

**Central University of Andhra Pradesh**  
(Mentor University – University of Hyderabad)

**Minimum qualifications for admission to various courses and intake  
for the academic year 2018-19 (July 2018 Session )**

Course	Subject	Intake	Minimum qualifications
<b>B.Sc.(Hons)</b>	<b>Economics</b>	30	+2 Science/Arts/Commerce with Mathematics at +2 level
<b>B.A. (Hons)</b>	<b>Political Science</b>	30	With +2 level of education (Intermediate/CBSE/ICSE/HSC or equivalent in Science/Arts/Commerce/ other streams
<b>M.A.</b>	<b>Telugu</b>	25	With at least 50% marks in the Bachelor's degree with at least 50% marks in Telugu as optional subject; <b>OR</b> with at least 50% marks in the Bachelor's degree with at least 55% marks in Telugu as the compulsory subject.
<b>M.A.</b>	<b>English Language and Literature</b>	25	50% marks in the Bachelors Degree with at least 50% marks in English as Optional Subject <b>OR</b> 50% marks in Bachelors Degree with 55% marks in any literature / English as Compulsory Subject.
<b>B.Voc.</b>	<b>Tourism and Travel Mgt.</b>	30	<p>a) To be eligible for admission to a bachelor's vocational degree programme of study, a candidate must have secured a minimum of 45% of the aggregate marks in class +2 level of a recognized Board of School Education or an equivalent grade/NSQF certification level, admission to first semester or level 4 of bachelor's vocational degree programme under NSQF can be made as per following categorization unless otherwise prescribed by Advisory Committee of Bachelor's of Vocational Degree Programmes</p> <p>Category-1: Candidates who have already acquired 50 prescribed NSQF certification level in a particular industry sector and opted for admission in the Bachelor's of vocational degree programme under same sector for which he/she was previously certified at school level.</p> <p>Category-2: students who have acquired requisite NSQF certification Level but may like to change their sector and may enter in B.Voc course in a different sector.</p> <p>Category-3: Students who have passed 10+2 examination with conventional schooling without any background of vocational training.</p> <p>Category-4: Students who have qualified equivalent examination from polytechnic in the same field may also be considered eligible.</p>
<b>B.Voc.</b>	<b>Retail Management and IT</b>	30	<p>b) Equal weightage, at par with other subjects, would be given to vocational subjects at +2 level while considering candidates for admission.</p> <p>Syllabus for the entrance test (Common Exam Paper) will be consisting of 100 Multiple Choice Objective Questions with four options from the following:</p> <p>Arithmetic Ability, Quantitative Aptitude, Data Interpretation, General Knowledge, Logical Reasoning, Verbal Ability, Verbal Reasoning, English Grammar and Computer Fundamentals.</p>

<b>Schedule for the Entrance Examinations 2018-19</b>		
Release of admission announcement	14.6.2018	Thursday
<b>Commencement of online submission</b>	15.6.2018	Saturday
Last date for submitting online application	30.6.2018	Saturday
Downloading of Hall tickets for written test	3.7.2018	Tuesday
Entrance Examinations (written test)	<b>8.7.2018</b>	Sunday
Receipt of answer books/OMRs by the CE	9.7.2018	Monday
OMR Evaluation	10.7.2018	Tuesday
	11.7.2018	Wednesday
Notification of list of selected /waitlisted candidates <b>on</b> the website	16.7.2018	Monday
Admission counseling	30.7.2018	Monday
<b>Commencement of classes</b>	1.8.2018	Wednesday

<b>Date/Day</b>	<b>Courses</b>		<b>Session</b>
<b>8.7.2018 Sunday</b>	B.Sc. (Hons)	Economics	9-11 AM
	M.A.	Telugu	9-11 AM
	B.Voc.	Tourism and Travel Management	12-2 PM
	B.Voc.	Retail Management and IT	12-2 PM
	B.A. (Hons)	Political Science	3-5 PM
	M.A.	English Language and Literature	3-5 PM

# CENTRAL UNIVERSITY OF ANDHRA PRADESH

B. Sc. (Hon.) Economics

Principles of Economics

Semester – I

Credits – 4

## **Objective:**

This course introduces the students to basic concepts in economics, economic problems and basics of economic theory. An important component of this course comprises of basic principles of microeconomics focusing on the decision making of individual consumers and firms. Subsequently, the course deals with the economic questions at an aggregate level such as output/income, inflation, interest rates, and government spending. Students will also be introduced to basic tools to analyse economic phenomena.

## **Course Outline:**

1. Introducing the economic problem: scarcity and choice; Different economic systems.
2. Thinking like an economist with basic concepts of costs, benefits, flow and stock variables, short and long run, efficiency, equilibrium.
3. Microeconomic analysis – Market: demand, supply, and the price system, Consumer choice and consumer equilibrium. Production process: Behaviour of profit maximizing firms and the producer equilibrium.
4. The Macro economy: Macroeconomic concerns like Output growth, Unemployment, and Inflation. Role of the Government and the Central Bank in macroeconomic policies. Introduction to debates in macroeconomics.

## **Basic Readings:**

1. Case, Karl E. and Ray C. Fair, *Principles of Economics*, Pearson Education Inc., 8<sup>th</sup> edition, 2007.
2. Mankiw, Gregory N.: *Principles of Economics*, Cengage Learning, India, 6<sup>th</sup> edition.
3. Stiglitz, J. E. and C. E. Walsh, *Principles of Economics*, WW Norton and Company, NY, (4<sup>th</sup> edition).

# CENTRAL UNIVERSITY OF ANDHRA PRADESH

## B. Sc. (Hon.) Economics

### Mathematics for Economics – I

Semester – I

Credits – 4

#### **Objective:**

The B. Sc. (Hons) in Economics includes two courses in basic mathematics – one in each semester. This is the first of these two courses. The courses are designed to build the mathematical foundations of the students by equipping them with basic mathematical methods that are essential for learning and working with economic theories and models and are also required for statistics and econometrics courses that come later in this programme. This first course also introduces the students to a bare minimum language of sentential/predicate logic and the meaning and structure of proofs in economic models. The ideas in dealing with sets of points, sequences and convergence concepts are introduced in the first of two courses. The first course then functions of one variable and the work with various aspects for such functions. The second of these two courses moves on to dealing with two or more variables. It includes basic tools for linear models, and optimization problems involving multiple factors, including those with constraints, which are typically found in economic decision making.

