CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in All Faculties.

They are hereby informed that the recommendations made by the I/c Dean Faculty of Commerce and Management, have been accepted by the Academic Council at its meeting held on 5th May, 2018 **vide** item No. 4.50 and subsequently approved by the Management Council at its meeting held on 23rd May, 2018 **vide** item No.7 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6448, 6449, 6450 & 6451 Regulation 9175, 9176, 9177, 9178, 9179, 9180, 9181 & 9182 the syllabus of B.Voc. Course in Travel and Tourism Management and B.Voc. Course Software Development Course has been introduced and the same have been brought into force with effect from the academic year **2015-16**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
17th January, 2019
To ,

(Prof. Sunil Bhirud)
I/c. REGISTRAR

The Principals of the affiliated Colleges and Directors of the recognized Institutions in All Faculties. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.50/05/05/2018
M.C/07/23/05/2018

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No. UG/144 -A of 2018   MUMBAI-400 032   17th January, 2019

Copy forwarded with Compliments for information to:-
1) The I/c Dean, Faculty of Commerce and Management ,
2) The Director, Board of Examinations and Evaluation,
3) The Director, Board of Students Development,
4) The Co-ordinator, University Computerization Centre,

(Prof. Sunil Bhirud)
I/c. REGISTRAR

UNIVERSITY OF MUMBAI

Syllabus for the F.Y.,S.Y. and T.Y.BVoc.
Program: B.Voc
Course: Software Development

(Credit Based Semester and Grading System with effect from the academic year 2015-2016)

UNIVERSITY OF MUMBAI

Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	B.Voc. in Software Development
2	Eligibility for Admission	10+2
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	As per UGC guidelines.
5	No. of Years / Semesters	3 years / 6 semesters
6	Level	U.G
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic Year	From Academic Year :2015-16

Date: Signature:

Name of BOS Chairperson / Dean: _____

UNIVERSITY OF MUMBAI

Essentials Elements of the Syllabus

1	Title of the Course	Syllabus for Three Years B.Voc in Software Development
2	Course Code	(JSBVOC)
3	**Preamble / Scope: -** The main objectives of the course Bachelor in Vocation (skill component) are:	

Preamble / Scope: - The main objectives of the course Bachelor in Vocation (skill component) are:

- Check their understanding of the Business Requirements Specification (BRS), Software Requirements Specification (SRS), High Level Design (HLD) and Low Level Design (LLD) with appropriate people
- To demonstrate aptitude for analyzing information and making logical conclusions and to build knowledge of the foundational mathematical concepts in computing
- To design algorithms to solve problems and convert them into code using appropriate programming language constructs
- To read and execute a test case and record outcome in the templates and work with their peers
- To build database skills including DBMS, data design, and query table structures for specific data
- Software engineering approaches to develop applications and the key processes used for developing application software
- To make them learn basic components of computer, Windows and Linux OS, file systems and task and process management
- To make them learn web browsers, the World Wide Web, web-based social media applications and web programming
- To make learn how to deal with confidential information and maintain records legibly and accurately

4	**Objective of Course / Course Outcome: -** The new syllabus is aimed to achieve the objectives. The students will be ready for the jobs available in different fields like: ☐ Software Development (Programming) ☐ Website Development ☐ Project Management ☐ Discrete Mathematics ☐ C++, Java ☐ Networking ☐ Database Administration ☐ Software Engineering ☐ Software Testing ☐ Operating Systems ☐ Network Security
5	Eligibility :-10+2
6	Fee Structure:-

JAI HIND COLLEGE

	REVISED FEES STRUCTURE FOR DEGREE SECTION FOR 2017-18 (AIDED)			
		B.VOC Fees for Travel &Toursim / Software Course		
Sr.No.	**Particulars/ Fees Heads**	**F.Year**	**S.Year**	**T.Year**
1	Tuition Fees	800	800	800
2	Library Fees	200	200	200
3	Gymkhana Fees	400	400	400
4	Other Fees /Extra curricular Fees	250	250	250
5	Laboratory Fees	800	800	800
6	Exam Fees	2,000	2,000	2,000
7	Marksheet Fees	120	120	120
8	Convocation Fees	-	-	250
9	Magazine Fees	100	100	100
10	Utility Fees	250	250	250
11	Development Fees	500	500	500
12	Adm Process Fees	200	200	200
13	Identity Fees	50	50	50
14	Alumni Asso Fees			

			25	25	25	
	15	Group Insurance	40	40	40	
	16	Enrollment Fees	220	-	-	
	17	Computer Practicals Fees For comp Sc Students	600	600	600	
	18	Students Welfare Fund	50	50	50	
	19	Uni Sports & Cultural Activity	30	30	30	
	20	E-Charges	20	20	20	
	21	Vice Chancellor Fund	20	20	20	
	22	Disaster Relief Fees	10	10	10	
	23	National Service Scheme	10	10	10	
	24	E-Suvidha	50	50	50	
		Total	**6,745**	**6,525**	**6,775**	
	25	Caution Money Deposits(Refundable)	150	--	--	
	26	Library Deposits (Refundable)	250	--	--	
	27	Laboratory Deposits (Refundable)	400	-	-	
		Grand Fees for Maharashtra Board	**7,545**	**6,525**	**6,775**	
		Eligibility fees (For Other Boards Student)	320	-	-	
		Grand Fees for Other Boards	**7,865**	-	-	
		<mark>New Students from other College (Maharashtra Board) for SY & TY fees</mark>				
	28	Caution Money Deposits(Refundable)	-	150	150	
	29	Library Deposits (Refundable)	-	250	250	
	30	Laboratory Deposits (Refundable)		400	400	
		New students (Mah Board) Fees		**7,325**	**7,575**	
	31	New Students from other College (Other Board)Eligibility Fees Rs. 320/- & Enrollment fees Rs. 220/- for SY & TY fees		540	540	

		New students (Other Board) Fees		7,865	8,115	
7	No. of Lectures	8 courses per semester				
8	No. of Practical	3 period of a week per course				
9	Duration of the Course	3 Years				
10	Notional hours	15 hours per unit per course				
11	No. of Students per Batch :- 50					
12	Selection :- Merit					
13	Assessment :- Theory (75 marks)+ Practical (50 marks) + Internal (25 marks)					
14	Syllabus Details					

UNIVERSITY OF MUMBAI

Syllabus for the F.Y.BVoc.
Program: B.Voc
Course: Software Development

(Credit Based Semester and Grading System with effect from the academic year 2015-2016)

YEAR I DIPLOMA NSQF LEVEL-4		
Courses	Theory Code	Practical Code
General Component		
Communication Skills, Meet & Greet Professional Etiquettes	JBVOC 1.01	-
French Language, Culture, Historical milestones & local Etiquettes	JBVOC 1.02	-
Office Automation	JBVOC 1.03	-
General knowledge & contemporary world perspective(history)	JBVOC 1.04	-
Skill Component		
Web Designing and Programming	JSBVOC 1.05	JSBVOCP 1.05
Logics and Algorithm	JSBVOC 1.06	JSBVOCP 1.06
Software Engineering	JSBVOC 1.07	JSBVOCP 1.07
Object Oriented Programming with C++	JSBVOC 1.08	JSBVOCP 1.08

CLASS: B. Voc (Software Development)		Semester – I
Theory Code : JBVOC 1.01	Subject :Communication Skills, Meet & Greet Professional Etiquettes	
Periods per week	Lectures - 3	3 Credits

Unit-I	**Basics of Communication**: Concept-7Cs, Process, Need, Feedback Barriers to Communication, Channels of Communication, Basic Reporting & Documentation Letters-Formal & Informal	**11 Lectures**
Unit-II	**Parts of Grammar**Prepositions & Articles**,** Similes and metaphors, Proverbs and Idioms	**10 Lectures**
Unit-III	**Speaking Skills&Listening , First Impression& Body Language:** Pronunciation, diction and accents,Intonation& listening skillsPleasant voice culture Body Language Way to greet Importance of eye contact Activities to be conducted	**12 Lectures**
Unit-IV	**Greeting the tourists/Clients and ensuring etiquette** **Interacting with superior& colleagues (acc to NOS), Importance of Health & Hygiene (acc to NOS), Gender Sensitiveness (acc to NOS)** (Especially for TTM Students-Contact the tourists to provide personal details in case of advance booking Coordinate for the meet point and the time of meet Greet the tourists with a smile Showcase a friendly approach on meeting them Ensure the tourists are comfortable with the approach Ensure appropriate body language maintained to the tourists Exchange the names and necessary personal details with the tourists Register the details of the tourists Address the tourist with their names to have more friendly approach Issue any identification badges and safety equipments that the tourist will require Pose an approachable personality Promote the various product and service package promotions in house)	**12 Lectures**

BOOKS:

1. Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.

2. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.

3. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.

4 Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.

5. Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

6. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey. Krevolin, Nathan (1983) Communication Systems and Procedure

7. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.

8. Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press, New Delhi.

CLASS: B. Voc (Software Development)		Semester – I	
Theory Code : JBVOC 1.02	Subject :French Language, Culture, Historical milestones & local Etiquettes		
Periods per week	Lectures - 3	3 Credits	

Unit-I	**Basic Grammar:** Oral and Written competence in French, Situational Communication in French	**15 Lectures**
Unit-II	**Translation:** Translation – Intermediate level French to English, English to French Translation of sentences from English to French and French to English. Translation of idiomatic expressions from English to French and French to English. Translation of short passages from English to French and French to English. Translation – Basic level French to English, English to French	**15 Lectures**
Unit-III	**History and Culture:** History of France under Louis XIV History of France: French Revolution and Age of Napoleon Contemporary French Society: French educational System and French society Contemporary French Society: Political Systems in France	**10 Lectures**
Unit-IV	Tourist Destinations &Regulations, Fashion, Cuisine, Shopping & Local Etiquettes	**5 Lectures**

BOOKS:

1. (PrescribedText) Connexions 2 (Lessons 1 to 6)

Cahier d'exercises – Connexions 2 (Lessons 1 to 6),

Connexions 2 (lessons 7 to 12) Cahier d'exercices,

 Connexion 2 (lessons 7 to 12)

2. L'Histoire de la France by Georges Duby

3. Civilisation Française Quotidienne by Michel Paoletti and Ross Steel

4. Histoire de la civilisation française by Georges Duby and Robert Mandrou

5. L'Histoire de la France by Georges Duby

CLASS: B. Voc (Software Development)		Semester – I
Theory Code : JBVOC 1.03	Subject : Office Automation	
Periods per week	Lectures - 3	3 Credits

Unit-I	**INTRODUCTION TO MS OFFICE:** About MS Office, Why MS Office, What Are Documents and Templates **WORD:** Introduction To Document, Formatting Text, Editing Text, Creating Template, Insertion Of- Table, Image, Text Box, Cover Page, Header, Footer, Date And Time, Page Number; Margin, Page Setup, Printing Document; Mail Merge- Creating Main Document, Data Source, Adding and Removing Fields, Bulleted and Numbered Lists, Page Formatting, Graphics ,Adding tables, styles	**15 Lectures**
Unit-II	**POWERPOINT:** Introduction To Slide, Inserting Slide, Navigation In Presentation, Insert-Text, Text Style, Clip Art, Table, Chart, Picture, Audio, Video; Layout, Slide Design, Master Slide; Enhancing Presentation With Multimedia Effect -Animation, Transition, Slide Show, Recording Sound Slide By Slide, Auto Content Wizard, Template, Slide View, Printing Presentation, Sharing presentation, Working with multimedia, Formatting presentation, Editing presentation.	**10 Lectures**
Unit-III	**EXCEL**: Introduction To Spreadsheet, Rows, Columns, Cells, Navigation, Selection of Cells, Resizing Columns, Series Fill, Working with Formulas, Formatting worksheets, Formatting Cells, Editing worksheet, Alignment, Conditional Formatting, Cell Styles, Inserting Chart, Data Sort, Filters, Functions, Pivot Table, Pivot Charts, Workgroup, Protecting Worksheet, Printing Worksheet ,Data tables, Workbook security, Translate worksheet, Adding graphics, Marcos, Templates, Themes, Styles, Data validation **ACCESS:** What Is Database, Creating New Database, Database through Table Wizard, Creating New Table, Rename Columns, Creating Table through Design View, Relationship, Query, Forms, Reports, Webpage	**10 Lectures**
Unit-IV	**OUTLOOK:** What Can Do with Outlook, Toolbars, Adding Contact, Address Book, Changing View, Finding Contact, Filtering Contact, Sorting Contacts, Calendar, Tasks, Journal, Inbox, Reviewing Email, Notes, Action on A Message, Personalizing Message with Signatures, Tracking Message, Automating Tasks Using Message Rules **PUBLISHER:** Introduction- Use The Catalogue Features, Use The Quick Publication Wizard, Creating a Letterhead, Saving Letterhead, Changing Look of Publication, Formatting Text, Aligning the Text, Manipulating Frames, Adding Object to Publication, Banners	**10 Lectures**

BOOKS:
1. OFFICE 2016 for Dummies by Peter Weverkar
2. Step by Step Microsoft Word 2013 by Joan Lambert and Joyce Cox
3. Step by Step Microsoft OFFICE 2013

CLASS: B. Voc (Software Development)		Semester – I
Theory Code : JBVOC 1.04	Subject :General knowledge & contemporary world perspective(history)	
Periods per week	Lectures - 3	3 Credits

Unit-I	**Post-World War II- History-** Cold War: Origin, Causes, Wars (Period- 1945-1991), Disintegration of USSR, Unipolar World, Coming of EU	**15 Lectures**
Unit-II	**Post-World War II- Economic Order-** International Economy – Bretton Woods, WTO, IMF, UNO, Regional Organization- OPEC, ASEAN, SAARC , BRICS	**12 Lectures**
Unit-III	**History of Asia-**Rise of China, Japan's Economic Miracle, Israel –Palestine, Issue Oil Politics, South East Asia-short history	**8 Lectures**
Unit-IV	Society, Politics, Culture, Places & Personalities Capitals , Currencies , Political systems, & Current Affairs	**10 Lectures**

BOOKS:

1. Boyer, Paul S. (ed.), *The Oxford Companion to United States History*, OUP, New York , 2001.
2. Chatterjee, B. R., *The Last Hundred Years in the Far East*.
3. Dobb, Maurice, *Studies in the Development of Capitalism*, Intl. Pub. Co., 1974.
4. Gottschalk, L., *The Transformation of Modern Europe,*
5. Hane, Mikiso, *Modern Japan : A Historical Survey*, Westview, 1986.
6. Hayes, Carlton J.H., *Contemporary Europe Since 1870*, (Revised ed.), Macmillan, New York, 1970.
7. Noan Chomsky ,
8. Hobsbawm, E. J., *Nation and Nationalism*, Cambridge, 1970.
9. Joll, James, *Europe Since 1870*, Har – Row, 1973.
10. Kochan, Lionel, *The Russian Revolution*, Rupert Hart Davis, Educational Publication London, 1970 .
11. Langsam, W. C.,*The World Since 1919,* The Macmillan, New York, Seventh edition, 1954.
12. Longer, W. L., *Diplomacy of Imperialism , ii) The Shifting Balance of World force,* New York, 1951(1898-1945).
13. Pearsen, George, *Towards one World*, Cambridge University Press,
14. Thomson, David, *World History, 1914-1968*, Oxford, 1968.
15. Rao, B. V., *World History*, Sterling, New Delhi, 1988.
16. Roberts, J.M., *History of the World*, OUP., Newyork, 1993.

CLASS: B. Voc (Software Development)		Semester – I	
Theory Code : JSBVOC 1.05	Subject : Web designing and Programming		
Periods per week	Lectures - 3	3+1.5 Credits	

Unit – I	**HTML5:** Introduction, Why HTML5? Difference between HTML 4 and HTML5 Formatting text by using tags, using lists and backgrounds, Creating hyperlinks and anchors. **HTML5 Tables, Forms and Media:** Creating tables: creating simple table, specifying the size of the table, specifying the width of the column, merging table cells, using tables for page layout, formatting tables: applying table borders, applying background and foreground fills, changing cell padding, spacing and alignment, creating user forms: creating basic form, using check boxes and radio buttons, creating lists, additional input types in HTML5, Incorporating sound and video: audio and video in HTML5, HTML multimedia basics, embedding video clips, incorporating audio on web page, Image Mapping.	**15 Lectures**
Unit – II	**CSS:** Introduction, how does CSS work?, syntax, identification and grouping of elements ,selectors, color, background, fonts, text, links, lists ,tables. **CSS Box model**: margin, Padding, Border, height and width, floating elements, positioning of elements, align, dropdowns, navigation bar, forms, counters, Image gallery.	**15 Lectures**
Unit – III	**Java Script:** Introduction, Client-Side JavaScript, Server-Side JavaScript, JavaScript Objects, JavaScript Security, **Operators**: Assignment Operators, Comparison Operators, Arithmetic Operators, % (Modulus), ++(Increment), --(Decrement), -(Unary Negation), Logical Operators, Short-Circuit Evaluation, String Operators, Special Operators, ?: (Conditional operator), , (Comma operator), delete, new, this, void **Statements:** Break, comment, continue, delete, do...while, for, function, if...else, return, switch, var, while, with **Core JavaScript (Properties and Methods of Each) :** Array, Boolean, Date, Function, Math, Number, Object, String **Document and its associated objects:** document, Link, Area, Anchor, Image, Applet, Layer **Events and Event Handlers :** General Information about Events, Defining Event Handlers, event, onAbort, onBlur, onChange, onClick, onDblClick, onDragDrop, onError, onFocus, onKeyDown, onKeyPress, onKeyUp, onLoad, onMouseDown, onMouseMove, onMouseOut, onMouseOver, onMouseUp, onMove, onReset, onResize, onSelect, onSubmit, onUnload	**15 Lectures**

References:

1. Web Design the Complete Reference, Thomas Powell, Tata McGrawHill
2. HTML and XHTML the Complete Reference, Thomas Powell, Tata McGrawHill
3. JavaScript 2.0: The Complete Reference, Second Edition by Thomas Powell and Fritz Schneider
4. Styling with CSS by Charles Wyke-Smith

Practical Code:JSBVOCP 1.05

1. Design a web page using basic html tags.
2. Design a webpage using Image mapping

3. Design a webpage using frames.
4. Design a webpage using inline, internal and external CSS.
5. Design a webpage using Table tag so that the content appears well placed and apply CSS on it.
6. Design a webpage using HTML forms that uses all types of control and style it with CSS.
7. Design a webpage using CSS and display Horizontal and Vertical Navigation bar.
8. Write a javascript program which displays the working of operators.
9. Writea javascript program which displays the working of control statements.
10. Write a javascript program which displays the working of events and event handlers.

