours with Research Program

Program Code: TCMTM6.0BBARTTM

Eligibility Criteria – After completing the requirements of the three-year Bachelor's degree (that is, having no remaining backlogs (Drop Courses) in the first three years of this 4 Years Bachelor's Program), only the students who have a CGPA of 7.5 or above, shall be eligible to continue studies in the fourth year of Honours with Research Program

First 6 semesters same as B.B.A. - MAJOR in Tourism and Travel Management 4 Years Honours

Semester 7	12 Credits Research Methodology in Tourism (2,1,0) Tourism Policy and Planning (1,1,0) Tour Package Management (2,0,0)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-7 (0,1,1)	20 Credits
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	Information Technology and Tourism (1,1,0) Tourism Ethics and New Research Trends (1,1,0) Tourism Management (Field Study) (0,0,1) 4 Credits Tourism Research Project (0,0,4)			
Semester 8	8 Credits Destination Mapping - India & World (2,0,1) Itinerary preparation (0,0,2) Publicity and Public Relation in Tourism (0,0,2) Tourism Management Practical Aspects (0,0,1) 8 Credits Dissertation (0,0,8)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-8 (0,1,1)	20 Credits
TOTAL	80+12 Credits + 2 Credits Internship*	32 Credits	16 Credits	160+14 Credits

Internship* - to be done during Semester-6

Minor Choice** - Students are free to choose any Minor offered by other Depts.

LM*** - University Value Added Course (VAC) offered by Life Management Dept. of the University

Digital and Technological Solutions, & Understanding India**** - To be done either in 1st or 2nd semester as per University's decision

Environment Education**** - To be done either in 1st or 2nd semester as per University's decision

AEC English-1&2***** - To be done either in 1st & 2nd semester (1st year) or in 3rd & 4th semester (2nd year)

AEC Hindi - 1&2/Sanskrit – 1&2***** - To be done either in 1st & 2nd semester (1st year) or in 3rd & 4th semester (2nd year)

MOOCs (massive open online courses) will be allowed as per University policy

Semester	Major Courses	Minor Courses	LM*** as VAC	
Semester 5	14 Credits Development Communication (2,1,0) Digital Media (2,1,0) Journalism of Utrakhand (2,1,0) Media & Contemporary Issues (2,1,0) Computer Skill for Digital Media (0,0,2) 2 Credits Internship* (0,0,2)	4 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-5 (0,1,1)	20+2 Credits
Semester 6	16 Credits Mobile Journalism (MOJO) (2,1,0) Media Entrepreneurship (3,0,1) Spiritual Journalism (3,1,0) Pt. Shriram Sharma as Communicator (2,1,0) Computer Skill for MOJO (0,0,2)	4 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-6 (0,1,1)	20+2 Credits
Semester 7	16 Credits Media Research (3,1,0) Data Journalism (3,1,0) Intercultural Communication (3,1,0) Media Writing (1,0,1) Computer Skill for Data Journalism (0,0,2)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-7 (0,1,1)	20 Credits
Semester 8	16 Credits Health & Wellness Communication (2,1,0) Travel Journalism (2,0,1) Film Studies (1,1,0) Media Project (0,0,8)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-8 (0,1,1)	20 Credits
TOTAL	80+12 Credits + 2 Credits Internship*	32 Credits	16 Credits	160+14 Credits

B.A. - MAJOR in Journalism & Mass Communication
4 Years Honours with Research Program
Program Code: TCMJM6.0BARJMC

Eligibility Criteria – After completing the requirements of the three-year Bachelor's degree (that is, having no remaining backlogs (Drop Courses) in the first three years of this 4 Years Bachelor's Program), only the students who have a CGPA of 7.5 or above, shall be eligible to continue studies in the fourth year of Honours with Research Program

First 6 semesters same as B.A. - MAJOR in JMC 4 Years Honours

Semester 7	12 Credits Media Research (2,1,0) Data Journalism (1,1,0) Intercultural Communication (2,1,0) Media Writing (1,0,1) Computer Skill for Data Journalism (0,0,2) 4 Credits Research Synopsis (0,0,4)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-7 (0,1,1)	20 Credits
Semester 8	8 Credits Health & Wellness Communication (3,1,0) Travel Journalism (3,0,1) 8 Credits Dissertation (0,0,8)	2 Credits <i>Course(s) as per the chosen Minor</i>	2 Credits LM Course-8 (0,1,1)	20 Credits

TOTAL	80+12 Credits + 2 Credits Internship*	32 Credits	16 Credits	160+14 Credits
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Internship* - to be done at the end of Semester-4 during semester break

Minor Choice** - Students are free to choose any Minor offered by other Depts.