#### **Course Outline**

- I. Preliminaries: (a) Sets and operations; (b) Number; Combinatorics – principles of counting; Series and progressions; Compounding, discounting and rate of growth; (c) Vectors: basic operations on vectors; (d) Basic ideas in predicate logic - operations; types of proof of a proposition; use of universal and existential quantifiers. (10 hours)
- II. Relations, functions and correspondences; Binary relations and their properties. (3 hours)
- III. Sets of points: binary relations and ordering of sets; sequence of points and convergence of sequences; bounds, bounded sets; closed and open sets, compact sets; connected and convex sets. (6 hours)
- IV. Functions of one variable: graph of a function; types of functions – linear, polynomial (including quadratic), exponential, logarithmic and periodic functions. (6 hours)
- V. Limit, continuity and derivatives of a function of one variable; higher order derivatives; Intermediate value and mean value theorems; Concave and convex functions; zeroes of a function, critical values and stationary points. Optimization in one variable: absolute and relative optima. Polynomial approximation and Taylor expansion. (10 hours)
- VI. Integration: Concept; Rules and techniques of integration of function of one variable; Indefinite and definite integrals; Integration with respect to several variables; Applications to consumer's surplus and producer's surplus. (6 hours)
- VII. Difference equations: discrete change. (4 hours)

**Basic Readings:**

1. Chiang, A.C. and Kevin Wainwright: *Fundamental Methods of Mathematical Economics*, McGraw Hill, 4<sup>th</sup> Edition, 2004.
2. Klein, Erwin: *Mathematical Methods in Theoretical Economics*, Academic Press
3. Simon, Carl P and Lawrence Blume: *Mathematics for Economists*, Viva Books, 2010.
4. Sydsaeter, Knut, Peter Hammond, Arne Strom, and Andrés Carvajal: *Essential Mathematics for Economic Analysis*, Pearson, 5<sup>th</sup> edition, 2016.

# CENTRAL UNIVERSITY OF ANDHRA PRADESH

## B. Sc. (Hon.) Economics

### Mathematics for Economics – II

Semester – II

Credits – 4

#### **Objective:**

The B. Sc. (Hons) in Economics includes two courses in basic mathematics – one in each semester. This is the first of these two courses. The courses are designed to build the mathematical foundations of the students by equipping them with basic mathematical methods that are essential for learning and working with economic theories and models and are also required for statistics and econometrics courses that come later in this programme. This first course also introduces the students to a bare minimum language of sentential/predicate logic and the meaning and structure of proofs in economic models. The ideas in dealing with sets of points, sequences and convergence concepts are introduced in the first of two courses. The first course then functions of one variable and the work with various aspects for such functions. The second of these two courses moves on to dealing with two or more variables. It includes basic tools for linear models, and optimization problems involving multiple factors, including those with constraints, which are typically found in economic decision making.

#### **Course Outline**

##### I. Linear algebra:

(a) Vectors and vector spaces: metric – distance function; vector space, half space and hyperplanes; linear independence and basis of a vector space; scalar product, norm and orthogonality. (5 hours)

(b) Matrices and matrix operations; Determinants; quadratic forms and positive/negative definiteness; system of linear equations and their solutions; Input-output models; Eigen values and eigen vectors. (9 hours)

##### II. Functions of several variables: Characterization: graphical representation of functions of two variables; partial derivatives (of first and higher orders); directional derivatives; Hessian matrix, linear, convex and concave functions; Homogenous and homothetic functions; Total differentiation; Taylor series and approximation of a function; Derivatives for a vector valued function; Jacobian matrix and its uses: functional dependence among functions of several variables; Implicit function theorem and its applications – comparative statics. (12 hours)

##### III. Optimization (Maxima and Minima) of differentiable functions: Unconstrained optimization for scalar valued functions of one and several variables – necessary and sufficient conditions – conditions on Hessian matrix; Constrained optimization of scalar valued functions of two and several variables – Lagrangean and bordered Hessian matrix, Lagrange multiplier and its interpretation; Envelope theorem. (12 hours)

##### IV. Differential equations and their solutions. (8 hours)

**Basic Readings:**

1. Chiang, A.C. and Kevin Wainwright: *Fundamental Methods of Mathematical Economics*, McGraw Hill, 4<sup>th</sup> Edition, 2004.
2. Klein, Erwin: *Mathematical Methods in Theoretical Economics*, Academic Press
3. Simon, Carl P and Lawrence Blume: *Mathematics for Economists*, Viva Books, 2010.
4. Sydsaeter, Knut, Peter Hammond, Arne Strom, and Andrés Carvajal: *Essential Mathematics for Economic Analysis*, Pearson, 5<sup>th</sup> edition, 2016.

# CENTRAL UNIVERSITY OF ANDHRA PRADESH

B. Sc. (Hon.) Economics

Microeconomics – I

Semester – II

Credits – 4

## **Objective:**

This course introduces the basics of consumer behavior, production and costs. Further competitive markets, derivation of supply curve, and monopoly are discussed.

## **Course Outline:**

1. Consumption decision and consumer theory: Demand, Preferences, Graphical representation – Indifference curves, Budget constraint; Choice – Normal goods; Inferior goods; Income consumption curves, Price consumption curves, Engel curves; Income and substitution effects of a price change.
2. Production function; law of variable proportions, returns to scale; isoquants; choice of inputs, cost of production, cost functions and cost curves in short and long runs; Ideas underlying financing a firm.
3. Competitive markets and the supply curve, profit maximization, determination of equilibrium output and price.
4. Monopoly, price discrimination, natural monopoly.

## **Basic Readings:**

1. Mankiw, Gregory N.: Principles of Economics, Cengage Learning, India, 6th edition.
2. Pindyck, Robert and Daniel Rubinfeld. *Microeconomics*, Pearson Higher Education, 2009.
3. Varian, Hal R., *Intermediate Microeconomics, a Modern Approach*, W.W. Norton and Company/Affiliated East-West Press (India), 8<sup>th</sup> edition, 2010.



## CENTRAL UNIVERSITY OF ANDHRA PRADESH

### Objectives of the programme - M.A. in English Language and Literature:

- To provide an overview of all the relevant areas of English studies.
- Main areas of literature and language to be taught as core courses.
- Electives are offered in a manner that enables students to pursue the literature or the language stream.
- Total number of credits for the M.A. programme: 78.