CLASS: B. Voc (Software Development)		Semester – I
Theory Code : JSBVOC 1.06	Subject : Logics & Algorithm	
Periods per week	Lectures - 3	3+1.5 Credits

Logic and Discrete Mathematics		
Unit 1	**Number Systems and Conversion 1** Digital Systems and Switching Circuits, Number Systems and Conversion, Binary Arithmetic, Representation of Negative Numbers, Sign and Magnitude Numbers, 2's Complement Number, Addition of 2's Complement Numbers,1's Complement Numbers, Addition of 1's Complement Numbers, Binary Codes	**15 Lectures**
Unit 2	**Boolean Algebra** Basic Operations, Boolean Expressions and Truth Tables, Basic Theorems, Commutative, Associative, Distributive, and DeMorgan's Laws, Simplification Theorems, Karnaugh Maps, Applications of Boolean Algebra, Minterm0 and Maxterm Expansions **Relations** Definition and examples. Properties of relations, Partial Ordering sets, Linear ordering Hasse Diagrams , Maximum and Minimum elements, Lattices	**15 Lectures**
Unit 3	**Graphs and Trees:** **Graphs:** Representing relations using diagraphs, Warshall's algorithm- shortest path, Linked representation of a graph, Operations on graph with algorithms - searching in a graph; Traversing a graph- Breadth-First search and Depth-First search. **Trees:** Definition and elementary results. Ordered rooted tree, Binary trees, Complete and extended binary trees, representing binary trees in memory, traversing binary trees, binary search tree, Algorithms for searching and inserting in binary search trees, Algorithms for deleting in a binary search tree	**15 Lectures**

Reference Books:
1. Discrete Mathematics and its applications: Kenneth H. Rosen, Third Edition, McGraw Hill Inc.
2. Discrete mathematical structures by B Kolman RC Busby, S Ross PHI Pvt.Ltd.
3. Elements of Discrete Mathematics: C.L. Liu , Tata McGraw Hill Edition .

Practical Code: JSBVOCP 1.06

1. Examples of number system and conversion
2. Examples of complements of number.
3. Examples of Minterm and Maxterm expansion.
4. Examples of Karnaugh Map.
5. Examples of partial ordering sets, Hasse diagram.
6. Examples on Lattices.
7. Develop Warshall's and Shortest Path algorithm and implement using C.
8. Implement operations on graph in C.
9. Develop Breadth and Depth First search algorithms and implement using C.
10. Implement in C for searching and inserting in binary search trees and deleting in a binary search tree.

CLASS: B. Voc (Software Development)		Semester – I	
Theory Code : JSBVOC 1.07	Subject :Software Engineering		
Periods per week	Lectures - 3	3+1.5 Credits	

Unit – I	Introduction to Software Engineering What is software? Types of software, Software Quality factors, what is software engineering? Introduction to Soft Eng & its objectives, the general systems approach to problem solving. The three approaches to software systems development - The Structured approach, the Object Oriented Approach and the Information Engineering Approach. Software Process: SDLC -Requirement Analysis, Software design, coding, testing, maintenance etc. Software Development Life Cycle Models - Waterfall Model, Prototyping Model, RAD Model, Incremental Model, Spiral Model, Component Based Model, Their features, strengths, weaknesses and differences between them, Fourth Generation Techniques Project Management Process, Role of metrics & models in project management Project Feasibility Study - Operational, Technical, Economic, Organizational and Cultural feasibility. Defining project costs and project benefits. Cost/Benefit Analysis for a project	**15 Lectures**
Unit – II	System Analysis Investigating System Requirements – Software Requirement Specification Document, Need of SRS, Characteristics & Components of SRS, Stakeholders, Identifying requirements using various techniques (such as Questionnaires, reviewing reports/forms, interviews, workflows etc), building prototypes, Structured Walkthroughs, Modeling System Requirements –Conceptual modeling Data Modeling - Data entities, Attributes, Relationships, Cardinality, ERD Process Modeling - Developing Data Flow Diagrams, Level of abstraction, Context diagram, Top level DFD, DFD fragments, Physical and Logical DFD, Data Dictionary, Events, Event Table Logic Modeling- Decision Tables, Decision Trees, Structured English & Pseudo-code Object Oriented Modeling: Object Model, Elements of Object Model, Basic Principles of OO Approach, Association, Generalization, Specialization, Aggregation UML: Basics of UML, Types of UML Diagrams, Use Case Diagram, Class Diagram, Object Diagram, Sequence diagram & Collaboration diagram, State Transition & State chart diagrams	**15 Lectures**
Unit – III	System Design & Coding System Design - Problem partitioning, Abstraction, Top-down & Bottom-up Design, Function-Oriented & Object-oriented Design, Problem Partitioning, Abstraction & its type(Data & Function), Modularity, Coupling, Cohesion, Drawing Structure Charts & Flow charts, UML Activity Diagram, Component Diagram, Package & Deployment Diagram Designing Databases: Converting ERD to Databases, Introduction to OO Databases, Object-Relational Databases, User Interface Design - Designing System Input, output, User Interface, Characteristics of good interfaces Coding – Top down VS Bottom up strategies, structured programming & object oriented programming, Information hiding, programming styles, Internal documentation Verification & Validation: What is V&V, Types of V&V activities such as inspection, review, walkthrough, V&V with respect to requirements, system analysis, system design & coding.	**15 Lectures**

BOOKS

1. Software Engineering – A Practitioner's Approach – 6th Edition,Roger Pressman, McGraw Hill.
2. Integrated Approach to Software Engineering (3rd Edition) - Pankaj Jalote (Narosa)
3. System Analysis & Design in a Changing World, Satzinger, Jackson, Burd – Thompson Learning
4. Instant UML, Pierre-Alain Muller,Wrox.

Practical Code: JSBVOCP 1.07

1. Problem Definition - Identifying& Understanding the system, its functions, desired inputs, outputs etc.
2. Conducting Feasibility Study – Deciding S/W, H/W requirements, Type of system
(Single-User/Multi-user etc), Limitations of current system, Benefits of the proposed system etc.
3. Requirement Analysis, Interviews, Questionnaire, Creating SRS
4. Drawing ERD & converting to tables
5. Drawing Context Diagram, DFDs for understanding process flow
6. Drawing Use Case Diagram
7. Drawing Class, Object Diagrams,
8. Drawing Sequence & Collaboration Diagrams,
9. Drawing State Transition, State chart diagrams,
10. Drawing Activity, Component, Package Diagrams

CLASS: B. Voc (Software Development)		Semester – I
Theory Code : JSBVOC 1.08	Subject : Object Oriented Programming with C++	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	**Introduction to OOPs:** Need object oriented programming, comparison of procedural and object oriented approach, characteristics of OOPs – object , classes , polymorphism, inheritance, reusability, data hiding and abstraction, applications of OOPs	**15 Lectures**
	Classes and Objects: Class declaration, constructors, constructor initialization lists, access functions, private member functions, the copy constructor, the class destructor ,constant objects, structures, pointers to objects, static data members, static function members	
Unit-II	**Operator Overloading:** overloading the assignment operator, the this pointer, overloading arithmetic operators, overloading the arithmetic assignment, operators, overloading the relational operators ,overloading the stream operators, conversion operators ,overloading the increment and decrement operators, overloading the subscript operator	**15 Lectures**
	Composition and Inheritance: inheritance, protected class members , overriding and dominating inherited members, private access verses protected access, virtual functions and polymorphism, virtual destructors, abstract base classes File Handling: Classes for file stream operations, opening and closing a file, detecting end of file, file modes, file pointers and their manipulations, sequential input and output operations, random access, file operations error handling, command line argument	
Unit-III	**Strings and Streams:** the string class interface, the constructors and destructor , the copy constructor, the assignment operator, the addition operator , an append operator, access functions , the comparison operators, stream operators, stream classes, the ios class, ios format flags, ios state , variables ,the istream and ostream classes, unformatted input functions , unformatted output functions, stream manipulators.	**15 Lectures**
	Templates and Iterators: function templates, class templates, container classes, subclass templates, passing template classes to template parameters, iterator classes Libraries: the standard C++ library, proprietary libraries, contents of the standard c headers, string streams, file processing, the standard template library	

BOOKS:
SCHAUM'S OUTLINE OF THEORY AND PROBLEMS of PROGRAMMING WITH C++ JOHN R. HUBBARD, TATAMCGRAW-HILL Object Oriented Programming with C++, E. Balagurusamy,Fourth Edition, TATAMCGRAW-HILL. Object Oriented Programming with C++, by P. Sarang 2nd Edition, (PHI) EEE edition

Practical Code: JSBVOCP 1.08

1. Implement the following
   a. Design an employee class for reading and displaying the employee information, the getInfo() and displayInfo() methods will be used repectively. Where getInfo() will be private method.
   b. Design the class student containing getData() and displayData() as two of its methods which will be used for reading and displaying the student information respectively.Where getData() will be private method.

c. Design the class Demo which will contain the following methods: readNo() ,factorial() for calculating the factorial of a number, reverseNo() will reverse the given number, isPalindrome() will check the given number is palindrome, isArmstrong() which will calculate the given number is armStrong or not.Where readNo() will be private method.

2. Implement the following
   a. Write a friend function for adding the two complex numbers, using a single class.
   b. Write a friend function for adding the two different distances and display its sum, using two classes.
   c. Write a friend function for adding the two matrix from two different classes and display its sum.

3. Implement the following
   a. Design a class Complex for adding the two complex numbers and also show the use of constructor.
   b. Design a class Geometry containing the methods area() and volume() and also overload the area() function .
   c. Design a class StaticDemo to show the implementation of static variable and static function.

4. Implement the following
   a. Overload the operator unary (-) for demonstrating operator overloading.
   b. Overload the operator + for adding the timings of two clocks, And also pass objects as an argument.
   c. Overload the + for concatenating the two strings. For e.g "c" + "++" = c++

5. Implement the following
   a. Design a class for single level inheritance using public and private type derivation.
   b. Design a class for multiple inheritances.
   c. Implement the hierarchical inheritance.

6. Implement the following
   a. Implement the concept of method overriding.
   b. Show the use of virtual function
   c. Show the implementation of abstract class.

7. Implement the following
   a. String operations for string length , string concatenation
   b. String operations for string reverse, string comparison
   c. Console formatting functions.

8. Implement the following:
   a. Show the implementation of exception handling
   b. Show the implementation for exception handling for strings
   c. Show the implementation of exception handling for using the pointers.

9. Show the implementation
   a. Design a class FileDemo opens a file in read mode and display the total number of words and lines in the file.
   b. Design a class to handle multiple files and file operations
   c. Design a editor for appending and editing the files

10. Show the implementation for the following
   a. Show the implementation of template class library for swap function.
   b. Design the template class library for sorting ascending to descending and vice-versa
   c. Design the template class library for concatenating two strings

YEAR I DIPLOMA NSQF LEVEL-4		
Courses	**Theory Code**	**Practical Code**
General Component		
Business Communication, Soft Skills & Foreign Language(French)	JBVOC 2.01	-
Organizational Behavior, Cultural & Health Psychology	JBVOC 2.02	-
Introduction to computer networks	JBVOC 2.03	-
Principles of Marketing & Customer Service Management	JBVOC 2.04	-
Skill Component		
Modern Operating Systems	JSBVOC 2.05	JSBVOCP 2.05
Computational Mathematics	JSBVOC 2.06	JSBVOCP 2.06
Core Java	JSBVOC 2.07	JSBVOCP 2.07
Database Management System	JSBVOC 2.08	JSBVOCP 2.08

CLASS: B. Voc (Software Development)		Semester – II
Theory Code : JBVOC 2.01	**Subject :Business Communication, Soft Skills & Foreign Language(French)**	
Periods per week	**Lectures - 3**	**3 Credits**

Unit-I	**Drafting of business letters, Enquiries and replies** - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings - Memos –	**10 Lectures**
Unit-II	**Oral Communication Meaning, nature and scope** - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatization - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV). The art of listening - Principles of good listening	**15 Lectures**
Unit-III	**Application of Communication Skills Group Decision-Making** - Conflict and Negotiations - Presentation and Interviews - Speeches - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).	**10 Lectures**
Unit-IV	**Soft skills**- Art of presentation, articulation and conversation skills, Body Language, eye contact, effective listening skills, Gender sensitization and conversational norms in different groups, Personal Hygiene, sanitation and grooming, Facing Interviews, GD and media interface **Topics Prescribed for workshop/lab** 12 Group Discussion i) Mock Interview ii) Interview iii) Public Speech iv) Conflict Situation v) Decision-making in a group	**10 Lectures**

BOOKS:
1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.

5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. RavindraKothavade - Diamond Publications, Pune.

6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.

7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.

8) Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.

9) Business Communication - M. Balasubrahmanyan - Vani Educational Books.

10) Creating a Successful CV - Siman Howard - Dorling Kindersley.

CLASS: B. Voc (Software Development)		Semester – II
Theory Code : JBVOC 2.02	Subject :Organizational Behavior, Cultural & Health Psychology	
Periods per week	Lectures - 3	3 Credits

Unit-I	Organizational Behavior& Cultural Psychology, Meaning and Scope	4 Lectures
Unit-II	Individual Behavior& Personality – Type A and B, Big five personality types, Factors influencing personality. Values and Attitudes– Concept and types of values: Terminal value and instrumental value. Components of attitude, job related attitudes, measurement of attitude. Learning – Concept and learning theories and reinforcement. Perceptions And Emotions – Importance, factors influencing perception, perpetual distortions, emotional intelligence.	16 Lectures
Unit-III	Motivation – Meaning and importance of motivation, Maslow's need hierarchy theory, Herzberg's two factor theory, Theory X Theory Y, Intrinsic and Extrinsic motivation by Ken Thomas Introduction to Health Psychology: components of health as social, emotional, cognitive and physical aspects, relationship between health and psychology, mind and body relationship, goals of health psychology	15 Lectures
Unit-IV	Cross cultural management: Frameworks of cross cultural managing skills – Cultural shock and acculturation – cross cultural training- managing multi-cultural teams, cultural negotiations, global leadership & motivational issues – cultural difference in ethics & decision making.	10 Lectures

BOOKS:

READINGS for OB

Essential Readings:

1. Robbins, S.P., OrganisationalBehaviour, Prentice Hall of India Pvt. Ltd., New Delhi.

2. Greenberg, Jerald, and Robert A Baron, OrganisationalBehaviour, Prentice Hall of India Pvt. Ltd., New Delhi.

3. Luthans, F., OrganisationalBehaviour, McGraw Hill International. New York.

Suggested Readings:

1. Chhabra, T. N., OrganisationalBehaviour, Sun India Publications.

2. Singh, A.K., and B. P. Singh, Organizational Behavior, Excel Books Pvt. Ltd, New Delhi.

3. Hersey, P.K., Blanchard, H. and D. E. Johnson, Management of OrganisationalBehaviour: Leading Human Resources, Pearson Education.

4. Moshal, B.S., OrganisationalBehaviour, Ane Books Pvt. Ltd., New Delhi

5. Sekaran, Uma, OrganisationalBehaviour: Text and Cases, Tata McGraw Hill, New Delhi.

Health Psychology

Reading List: Carr, A. (2004). Positive Psychology: The science of happiness and human strength.UK: Routledge. DiMatteo, M.R. and Martin, L.R.(2002).

Health psychology. New Delhi: Pearson. Misra,G.(1999).

Stress and Health. New Delhi: Concept. Sarafino, E.P. (2002).

Health psychology: Bio psychosocial interactions(4th Ed.).NY: Wiley. Snyder, C.R., &Lopez,S.J.(2007).

Positive psychology :The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage. Taylor, S.E. (2006).
Health Psychology (6th Ed.). New York: Tata McGraw Hill.