LM*** - University Value Added Course (VAC) offered by Life Management Dept. of the University

Digital and Technological Solutions, & Understanding India**** - To be done either in 1st or 2nd semester as per University's decision

Environment Education***** - To be done either in 1st or 2nd semester as per University's decision

AEC English-1&2***** - To be done either in 1st & 2nd semester (1st year) or in 3rd & 4th semester (2nd year)

AEC Hindi - 1&2/Sanskrit – 1&2***** - To be done either in 1st & 2nd semester (1st year) or in 3rd & 4th semester (2nd year)

MOOCs (massive open online courses) will be allowed as per University policy

SYLLABUS

CS101CHC - Computer Hardware & Components

NOTIONAL LEARNING HOURS: 090 hrs				CREDITS: 03			MARKS : 100	
L	T	P	A	L	T	P	Formative	Summative
30	15	0	45	2	1	0	40	60

Note:

- *Notional Learning Hours = Course Credits x 30*
- *L- Lecture, T- Tutorial, P- Practical, A- Assessment*

NATURE & CONTEXT OF THE COURSE

The course on Computer Hardware & Components is designed to provide students with a fundamental understanding of computer hardware, including its architecture, operation, and components. The course aims to equip students with knowledge about the central processing unit (CPU), memory and storage, input and output devices, and system maintenance and troubleshooting.

PREREQUISITE

There are no prerequisites to this course.

COURSE OUTCOME (Student will be able to ...)

A	Gain a basic understanding of computer hardware and components.
B	Understand the role of computer processors and memory in computing
C	Familiarize yourself with various types of storage devices and their functions.
D	Understand the role of motherboard and expansion cards in computing.
E	Understand the functions of computer peripherals and accessories.

ASSESSMENT CRITERIA

	Mid-Term Exam	Assignments	Quiz	Seminar	Demonstration	Final Exam	Total (hrs)
Assessment Hours	3	25	2	10	2	3	45
Course Outcomes	A & B	All	All	All	A	All	

SYLLABUS

Semester - 1 / Course 1/ TM101FOT

Fundamentals of Tourism

Credits (L+T+P): 2 (2+0+0)

Maximum Marks: 100 (Summative=60 + Formative=40)

Notional Learning Hours= 2*30=60 Hrs. (L=30 Hours + A= 30 Hours)

Course Objective: The objective of this course is to provide students with a comprehensive understanding of the tourism industry. It intends to equip students with the knowledge and skills necessary to analyze, evaluate, and contribute to the growth and sustainability of the tourism industry.

Course Outcome: By the end of the course the students will be able to -

A - Developing an understanding of the tourism industry and its perspectives.

B - Examining the history and evolution of tourism as a social and economic phenomenon.

C - Understanding the history and evolution of these organizations, including their founding principles, objectives, and membership structures.

D - Students will learn to comprehend and practice tourism terminologies and familiarize the students with the contemporary issues of tourism.

E - Analyze the challenges and prospects of the tourism industry from economic, social, and environmental perspectives.

ASSESSMENT	ASSESSMENT CRITERIA					
	MID-TERM EXAM	ASSIGNMENT	QUIZ	SEMINAR	GROUP DISCUSSION	FINAL EXAM
HOURS ASSESSMENT	3 hrs	10 hrs	2 hrs	6 hrs	6 hrs	3 hrs
COURSE OUTCOME ASSESSMENT	A, B	C & D	All	C & D	D, E	All

Unit 1	Meaning, definition, characteristics and types of Tourism, 5 A's of Tourism. Travel Documents.
Unit 2	History of Tourism through ages, linkages of tourism with other subjects like history, sociology, geography, management and economics, impacts of tourism.
Unit 3	Origin, Organization and Function of WTO, and IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations
Unit 4	Tours, Tourist, Visitor, Traveller, Excursionist, Classification of Tourists and its significance. Problem and Prospects of Tourism

Suggested Readings:

- Kamra, Krishan K., Basics of tourism, Kanishka Publication, New Delhi,
- Anand, M.M., Tourism and Hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., Tourism Development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990