### M.A. ENGLISH LANGUAGE AND LITERATURE

#### SEMESTER – I

1.	Foundation Course [SWAYAM]	--	[3 Credits]
2.	Introduction to the Study of Language	--	[4 Credits]
3.	Methods of Language Teaching	--	[4 Credits]
4.	Introduction to Literary Studies	--	[4 Credits]
5.	Indian Writing in English	--	[4 Credits]
<b>Total Credits: 19</b>			

#### SEMESTER – II

1.	Foundation Course [SWAYAM]	--	[3 Credits]
2.	Phonetics & Phonology	--	[4 Credits]
3.	Materials Production & Syllabus Design	--	[4 Credits]
4.	Shakespeare & 17 <sup>th</sup> Century Literature	--	[4 Credits]
5.	18 <sup>th</sup> Century English Literature & Thought	--	[4 Credits]
<b>Total Credits: 19</b>			

#### SEMESTER – III

1.	Morphology & Syntax	--	[4 Credits]
2.	19 <sup>th</sup> Century English Literature	--	[4 Credits]
3.	Sociolinguistics	--	[4 Credits]
4.	Literary Criticism from the Classical to the New Critics	--	[4 Credits]
5.	Postcolonial Literature <b>OR</b> Teaching Language Skills	--	[4 Credits] <b>Elective - 1</b>
<b>Total Credits: 20</b>			

#### SEMESTER – IV

1.	Discourse Studies <b>OR</b> European Literature	--	[4 Credits]
2.	Testing & Assessment <b>OR</b> American Literature	--	[4 Credits]
3.	Modern Literature <b>OR</b> English in India	--	[4 Credits]

Electives: At least two each from language and literature to be offered

4.	Elective-2	-	Literature-1 or Language-1	--	[4 Credits]
5.	Elective-3	-	Literature-2 or Language-2	--	[4 Credits]
<b>Total Credits: 20</b>					

Literature Courses	Language Courses
Contemporary British Literature	Technical Writing
Literary and Cultural Theory	Soft Skills
Cultural Studies	Academic Writing

## Indian Writing in English

### Credits: 4

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This course introduces the students to the major movements and writers in Indian English literature through a detailed study of specific literary works. It will explore a variety of Indian literature in English, ranging from the nineteenth-century to the present day. We will begin the course by considering the writing of the early poetry and prose pieces written by Indian writers and its rise and development. It journeys through new phases of literature produced during the pre-independence and the post-independence period. An attempt would be made to tackle with the issues of nation, gender, class, caste and identity which are mirrored in the literatures produced by the writers living in this country and as well as the writers in diaspora.

#### Fiction

- Mulk Raj Anand. *Untouchable*. Penguin, 2014
- Aravind Adiga. *The White Tiger*. Harpercollins, 2010
- Jhumpa Lahiri. “Only Goodness”, “A Choice of Accommodations” *Unaccustomed Earth*. RHI, 2009
- Saadat Hasan Manto. “Toba Tek Singh”, “Khol Do” *Manto: Selected Short Stories*. RHI, 2012

#### Poetry

- Toru Dutt. “The Tree of Life”, “Sonnet- Baugmaree” *Early Indian Poetry in English: An Anthology* by Eunice De Souza. Oxford University Press, 2010
- Nissim Ezekiel. “Goodbye Party for Miss. Pushpa T.S”, “Jewish Wedding in Bombay” *Collected Poems*. Oxford University Press, 2005

#### Prose

- A. K. Ramanujan. “Is there an Indian Way of Thinking? An Informal Essay” *Collected Essays of A.K. Ramanujan*: Edited by Vinay Dharwadker. Oxford University Press, 2004
- Amitav Ghosh. “Selections from” *The Great Derangement: Climate Change and the Unthinkable*. Penguin Books, 2016

#### Other Genres

- Vijay Tendulkar. *Silence! The court is in session*. Oxford University Press. 2000
- Mira Nair. *Monsoon Wedding*. 2001
- Amruta Patil. *Kari*. Harpercollins India, 2016

#### Reading List

- Arvind Krishna Mehrotra. Ed. *A Concise History of Indian Literature in English*. Permanent Black, 2008
- M.K.Naik. *History of Indian English Literature*. Sahitya Akademi, 2009
- Arvind Krishna Mehrotra. Ed. *Illustrated History of Indian Literature in English*. Orient Black Swan, 2007
- K.R.Srinivasa Iyengar. *Indian Writing in English*. Sterling Publishers, 2012

This is an interactive course and the students are expected to read the texts and participate in active discussions. The mode of internal assessment is written consisting of FOUR tests including two surprise assessments out of which the best TWO would be considered for the final internal marks. Therefore the students are expected to be well prepared with their texts and no re-tests are given until and unless the situation demands in emergency. Attendance requirement for this course will be intimated in the first week.

Assessment:

40% is allotted for continuous internal assessment

60% for the semester end examination.

\*The instructor reserves the right to change or add texts during the course.

## INTRODUCTION TO LITERARY STUDIES

Credits: 4

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This course is designed to critically analyze, read, write and discuss major genres of literature. Students will be encouraged to interpret, analyze, evaluate and respond to the ideas about literature. They will explore the nature, structure and form of Drama, Poetry, Novel, Short Story and Prose.

### Topics:

**1. What is Literature?**

**2. Literary Forms and their Function:**

- a. Drama: Tragedy, Comedy, Melodrama and Farce, etc.
- b. Poetry: Epic, Sonnet, Ode, Elegy, Song, Satire, Burlesque, Ballad and Lyric, etc.
- c. Novel: Romance, Historic, Picaresque, Fantasy, Gothic, Detective and Psychological, etc.
- d. Short Story: Fable, Tale, Parable, Ghost, Detective and Adventure, etc.
- e. Prose: Essay, Diary, Biography, Autobiography, etc.

**3. Major Techniques:**

Naturalistic, Realistic, Expressionistic, Interior Monologue, Stream of Consciousness, Couplet, Stanza, Meter, Rhyme, Rhythm, Conceit, Heroic Couplet, Poetic Diction, Dramatic Monologue, Blank Verse, Verse libre, etc.

**4. Ideologies and Movements:**

Introduction to Classical Criticism, Medievalism, Protestantism, Classicism, Neo-Classicism, Romanticism, Naturalism, Realism, Modernism, Symbolism, Imagism, Cubism, Surrealism, Dadaism, Expressionism, Freudianism, Existentialism and Postmodernism, etc.

### Suggested Reading:

Abrams, M.H. *A Glossary of Literary Terms*. Boston: Earl McPeck, 1999.

Aristotle. *Poetics*. London: Macmillan and Co. Limited, 1902.

Beer, Gillian. *The Romance*. London: Routledge Kegan & Paul, 1970.

Dawson, S.W. *Drama and Dramatics*. London: Methuen, 1970.

Faulkner, Peter. *Modernism*. New York: Routledge, 1997.

Fraser, G.S. *Metre, Rhyme and Free Verse*. London: Methuen, 1970.

Furst, Lilian *Romanticism in Perspective*. Virginia: Macmillan, 1979.