CLASS: B. Voc (Software Development)		Semester – II
Theory Code : JBVOC 2.03	Subject :Introduction to computer networks	
Periods per week	Lectures - 3	3 Credits

Unit-I	**KNOWING COMPUTER:** What Is Computer, Basic Applications of Computer, Evolution of Computers - Generations, Types of Computers, Computer System, Characteristics, Data, Information **HARDWARE:** Basic Components of a Digital Computer - Control Unit, ALU, Input / Output, Functions and Memory, Memory Addressing Capability of a CPU, Processing Speed of computer.	**15 Lectures**
Unit-II	**What is a Network :**Introduction, Local Area Network, Wide Area Network, Advantages of a School Network, Disadvantages of a School Network **Protocol:** Introduction, Ethernet (Physical/Data Layers), IP/IPX (Network Layer), TCP/SPX (Transportation layer), HTTP, FTP, Telnet, SMPT, and DNS(Session/Presentation/Application Layers)	**10 Lectures**
Unit-III	**Hardware:**Introduction, File Server, Workstations, Laptops/Mobile Devices, Network Interface Cards, Switches/Concentrators/Hubs, Repeaters, Bridges, Routers, Firewalls **Cabling:**Introduction, Unshielded Twisted Pair (UTS) Cable, Shielded Twisted Pair (STP) Cable, Coaxial Cable, Fiber Optic Cable, Ethernet Cable Summary, Cable Installation Guidelines, Wireless LANs	**10 Lectures**
Unit-IV	**Topology:**Introduction, Linear Bus, Star, Tree or Expanded Star, Choosing a Topology **Addresses:** Class A, Class B, Class C **Software:**Introduction, Peer-to-Peer, Client/Server, Network Operating System Software	**10 Lectures**

BOOKS:

"Networking Essentials"- Glenn Berg

"Computer system architecture"- M. Morris Mano

"An Internet starter kit"- Sam

"E-Commerce"- David Whiteley

"Introduction to computer"-Peter Norton

"How computer work"- Ron White (QUE)

CLASS: B. Voc (Software Development)		Semester – II	
Theory Code : JBVOC 2.04	Subject :Principles of Marketing & Customer Service Management		
Periods per week	Lectures - 3	3 Credits	

Unit-I	**Marketing – An Overview:** Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling: **Marketing Concepts:** Introduction, Exchange concept, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept, Impact of marketing concepts and its applicability	**10 Lectures**
Unit-II	**Marketing Environment**- Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment; Marketing Mix: Introduction, Evolution of the "Marketing mix", Components of a traditional marketing mix , Additional components in the mix, Importance of marketing mix in marketing decisions	**10 Lectures**
Unit-III	**Customer Relationship Management** Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Cases of Customer Satisfaction	**15 Lectures**
Unit-IV	Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales	**10 Lectures**

BOOKS:

1.Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning

2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.

3. Bhasin- Customer Relationship Management (Wiley Dreamtech)

4. Dyche- Customer relationship management handbook prentice hall

5. Peelan-Customer relationship management prentice hall

6. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional

7. Chaturvedi-Customer Relationship Management(Excel Books)

8. Sheth J N, Parvatiyar A. and ShaineshG. : Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education

9. Lumar- Customer Relationship Management (Wiley India)

CLASS: B. Voc (Software Development)		Semester – II
Theory Code : JSBVOC 2.05	Subject :Modern Operating Systems	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	Introduction to Operating Systems: OS and Computer SystemArchitecture,OS Operations,Process Management ,Memory Management, Storage Management, Protection and security, Batch processing, time-sharing, multiprocessing, real time, distributed and modern operating systems, Desktop Systems, Handheld Systems, Clustered Systems. Operating-System Structures, Operating-System Services, User Operating-System Interface, System Calls, Types of System Calls, System Programs, Operating-System Design and Implementation, Virtual Machines, Operating-System Generation, System Boot.	**15 Lectures**
Unit- II	Processes and Process Synchronization: Process Concept, Process Scheduling, Scheduling Criteria, Scheduling Algorithms, Operations on Processes, Interprocess Communication, Multithreading Models, Threading Issues, Thread Scheduling, Communication in Client– Server Systems, The Critical-Section Problem, Peterson's Solution, Semaphores. Deadlocks , Deadlock detection and recovery, avoidance and prevention	**15 Lectures**
Unit-III	Memory Management: Memory management without swapping or paging; Swapping, Virtual Memory, Page replacement algorithms, Modeling paging algorithms, Design issues for paging systems, segmentation. I/O Sytem: Overview,I/O hardware,Application I/O Interface.	**15 Lectures**

Books: Operating System Concepts, 8th Edition, Abraham Silberschatz, Peter B.Galvin, Greg Gagne, Wiley publication

References: Operating Systems- A concept based approach , 2nd Edition, D.M. Dhamdhere McGrawHill publications Operating Systems, 3rd Edition ,Godbole

Practical Code: JSBVOCP 2.05

1. MS-DOS
2. Windows NT
3. Windows 7, 8 and 10
4. Android
5. Linux
6. Mac OS
7. Trojan worms and viruses
8. Unix

CLASS: B. Voc (Software Development)		Semester – II	
Theory Code : JSBVOC 2.06	Subject :Computational Mathematics		
Periods per week	Lectures - 3	3+1.5 Credits	

UNIT 1-	Set Theory: Fundamentals - Sets and subsets, Venn Diagrams, Operations on sets, Laws of Set Theory, Power Sets and Products, Partition of sets, The principle of Inclusion-Exclusion. Functions and Pigeon Hole Principle: Definitions and types of functions: injective, surjective and bijective, Composition, identity and inverse, Pigeon hole principle.	**15 Lectures**
UNIT 2-	Errors, Solutions of Algebraic and Transcendental Equations using - Bisection Method, the Method of False Position, NewtonRaphson Method. Interpolation: Interpolation: - Forward Difference, Backward Difference, Newton's Forward Difference Interpolation, Newton's Backward Difference Interpolation, Lagrange's Interpolation.	**15 Lectures**
UNIT 3-	Random variables: Discrete and Continuous random variables, Probability density function, Probability distribution of random variables, Expected value, Variance. Moments Relation between Raw moments and Central moments. Distributions: Discrete distributions: Uniform, Binomial, Poisson, Continuous distributions: uniform distributions, exponential, Normal distribution state all the properties and its applications	**15 Lectures**

Books:

1)Discrete mathematical structures by B Kolman RC Busby, S Ross PHI Pvt. Ltd.

2)Discrete mathematical structures by RM somasundaram (PHI) EEE edition

3)Introductory Methods of Numerical Methods, Vol-2, S.S.Shastri, PHI

4)Fundamentals of Mathematical Statistics, S.C.Gupta, V.K.Kapoor

Practical Code: JSBVOCP 2.06

1. Practical 1Calculate error
    a. Calculate absolute error
    b. Calculate relative error
    c. Calculate percentage error.

 2. Practical 2: Solution of algebraic and transcendental equations:
    a. Program to solve algebraic and transcendental equation by bisection method.
    b. Program to solve algebraic and transcendental equation by false position method.
    c. Program to solve algebraic and transcendental equation by Newton Raphson method.

 3. Practical 3: Interpolation
    a. Program for Newton's forward interpolation.
    b. Program for Newton's backward interpolation.
    c. Program for Lagrange's interpolation.

4. Practical 4: Random number
    a. program to find poisson distribution
    b. Program to find binomial distribution
    c. Program to find Exponential Distribution

5. Practical 5: Random number generation and distributions
    a. Program for random number generation using various techniques.
    b. Program for fitting of Binomial Distribution.

    c. Program for fitting of Poisson Distribution.

6. Practical 6: Sampling:

    a. Model sampling from Binomial and Poisson Populations.

    b. Model sampling from Uniform, Normal and Exponential Populations.

    c. Large sample tests-(Single mean, difference between means, single proportion, difference between proportions, difference between standard deviations.)

    d. Tests based on students 't-test'(Single mean, difference between means and paired 't')

7. Practical 7: Moments, Correlation and Regression

Computation of raw and central moments, and measures of skewness and kurtosis.

8. Practical 8:Computation of correlation coefficient and Fitting of lines of Regression (Raw and Frequency data)

CLASS: B. Voc (Software Development)		Semester – II	
Theory Code : JSBVOC 2.07	**Subject :Core Java**		
Periods per week	**Lectures – 3**	**3+1.5 Credits**	

Unit – I	**Introduction :**History of Java, Java features, different types ofJava programs, Differentiate Java with C and C++, JVM, JIT and JRE. **Java Basics :**Variables and data types, declaring variables, literals: numeric, Boolean, character and string literals, keywords, type conversion and casting. Standard default values. **Java Operators :**Arithmetic, relational, logical, assignment,increment and decrement, conditional, bitwise, precedence and order of evaluation, statement and expressions, string arithmetic. **Loops and Controls :**Control statements for decision making :select statements (if statement, if … else … statement, if …. Else … if … statement, switch statement), goto statement, looping (while loop, do … while loop and for loop), nested loops, breaking out of loops (break and continue statements), labeled loops. **Arrays and Strings :**One and two dimensional array, creating anarray, strings, stringbuffer. **Introduction of Classes :**Defining a class, creating instance andclass members : creating object of a class, accessing instance variables of a class, creating methods, naming methods of a class, accessing methods of a class, constructor, parameterized constructor, 'this' keywood, garbage collection, finalize() method, methods overloading, constructor overloading, nested and inner classes, static member. **Visibility control :** public access, friendly access, protectedaccess, private access, private protected access.	**15 Lectures**
Unit- II	**Inheritance :**Various types of inheritance, super and subclasses,keywords - 'extends', 'super', constructor chaining, method overriding, final variables and methods, final classes, abstract method and classes, dynamic method dispatch. **Interface :**Defining interfaces, extending interfaces, implementinginterfaces. **Packages :**System packages, using system package, namingconventions, creating packages, accessing a package, using a package, adding a class to a package Exception Handling : Exception-handling fundamentals, Exception types, Uncaught exceptions, Using try and catch, Multiple catch clauses, nested try statements, use of throw, throws and finally keywords, Java's Built-in exceptions, User defined exception, Chained Exception. **Streams and File I/O :**Concept of streams, stream classes, bytestream classes : InputStream, and OutputStream, character stream classes : Reader and Writer, Difference between byte stream classes and character stream classes, other I/O classes. File class, Reading / writing bytes / characters, random access file, serialization.	**15 Lectures**
Unit-III	**Applets :**Difference of applet and application, creating applets,applet life cycle, passing parameters to applets. Graphics, Fonts and Color : The graphics class, painting, repainting and updating an applet, sizing graphics. Font class, draw graphical figures - lines and rectangle, circle and ellipse, drawing arcs, drawing polygons. Working	**15 Lectures**

	with Colors : Color methods, setting the paint mode. **AWT package :**Window fundamentals : Component, container,Panel, Window, Frame, and Canvas. AWT Controls : labels, buttons, textfield, textarea, checkboxes, checkboxgroup, choice, and list. Layout Managers :FlowLayout, BorderLayout, GridLayout. **Event Handling :**The Delegation Event Model, Event classes(ActionEvent, FocusEvent, InputEvent, ItemEvent, KeyEvent, MouseEvent, MouseWheelEvent, TextEvent, WindowsEvent) and various listener interfaces (ActionListener, FocusListerer. ItemListener, KeyListener, MouseListener, MouseMotionListener, MouseWheelListener, TextListener, WindowFocusListener, WindowListener)	

Books:

Main References:

1. Chapters 6-8, 10, 17, 19-22, Java 2 : The Complete Reference - Tata McGraw Hill, Fifth edition.
2. Chapters 2-7, 9, 10, 11, 16, 20, 21, 22 of Programming with Java A primer, by E. Balagurusamy 3rd Edition.

Other References:

1. Programming in Java, Schaum Series.

2. Java2 Programming - Black Book, Dreamtech Press.

Practical Code: JSBVOCP 2.07

1. Write a Java program to create a Java class : (a) without instance variables and methods, (b) with instance variables and without methods, (c) without instance variables and with methods. (d) with instance variables and methods.

2. Write a Java program that illustrates the concepts of selection statement, looping, nested loops, breaking out of loop.

3. Write a Java Program that illustrates the concepts of one, two dimension arrays and strings.

4. Write a Java program that illustrates the concepts of Java class that includes (a) constructor with and without parameters, (b) Overloading methods, (c) Overriding methods.

5. Write a Java program to demonstrate inheritance by creating suitable classes.

6. Create a Java package, interface and implement in Java program.

7. Write a program that illustrates the error handling using exception handling.

8. Write a program that illustrates the concepts of stream classes.

9. Write a Java applet to demonstrate graphics, font and Color classes.

10. Write a Java program to illustrate AWT package, Event classes and listeners.

CLASS: B. Voc (Software Development)		Semester – II
Theory Code : JSBVOC 2.08	Subject :Database Management Systems	
Periods per week	Lectures – 3	3+1.5 Credits

Unit – I	**Introduction to Databases and Transactions :** What is database system, purpose of database system, view of data, relational databases, database architecture, transaction management, client - server architecture, database users, database administrator **Data Models :**The importance of data models, Basic building blocks,Business rules, The evolution of data models, Degrees of data abstraction. **Database Design, ER-Diagram:** Database design and ER Model:overview, ER-Model, Constraints, ERDiagrams, ERD Issues, weak entity sets, specialization and generalization, design constraints,Codd's rules	**15 Lectures**
Unit- II	**Relational database model:** Logical view of data, keys, integrity rules.Relational Database design: features of good relational database design, atomic domain and Normalization (1NF, 2NF, 3NF, BCNF). **Relational Algebra and Calculus:** Relational algebra: introduction, Selection and projection, set operations, renaming, Joins, Division, syntax, semantics. Operators, grouping and ungrouping, relational comparison.Calculus: Tuple relational calculus, Domain relational Calculus.	**15 Lectures**
Unit-III	**Constraints, Views and SQL:** What is constraints, types of constrains, Integrity constraints, Views: Introduction to views, data independence, updates on views, comparison between tables and views SQL: data definition, aggregate function, Null Values, nested sub queries, Joined relations. Triggers. **Transaction management and Concurrency control:** Transaction management: ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks),Time stamping methods, optimistic methods, database recovery management, Buffer management.	**15 Lectures**

Books:

A Silberschatz, H Korth, S Sudarshan, "Database System and Concepts", fifth Edition McGrawHill

References:, Rob, Coronel, "Database Systems", Seventh Edition

An introduction to Database systems-C.J.Date

Practical Code: JSBVOCP 2.08

1. Design a Database and create required tables. For e.g. Bank, College Database

b.implement ALTER,UPDATE and DELETE statements

2. Apply the constraints like Primary Key, Foreign key, NOT NULL and UNIQUE

 3. Demonstrate different types of data types.

4. Write the query for implementing the following functions: MAX (),MIN(),AVG(),COUNT() and group by clause

5. Write the queries to implement the joins

6. Create views along with set operations.

 7. Write the query to create the sequences and indexes

 8. Demonstrate Sub queries.

Issues related to Term Work, tutorial, assignments and Practical's

Following is the marks distribution for Theory and Practical. Minimum 10 marks out of 25 and 30 marks out of 75 for passing in Theory and 20 marks out of 50 for passing in Practical.

Credit of 3 of Theory and 1.5 of Practical for any course is to be awarded only if students clear.

Semester I

Theory

Course	Internal Assessment (25 Marks)			External Assessment (75 Marks)	Total(100 Marks)
	Class Test	Overall Conduct	Total Marks	Theory Exam	
JBVOC1.01	20	5	25	75	100
JBVOC1.02	20	5	25	75	100
JBVOC1.03	20	5	25	75	100
JBVOC1.04	20	5	25	75	100
JSBVOC1.05	20	5	25	75	100
JSBVOC1.06	20	5	25	75	100
JSBVOC1.07	20	5	25	75	100
JSBVOC1.08	20	5	25	75	100

Practical

Course	Internal Assessment (10 Marks)	External Assessment (40 Marks)	Total (50 Marks)
JSBVOCP 1.05	Lab and Journal	Practical Exam	50
JSBVOCP 1.06	Lab and Journal	Practical Exam	50
JSBVOCP 1.07	Lab and Journal	Practical Exam	50
JSBVOCP 1.08	Lab and Journal	Practical Exam	50

Theory

Course	Internal Assessment (25 Marks)			External Assessment (75 Marks)	Total(100 Marks)
	Class Test	Overall Conduct	Total Marks	Theory Exam	
JBVOC2.01	20	5	25	75	100
JBVOC2.02	20	5	25	75	100
JBVOC2.03	20	5	25	75	100
JBVOC2.04	20	5	25	75	100
JSBVOC2.05	20	5	25	75	100
JSBVOC2.06	20	5	25	75	100
JSBVOC2.07	20	5	25	75	100
JSBVOC2.08	20	5	25	75	100

Practical

Course	Internal Assessment (10 Marks)	External Assessment (40 Marks)	Total (50 Marks)
JSBVOCP 2.05	Lab and Journal	Practical Exam	50
JSBVOCP 2.06	Lab and Journal	Practical Exam	50
JSBVOCP 2.07	Lab and Journal	Practical Exam	50
JSBVOCP 2.08	Lab and Journal	Practical Exam	50

Tutorials are theory /problems to be solved by the students in the class room at the end of practical / theory session

Assignments are theory / problems to be solved by the students at home.

Class Test is to be conducted in the class room with due notice. Semester I,II,III,IV are college examinations. Question papers will be set by examiners appointed by Principals of the affiliated colleges.

Suggested Question Paper Format for END Semester Examination

General Component

Duration : 2 1/2 hrs.   Total Marks : 75

All Questions Compulsory:

Q. 1	From Unit I Attempt any Four of following I. …….. 5 marks II. …….. 5 marks III. …….. 5 marks IV. …….. 5 marks V. …….. 5 marks VI. …….. 5 marks	20 marks
Q. 2	From Unit II Attempt any Four of following I …….. 5 marks II …….. 5 marks III …….. 5 marks IV …….. 5 marks V …….. 5 marks VI …….. 5 marks	20 marks
Q. 3	From Unit III Attempt any Four of following I. …….. 5 marks II. …….. 5 marks III. …….. 5 marks IV. …….. 5 marks V. …….. 5 marks VI. …….. 5 marks	20 marks
Q. 4	From Unit IV Attempt any Three of following I. …….. 5 marks II. …….. 5 marks III. …….. 5 marks IV. …….. 5 marks V. …….. 5 marks VI. …….. 5 marks	15 marks

Skill Component

Duration : 2 1/2 hrs.   Total Marks : 75

All Questions Compulsory:

Q. 1	From Unit I Attempt any Four of following 　I　…….. 5 marks 　II　…….. 5 marks 　III　…….. 5 marks 　IV　…….. 5 marks 　V　…….. 5 marks 　VI　…….. 5 marks	20 marks
Q. 2	From Unit II Attempt any Four of following 　I　…….. 5 marks 　II　…….. 5 marks 　III　…….. 5 marks 　IV　…….. 5 marks 　V　…….. 5 marks 　VI　…….. 5 marks	20 marks
Q. 3	From Unit III Attempt any Four of following 　I　…….. 5 marks 　II　…….. 5 marks 　III　…….. 5 marks 　IV　…….. 5 marks 　V　…….. 5 marks 　VI　…….. 5 marks	20 marks
Q. 4	From Unit I,II,III Attempt any Three of following 　I　…….. 5 marks 　II　…….. 5 marks 　III　…….. 5 marks 　IV　…….. 5 marks 　V　…….. 5 marks 　VI　…….. 5 marks	15 marks

Note: Internal choice should be given.

University of Mumbai
Credit Based, Semester & Grading System
SYLLABUS IN BRIEF: B.VOC, Software Development:

Semester - I

Code	Paper	Credits	Lectures	L/Wk
General Education Component				
JBVOC 1.01	Communication Skills, Meet & Greet Professional Etiquettes	3	45	3
JBVOC 1.02	French Language, Culture, Historical milestones & local Etiquettes	3	45	3
JBVOC 1.03	Office Automation	3	45	3
JBVOC 1.04	General knowledge & contemporary world perspective(history)	3	45	3
Skill Component				
JSBVOC 1.05 JSBVOCP 1.05	Web Designing and Programming	3 1.5	45	3 3
JSBVOC 1.06 JSBVOCP 1.06	Logics and Algorithm	3 1.5	45	3 3
JSBVOC 1.07 JSBVOCP 1.07	Software Engineering	3 1.5	45	3 3
JSBVOC 1.08 JSBVOCP 1.08	Object Oriented Programming with C++	3 1.5	45	3 3

Semester - II

Code	Paper	Credits	Lectures	L/Wk
General Education Component				
JBVOC 2.01	Business Communication, Soft Skills & Foreign Language (French)	3	45	3
JBVOC 2.02	Organizational Behavior, Cultural & Health Psychology	3	45	3
JBVOC 2.03	Introduction to computer networks	3	45	3
JBVOC 2.04	Principles of Marketing & Customer Service Management	3	45	3
Skill Component				
JSBVOC 2.05 JSBVOCP 2.05	Modern Operating Systems	3 1.5	45	3 3
JSBVOC 2.06 JSBVOCP 2.06	Computational Mathematics	3 1.5	45	3 3
JSBVOC 2.07 JSBVOCP 2.07	Core Java	3 1.5	45	3 3
JSBVOC 2.08 JSBVOCP 2.08	Database Management System	3 1.5	45	3 3

AC_____

Item No. _____

UNIVERSITY OF MUMBAI

<u>Syllabus for Approval</u>

Sr. No.	Heading	Particulars
1	Title of the Course	B.Voc. in Software Development
2	Eligibility for Admission	10+2
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	As per UGC guidelines.
5	No. of Years / Semesters	3 years / 6 semesters
6	Level	U.G
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic Year	From Academic Year :2016-17

Date: Signature :

Name of BOS Chairperson / Dean : _____

UNIVERSITY OF MUMBAI

Essentials Elements of the Syllabus

1	Title of the Course	Syllabus for Three Years B.Voc in Software Development
2	Course Code	(JSBVOC)
3	**Preamble / Scope: -** The main objectives of the course Bachelor in Vocation (skill component) are: • Check their understanding of the Business Requirements Specification (BRS), Software Requirements Specification (SRS), High Level Design (HLD) and Low Level Design (LLD) with appropriate people • To demonstrate aptitude for analyzing information and making logical conclusions and to build knowledge of the foundational mathematical concepts in computing • To design algorithms to solve problems and convert them into code using appropriate programming language constructs • To read and execute a test case and record outcome in the templates and work with their peers • To build database skills including DBMS, data design, and query table structures for specific data • Software engineering approaches to develop applications and the key processes used for developing application software • To make them learn basic components of computer, Windows and Linux OS, file systems and task and process management • To make them learn web browsers, the World Wide Web, web-based social media applications and web programming • To make learn how to deal with confidential information and maintain records legibly and accurately	

	Objective of Course / Course Outcome: - The new syllabus is aimed to achieve the objectives. The students will be ready for the jobs available in different fields like:
4	□ Software Development (Programming) □ Website Development □ Project Management □ Discrete Mathematics □ C++, Java □ Networking □ Database Administration □ Software Engineering □ Software Testing □ Operating Systems □ Network Security
5	Eligibility :-10+2 Fee Structure:-

JAI HIND COLLEGE

	REVISED FEES STRUCTURE FOR DEGREE SECTION FOR 2017-18 (AIDED)			
		B.VOC Fees for Travel &Toursim / Software Course		
Sr.No.	Particulars/ Fees Heads	F.Year	S.Year	T.Year
1	Tuition Fees	800	800	800
2	Library Fees	200	200	200
3	Gymkhana Fees	400	400	400
4	Other Fees /Extra curricular Fees	250	250	250
5	Laboratory Fees	800	800	800
6	Exam Fees	2,000	2,000	2,000
7	Marksheet Fees	120	120	120
8	Convocation Fees	-	-	250
9	Magazine Fees	100	100	100
10	Utility Fees	250	250	250
11	Development Fees	500	500	500
12	Adm Process Fees	200	200	200
13	Identity Fees	50	50	50

(Note: The "6" appears in the leftmost column aligned with the fee structure table.)

14	Alumni Asso Fees	25	25	25	
15	Group Insurance	40	40	40	
16	Enrollment Fees	220	-	-	
17	Computer Practicals Fees For comp Sc Students	600	600	600	
18	Students Welfare Fund	50	50	50	
19	Uni Sports & Cultural Activity	30	30	30	
20	E-Charges	20	20	20	
21	Vice Chancellor Fund	20	20	20	
22	Disaster Relief Fees	10	10	10	
23	National Service Scheme	10	10	10	
24	E-Suvidha	50	50	50	
	Total	**6,745**	**6,525**	**6,775**	
25	Caution Money Deposits(Refundable)	150	--	--	
26	Library Deposits (Refundable)	250	--	--	
27	Laboratory Deposits (Refundable)	400	-	-	
	Grand Fees for Maharashtra Board	**7,545**	**6,525**	**6,775**	
	Eligibility fees (For Other Boards Student)	320	-	-	
	Grand Fees for Other Boards	**7,865**	-	-	
	New Students from other College (Maharashtra Board) for SY & TY fees				
28	Caution Money Deposits(Refundable)	-	150	150	
29	Library Deposits (Refundable)	-	250	250	
30	Laboratory Deposits (Refundable)		400	400	
	New students (Mah Board) Fees		**7,325**	**7,575**	
31	New Students from other College (Other Board)Eligibility Fees Rs. 320/- & Enrollment fees Rs. 220/- for SY & TY fees		540	540	

		New students (Other Board) Fees		7,865	8,115	
7	No. of Lectures	8 courses per semester					
8	No. of Practical	3 period of a week per course					
9	Duration of the Course	3 Years					
10	Notional hours	15 hours per unit per course					
11	No. of Students per Batch :- 50						
12	Selection :- Merit						
13	Assessment :- Theory (75 marks)+ Practical (50 marks) + Internal (25 marks)						
14	Syllabus Details						

UNIVERSITY OF MUMBAI

Syllabus for the S.Y.BVoc.
Program: B.Voc
Course: Software Development

(Credit Based Semester and Grading System with effect from the academic year 2016-2017)

YEAR II DIPLOMA NSQF LEVEL-5		
Courses	**Theory Code**	**Practical Code**
General Component		
Business Communication	JBVOC 3.01	-
Basics of Book-Keeping & Accountancy	JBVOC 3.02	-
Principles of Management	JBVOC 3.03	-
Public Relations andAdvertisement	JBVOC 3.04	-
Skill Component		
Cryptography and Network Security	JSBVOC 3.05	JSBVOCP 3.05
Advanced Java	JSBVOC 3.06	JSBVOCP 3.06
Software Engineering using OOAD	JSBVOC 3.07	JSBVOCP 3.07
Software Testing	JSBVOC 3.08	JSBVOCP 3.08

CLASS: B. Voc (Software Development)		Semester – III
Theory Code : JBVOC 3.01	**Subject :Business Communication**	
Periods per week	**Lectures - 3**	**3 Credits**

Unit-I	Meaning and importance of communication in Business, Models of communication, Effective communication-do and don'ts, Learning drafting of business messages-Memorandums, Letters. Diction, usage and Pronunciation skills, Developing reading and speaking skills, Improving Listening Skills, Tools of communication (Grammar)-sentence, paragraph, punctuation and report writing	**10 Lectures**
Unit-II	Resume Writing, Interviews, & Presentation Skills : Interview: Grooming for interview: Appearing for interview and handling interview.	**15 Lectures**
Unit-III	Team building and team work: features of successful teams: understanding teams and working in teams, skills needed for team works, Group Discussions Leadership: understanding leadership; traits of leader and development of leadership qualities. Attitudes: Attitudes: in service industry and developing suitable attitudes	**10 Lectures**
Unit-IV	Time management: concept of time management; techniques of time management.	**10 Lectures**

BOOKS:

1.Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.

2. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.

3. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.

4 Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.

5. Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

 6. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey. Krevolin, Nathan (1983) Communication Systems and Procedure

7. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.

8. Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press, New Delhi.

9. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.

10. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.

11. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.

12. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.

13. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. RavindraKothavade - Diamond Publications, Pune.

14. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.

15. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.

CLASS: B. Voc (Software Development)		Semester – III
Theory Code : JBVOC 3.02	Subject :Basics of Book-Keeping & Accountancy	
Periods per week	Lectures - 3	3 Credits

Unit-I	Meaning and Scope of Accounting Need for Accounting, Definition and Functions of Accounting, Book-keeping and Accounting, Accounting as an Art or Science, Classification of Accounting: Financial Accounting, Management Accounting, Difference between Management and Financial Accounting, Accounting Principles, Accounting Principles, Journal, Rules of Debit and Credit, Compound Journal Entry.	**10 Lectures**
Unit-II	Ledger Posting and Trial Balance & Final Account Ledger Posting Relationship between Journal and Ledger, rules Regarding Posting, Trial Balance. Trading Account, Profit & Loss Account: Manufacturing Account, Balance Sheet (without Adjustment Entries).	**10 Lectures**
Unit-III	Management Accounting: Meaning, Functions, Scope, Utility, Limitation of System; Cost Accounting: Meaning, Activities, difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting; Concepts of Cost: Cost, Expense and Loss, Elements of Cost, Components of Total Cost.	**15 Lectures**
Unit-IV	Financial Statements: analysis and Interpretation: Financial Statements: Meaning and Types, Nature , Limitations, Analysis and Interpretation; Ratio Analysis; Classification of Ratios; Profitability Ratios; Turnover Ratios; Financial Ratios; Advantages of Ratios analysis. Fund Flow Statement & Cash Flow Statement: Use, preparation of statement, difference between Fund Flow Statement & Cash Flow Statement.	**10 Lectures**

BOOKS:

1. Donald F. Sutton, 1986. Financial Management in Hotel and Catering Heinemann, London.

2. FlamholdsEtle, Human Research Accounting, California.

3. G. Boni and F.F. Shartes, 1988 Hotel Organization Management and Accounting, Sir ISAAR, Pitman, London.

4. Horwarth and Toth, 1979, Hotel Accounting, Ronald Press, New York.

5. J. M. Negi, 1987, Financial and cost Control Techniques in hotel and Catering Industry.

6. L. S. Porwal, 1993, Accounting theory, An Introduction Tata McGraw Hill Publishing Co., Ltd., New Delhi.

7. Leslie Chadwick, 1995 The Essence of Financial Accounting Prentice Hall of India Pvt. Ltd., New Delhi.

8. Owen, Accounting for Hospitality Tourism and Leisure, Pitman.
9. Richard, Katas, 1984, Management Accounting for Hotels and Restaurants, Surrey University Press.
10. Richard, Katas, 1989, Book-Keeping in hotel and Catering Industry, Surrey University Press, London.
11. Robert and Anthony, 1995, Management Accounting, Prentice Hall of India Pvt., Ltd. New Delhi.
12. R.D. Boardman, 1980, Hotel and Catering Costing and Budgets, Heinemann, London.
13. Adrill, P and Mclancey, 2001, Accounting and Finance for non-Specialists, Prentice Hall.
14. Dyson J R, 2001, Accounting for Non-Accounting Students, 5th Ed. Prentice Hall.

CLASS: B. Voc (Software Development)		Semester – III
Theory Code : JBVOC 3.03	Subject : Principles of Management	
Periods per week	Lectures - 3	3 Credits

Unit-I	Introduction to Management - Management : meaning & definition – Principles of Management – Functions of Management – Factors Responsible for New Horizons of Management – Management Skills and Competency in21st Century. - Management Information System: Meaning and Features - Management by Exception: Meaning and Advantages.	**10 Lectures**
Unit-II	Planning and Decision Making - Planning : Meaning and Definition – steps in Planning – Components of Planning - MBO : Meaning – Steps - Advantages - Decision Making : Meaning and Definition of Decision Making Steps/ process in decision making – Techniques of decision making – Essentials of sound decision making	**10 Lectures**
Unit-III	Organizing - Organization: Meaning and Definition of Organization – Types of Organization- Formal and Informal forms of Organization – Meaning and Features of line –line and staff – matrix. - Virtual Organization: Features- Challenges of Virtual teams - Span of Control : meaning and features – Factors determining Span of Control - Delegation : Meaning – Barriers to Delegation – Principles of Effective Delegation - Departmentation : Meaning and Bases of Departmentation.	**15 Lectures**
Unit-IV	Management Challenges in Competitive Environment - Corporate Social Responsibility : Meaning – Scope – Advantages - Knowledge Management :Meaning – Features - Management of Change : Meaning – Process – Barriers to Change - Corporate Governance : Meaning – need – Corporate Governance	**10 Lectures**

Tests

- Stress Management at Work: Meaning – effects of Stress – Measures of Managing Stress.