Furst, Lilian and Peter Shrine. *Naturalism*. Virginia: Methuen, 1971.

Gillingham, John. *The Middle Ages*. California: University of California Press, 2000.

Hutcheon, Linda. *A Poetics of Postmodernism*. London: Routledge, 1988.

Jack, Ian. *The Augustan Satire*. London: Oxford University Press, 1967.

Leech, Clifford. *Tragedy*. London: Routledge, 1969.

Levenson, Michael. *A Genealogy of Modernism*. Cambridge: Cambridge University Press, 1986.

Merchant, Moelwyn. *Comedy*. London: Methuen Young Books, 1972.

Wellek, Rene and Austin Warren. *Theory of Literature*. New York: Harcourt and Brace Company, 1995.

**NOTE:**

- Primary texts will be decided by the course instructor. Students are most welcome for suggestions.
- A supplementary reading list will be supplied during the course.

40% Marks- Continuous Assessment  
60% Marks – End-of-Semester Examination

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<p style="text-align: center;"><b>CENTRAL UNIVERSITY OF ANDHRA PRADESH</b> <b>DEPARTMENT OF ENGLISH</b></p>	
<b>M.A. programme:</b> <i>ENGLISH LANGUAGE AND LITERATURE</i> Semester: I	Duration: Course Instructor:
Course Number: Core/ Optional: <b>Core</b> No. of Credits: <b>4</b> Lectures: <b>4hours /week</b>	Title of the Course: <i>Introduction to the Study of language</i>

### Course Introduction:

The course is designed to introduce students to the fundamental and significant concepts of language. It intends to help the students to develop their understanding of language in general and English in particular and provide a foundation for all the courses on language. It also helps in enabling the learners to relate language to the theoretical and applied areas of study and research.

### Course Objectives:

By the end of the course, the learners will be able to

- Construct a clear concept of language and other linguistic ideas
- Distinguish various linguistic dichotomies
- Understand the properties of language and differentiate human language from animal communication
- Describe the significant ideas and thinkers on language
- Describe the history of language and its relevance today
- Identify the theoretical and applied areas of language study.

### Course outline:

<b>Fundamental Concepts of Language</b> <ul style="list-style-type: none"> <li>• Definitions of Language and Linguistics, Philology, Applied Linguistics; Sign, Symbol and System;</li> <li>• What is Language? System of systems (sounds, words, grammar, meanings and discourse);</li> <li>• Popular misconceptions about language;</li> <li>• Prescriptivism vs Descriptivism; Language and Culture</li> </ul>
<b>Language and Communication</b> <ul style="list-style-type: none"> <li>• Artificial vs Natural languages; Language Properties—Humanvs Animal Languages;</li> <li>• Can Animals learn Human Language? Language vs Communication; Communicative Competence;</li> <li>• Verbal communication and Nonverbal Communication; Gesture and Sign Languages</li> <li>• Speech and writing; Secret Languages and Language Games</li> </ul>

**Some Key Thinkers on Language**

Wittgenstein, Sapir-Whorf and George Lakoff

- Language and Thought

Saussure

- Langue vs Parole
- Paradigmatic vs Syntagmatic
- Synchronic vs Diachronic Studies
- Structuralism

Bloomfield

- American Structuralism
- Levels of Analysis

Chomsky

- Competence vs Performance
- Mentalist Theory of Grammar
- Universal Grammar

Halliday

- Form vs Function

**Language History**

- The genetic classification of Languages
- Origin of the English Language
- Types of Languages
- Why do languages change? History of English Language; Sound, spelling, syntactic and semantic changes in English

**Assessment Tasks and Weighting:**

Tests, presentations, assignment: 40%

Final examination: 60%.

**Course Textbooks:**

Victoria Fromkin, Robert Rodman and Nina Hyams. (2013) *An Introduction to Language*, 10<sup>th</sup> Ed. Boston: Wadsworth.

Yule George. (2010) *The Study of Language*, 4<sup>th</sup> Ed. New York: CUP.

**Recommended Reading:**

Carol Genetti. (2014) *How Languages Work: An Introduction to Language and Linguistics*. Cambridge: Cambridge University Press.

Jean Aitchison. (2013) *Language change: Progress or Decay?* Cambridge: Cambridge University Press.

Other recommendations will be made by the instructor while dealing with the topic.

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<b>M.A. programme:</b> <i>ENGLISH LANGUAGE AND LITERATURE</i> Semester: I	Duration: Course Instructor:
Course Number: Core/ Optional: <b>Core</b> No. of Credits: <b>4</b> Lectures: <b>4hours /week</b>	Title of the Course: <i>Methods of Language Teaching</i>

### Course Description

The course aims to introduce students to the basic Approaches and Methods of English language teaching. It attempts to draw students' attention to the different teaching factors affecting language learning and the role of the teacher in language teaching. The course also aims at making students understand the basic principles underlying the design, development and teaching of language courses to learners of different age groups and the kind of methods and strategies employed during instruction.

### Course content

- Approaches, Methods and Techniques--  
Frameworks of:  
Edward Anthony  
Richards and Rodgers
- A Brief History of Language teaching—  
The Grammar Translation method  
Teaching Innovations in the Nineteenth Century  
The Reform Movement  
The Direct Method
- The Oral Approach and Language Teaching
- The Audio lingual Method
- Total Physical Response
- Community Language Learning
- Communicative Language Teaching
- The Natural Approach
- Content Based Instruction
- Task- based Language teaching
- Beyond Methods



**Source Texts**

- Kumaravadivelu, B. (2006). *Understanding Language Teaching: From Method to Postmethod*. Mahwah, NJ: Routledge.
- Richards & Rodgers. (2015). *Approaches and Methods in Language Teaching*. 3<sup>rd</sup> edition. NY: CUP
- Larsen-Freeman, D. (2001). *Techniques and Principles in Language Teaching*. 2<sup>nd</sup> edition. *Exploring English Language Teaching: Language in Action*. London: Routledge.

**Assessment**

- 40% continuous assessment comprising presentations, tests and written assignments.
- 60% end-semester exam.