LIST OF REFERENCES

1. Management and OrganisationaBehaviour by Paul Hearsay and ken Blanchard
2. **Essentials of Management by Koontz and Donnnel**
3. Principles and Practice of Management by L M Prasad

CLASS: B. Voc (Software Development)		Semester – III
Theory Code : JBVOC 3.04	Subject : Public Relations andAdvertisement	
Periods per week	Lectures - 3	3 Credits

Unit-I	Introduction to Advertising Meaning - Evolution - Features - Active participants - Functions - Advertising as a Communication process Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India -Challenges faced by advertisers in India in the era of globalization Advertising as a component of Marketing Concept of Marketing and Integrated Marketing Communication (IMC) - Advertising and other tools of marketing/IMC – Role of advertising in Product Life Cycle (PLC), low involvement and high involvement products – Role of advertising in brand building – Consumer behaviour – Target audience and market segmentation	**15 Lectures**
Unit-II	Economic, Social and Regulatory aspects of Advertising Economic impact of advertising - Advertising and Society inter-relationship - Ethical and social issues in advertising - Advertising and Indian values / culture Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) - Various laws and enactments concerning advertising in India	**10 Lectures**
Unit-III	**Public Relations** Internal PR and External PR – The various stakeholders to which PR person is responsible – Consumer, shareholder, government, employee, general public, Public Relations and related fields like advertising, marketing and journalism. Strategies of PR, Press Release, Press Conference and other media tools used, Code of ethics in PR, Relevant case studies for each sector.	**10 Lectures**
Unit-IV	**Strategies of PR**: Press Release, Press Conference and other media tools used, Code of ethics in PR, Relevant case studies for each sector	**10 Lectures**

BOOKS:
LIST OF REFERENCES

1. Koontz, O'Donnell &Weihrich, Management, Tokyo: McGraw – Hill Inc.
2. Robbins, Organizational Behaviour, 7th ed., New Delhi: Prentice-Hall of India.
3. Singh, D. Emotional Intelligence at work, Response Books, New Delhi: Sage Publication

CLASS: B. Voc (Software Development)		Semester – III
Theory Code : JSBVOC 3.05	Subject :Cryptography and Network Security	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	Computer Security : Introduction, Need for security, Principles of Security, Types of Attacks Cryptography : Plain text and Cipher Text, Substitution techniques, Caesar Cipher, Mono-alphabetic Cipher, Polygram, Polyalphabetic Substitution, Playfair, Hill Cipher, Transposition techniques, Encryption and Decryption, Symmetric and Asymmetric Key Cryptography, Steganography, Key Range and Key Size, Possible Types of Attacks Symmetric Key Algorithms and AES: Algorithms types and modes, Overview of Symmetric key Cryptography, Data Encryption Standard (DES), International Data Encryption Algorithm (IDEA), RC4, RC5, Blowfish, Advanced Encryption Standard (AES)	**15 Lectures**
Unit – II	Asymmetric Key Algorithms, Digital Signatures and RSA: Brief history ofAsymmetric Key Cryptography, Overview of Asymmetric Key Cryptography,RSA algorithm, Symmetric and Asymmetric key cryptography together, DigitalSignatures, Knapsack Algorithm, Some other algorithms (Elliptic curvecryptography, ElGamal, problems with the public key exchange) Digital Certificates and Public Key Infrastructure (PKI): Digital Certificates, Private Key Management, The PKIX Model, Public Key Cryptography Standards (PKCS), XML,PKI and Security, Hash functions, Key	**15 Lectures**

	Predistribution, Blom's Scheme, Diffie-Hellman Key Predistribution, Kerberos, Diffie-Hellman Key Exchange, The Station-to-station Protocol	
Unit – III	Network Security, Firewalls and Virtual Private Networks: Brief Introduction to TCP/IP, Firewalls, IP Security, Virtual Private Networks (VPN), Intrusion Internet Security Protocols: Basic concepts, Secure Socket Layer (SSL), Transport Layer Security (TLS), Secure Hyper Text Transfer Protocol (SHTTP), Time Stamping Protocol (TSP), Secure Electronic Transaction (SET), SSL vs SET, 3-D Secure Protocol, Electronic Money, E-mail Security, Wireless Application Protocol (WAP) Security, Security in GSM, Security in 3G User Authentication and Kerberos: Authentication basics, Passwords, Authentication Tokens, Certificate-based Authentication, Biometric Authentication, Kerberos, Key Distribution Center (KDC) , Security Handshake Pitfalls, Single Sign On (SSO) Approaches	**15 Lectures**

Books:

Cryptography and Network Security by AtulKahate, 2nd Edition, Tata McGrawHill
(Unit I: Chapter 1,2, Unit II: Chapter 3, Unit III: Chapter 4, Unit IV: Chapter 5, Unit V:
Chapter 6, Unit VI: Chapter 7)

Practical Code: JSBVOCP 3.05

1. Implementing Substitution Ciphers

a. Caesar Cipher

b. Modified Caesar Cipher

c. Mono-Alphabetic

d. Poly-Alphabetic

2. Implementing Transposition Ciphers

a. Rail fence Techniques

b. Simple Columnar

c. Multicolumnar

d. Vernam Cipher

3. Implementing DiffieHelman Key Exchange Algorithm

4. Implementing DES Algorithm

5. Implementing IDEA

6. Implementing AES

7. Implementing RSA Algorithm

8. Implementing RC4, RC5

9. Implementing Blowfish

CLASS: B. Voc (Software Development)		Semester – III
Theory Code : JSBVOC 3.06	Subject :Advanced Java	
Periods per week	Lectures - 3	3+1.5 Credits

Unit 1	Swing Components – I :- Introduction to JFC and Swing, Features of the Java Foundation Classes, Swing API Components, JComponentClass,Windows, Dialog Boxes, and Panels, Labels, Buttons, Check Boxes, Menus, Pane, JScrollPane, Desktop pane, Scrollbars, Lists and ComboBoxes, Text Entry Components. Swing Components – II : - Toolbars, Implementing Action interface, Colors and File Choosers, Tables and Trees, Printing with 2D API and Java Print Service API. Schedules Tasks using JVM, Thread-safe variables, Communication between threads.	15 Lectures

Unit 2	JDBC:	15 Lectures
	JDBC Introduction, JDBC Architecture, Types of JDBC Drivers, The Connectivity Model, The java.sql package, Navigating the ResultSet object's contents, manipulating records of a ResultSet object through User Interface , The JDBC Exception classes, Database Connectivity, Data Manipulation (using Prepared Statements, Joins, Transactions, Stored Procedures), Data Navigation.	
	Servlet :-	
	What Is a Servlet? The Example Servlets, Servlet Life Cycle, Sharing Information, Initializing a Servlet, Writing Service Methods, Filtering Requests and Responses, Invoking Other Web Resources, Accessing the Web Context, Maintaining Client State, Finalizing a Servlet	
Unit 3	JSP :-	15 Lectures
	What Is a JSP Page?, The Example JSP Pages, The Life Cycle of a JSP Page, Creating Static Content, Creating Dynamic Content, Unified Expression Language, JavaBeans Components, JavaBeans Concepts, Using NetBeans GUI Builder Writing a Simple Bean, Properties: Simple Properties, Using Custom tags, Reusing content in JSP Pages, Transferring Control to Another Web Component, Including an Applet.	
	EJB :-	
	Introduction to EJB, Benefits of EJB, Types of EJB, Session Bean: State Management Modes; Message-Driven Bean, Differences between Session Beans and Message-Driven Beans, The Contents of an Enterprise Bean, Naming Conventions for Enterprise Beans, The Life Cycles of Enterprise Beans, The Life Cycle of a Stateful Session Bean, The Life Cycle of a Stateless Session Bean, The Life Cycle of a Message-Driven Bean	

Reference Books:

- Java Programming: Advanced Topics (JPAT)

- J2CR

- Core Java™ 2: Volume II–Advanced Features

- The Java EE 5/6 Tutorial

- Head First Servlets and JSP

Practical Code: JSBVOCP 3.06

Using Basic Swing Controls
2. Using JScrollPane, JTabbedPane, JDesktopPane
3. Using Common Dialog Boxes

4. Using JTable and JTree
5. Creating Table in database
6. Inserting data in tables &Displaying data
7. Using ResultSetMetaData
8. Using Prepared Statement

CLASS: B. Voc (Software Development)		Semester – III
Theory Code : JSBVOC 3.07	Subject :Software Engineering using OOAD	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	**An Introduction** : To Software, Software Engineering, Software Process, Software Engineering Methods; CASE Tools, Attributes ofgood	**15 Lectures**

	software. **Socio-technical system :**Essential characteristics ofsocio technical systems, Emergent System Properties, SystemsEngineering, Components of system such as organization, people andcomputers, Dealing Legacy Systems. **Critical system**: Types ofcritical system, A simple safety critical system, Dependability of asystem, Availability and Reliability, Safety and Security of Softwaresystems. **Software processes :**Fundamental activities of software process,Different software process models, Process Iteration and Activities,The Rational Unified Process, CASE in detail.	
Unit – II	**Project Management**: Software Project Management, Management activities, ProjectPlanning, Project Scheduling, Risk Management. **SoftwareRequirements:** Functional and Non-functional requirements, UserRequirements, System Requirements, Interface Specification,Documentation of the software requirements.**Requirements Engineering Processes** : Feasibility study,Requirements elicitation and anlaysis, Requirements Validations, Requirements Management. **System Models** : Models and its types, Context Models, Behavioural Models, Data Models, Object Models, Structured Methods.	**15 Lectures**
Unit – III	**Application Architectures** : Data Processing Systems, Transaction Processing Systems, Event Processing Systems, Language Processing Systems. **User Interface Design**: Need of UI design, Design issues, The UIdesign Process, User analysis, User Interface Prototyping, InterfaceEvaluation; **Rapid Software Development :** Agile Methods, ExtremeProgramming, Rapid Application Development, Software Prototyping. **Verification and Validation :**Planning Verification and Validation,Software Inspections. **Quality Management :**Process and Product Quality, Qualityassurance and Standards, Quality Planning, Quality Control, SoftwareMeasurement and Metrics.	**15 Lectures**

Books:

Software Engineering, "Ian Somerville", 8th edition, Pearson Education.

Software Engineering, PankajJalote, Narosa Publication

Practical Code: JSBVOCP 3.07

Case Studies:
1. Project Initiation and scheduling.
2. Analyzing a system and specifying the requirements
3. Project Cost Estimation
4. Designing the database design
5. Designing the User interface design
6. Use of testing methodologies
7. Cost Estimation Techniques
8. Cost benefit Analysis

CLASS: B. Voc (Software Development)	**Semester – III**

Theory Code : JSBVOC 3.08	Subject :Software Testing	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	**Fundamentals of testing:** Necessity of testing , what is it, Testing principles, Fundamental test process, The psychology of testing **Testing throughout the software life cycle:** Software development models, Test levels, Test types: the targets of testing, Maintenance testing	**15 Lectures**
Unit-II	**Static techniques:** Reviews and the test process, Review process, Static analysis by tools **Test design techniques:** Identifying test conditions and designing test cases, Categories of test design techniques, Specification-based or black-box techniques, Structure-based or white-box techniques, Experiencebased techniques	**15 Lectures**
Unit-III	**Test management:** Test organization, Test plans, estimates, and strategies, Test progress monitoring and control, Configuration management, Risk and testing, Incident management **Tool support for testing:** Types of test tool, Effective use of tools: Potential benefits and risks, Introducing a tool into an organization	**15 Lectures**

Books:

B1: Software Testing Foundations, 2nd Edition By Hans Schaefer, Andreas Spillner, Tilo Linz, Shroff Publishers and Distributors (Unit I: Chapter 1,2, Unit II: Chapter 3, Unit III: Chapter 4, Unit IV: Chapter 5, Unit V: Chapter 6, Unit VI: Chapter 7)

B2: FOUNDATIONS OF SOFTWARE TESTING by Dorothy Graham, Erik van Veenendaal, Isabel Evans, Rex Black (Unit I: Chapter 1, Unit II: Chapter 2, Unit III: Chapter 3, Unit IV: Chapter 4, Unit V: Chapter 5, Unit VI: Chapter 6)

Practical Code: JSBVOCP 3.08

1. You have got the brilliant idea of setting up a company that sells testing services to software houses.

Make a strategic plan for your company, taking into account the following issues:

   a. What is the testing process that will be followed in the company?
   b. What is the focus of the testing services?
   c. What kind of people are you going to hire as staff for the company?
   d. How are you going to validate that a testing project carried out in the company has been beneficial to the customer?
   e. What kind of automated tools will the company use?

2. Prepare a small project and submit SRS, design, coding and test plan.

3. The program reads an arbitrary number of temperatures (as integer numbers) within the range - 60°C … +60°C and prints their mean value. Design test cases for testing the program with the black-box strategy.

4. When getting a person's weight and height as input, the program prints the person's body weight index. The weight is given in kilograms (as a real number, for instance: 82,0) and the height in

meters (as a real number, for instance: 1,86). The body weight index equals weight divided by height squared: weight / (height ˆheight). Design test cases for testing the program with the black-box strategy.

5. Let us study the following program: x=0; read(y); while (y > 100) { x=x+y; read(y); } if (y < 200) print(x) else print(y); a) Construct a control-flow graph for the program. b) Design test cases for reaching complete branch coverage over the program. Use as few test cases as possible.

6. Design test cases for the following program with the "simple loop" strategy: x=0; read(y); while ((y > 100) && (x < 10)) { x=x+1; read(y); } print(y); a) Construct a data-flow graph for the program with respect to variable x. b) Which execution paths have to be traversed during testing, in order to reach complete alldefinitions coverage with respect to variable x? c) Minimize the number of paths and tests. d) Which execution paths have to be traversed during testing, in order to reach complete alluses coverage with respect to variable x? Minimize the number of paths and tests. e) Design test cases for reaching the (minimal) complete all-uses coverage with respect to variable x.

7. MANUAL TESTING for the project a) Walkthrough b) Whitebox Testing c) Blackbox Testing d) Unit Testing e) Integration Testing

8. Functional Testing a) Boundary value Testing b) Equivalence class testing c) Decision Table based testing d) Cause-effect graphs

9. Regression Testing using automated testing for website.

10. AUTOMATED TESTING for websites a) Load Testing b) Performance Testing

YEAR II DIPLOMA NSQF LEVEL-5		
Courses	**Theory Code**	**Practical Code**
General Component		
Report Writing	JBVOC 4.01	-
Digital Marketing	JBVOC 4.02	-
Green Computing	JBVOC 4.03	-
Human Resource Management	JBVOC 4.04	-
Skill Component		
Android App Development	JSBVOC 4.05	JSBVOCP 4.05
Asp.net with C#	JSBVOC 4.06	JSBVOCP 4.06
Advance SQL with Oracle	JSBVOC 4.07	JSBVOCP 4.07
Project Management	JSBVOC 4.08	JSBVOCP 4.08

CLASS: B. Voc (Software Development)		Semester – IV
Theory Code : JBVOC 4.01	**Subject :Report Writing**	
Periods per week	**Lectures – 3**	**3 Credits**

Unit-I	REPORT WRITING: Writing an Effective Report: Stages of Writing, Composing Business Messages, Style and Tone; Five Ws and one H of Report Writing, Planning and Types of Reports, Divisions, Numbering and use of Visual Aids, creativity in written communication, use of picture, diagram in written communication.	**15 Lectures**
Unit-II	ORAL COMMUNICATION: Fundamentals of Oral Communication: Introduction, Barriers and Gateways in Communication, Listening, Feedback, Telephonic Messages, Public Speaking, and Presentation of Reports, Power point presentation, body language, non-verbal, facial expressions, communication and emotional intelligence, creativity in oral communication, -4- persuasive communication, communication through organizing various events like conferences, committee meeting, press meets, seminars, fests and the like.	**10 Lectures**
Unit-III	BUSINESS COMMUNICATION: Writing Commercial Letters: Business Letter Format, Types of Letter – Routine Business Letters, Sales Letters, Resume and Job Applications, Business Memos, E- Mail Messages, Proposals, Technical Articles, Telegrams, Telex Message, Facsimiles, Electronic Mail, Handling a Mail, Maintaining a Diary, Legal Aspects of Business Communication, Negotiation Skills.	**10 Lectures**
Unit-IV	ROUTINE CORRESPONDENCE: circulars, drafting notices, handling	**10**

	complaints, evaluating interview performance, articles, formal invitations, proforma for performance appraisal, letters of appointment, captions for advertising, company notice related shares, dividends, MoA, AoA, Annual Reports, Minutes of Meeting, action taken report on previous resolution.	**Lectures**

BOOKS:

1. Scot Ober, Contemporary Business Communication, Biztantra 2. Bovee, Thill and Schatzman, Business Communication today, Pearson 3.NageshwarRao and Rajendra Das, Business Skills, HPH 4. Mary ellenGuffy, Business Communication, Thomson 5. M Ashraf Rizvi, Effective Technical Communication, TMH 6. Meenakshi Raman and Sangeeta Sharma, Technical Communication, Oxford 7. Micheal Osborn and Suzanne Osborn, Public Speaking, Biztantra 8. John Seely, Oxford Writing and Speaking, Oxford 9. ParagDiwan, Business Communication,

BOOKS RECOMMENDED 1. OR Krishnaswami&Rangantham, Methodology of Research, HPH 2. Donald Cooper and Pamela Schindler, Business Research Methods, TMH 3. Dipak Kumar Bhattacharyya, Research Methodology, EB 4. KN Krishnaswamy, Sivakumar and Mathirajan, Management Research Methodology, Pearson 5. WiilamZikmund, Business research Methods, Thomson 6. Panneerselvam, Research Methodology, PHI 7. Daniel Riordan and Steven Pauley, Technical Report Writing Today, Biztantra 8. Alan Bryman and Emma Bell, Business Research Methods, Oxford 9. William Trochim, Research Methods, Biztantra

CLASS: B. Voc (Software Development)		Semester – IV
Theory Code : JBVOC 4.02	Subject :Green Computing	
Periods per week	Lectures – 3	3 Credits

Unit-I	What is environment? Introduction to Environment.Key elements of a safety and Health Management System- Policy & commitment, Initial Safety and health Management System, Review safety and Health policy- Developing a workplace Safety and Health Policy. Safety Consultation. Fire, change of state and latent heat, thermal expansion of solids, liquids and gases.Transmission of heat, combustion, Fire tetrahedron, and combustible solid, liquids and gases. Classification of Fire and different fire extinguishing methods, portable fire extinguishers.	**15 Lectures**
Unit-II	FUNDAMENTALS **Green IT Fundamentals:** Business, IT, and the Environment – Green computing: carbon footprint, scoop on power – Green IT Strategies: Drivers, Dimensions, and Goals – Environmentally **Responsible Business**: Policies, Practices, and Metrics. **GREEN ASSETS AND MODELING** **Green Assets**:Buildings, Networks, and Devices – Green Business Process Management: Modeling, Optimization, and Collaboration – Green Enterprise **Architecture** :Environmental Intelligence – Green Supply Chains – Green Information Systems: Design andDevelopment Models.	**10 Lectures**
Unit-III	**GREEN COMPLIANCE** Socio-cultural aspects of Green IT – Green Enterprise Transformation Roadmap – Green Compliance: Protocols, Standards, and Audits – Emergent Carbon Issues: Technologies and Future. **Green Hardware and Software**: Green Hardware, Introduction, Life Cycle of a Device or Hardware, Reuse,	**10 Lectures**

	Recycle and Dispose, Green Software, IntroductionEnergy-Saving Software Techniques, Changing the way we work, Going Paperless.	
Unit-IV	**Green Data Center**: Data Centre IT Infrastructure, Data Centre Facility Infrastructure: Implications for Energy Efficiency, IT Infrastructure Management, Green Data Centre Metrics,. **Green Data Storage**:Introduction, Storage Media Power Characteristics, Energy Management Techniques for Hard Disks, System-Level Energy Management	**10 Lectures**

BOOKS:

CASE STUDIES

The Environmentally Responsible Business Strategies (ERBS) – Case Study Scenarios for Trial Runs – Case Studies – Applying Green IT Strategies and Applications to a Home, Hospital, Packaging Industry and Telecom Sector

References:
- Mark G. O'Neill, GREEN IT FOR SUSTAINABLE BUSINESS PRACTICE, An ISEB Foundation Guide.
- Jason Harris, Green Computing and Green IT Best Practices.