**CENTRAL UNIVERSITY OF ANDHRA PRADESH**

**School of Vocational Studies and Skill Development**

**Course Structure:**

***Bachelor of Vocation (B.VOC.) in Retail Management and Information Technology***

Semester-1		
S.No	Subject Name	Credits
1	Effective Communication Skills	5
2	Fundamentals of Computer Skills	5
3	Introduction to Marketing	5
4	Principles and Practices of Management	5
5	Fundamentals of Retail Management	5
6	Business Environment	5

## **EFFECTIVE COMMUNICATION SKILLS**

### **Course Outcomes:**

- communicate well augmenting basics of grammar
- apply various basic grammatical concepts for language proficiency
- enhance vocabulary and language

**Unit I Parts of speech:** Usage of noun, pronoun, adjective, Usage of adverb, verb, preposition, conjunction

**Unit II Tenses:** Usage of basic and derived tenses Subject-verb agreement: Explanation of subject verb agreement

**Unit III Determiners and Quantifiers:** usage of determiner and qualifier Vocabulary: idioms- introducing idioms and its usage vocabulary confusing words - homonyms, homophones and heteronym

**Unit IV Narration:** Explanation of direct and indirect speech Voice: Active and Passive: Rules and usage of active and passive voice

**Unit V Sentence correction :** writing complete sentences, fragments and fused sentences, pronoun problems, verb problems, parallelism, fragments and fused sentences, pronoun problems, verb problems, parallelism, sentence fragments and fused sentences, writing of complete sentence, fragments and fused sentence

**Unit VI Para Jumbles:** types of para jumbles, fixed and moving para jumbles, verbal and logical cues to solve para jumbles Phrasal verbs: introducing phrasal verbs and its usage

### **References:**

1. Eastwood, J. (2005). Oxford Learner Grammar: Grammar Finder.
2. Coe, N. (2006). Oxford Practice Grammar Intermediate: With Answers. Oxford University Press.
3. Karal, R. (2016). English Grammar Just for You: English-Kannada. Oxford University Press.
4. Pal, R., & Korlahalli, J. S. (1979). Essentials of business communication. Chand.

## **FUNDAMENTALS OF COMPUTER SKILLS**

This course will introduce the student to Computer and Communication Fundamentals and its convergence. Also some of the productivity tools to be taught in the course:

1. Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices, internet and web surfing etc. Personnel Computers: PC & Types of Computers, Primary & Secondary storage device, other peripherals used with PC,
2. Data Processing: Types, Data processing cycle, Computer in Business.
3. Data Communication & Networks: Introduction of Communication, Communication Medias, Communication Modes, Goals of Networks, Types of Networks, Client/Server Computing, Network Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet. Internet, WWW etc.
4. MSOFFICE: Focus is on teaching how to use Office suite properly.
  - a. MSWord: The following features are explored for MSWord
    - i. Templates Using existing templates and creating new templates,
    - ii. Complex Tables, Use of Pictures with text flowing around the picture, Sectioning, Captioning, Cross Referencing, Table of Contents,
    - iii. Using Equation editor for complex equations, Multiple Column format documents.
  - b. MSEXcel: Using complex equations for combining data, VLOOKUP function, Excel charts, Excel Sort, Excel Filter, Pivot Table.
  - c. MSPowerPoint: Using Animations and Transitions.

### **Text Books/References:**

1. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
2. V Rajaraman, Fundamentals of Computers, PHI, Sixth Edition, 2014

## **Introduction to Marketing:**

Through this course students should be able to

### **Course Outcomes:**

- Analyze, evaluate and respond to environmental & competitive changes, their impact on marketing planning, strategies and practices
- Apply the conceptual frameworks, theory and techniques to various marketing contexts
- Design marketing and sales plan appropriate to the needs of customers and contexts

### **Unit I**

**Understanding Marketing Management:** defining marketing for the new realities, developing marketing strategies and plans, creating long-term loyalty relationships

Marketing Mix: Product Marketing Mix, Service Marketing Mix, 4P's, 7P's of Marketing.

### **Unit II**

**Capturing Marketing Insights:** collecting information and forecasting demand, conducting marketing research

**Connecting with Customers:** analyzing consumer markets, analyzing businessmarkets, tapping into global markets

### **Unit III**

**Building Strong Brands:** identifying market segments and targets, crafting the brand positioning, creating brand equity, addressing competition and driving growth

### **Unit IV**

**Creating Value:** setting product strategy, designing and managing services, introducing new market offerings, developing pricing strategies and programs

### **Unit V**

**Communicating Value:** designing and managing integrated marketing communications, managing mass communications: advertising, sales promotions, events, experiences and public relations, managing digital communications: online, social media and mobile, managing personal communications: direct marketing, database marketing, personal selling

### **Unit VI**

**Delivering Value:** designing and managing integrated marketing channels, managing retailing, wholesaling and logistics

**Marketing Responsibility for Long Term Success:** managing a holistic marketing organization for the long run

**Text Books:**

1. Kotler, Philip. "Marketing Management—The Millennium Edition Prentice Hall of India Private Limited." *New Delhi* (2007): 35-8.

**References:**

1. Ramaswamy, V. S., & Namakumari, S. (2002). Marketing management: Planning, implementation & control: Global perspective Indian context. MacMillan.
2. Saxena, R. (2005). Marketing management. Tata McGraw-Hill Education.

## PRINCIPLES AND PRACTICES OF MANAGEMENT

### Course Objectives:

- To provide conceptual understanding of principles and practice of management
- To familiarize with the contemporary issues in management.
- To be able to analyze the various aspects of management in tourism and hospitality industry.

### Unit I

**Introduction to Management:** Functions of Management, Principles of Management, Definitions of Management and Nature of Management

**Evolution of Management Thought:** Classical Approach, Modern Approaches

### Unit II

**Planning:** Introduction-Nature of Planning, Importance of Planning, Types of Plans, Steps in Planning Process, Objectives and Process of Planning, Strategies, Policies and Planning

**Decision Making:** Introduction to decision making and Significance of decision making, Types of Decisions, Decision making process

### Unit III

**Organisation:** Meaning and Definitions of Organising, Benefits of Organising, Span of Management, Process of Organising

**Authority Delegation and Decentralization:** Difference between Authority and Power

**Coordination:** Introduction, Principles of Coordination, Types of Coordination

### Unit IV

**Human Resource Management and Staffing:** Human Resource Management and Selection, Recruitment, Training, Performance appraisal and career strategy

**Leadership:** Definitions and Meaning of Leadership, Leadership Theories, Leadership Styles, Leadership Qualities

### Unit V

**Controlling:** Control Techniques, Steps in Control Process, Types of Control, Importance of controlling and levels of controlling

**Motivation:** Definitions and Meaning of Motivation, Motivation Theories, Motivational Techniques

### Unit VI

**Managing Communication:** Significance of communication in organizations, Communication Process, Barriers to communication and gateways to effective communication

### References

1. Robbins, S. P., & Coulter, M. (2007). Principles of management.
2. Koontz, H. (2010). *Essentials of management*. Tata McGraw-Hill Education.
3. Prasad, L. M. (2000). *Principles and practice of management*. Chand.
4. Tripathi, P. C. (2008). *Principles of management*. Tata McGraw-Hill Education.