CLASS: B. Voc (Software Development)		Semester – IV
Theory Code : JBVOC 4.03	Subject : Human Resource Management	
Periods per week	Lectures - 3	3 Credits

Unit-I	**Overview of HRM Field** The human relations movement, human capital, human resource department structure, job attitudes, ethics. **Organizational Theories & Human Resources** Taylor's principles of scientific management, Fayol's staff management theories, the two types of managers	**10 Lectures**
Unit-II	Job Analysis and Design- Job enrichment and enlargement, job rotation, job specifications and descriptions, job evaluation methods. Staffing in Organizations -The hiring process, staff selection methods, job bidding, employee turnover and absenteeism, employee termination. Employee training programs	**10 Lectures**
Unit-III	Performance Appraisals -Administrative and developmental uses of performance appraisals, common appraisal methods, management by objective. Types of compensation systems, compensation equity, mandatory and voluntary benefits, incentives	**10 Lectures**
Unit-IV	Labor Relations -The National Labor Relations Board, collective bargaining and unionizing processes, bargaining strategies, Executive Order 10988 Current Issues and Trends in HRM -Affirmative action, cultural and age diversity, gender diversity, workplace violence, alternative work arrangements	**15 Lectures**

CLASS: B. Voc (Software Development)		Semester – IV
Theory Code : JBVOC 4.04	Subject :	
Periods per week	Lectures - 3	3 Credits

Unit-I	Social media marketing-Types of social media and how it influences customers-Facebook-creating facebookpage,creating FAN page for Business Marketing, You Tube Ads, Twitter, Linked in, slide share, Search engine optimization-rank webpage on top of search, ORM, Google webmaster tool, .Google Analytics-Analyse, measure and improve performance of online campaigns	**10 Lectures**
Unit-II	Freelancer affiliate Marketing, Google Adwords, Create advertising campaigns on google Email marketing, Mobile marketing, Online reputation management, Google webmaster Tools Infographics Content marketing, .DigitalMarketing strategy, E commerce Business marketing-Top E – Commerce Websites around the world E – Commerce Scenario in India How to do SEO of an E – Commerce Website Why you need a solid E – Commerce marketing strategy Formulating right e – commerce marketing strategy Using affiliate marketing to promote your e – commerce business , Hashtag Viral Market Webinar Marketing, Whatsapp marketing, Creating a blog, Instagram Marketing	**15 Lectures**
Unit-III	Marketing analysis (annual reports, news articles, government resources)	**10**

	Target Audience analysis (Simmons Market Research Bureau, Mediamark Research) Competitive analysis (Bureau of Advertising Research, Leading National Advertisers) Media planning ,The function of media planning in advertising	**Lectures**
Unit-IV	Role of media planner, Challenges in media planning ,Media planning process Deciding the ideal media mix and communications mix.	**10 Lectures**

References:

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976

2. James R Adams, Media Planning-Business books 1977

3. Advanced M.P.-John R Rossister, Kluoer Academic publications 1998

4. Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition

Reference Text

1. Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)

2. Marketing Research Text & Cases – (Wrenn, Stevens, Loudon Jaico publication)

3. Marketing Research Essentials – McDaniels& Gates (3rd edition SW College publications)

4. Marketing Research – Aaker, Kumar, Day (7th edition John Wiley & Sons)

5. Marketing Research – Burns , Alvin, Bush, Ronald (3rd edition Prentice Hall)

6. Rajendra Nargundkar: Marketing Research (Macmillan)

7. S. L. Gupta: Marketing Research (Excel Books)

8. Marketing Research – Sunanda Easwaran and Sharmila J Singh – Oxford Publications

9. Marketing Research – Nigel Bradley – Oxford Publications

10 .Marketing Research – An Applied Orientation – Naresh K Malhotra – Pearson Publications

CLASS: B. Voc (Software Development)		**Semester – IV**
Theory Code : JSBVOC 4.05	**Subject :Android App Development**	
Periods per week	**Lectures - 3**	**3+1.5 Credits**

Unit – I	Introduction to Android ☐ Android Architecture ☐ Project Structure ☐ Android Components ☐ Activity Life Cycle ☐ Introduction to XML ☐ UI Components ☐ Style and Themes ☐ Design Login and Registration Page (First App) ☐ Splash Screen & App Icon ☐ Android Toast & Custom Toast ☐ Snackbar ☐ Android Intent – Explicit & Implicit	**15 Lectures**

	☐ Android Dialogs – Alert Dialog & Custom Dialog ☐ Material Design Concepts	
Unit- II	☐ ListView& Adapters ☐ Custom ListView ☐ Shared Preferences ☐ Expandable ListView ☐ Android Fragments ☐ WebView& Custom Web Browser ☐ RecyclerView ☐ SearchView ☐ ViewPager ☐ TabLayout ☐ Localization	**15 Lectures**
Unit-III	☐ SQL Basics and SQLite ☐ WebServices& JSON Parsing ☐ Third Party Library Integration ☐ Image loading with Picasso ☐ Font Awesome Integration ☐ Local Notifications ☐ Firebase – Push Notification ☐ Firebase – Realtime Database ☐ Introduction to Augmented Reality ☐ App Deployment on PlayStore	**15 Lectures**

Books:-Professional Android™ 4 Application Development, Reto Meier, John Wiley & Sons, Inc.12

Android Application Development, Black Book, Pradeep Kothari, Kogent Learning Solutions, DreamTech Press

Practical Code: JSBVOCP 4.05

1. Design an application representing a simple calculator.
2. Develop an application for working with Menus and Screen Navigation
3. Design a simple to-do list application using SQLite
4. Develop an application for connecting to the internet and sending email.
5. Develop an application for working with graphics and animation.
6. Develop an application for working with device camera.
7. Develop an application for working with location based services.
8. Using Worker thread write Android code for a click listener that downloads an image from a separate thread and displays it in an ImageView.
9. Develop an application demonstrating Internal Storage to store private data on the device memory.
10. Develop an application for working with Notifications

CLASS: B. Voc (Software Development)		Semester – IV
Theory Code : JSBVOC 4.06	Subject : Asp. Net with C#	
Periods per week	Lectures - 3	3+1.5 Credits

UNIT 1-	Overview of .NET Framework, Objectives, Main components of .NET Framework and their overview, Types of Applications	**15 Lectures**

	.NET Framework Architecture– CLR(Goal of CLR, Services/Features, Benefits, Managed Execution Process, Automatic memory Management), CTS(CTS Overview, Type Definitions, Type members, Different types of data such as class, delegates, pointes, arrays, interfaces), Meta Data, Structure of Metadata & Self Describing Components, Cross Language Interoperability & CLS, Assemblies(Assembly overview, Benefits, Contents, Types) Creating Web Sites :- Working with Web Forms, Working with CSS in Visual Web Developer, ASP.NET Server Controls, Standard Controls, HTML Controls, Understanding ASP.NET State Engine.	
UNIT 2-	Introduction to Programming:- Data Types and Variables, Statements, Methods: Functions and Subroutines. Consistent Page Layout with Master Pages, Using a Centralized Base Page. Structured Exception Handling : try, catch, finally blocks, throwing exceptions, Err object, Using masked Textboxes Navigation Controls- Architecture of the Navigation Controls, Menu Control, TreeView Control Validation Controls – Validations & Validator controls,	**15 Lectures**
UNIT 3-	ADO.NET: Data Provider Model, Direct Data Access - Creating a Connection, Select Command, DataReader, Disconnected Data Access Data Binding: Introduction, Single-Value Data Binding, Repeated-Value Data Binding, Data Source Controls – SqlDataSource, Other Data Controls, Working Together with Data Source and Data-bound Controls User Controls-Creating User Controls, Adding User Controls to a Content Page or Master Page LINQ -LINQ to Objects, LINQ to ADO.NET Introducing Query Syntax, Standard Query Operators, Shaping Data with Anonymous Types, Using Server Controls with LINQ Queries.	**15 Lectures**

Books:

1. The Complete Reference ASP .NET, MacDonald, Tata McGraw Hill
2. Beginning ASP.NET 4 in C# and VB ImarSpanajaars, WROX

Practical Code: JSBVOCP 4.06

1. Fundamentals of ASP.NET such as using HTML/Web Controls, Autopostback, Application

events, Configuration files,

2. ADO.NET Programming & Data Binding.

3. Creating Custom Controls.

4. State management, Validation Controls

5. LINQ- Using Server Controls with LINQ Queries

6. Performance improvement using Caching

7. Using AJAX in ASP.NET

8. Creating & Consuming web services

CLASS: B. Voc (Software Development)		Semester – IV
Theory Code : JSBVOC 4.07	Subject : Advance SQL with Oracle	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	**Fundamentals** : Introduction to PL/SQL , Benefits of PL/SQL , Creating PL/SQL Blocks **DDL and data types** : Using Variables in PL/SQL, Recognizing PL/SQL Lexical Units, Recognizing Data Types, Using Scalar Data Types , Writing PL/SQL Executable Statements ,Nested Blocks and Variable Scope , Good Programming Practices **DML**: Review of SQL DML, Retrieving Data in PL/SQL, Manipulating Data in PL/SQL, Using Transaction Control Statements, aggregate queries **Control structure:** Conditional Control: IF Statements, Conditional Control: CASE Statements ,Iterative Control: Basic Loops , Iterative Control: WHILE and FOR Loops , Iterative Control: Nested Loops	**15 Lectures**
Unit- II	**Cursors and Parameters** Introduction to Explicit Cursors , Using Explicit Cursor Attributes, Cursor FOR Loops , Cursors with Parameters ,Using Cursors for UPDATE , Using Multiple Cursors **Exception Handling** Handling Exceptions, Trapping Oracle Server Exceptions , Trapping User-Defined Exceptions , Recognizing the Scope of Exceptions **Using and Managing Procedures** Creating Procedures, Using Parameters in Procedures, Passing Parameters **Using and Managing Functions** Creating Functions ,Using Functions in SQL Statements , Review of the Data Dictionary , Managing Procedures and Functions , Review of Object Privileges	**15 Lectures**
Unit-III	**Using and Managing Packages** Creating Packages , Managing Package Concepts , Advanced Package Concepts Getting the Best out of Packages ,l Persistent State of Package Variables , Using Oracle-Supplied Packages **Improving PL/SQL Performance** Using Dynamic SQL , Improving PL/SQL Performance Using and Managing Triggers, Introduction To Triggers , Creating DML Triggers Part I, Creating DML Triggers Part II , Creating DDL and Database Event Triggers , Managing Triggers **XML** structure of XML, Document schema, querying and transformation, XML application	**15 Lectures**

Reference Books
Oracle PL/SQL Programming, Fifth Edition By Steven Feuerstein, Bill Pribyl
Murach's Oracle SQL and PLSQL by Joel Murach, Murach and Associates.

Practical Code: JSBVOCP 4.07

1. Creating anonymous PL/SQL blocks.
2. DDL and insert values in tables

a. Querying single and multiple tables
    b. Creating simple tables and tables with constraints.
3. Manipulating data (Insert, update and delete)
4. Conditional statement and control statement
5. Iterative control
6. Cursors with parameters to process a number of rows from multiple tables.
7. Create exception handlers for specific situations.
8. Function and procedures
    a. Creating and invoking functions from SQL statements
    b. Creating and invoking stored procedures.
    c. Re-create the source code for a procedure and a function.
    d. Create procedures that issue DML and query commands.
9. Working with packages
    a. Create package specifications and package bodies. Invoke the constructs in the packages
    b. Create a package containing an overloaded function.
10. Triggers
    a. Create statement and row triggers.
    b. Create procedures that will be invoked from the triggers.
11. XML

CLASS: B. Voc (Software Development)		Semester – IV
Theory Code : JSBVOC 4.08	Subject : Project Management	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	Conventional Software Management: The waterfall model, conventional software Management performance. Evolution of Software Economics: Software Economics, pragmatic software cost estimation. Improving Software Economics: Reducing Software product size, improving software processes, improving team effectiveness, improving automation, Achieving required quality, peer inspections. The old way and the new: The principles of conventional software Engineering, principles of modern software management, transitioning to an iterative process. Life cycle phases: Engineering and production stages, inception, Elaboration, construction, transition phases. Artifacts of the process: The artifact sets, Management artifacts, Engineering artifacts, programmatic artifacts. Model based software architectures: A Management perspective and technical perspective.	**15 Lectures**
Unit- II	Work Flows of the process: Software process workflows, Iteration workflows. Checkpoints of the process: Major mile stones, Minor Milestones, Periodic status assessments. Iterative Process Planning: Work breakdown structures, planning guidelines, cost and schedule estimating, Iteration planning process, Pragmatic planning. Project Organizations and Responsibilities: Line-of-Business Organizations, Project Organizations, evolution of Organizations. Process Automation: Automation Building blocks, The Project Environment.	**15 Lectures**
Unit-III	Project Control and Process instrumentation: The seven core Metrics, Management indicators, quality indicators, life cycle expectations, pragmatic Software Metrics, Metrics automation. Tailoring the Process: Process discriminants. Future Software Project Management: Modern Project Profiles, Next generation Software economics, modern process transitions.	**15 Lectures**

Books:
B1: Software Project Management by Walker Royce: Pearson Education, 2005.
(Unit I: Chapter 1,2,3, Unit II: Chapter 4,5,6,7, Unit III: Chapter 8,9,10 Unit IV: Chapter 11,12, Unit V: Chapter 13,14, Unit VI: Chapter 15,16,17)

Practical Code: JSBVOCP 4.08
Practical No. 1 : SYSTEM REQUIREMENT STUDY (SRS) FOR A PROJECT
Practical No. 2 : Waterfall Model as the conventional process model to prepare the flow and Gantt Chart
Practical No. 2 : Waterfall Model as the conventional process model to prepare the flow and Gantt Chart
Practical No. 3 : Cost Estimation of the project Using Function Point Analysis (FPA)
Practical No. 3 : Cost Estimation of the project Using Function Point Analysis (FPA)
Practical No. 4 : Cost Estimation of the project Using COCOMO Model I
Practical No. 4 : Cost Estimation of the project Using COCOMO Model I

Practical No. 5 : Class diagram using StarUML
Practical No. 6 : Use Case diagram using StarUML
Practical No. 7 : Acitvity description for the project
Practical No. 8 : Activity description and diagram for the project
Practical No. 9 : Work Breakdown Structure for the given Project

Semester III

Theory

Course	Internal Assessment (25 Marks)			External Assessment (75 Marks)	Total(100 Marks)
	Class Test	Overall Conduct	Total Marks	Theory Exam	
JBVOC3.01	20	5	25	75	100
JBVOC3.02	20	5	25	75	100
JBVOC3.03	20	5	25	75	100
JBVOC3.04	20	5	25	75	100
JSBVOC3.05	20	5	25	75	100
JSBVOC3.06	20	5	25	75	100
JSBVOC3.07	20	5	25	75	100
JSBVOC3.08	20	5	25	75	100

Practical

Course	Internal Assessment (10 Marks)	External Assessment (40 Marks)	Total (50 Marks)
JSBVOCP 3.05	Lab and Journal	Practical Exam	50
JSBVOCP 3.06	Lab and Journal	Practical Exam	50
JSBVOCP	Lab and Journal	Practical Exam	50

3.07			
JSBVOCP 3.08	*Lab and Journal*	*Practical Exam*	*50*

Semester IV

Theory

Course	Internal Assessment (25 Marks)			External Assessment (75 Marks)	Total(100 Marks)
	Class Test	Overall Conduct	Total Marks	Theory Exam	
JBVOC4.01	20	5	25	75	100
JBVOC4.02	20	5	25	75	100
JBVOC4.03	20	5	25	75	100
JBVOC4.04	20	5	25	75	100
JSBVOC4.05	20	5	25	75	100
JSBVOC4.06	20	5	25	75	100
JSBVOC4.07	20	5	25	75	100
JSBVOC4.08	20	5	25	75	100

Practical

Course	Internal Assessment (10	External Assessment (40	Total

	Marks)		Marks)		(50 Marks)
JSBVOCP 4.05	Lab and Journal		Practical Exam		50
JSBVOCP 4.06	Lab and Journal		Practical Exam		50
JSBVOCP 4.07	Lab and Journal		Practical Exam		50
JSBVOCP 4.08	Lab and Journal		Practical Exam		50

Tutorials are theory /problems to be solved by the students in the class room at the end of practical / theory session
Assignments are theory / problems to be solved by the students at home.