## **FUNDAMENTALS OF RETAIL MANAGEMENT**

### **Course Outcomes:**

- To stimulate student's interest in retailing by capturing the exciting, challenging and rewarding opportunities facing both retailers and firms that sell their products and services to retailers
- To enable the students understand dynamics of retail business environment for effective strategy decision making
- To give the students an exposure to current retail store settings for helping them in developing the useful skills required to become successful retailer

### **Unit I**

#### **Introduction to Retailing and Types of Retail Formats :**

Meaning and Definition of Retailing, Economic Significance of Retail, Social Significance of Retail, Structure of Retailing and Distribution, Opportunities in Retailing, Retailer Characteristics, Food Retailing, Non-Food Retailing, General Merchandise Retailing, Service Retailing, Types of Ownership, Retail Channels, Benefits Offered by Retail Channels, Challenges of Effective Multichannel Retailing

### **Unit II**

#### **Understanding Retail Buying Behavior and Strategic Issues :**

The Buying Process, Types of Buying Decisions, Social Factors Influencing the Buying Process, Retail Market Strategy, Growth Strategies in Domestic Market, Global Growth Opportunities, The Strategic Retail Planning Process, Sustainability Issues in Retailing

### **Unit III**

#### **Financial Strategy and Retail Store Locations :**

Financial Objectives, Strategic Profit Model, Setting and Measuring Performance, Types of Locations, Other Locations Opportunities, Location and Retail Strategy, Legal Considerations, Evaluating Specific Areas for Locations, Evaluating a Site for Locating a Retail Store, Trade Area Characteristics, Estimating Potential Sales for a Store Site, Negotiating Lease

### **Unit IV**

#### **Merchandise Management and Planning :**

Merchandise Management Overview, Forecasting Sales, Developing an Assortment Plan, Setting Inventory Levels, Setting Product Availability Levels, Establishing Control System for Managing Inventory, Allocating Merchandise to Stores, Analyzing Merchandise Management Performance, Developing and Sourcing Private Label Merchandise, Negotiating with Vendors



## **Unit V**

### **Retail Pricing and Retail Communication Mix :**

Pricing Strategies, Considerations in Setting Retail Prices, Pricing Techniques for Increasing Sales and Profits, Legal and Ethical Pricing Issues, Communication Programs to Develop Brand Images, Build Customer Loyalty, Methods of Communicating with Customers, Planning the Retail Communication Program

## **Unit VI**

### **Retail Store Management :**

Store Management Responsibilities, Recruiting and Selecting Employees, Motivating Store Employees, Managing Store Employees, Compensating and Rewarding Store Employees, Store Design Objectives, Store Layout, Store Design Elements, Facility Management, Store analysis: KPIs etc

#### **Text Books:**

1. Levy, M., Weitz, B. A., & Ajay, P. (2009). Retailing management. Tata McGraw Hill.

#### **References:**

1. Pradhan, S. (2009). Retailing management: Text and cases. Tata McGraw-Hill Education.
2. Ogden, J. R., & Ogden, D. T. (2009). Integrated retail management. Biztantra.
3. Kumar, S. P., & Prasad, U. D. (2007). Managing Retailing. Oxford university press

## **BUSINESS ENVIRONMENT**

### **Course Outcomes:**

- To facilitate the students for taking decisions at the work place considering business environment.
- To make students understand dynamics of business environment in India.
- To aware students about emerging trends toward global liberalization.

### **Unit I**

#### **Business Environment:**

Introduction to business environment, Globalization of Indian business, planning in India

**Economic Environment of business:** ECONOMIC TRENDS AND INFLATION, National income and problems of growth

### **Unit II**

**Socio Culture Environment:** corporate governance, corporate social responsibility, Human development & rural development

Legal Environment: FERA and FEMA, Intellectual Property Right & RTI, MRTP Act & Competition Acts

### **Unit III**

**Industrial policy:** Introduction to Industrial policy, Industrial Licensing, Stock Exchange

**India's Monetary and Fiscal policy:** Fiscal policy of India, Monetary policy of India

### **Unit IV**

**India's Foreign Trade in Global Context:** Introduction to International Business and Foreign Trade Policy of India, Balance of Payment and Taxes, Foreign Investment and MNCs, EXIM policy and SEZ in India

### **Unit V**

**International monetary System:** Bretton Woods System, The Eurodollar market, Exchange rates

### **Unit VI**

**International Trading Environment:** Tariff and Non-tariff barriers, Cartels and Trade Blocs, SAARC and SAPTA

**International organizations:** WTO and IMF, World Bank and UNCTAD, Asian Development Bank and International Trade Centre

**References:**

1. Cherunilam, F. (2010). International business: text and cases. PHI Learning Pvt. Ltd.
2. Cherunilam, F. (2009). Business environment (p. 642). Himalaya Publishing House.
3. Paul, J. (2008). International marketing: text and cases (Vol. 2). Tata McGraw-Hill Education

**CENTRAL UNIVERSITY OF ANDHRA PRADESH**

**School of Vocational Studies and Skill Development**

**Course Structure:**

***Bachelor of Vocation (B.VOC.) in Tourism and Travel Management***

Semester-1		
S.No	Subject Name	Credits
1	Effective Communication Skills	5
2	Fundamentals of Computer Skills	5
3	Introduction to Marketing	5
4	Principles and Practices of Management	5
5	Tourism – Principles, Policies & Practices	5
6	Travel Management	5

## **EFFECTIVE COMMUNICATION SKILLS**

### **Course Outcomes:**

- Communicate well augmenting basics of grammar
- Apply various basic grammatical concepts for language proficiency
- Enhance vocabulary and language

### **Unit I Parts of speech:**

Usage of noun, pronoun, adjective, Usage of adverb, verb, preposition, conjunction

### **Unit II Tenses:**

Usage of basic and derived tenses Subject-verb agreement: Explanation of subject verb agreement

### **Unit III Determiners and Quantifiers:**

Usage of determiner and qualifier Vocabulary: idioms- introducing idioms and its usage vocabulary confusing words - homonyms, homophones and heteronym

### **Unit IV Narration:**

Explanation of direct and indirect speech Voice: Active and Passive: Rules and usage of active and passive voice

### **Unit V Sentence correction:**

Writing complete sentences, fragments and fused sentences, pronoun problems, verb problems, parallelism, fragments and fused sentences, pronoun problems, verb problems, parallelism, sentence fragments and fused sentences, writing of complete sentence, fragments and fused sentence

### **Unit VI Para Jumbles:**

Types of para jumbles, fixed and moving para jumbles, verbal and logical cues to solve para jumbles Phrasal verbs: introducing phrasal verbs and its usage

### **References:**

1. Eastwood, J. (2005). Oxford Learner Grammar: Grammar Finder.
2. Coe, N. (2006). Oxford Practice Grammar Intermediate: With Answers. Oxford University Press.
3. Karal, R. (2016). English Grammar Just for You: English-Kannada. Oxford University Press.
4. Pal, R., & Korlahalli, J. S. (1979). Essentials of business communication. Chand.