Class Test is to be conducted in the class room with due notice. Semester I,II,III,IV are college examinations. Question papers will be set by examiners appointed by Principals of the affiliated colleges.

Suggested Question Paper Format for END Semester Examination

General Component

Duration : 2 1/2 hrs.   Total Marks : 75

All Questions Compulsory:

Q. 1	From Unit I Attempt any Four of following VII. …….. 5 marks VIII. …….. 5 marks IX. …….. 5 marks X. …….. 5 marks XI. …….. 5 marks XII. …….. 5 marks	20 marks
Q. 2	From Unit II Attempt any Four of following VII …….. 5 marks VIII …….. 5 marks IX …….. 5 marks X …….. 5 marks XI …….. 5 marks XII …….. 5 marks	20 marks
Q. 3	From Unit III Attempt any Four of following VII. …….. 5 marks VIII. …….. 5 marks IX. …….. 5 marks X. …….. 5 marks XI. …….. 5 marks XII. …….. 5 marks	20 marks
Q. 4	From Unit IV Attempt any Three of following VII. …….. 5 marks VIII. …….. 5 marks IX. …….. 5 marks X. …….. 5 marks XI. …….. 5 marks XII. …….. 5 marks	15 marks

Skill Component

Duration : 2 1/2 hrs.   Total Marks : 75

All Questions Compulsory:

Q. 1	From Unit I Attempt any Four of following	20 marks

	I .... 5 marks II .... 5 marks III .... 5 marks IV .... 5 marks V .... 5 marks VI .... 5 marks	
Q. 2	From Unit II Attempt any Four of following I .... 5 marks II .... 5 marks III .... 5 marks IV .... 5 marks V .... 5 marks VI .... 5 marks	20 marks
Q. 3	From Unit III Attempt any Four of following I .... 5 marks II .... 5 marks III .... 5 marks IV .... 5 marks V .... 5 marks VI .... 5 marks	20 marks
Q. 4	From Unit I, II & III Attempt any Three of following I .... 5 marks II .... 5 marks III .... 5 marks IV .... 5 marks V .... 5 marks VI .... 5 marks	15 marks

Note: Internal choice should be given.

University of Mumbai
Credit Based, Semester & Grading System
SYLLABUS IN BRIEF : B.VOC, Software Development

Semester - III

Code	Paper	Credits	Lectures	L/Wk

General Education Component

JBVOC 3.01	Business Communication	3	45	3
JBVOC 3.02	Basics of Book-Keeping & Accountancy	3	45	3
JBVOC 3.03	Principles of Management	3	45	3
JBVOC 3.04	Public Relations and Advertisement	3	45	3

Skill Component

JSBVOC 3.05 JSBVOCP 3.05	Cryptography and Network Security	3 1.5	45	3 3
JSBVOC 3.06 JSBVOCP 3.06	Advanced Java	3 1.5	45	3 3
JSBVOC 3.07 JSBVOCP 3.07	Software Engineering using OOAD	3 1.5	45	3 3
JSBVOC 3.08 JSBVOCP 3.08	Software Testing	3 1.5	45	3 3

University of Mumbai
Credit Based, Semester & Grading System
SYLLABUS IN BRIEF : B.VOC, Software Development

Semester - IV

Code	Paper	Credits	Lectures	L/Wk
General Education Component				
JBVOC 4.01	Report Writing	3	45	3
JBVOC 4.02	Green Computing	3	45	3
JBVOC 4.03	Human Resource Management	3	45	3
JBVOC 4.04	Digital Marketing	3	45	3
Skill Component				
JSBVOC 4.05 JSBVOCP 4.05	Android App Development	3 1.5	45	3 3
JSBVOC 4.06 JSBVOCP 4.06	Asp.net with c#	3 1.5	45	3 3
JSBVOC 4.07 JSBVOCP 4.07	Advance SQL with oracle	3 1.5	45	3 3
JSBVOC 4.08 JSBVOCP 4.08	Project Management	3 1.5	45	3 3

UNIVERSITY OF MUMBAI

<u>Syllabus for Approval</u>

Sr. No.	Heading	Particulars
1	Title of the Course	B.Voc. in Software Development
2	Eligibility for Admission	10+2
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	As per UGC guidelines.
5	No. of Years / Semesters	3 years / 6 semesters
6	Level	U.G
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic Year	From Academic Year :2015-16

Date: Signature:

Name of BOS Chairperson / Dean : _____

UNIVERSITY OF MUMBAI

Essentials Elements of the Syllabus

1	Title of the Course	Syllabus for Three Years B.Voc in Software Development
2	Course Code	(JSBVOC)
3	**Preamble / Scope: -** The main objectives of the course Bachelor in Vocation (skill component) are: • Check their understanding of the Business Requirements Specification (BRS), Software Requirements Specification (SRS), High Level Design (HLD) and Low Level Design (LLD) with appropriate people • To demonstrate aptitude for analyzing information and making logical conclusions and to build knowledge of the foundational mathematical concepts in computing • To design algorithms to solve problems and convert them into code using appropriate programming language constructs • To read and execute a test case and record outcome in the templates and work with their peers • To build database skills including DBMS, data design, and query table structures for specific data • Software engineering approaches to develop applications and the key processes used for developing application software • To make them learn basic components of computer, Windows and Linux OS, file systems and task and process management • To make them learn web browsers, the World Wide Web, web-based social media applications and web programming • To make learn how to deal with confidential information and maintain records legibly and accurately	

	Objective of Course / Course Outcome: - The new syllabus is aimed to achieve the objectives. The students will be ready for the jobs available in different fields like:
4	☐ Software Development (Programming) ☐ Website Development ☐ Project Management ☐ Discrete Mathematics ☐ C++, Java ☐ Networking ☐ Database Administration ☐ Software Engineering ☐ Software Testing ☐ Operating Systems ☐ Network Security
5	Eligibility :-10+2 Fee Structure:-

JAI HIND COLLEGE

	REVISED FEES STRUCTURE FOR DEGREE SECTION FOR 2017-18 (AIDED)			
		B.VOC Fees for Travel &Toursim / Software Course		
Sr.No.	Particulars/ Fees Heads	F.Year	S.Year	T.Year
1	Tuition Fees	800	800	800
2	Library Fees	200	200	200
3	Gymkhana Fees	400	400	400
4	Other Fees /Extra curricular Fees	250	250	250
5	Laboratory Fees	800	800	800
6	Exam Fees	2,000	2,000	2,000
7	Marksheet Fees	120	120	120
8	Convocation Fees	-	-	250
9	Magazine Fees	100	100	100
10	Utility Fees	250	250	250
11	Development Fees	500	500	500
12	Adm Process Fees	200	200	200

(The above table rows 6 onwards are within the cell labelled "6")

	13	Identity Fees	50	50	50	
	14	Alumni Asso Fees	25	25	25	
	15	Group Insurance	40	40	40	
	16	Enrollment Fees	220	-	-	
	17	Computer Practicals Fees For comp Sc Students	600	600	600	
	18	Students Welfare Fund	50	50	50	
	19	Uni Sports & Cultural Activity	30	30	30	
	20	E-Charges	20	20	20	
	21	Vice Chancellor Fund	20	20	20	
	22	Disaster Relief Fees	10	10	10	
	23	National Service Scheme	10	10	10	
	24	E-Suvidha	50	50	50	
		Total	**6,745**	**6,525**	**6,775**	
	25	Caution Money Deposits(Refundable)	150	--	--	
	26	Library Deposits (Refundable)	250	--	--	
	27	Laboratory Deposits (Refundable)	400	-	-	
		Grand Fees for Maharashtra Board	**7,545**	**6,525**	**6,775**	
		Eligibility fees (For Other Boards Student)	320	-	-	
		Grand Fees for Other Boards	**7,865**	-	-	
		New Students from other College (Maharashtra Board) for SY & TY fees				
	28	Caution Money Deposits(Refundable)	-	150	150	
	29	Library Deposits (Refundable)	-	250	250	
	30	Laboratory Deposits (Refundable)		400	400	
		New students (Mah Board) Fees				

				7,325	7,575	
	31	New Students from other College (Other Board)Eligibility Fees Rs. 320/- & Enrollment fees Rs. 220/- for SY & TY fees			540	540	
		New students (Other Board) Fees			**7,865**	**8,115**	

7	No. of Lectures	8 courses per semester
8	No. of Practical	3 period of a week per course
9	Duration of the Course	3 Years
10	Notional hours	15 hours per unit per course

11	No. of Students per Batch :- 50
12	Selection :- Merit
13	Assessment :- Theory (75 marks)+ Practical (50 marks) + Internal (25 marks)
14	Syllabus Details

UNIVERSITY OF MUMBAI

Syllabus for the T.Y.BVoc.
Program: B.Voc
Course: Software Development

(Credit Based Semester and Grading System with
effect from the academic year 2017-2018)

YEAR III DIPLOMA NSQF LEVEL-7		
Courses	Theory Code	Practical Code
General Component		
Strategic Management	JBVOC 5.01	-
Entrepreneurship I	JBVOC 5.02	-
Multimedia	JBVOC 5.03	-
Managerial Economics	JBVOC 5.04	-
Skill Component		
Asp.Net With C#	JSBVOC 5.05	JSBVOCP 5.05
Software Testing	JSBVOC 5.06	JSBVOCP 5.06
Advanced Java	JSBVOC 5.07	JSBVOCP 5.07
Linux Administration	JSBVOC 5.08	JSBVOCP 5.08

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JBVOC 5.01	Subject :Strategic Management	
Periods per week	Lectures - 3	3 Credits

Unit-I	**Introduction to business policy** – their definitions, nature, scope, significance, elements and processes.Introduction to strategic management – their definitions, nature, scope, significance, elements and processes. Ben and Jerry's Ice Cream: Case Study. Mission, Goals and Objectives Company report analysis	**10 Lectures**
Unit-II	Analyzing the External Environment of the Firm, Michael Porter's Five Forces Model, Analyzing the Internal Environment of the Firm, Kirin Beer: Case Study, SWOT Analysis Recognizing a Firm's Intellectual Assets Ali-baba: Case Study (not assessed) Group Project: Preparation and Guidance.	**10 Lectures**
Unit-III	**Strategic formulation** – the input stage, matching stage and decision stage, cultural aspect of strategic choice and functional strategies.	**15 Lectures**
Unit-IV	A) **- Introduction to Corporate Level Strategies** -Samsung: Case Study, business level strategy- Foxconn: Case Study, international strategy-Zara case study B) **Strategy implementation** – issues in implementation, project implementation and control procedures, resource allocation. C) **Corporate ethos, culture and ethics, management of change.**	**10 Lectures**

BOOKS:

1. Strategic Mgt. Fred R. David Prentice Hall International
2. Business Policy & Strategic Mgt. Dr. AzharKazmi - Tata McGraw Hill Publi. Col Ltd.
3. Strategic Mgt. Beni Banerjee
4. Business Policy & Strategic Mgt. Jauch Lawrence R & William Glueck McGraw - Hill Book Co.
5. International Strategic Management (suggested for Global Strategies) R.M. Shivstava Himalayan Publishing House.
6. Strategic Mgt. - a multi-perspective approach Edited by Mark Jenkins & Veronique Ambrosmi Palgrave (Publication)
7. Strategic Mgt. - Thomas L. Wheelers & J. David Hunger Addison -- Wesley Publishers.

8. Strategic Mgt. Competitiveness &Globalisation. Michael Hitt, R. Duane Ireland, Robert E. Hoskisson South - Western Thomson Learning

9. Business Policy & Strategy - Concepts & Readings. Daniel McCarthy, Robert Minichiello, Joseph Curran All India Traveller Bookseller – Delhi

10. Strategic Mgt. John A. Pearce II & Richard B. Robinson Jr. A.I.T.B.S. Publishers & Distributors – Delhi

11. Strategic Mgt. Alex Miller & Gregory G. DessThe McGraw-Hill Companies, Inc.

12. Strategic Mgt. - Concepts & Cases Arthur A. Thompson Jr. & A.J. Strickland III Tata McGraw - Hill Publi. Coin.Ltd.

13. Business Policy & Strategic Mgt. Dr. L.M. Prasad. Sultan Chand & Sons. New Delhi

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JBVOC 5.02	Subject : Entrepreneurship & Business Planning I	
Periods per week	Lectures - 3	3 Credits

Unit-I	**Introduction:** The Entrepreneur – Definition – Characteristics of Successful entrepreneur. Entrepreneurial scene in India: Analysis of entrepreneurial growth in different communities Case histories of successful entrepreneurs. Social entrepreneurship – concept, development of Social Entrepreneurship in India. Role of Entrepreneurship in economic development –Start-ups.	**10 Lectures**
Unit-II	**Innovation in Business**: Types of Innovation – Creating and Identifying Opportunities for Innovation – The Technological Innovation Process – Creating New Technological Innovation and Intrapreneurship – Licensing –Patent – Innovation in Indian Firms. Idea Generation and Opportunity Assessment– Sources of New Ideas ,Techniques for generating ideas ,Opportunity Recognition. Option available to Entrepreneur.(Ancillarisation, BPO, Franchise, M&A).	**10 Lectures**
Unit-III	**Business Plan Preparation** – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan Financial Analysis; Market Analysis; Technical Feasibility. Feasibility Analysis: Technical Feasibility of Products and Services - Marketing Feasibility: Marketing Methods – Pricing Policy and Distribution Channels. Estimating project cost. Incorporation of Business – Forms of Business organisations .	**15 Lectures**
Unit-IV	**Marketing**: Methods, Channel of Marketing, Marketing Institutions and Assistance. Business Model Canvas. New trends in entrepreneurship – E-entrepreneur. Role of e- commerce and M commerce. Ethical considerations. Life cycle of an entrepreneurial venture - Role of entrepreneur during various transition stages. Dynamics of small business environment - Causes for small business failure Success factors for small business.	**10 Lectures**

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JBVOC 5.03	Subject :Multimedia	
Periods per week	Lectures - 3	3 Credits

Unit-I	**Introduction to CorelDraw,** Use and importance in Designing, Various Graphic Files and File Extensions ,Vector Image and Raster Images , Introduction to Screen and Work Area. Introduction to Tools of CorelDraw, Managing Palettes ,Working with Images, Patterns and Textures	**15 Lectures**
Unit-II	Working with Shapes, Colours and Fills ,Image Rasterisation and Editing, Transformation Menu. **CorelDraw Files** and supporting documents, Import and Export of Files and File formats Page Setup and Designing.	**10 Lectures**
Unit-III	**Using Styles and Templates**, Working with Text, Formatting Text, Text Attributes. Designing Different Page Layouts, Column Layout, Working with Layers, Special Effect to Objects and Texts, Contour Tool, Layout for News Paper and Magazines.	**10 Lectures**
Unit-IV	**Introduction to Adobe Photoshop**& Documents, Various Graphic Files and Extensions, Vector Image and Raster Images, Various Colour Modes and Models. Introduction to Screen and Work Area, Photoshop Tools &Palettes ,Use of Layers & Filters, Working with Images	**10 Lectures**

Books

CORELDRAW X4 FOR SIMPLE STEPS
CORELDRAW X4 THE OFFICIAL GUIDE BY GARY DAVID BOUTON
PRAKHAR COMPLETE COURSE FOR DTP

Assignments
Preparation of Visiting Cards & Invitation Cards, Shaping Dockers & Logo Design Introduction Brochure & Books, Introduction to Magazine Designing.