## **FUNDAMENTALS OF COMPUTER SKILLS**

This course will introduce the student to Computer and Communication Fundamentals and its convergence. Also some of the productivity tools to be taught in the course:

1. Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices, internet and web surfing etc. Personnel Computers: PC & Types of Computers, Primary & Secondary storage device, other peripherals used with PC,
2. Data Processing: Types, Data processing cycle, Computer in Business.
3. Data Communication & Networks: Introduction of Communication, Communication Medias, Communication Modes, Goals of Networks, Types of Networks, Client/Server Computing, Network Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet. Internet, WWW etc.
4. MSOFFICE: Focus is on teaching how to use Office suite properly.
  - a. MSWord: The following features are explored for MSWord
    - i. Templates Using existing templates and creating new templates,
    - ii. Complex Tables, Use of Pictures with text flowing around the picture, Sectioning, Captioning, Cross Referencing, Table of Contents,
    - iii. Using Equation editor for complex equations, Multiple Column format documents.
  - b. MSEXcel: Using complex equations for combining data, VLOOKUP function, Excel charts, Excel Sort, Excel Filter, Pivot Table.
  - c. MSPowerPoint: Using Animations and Transitions.

### **Text Books/References:**

1. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
2. V Rajaraman, Fundamentals of Computers, PHI, Sixth Edition, 2014

## INTRODUCTION TO MARKETING

Through this course students should be able to

### **Course Outcomes:**

- Analyze, evaluate and respond to environmental & competitive changes, their impact on marketing planning, strategies and practices
- Apply the conceptual frameworks, theory and techniques to various marketing contexts
- Design marketing and sales plan appropriate to the needs of customers and contexts

### **Unit I**

**Understanding Marketing Management:** defining marketing for the new realities, developing marketing strategies and plans, creating long-term loyalty relationships

Marketing Mix: Product Marketing Mix, Service Marketing Mix, 4P's, 7P's of Marketing.

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1. Ramaswamy, V. S., & Namakumari, S. (2002). Marketing management: Planning, implementation & control: Global perspective Indian context. MacMillan.
2. Saxena, R. (2005). Marketing management. Tata McGraw-Hill Education.



## PRINCIPLES AND PRACTICES OF MANAGEMENT

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**Authority Delegation and Decentralization:** Difference between Authority and Power

**Coordination:** Introduction, Principles of Coordination, Types of Coordination

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### Unit V

**Controlling:** Control Techniques, Steps in Control Process, Types of Control, Importance of controlling and levels of controlling

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### Unit VI

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### References

1. Robbins, S. P., & Coulter, M. (2007). Principles of management.
2. Koontz, H. (2010). *Essentials of management*. Tata McGraw-Hill Education.
3. Prasad, L. M. (2000). *Principles and practice of management*. Chand.
4. Tripathi, P. C. (2008). *Principles of management*. Tata McGraw-Hill Education.

## **TOURISM PRINCIPLES, POLICIES AND PRACTICES**

### **Objectives**

- To realize the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and
- To familiarize with the Tourism policies in the national and international context.

### **Unit- I**

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

### **Unit-II**

Tourism Industry; Structure and Components: 5A's of tourism, Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

### **Unit-III**

Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

### **Unit-IV**

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC)

### **Unit-V**

Indian Tourism Organizations:

Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

### **Unit-VI**

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

### **TEXT BOOKS**

1. Charles, R. G., Ritchie, J. B., & Woorow, R. (2006). *Tourism: principles, practices, philosophies*.
2. Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.

### **REFERENCES**

1. Page, S., & Connell, J. (2006). *Tourism: A modern synthesis*. Cengage Learning EMEA.
2. Gee, C. Y., Choy, D. J., & Makens, J. C. (1984). *The travel industry*. AVI Publishing Company, Inc..
3. Franklin, A. (2003). *Tourism: an introduction*. Sage.
4. Youell, R. (1998). *Tourism: an introduction*. Addison Wesley Longman Ltd.
5. Coltman, M. M. (1989). *Introduction to travel and tourism. An international approach*. Van Nostrand Reinhold.

6. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
7. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.
8. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.

## **TRAVEL MANAGEMENT**

### **Objectives**

- To realize the potential of travel industry in India;
- To understand the various elements of Travel Management; and
- To familiarize with the Tourism policies in the national and international context.

### **UNIT 1:**

#### **Growth of Travel through Ages:**

An Ancient Phenomenon, Accounts Of Famous Travelers, Pleasure Travel, Religion As A Motivator, The Grand Tour, The Origin Of The Concept Of The Annual Holiday, Industrial Revolution & The Development Of Travel, Effects Of The Great War On The Transport System, Advent Of The Jet, Advent Of High Speed Trains

### **UNIT II:**

#### **Growth & Development of Modern Tourism:**

Post - Second World War Phenomenon, Causes of Rapid Growth, Meaning & Nature of Tourism, Basic Components of Tourism, Elements of Tourism, Types of tourism, Types of tourists

### **UNIT III:**

#### **Motivation for Travel**

Basic Travel Motivations, Sociology Of Tourism, Role Of State In Promoting Social Tourism, Social Significance Of Travel, Evolution Of Demand, Factors Influencing The Growth Of Tourism, The Organisation Of Tourism, Need For Organisation, Factors Influencing Type Of Organisation, Recommendation Of The Un Conference, The National Tourist Organisation, Tourist Organisation In India.

### **UNIT IV**

**Tourism Product:** Concept of Tourism Product, Characteristics of Tourism Products, Nature of Tourism Products, Types of Tourism Products

**Tourism demand, supply and policies:** Measurement of tourism demand, Basic tourism supply components, Tourism policy, Tourism planning.

### **UNIT V**

**Tourist Transport:** Air Transport, Security of Aircraft and Passengers, Road, Rail, Water Transport, Transport as an Attraction

**Impacts of Tourism:** Economic Impacts, Environmental Impacts, Sociocultural Impacts, Cultural and Political Impacts.

### **UNIT VI**

Tourism Marketing & Promotion, Monitoring Progress, Time Factor, Environment Planning, Regional Planning Considerations, Economic & Social Significance Of Tourism, Economic Benefits, The Multiplier Effect, Development Of Infrastructure, Regional Development, Effects On Employment, Tourism & Economic Value Of Cultural Resources, Cultural Tourism In India.

**References**

1. Ghosh, B. (2009). *Tourism & Travel Management, 2E*. Vikas Publishing House Pvt Ltd.
2. Leiper, N. (2004). *Tourism management* (Vol. 455). Frenchs Forest: Pearson Education.

## **CENTRAL UNIVERSITY OF ANDHRA PRADESH**

### **School of Vocational Studies and Skill Development**

#### **Books requirement for library**

1. Eastwood, J. (2005). Oxford Learner Grammar: Grammar Finder.
2. Coe, N. (2006). Oxford Practice Grammar Intermediate: With Answers. Oxford University Press.
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4. Pal, R., & Korlahalli, J. S. (1979). Essentials of business communication. Chand.
5. Chauhan, S., Saxena, A., & Gupta, K. (2006). *Fundamentals of Computer*. Firewall Media.
6. Sinha, P. K., & Sinha, P. (2010). *Computer fundamentals* (Vol. 4). BPB publications.
7. Rajaraman, V., & ADABALA, N. (2014). *Fundamentals of computers*. PHI Learning Pvt. Ltd..
8. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
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11. Saxena, R. (2005). Marketing management. Tata McGraw-Hill Education.
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13. Koontz, H. (2010). *Essentials of management*. Tata McGraw-Hill Education.
14. Prasad, L. M. (2000). *Principles and practice of management*. Chand.
15. Tripathi, P. C. (2008). *Principles of management*. Tata McGraw-Hill Education.

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17. Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.
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22. Coltman, M. M. (1989). *Introduction to travel and tourism. An international approach*. Van Nostrand Reinhold.
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25. Ghosh Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.
26. Ghosh, B. (2009). *Tourism & Travel Management, 2E*. Vikas Publishing House Pvt Ltd.
27. Leiper, N. (2004). *Tourism management* (Vol. 455). Frenchs Forest: Pearson Education.
28. Levy, M., Weitz, B. A., & Ajay, P. (2009). *Retailing management*. Tata McGraw Hill.
29. Pradhan, S. (2009). *Retailing management: Text and cases*. Tata McGraw-Hill Education.
30. Ogden, J. R., & Ogden, D. T. (2009). *Integrated retail management*. Biztantra.
31. Kumar, S. P., & Prasad, U. D. (2007). *Managing Retailing*. Oxford university press
32. Cherunilam, F. (2010). *International business: text and cases*. PHI Learning Pvt. Ltd.
33. Cherunilam, F. (2009). *Business environment* (p. 642). Himalaya Publishing House.
34. Paul, J. (2008). *International marketing: text and cases* (Vol. 2). Tata McGraw-Hill Education

35. Christopher R Thomas and S. Charles Murice (2005) Managerial Economics Concepts and Applications. New Delhi: Tata McGraw Hill.
36. P.L. Mehta (2002) Managerial Economics - Analysis, Problems and Cases. New Delhi: Sultan Chand
37. Fred Luthans (1998) Organizational Behaviour. New Delhi: McGraw- Hill International Edition
38. K.Aswathappa (2005) Organizational Behaviour Text cases games. New Delhi: Himalaya Publishing Company
39. Pandey I.M: Financial Management, Vikas Publishing, New Delhi, Latest Edition
40. Khan M. Y. & Jain P K: Management Accounting, Tata McGraw-Hill, New Delhi, Latest Edition.
41. Richard I. Levin & David S.Rubin, Statistics for Management, PHI.1999, New Delhi.
42. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi 1998.
43. Agarwal, Raj (2002) Business Environment, New Delhi: Excel Books
44. Bovee and Thill: Business Communication Today, MacGraw-Hill, Second Edition
45. Guffey M. E.: Business Communication Process & Product, Thompson, South – Western
46. Level D. A.: Managerial Communications, Business Publications, Plano, Texas
47. Richard .I. Levin, David. S. Rubin: Quantitative approaches to Management, Mc Graw Hill International Book co.1992.
48. Barry Render, Ralph M. Stair, Jr., Michael E. Hanna: Quantitative Analysis for Management, Pearson Education.2008.
49. Hamdy A. Taha: Operations Research: An Introduction, Dorling Kindersley, 2008.
50. S. D. Sharma: Operations Research, Kedar Nath Ram Nath & Co., 2006
51. Sinha, P.R.N, Shekhar, S.P, & Bala,I.(2016).Human Resource Management. India: Cengage Learning India Private Limited.



52. Dessler, G., & Varkkey, B. (2015). Human Resource Management (14th ed.). India: Pearson Education.
53. Robbins, S., & Verhulst, S. L. (2015). Human Resource Management (11th ed.). USA: Wiley
54. Pandey, I. M., Financial Management, Vikas Publishing House, New Delhi, Latest Edition
55. Khan M. Y. & Jain P. K. Financial Management, Tata McGraw Hill, New Delhi Latest Edition
56. Naresh Malhotra, Marketing Research: An Applied Orientation, Pearson
57. Cooper & Schindler, Business Research Methods. New Delhi: TMGH
58. Kothari, Research Methodology: Methods & Techniques, New Age Intl., New Delhi
59. Cost Accounting – A Managerial Emphasis, Horngren, Foster & Datar. Prentice Hall
60. Cost Accounting, N. K. Prasad & A. K. Prasad, Book Syndicate
61. Fundamental Managerial Accounting Concept, Edmonds, Edmonds and Tsay, Irwin McGraw Hill
62. P. Jyothi, Bhagwan Prasad, V. Sita (2006) Choosing an enterprise: How, what and when? New Delhi: Allied publishers.
63. Sipra Mukhopadhyay (2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.
64. Ronila Chawla (2004), Economics of Tourism & Development., Sonali Publications, New Delhi
65. George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London
66. Inskeep, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
67. Ritchie, J. R. & Crouch, I. G. (2005), The Competitive Destination – A Sustainable Tourism Perspective, CABI Publishing, UK.
68. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

69. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
70. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi
71. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
72. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management
73. Basham.A.L (1988), The Wonder that was India, Rupa and Com, Delhi
74. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
75. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
76. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
77. Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.
78. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
79. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
80. Tapan K. Panda & Sunil Sahadev (2005), Sales and distribution Management, Oxford University Press.
81. Satish K. Kapoor & Purva Kansal (2003), Basic of Distribution Management- a Logistical approach, Prentice-Hall India.
82. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
83. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann,UK
84. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
85. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
86. Sheldon P. (2002), Tourism Information Technology, CABI.
87. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.