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JBVOC 5.04	Subject : Managerial Economics (Macro Economics)	
Periods per week	Lectures - 3	3 Credits

Unit-I	**National Income:** Concept and measurement, Concept of HDI.	**15 Lectures**
Unit-II	Concepts of Aggregate & Demand and multiplier.	**10 Lectures**
Unit-III	**Monetary Economics:** Concepts of Money demand, Money Supply, Liquidity Preference. Concepts of Inflation, deflation, recession, depression, stagflation.Monetary policy- objectives & instruments	**10 Lectures**
Unit-IV	**Concept of BOP,** disequilibrium, devaluation.	**10 Lectures**

BOOKS:
1. Managerial Economics by Johnson &Mascerhans
2. Managerial Economics by Saraswathy
3. Managerial Economics by Dwevdi

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JSBVOC 5.05	Subject :Asp.Net With C#	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	**Introduction to C#,** Review of .NET frameworks, Variables and expressions, flow controls, functions, debugging and error handling, OOPs with C#, Defining classes and class members. Assembly, Components of Assembly, Private and Shared Assembly, Garbage Collector, JIT compiler. Namespaces Collections, Delegates and Events. Introduction to ASP.NET 4: Microsoft.NET framework, ASP.NET lifecycle. **CSS:** Need of CSS, Introduction to CSS, Working with CSS with visual developer.	**15 Lectures**
Unit – II	**ASP.NET server controls:** Introduction, How to work with button controls, Textboxes, Labels, checkboxes and radio buttons, list controls and other web server controls, web.config and global.asax files. **Programming ASP.NET web pages:** Introduction, data types and variables, statements, organizing code, object oriented basics. **Validation Control:** Introduction, basic validation controls, validation techniques, using advanced validation controls. **State Management:** Using view state, using session state, using application state, using cookies and URL encoding. **Master Pages:** Creating master pages, content pages, nesting master pages, accessing master page controls from a content page. **Navigation:** Introduction to use the site navigation, using site navigation controls.	**15 Lectures**
Unit – III	**Databases:** Introduction, using SQL data sources, GridView Control, DetailsView and FormView Controls, ListView and DataPager controls, Using object datasources. ASP.NET Security: Authentication, Authorization, Impersonation, ASP.NET provider model **LINQ:** Operators, implementations, LINQ to objects,XML,ADO.NET, Query Syntax. **ASP.NET Ajax:** Introducing AJAX, Working of AJAX, Using ASP.NET AJAX server controls. **JQuery:** Introduction to JQuery, JQuery UI Library, Working of JQuery	**15 Lectures**

Books:

Beginning Visual C# 2010, K. Watson, C. Nagel, J.H Padderson, J.D. Reid, M.Skinner, Wrox (Wiley) 2010. (Unit I: Chapter 1 to 10, Unit II: Chapter 11, 13)
Murach's ASP.NET 4 Web Programming with C# 2010, 4th Edition, Anne Boehm, Joel Murach, SPD.
(Unit III: Chapter 6 Unit IV: Chapter 7,8,9,10 Unit V: Chapter 12,13,14,15,16,17,19,20 Unit VI: Chapter 21)
Beginning ASP.NET 4 in C# and VB, I. Spanjaars, Reprint 2011. (Unit II: Chapter 2 and 3 Unit III: Chapter 5 Unit VI: Chapter 14)
References:
ASP.NET 4.0 programming, J. Kanjilal, Tata McGraw-Hill.
Programming ASP.NET, D.Esposito, Microsoft Press (Dreamtech), Reprint 2011.
ASP.NET.
Visual C#.NET, Vijay Nicoel, TMH

Practical Code: JSBVOCP 5.05

1. Simple Programs with C#:

a) Write a console application that obtains four int values from the user and displays the product. Hint: you may recall that the Convert.ToDouble() command was used to convert the input from the console to a double; the equivalent command to convert from a string to an int is Convert.ToInt32().

b) If you have two integers stored in variables var1 and var2, what Boolean test can you perform to see if one or the other (but not both) is greater than 10?

c) Write an application that includes the logic from Exercise 1, obtains two numbers from the user, and displays them, but rejects any input where both numbers are greater than 10 and asks for two new numbers.

d) Write a console application that places double quotation marks around each word in a string

e) Write an application that uses two command-line arguments to place values into a string and an integer variable, respectively. Then display these values.

f) Write an application that receives the following information from a set of students:

Student Id:

Student Name:

Course Name:

Date of Birth:

The application should also display the information of all the students once the data is entered. Implement this using an Array of Structs.

g) Write programs using conditional statements and loops:

i. Generate Fibonacci series.

ii. Generate various patterns (triangles, diamond and other patterns) with numbers.

iii. Test for prime numbers.

iv. Generate prime numbers.

v. Reverse a number and find sum of digits of a number.

vi. Test for vowels.

vii. Use of foreach loop with arrays.

2. Object oriented programs with C#

b) Program using classes.

c) Program with different features of C#

i. Function Overloading

ii. Inheritance (all types)

iii. Constructor overloading

iv. Interfaces

v. Using Delegates and events

vi. Exception handling

3. Programs using different controls.

4. Programs using CSS.

5. Programs using ASP.NET Server controls.

6. Database programs with ASP.NET and ADO.NET

7. Programs using Language Integrated query.

8. Programs securing web pages.

9. Implement the exercise on AJAX.

10. Implement the exercise on JQuery.

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JSBVOC 5.06	**Subject :Software Testing**	
Periods per week	Lectures - 3	3+1.5 Credits

Software Testing		
Unit 1	**Fundamentals of testing:** Necessity of testing , what is it, Testing principles, Fundamental test process, The psychology of testing **Testing throughout the software life cycle:** Software development models, Test levels, Test types: the targets of testing, Maintenance testing	**15 Lectures**
Unit 2	**Static techniques:** Reviews and the test process, Review process, Static analysis by tools **Test design techniques:** Identifying test conditions and designing test cases, Categories of test design techniques, Specification-based or black-box techniques, Structure-based or white-box techniques, Experience based techniques	**15 Lectures**
Unit 3	**Test management:** Test organization, Test plans, estimates, and strategies, Test progress monitoring and control, Configuration management, Risk and testing, Incident management **Tool support for testing:** Types of test tool, Effective use of tools: Potential benefits and risks, Introducing a tool into an organization	**15 Lectures**

Books:

B1: Software Testing Foundations, 2nd Edition By Hans Schaefer, Andreas Spillner, Tilo Linz, Shroff Publishers and Distributors (Unit I: Chapter 1,2, Unit II: Chapter 3, Unit III: Chapter 4, Unit IV: Chapter 5, Unit V: Chapter 6, Unit VI: Chapter 7)
B2: FOUNDATIONS OF SOFTWARE TESTING by Dorothy Graham, Erik van Veenendaal, Isabel Evans, Rex Black (Unit I: Chapter 1, Unit II: Chapter 2, Unit III: Chapter 3, Unit IV: Chapter 4, Unit V: Chapter 5, Unit VI: Chapter 6)

Practical Code: JSBVOCP 5.06

1. You have got the brilliant idea of setting up a company that sells testing services to software houses.

Make a strategic plan for your company, taking into account the following issues:

   f. What is the testing process that will be followed in the company?
   g. What is the focus of the testing services?
   h. What kind of people are you going to hire as staff for the company?
   i. How are you going to validate that a testing project carried out in the company has been beneficial to the customer?
   j. What kind of automated tools will the company use?

2. Prepare a small project and submit SRS, design, coding and test plan.

3. The program reads an arbitrary number of temperatures (as integer numbers) within the range -60°C … +60°C and prints their mean value. Design test cases for testing the program with the black-box strategy.

4. When getting a person's weight and height as input, the program prints the person's body weight index. The weight is given in kilograms (as a real number, for instance: 82,0) and the height in meters

(as a real number, for instance: 1,86). The body weight index equals weight divided by height squared: weight / (height ˆheight). Design test cases for testing the program with the black-box strategy.

5. Let us study the following program: x=0; read(y); while (y > 100) { x=x+y; read(y); } if (y < 200) print(x) else print(y); a) Construct a control-flow graph for the program. b) Design test cases for reaching complete branch coverage over the program. Use as few test cases as possible.

6. Design test cases for the following program with the "simple loop" strategy: x=0; read(y); while ((y > 100) && (x < 10)) { x=x+1; read(y); } print(y); a) Construct a data-flow graph for the program with respect to variable x. b) Which execution paths have to be traversed during testing, in order to reach complete alldefinitions coverage with respect to variable x? c) Minimize the number of paths and tests. d) Which execution paths have to be traversed during testing, in order to reach complete alluses coverage with respect to variable x? Minimize the number of paths and tests. e) Design test cases for reaching the (minimal) complete all-uses coverage with respect to variable x.

7. MANUAL TESTING for the project a) Walkthrough b) Whitebox Testing c) Blackbox Testing d) Unit Testing e) Integration Testing

8. Functional Testing a) Boundary value Testing b) Equivalence class testing c) Decision Table based testing d) Cause-effect graphs

9. Regression Testing using automated testing for website.

10. AUTOMATED TESTING for websites a) Load Testing b) Performance Testing

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JSBVOC 5.07	Subject : Advanced Java	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	Event Handling: The delegation event model, Events, Event classes, Event Listener Interfaces, Using the Delegatiion event model, Adapter classes, inner classes AWT : Windows fundamentals, Working with frame windows, Control fundamentals, - Labels, Buttons, CheckBox, Radio button TextFileld, Understanding Layout Manager Swing: JColorChooser, JComboBox, JFileChooser, JInternalFrame, JLabel, JMenuBar, JOptionPane, JLayeredPane, JDesktopPane, JPanel, JPopupMenu, JProgressBar, JRootPane, JScrollBar, JScrollPane, JSeparator, JSlider, JSplitPane, JTabbedPane, JTable, JTableHeader, JtoolBar, JToolTip, JTree, JViewPort, JEditorPane, JTextPane, JTextArea, JTextField, JPasswordField, JButton, JMenuItem, JCheckBox-MenuItem, JRatioButton-MenuItemJCheckBox, JRadioButton, JMenu.	**15 Lectures**
Unit – II	Introduction to servlets: Need for dynamic content, java servlet technology, why servlets? Servlet API and Lifecycle: servlet API, servletConfig interface, ServletRequestandServletResponse Interfaces, GenericServlet Class. ServletInputStream And ServletOutputStream Classes, RequestDispatcherInterface,HttpServlet Class, HttpServletRequest and HttpServletResponse Interfaces, HttpSession Interface, Servlet Lifecycle. Working with servlets: organization of a web application, creating a web application(using netbeans) , creating a servlet, compiling and building the web application JDBC: Design of JDBC, JDBC configuration, Executing SQL statement, Query Execution, Scrollable and updatable result sets, row sets, metadata, Transaction. JSP: Introduction, disadvantages, JSP v/s Servlets, Lifecycle of JSP, Comments, JSP documents, JSP elements, Action elements, implicit objects, scope, characterquoting conventions, unified expression language	**15 Lectures**
Unit – III	Java server Faces : Need of MVC , what is JSF?, components of JSF, JSF as an application, JSF lifecycle, JSF configuration, JSF web applications (login form, JSF pages) EJB: Enterprise bean architecture, Benefits of enterprise bean, types of beans, Accessing beans , packaging beans, creating web applications, creating enterprise bean, creating web client, creating JSP file, building and running web application HIBERNATE: Introduction, Writing the application, application development approach, creating database and tables in MySQL, creating a web application, Adding the required library files, creating a java bean class, creating hibernate configuration and mapping file, adding a mapping resource, creating JSPs. STRUTS: Introduction, Struts framework core components, installing and setting up struts, getting started with struts.	**15 Lectures**

Reference Books:

B1 Java Complete Reference, Herbert Schildt, Seventh Edition, Tata McGraw Hill.
(Unit I Chapter 20,21,22)
B2 Core Java Vol. II – Advanced Features, Cay S. Horstmans, Gary Coronell, Eight Edition,

Pearson Education (Unit II: Chapter 6, Unit IV: Chapter 4 and Oracle Java Documentation on UISWing)
B3 Java EE 6 for Beginners, Sharanam Shah, Vaishali Shah, Shroff Publishers and Distributors (Unit III: Chapter 5,6,7, Unit IV: Chapter 13,14,15,16, Unit V: Chapter 18, 1,9,24,25, Unit V: Chapter 33,34,35,36,37,38)

References:
Java EE Project using EJB 3, JPA and struts 2 for beginners, Shah, SPD
Java Programming A practical Approach, C Xavier, McGraw Hill
Java Server Faces A practical Approach for beginners, B M Harwani, Eastern Economy Edition (PHI).
Advanced Java Technology, Savaliya, Dreamtech.

Practical Code: JSBVOCP 5.07

1. Write a java program to present a set of choices for a user to select Stationary products and display the price of Product after Selection from the list.
2. Write a java program to demonstrate typical Editable Table, describing employee details for a software company.
3. Write a java program using Split pane to demonstrate a screen divided in two parts, one part contains the names of Planets and another Displays the image of planet.
When user selects the planet name form Left screen, appropriate image of planet displayed in right screen.
4. Develop Simple Servlet Question Answer Application to demonstrate use of HttpServletRequest and HttpServletResponse interfaces.
5. Develop Servlet Application of Basic Calculator (+,-,*,/, %) using ServletInputStream and ServletOutputStream.
6. Develop a JSP Application to accept Registration Details form user and Store it into the database table.
7. Develop a JSP Application to Authenticate User Login as per the registration details.
If login success the forward user to Index Page otherwise show login failure Message.
8. Develop a web application to add items in the inventory using JSF.
9. Develop a Room Reservation System Application Using Enterprise Java Beans.
10. Develop a Hibernate application to store Feedback of Website Visitor in MySQL Database.
11. Develop a simple Struts Application to Demonstrate 3 page Website of Teaching Classes which passes values from every page to another.
12. Develop a simple Struts Application to Demonstrate E-mail Validator.

CLASS: B. Voc (Software Development)		Semester – V
Theory Code : JSBVOC 5.08	Subject :Linux Administration	
Periods per week	Lectures - 3	3+1.5 Credits

Unit – I	Introduction: Introduction to UNIX, Linux, GNU and Linux distributions Duties of the System Administrator, The Linux System Administrator, Installing and Configuring Servers, Installing and Configuring Application Software, Creating and Maintaining User Accounts, Backing Up and Restoring Files, Monitoring and Tuning Performance, Configuring a Secure System, Using Tools to Monitor Security Booting and shutting down: Boot loaders-GRUB, LILO, Bootstrapping, Initprocess, rc scripts, Enabling and disabling services. The File System: Understanding the File System Structure, Working with LinuxSupportedFile Systems, Memory and Virtual File Systems, Linux Disk Management, Network Configuration Files System Configuration Files: System wide Shell Configuration Scripts, System Environmental Settings, Network Configuration Files, Managing the init Scripts, Configuration Tool, Editing Your Network Configuration TCP/IP Networking: Understanding Network Classes, Setting Up a Network Interface Card (NIC), Understanding Subnetting, Working with Gateways and Routers, Configuring Dynamic Host Configuration Protocol, Configuring theNetwork Using the Network The Network File System: NFS Overview, Planning an NFS Installation, Configuring an NFS Server, Configuring an NFS Client, Using Automount Services, Examining NFS Security	**15 Lectures**
Unit-II	Connecting to Microsoft Networks: Installing Samba, Configuring the Samba Server, Creating Samba Users 3, Starting the Samba Server, Connecting to a Samba Client, Connecting from a Windows PC to the Samba Server Additional Network Services: Configuring a Time Server, Providing a Caching Proxy Server Internet Services: Secure Services, SSH, scp, sftp Less Secure Services (Telnet ,FTP, sync,rsh ,rlogin,finger,talk and ntalk, Linux Machine as a Server, Configuring the xinetd Server, Comparing xinetd and Standalone, Configuring Linux Firewall Packages, Domain Name System: Understanding DNS, Understanding Types of Domain Servers, Examining Server Configuration Files, Configuring a Caching DNS Server, Configuring a Secondary Master DNS Server, Configuring a Primary Master Server, Checking Configuration	**15 Lectures**
Unit-III	Configuring Mail Services: Tracing the Email Delivery Process, Mail User Agent (MUA), Introducing SMTP, Configuring Sendmail, Using the Postfix Mail Server, Serving Email with POP3 and IMAP, Maintaining Email Security Configuring FTP Services: Introducing vsftpd, Configuringvsftpd, Advanced FTP Server Configuration, Using SFTP Configuring a Web Server: Introducing Apache, Configuring Apache, Implementing SSI, Enabling CGI, Enabling PHP, Creating a Secure Server with SSL System Administration: Administering Users and Groups Installing and Upgrading Software Packages	**15 Lectures**

Books:

B1: Red hat Linux Networking and System Administration, 3rd Edition by Terry Collings and Kurt Wall, Wiley Publishing
(Unit I: Chapter 1,6,7,8, Unit II: Chapter 8,11,12, Unit III: Chapter 14, 17, Unit IV: Chapter 19, 20, Unit V: Chapter 21, 22, Unit VI: Chapter 23,29,30

References:
UNIX: Concepts and techniques, S. Das, Tata McGraw-Hill,
Linux Administration: A Beginner's Guide, Fifth Edition, Wale Soyinka,
Tata McGraw-Hill
Linux: Complete Reference, 6th Edition, Richard Petersen, Tata McGraw-Hill
Beginning Linux by Neil Mathew 4th Edition

Practical Code: JSBVOCP 5.08

1. Installation of Red HAT/Fedora Linux operating system.
a. Partitioning drives
b. Configuring boot loader (GRUB/LILO)
c. Network configuration
d. Setting time zones
e. Creating password and user accounts
f. Shutting down
2. Software selection and installation
3. Linux system administration
a. Becoming super user
b. Temporarily changing user identity with su command
c. Using graphical administrative tools
d. Administrative commands
e. Administrative configuration files
4. Connecting to the internet and configuring samba
a. Setting up linux as a proxy server
b. Configuring mozilla or firefox to use as a proxy
c. Setting Up Samba Server
5. Setting up local area network
a. LAN topologies
b. LAN equipment
c. Networking with TCP/IP
d. Configuring TCP/IP
e. Adding windows computer's to user LAN
f. IP address classes
6. Server setup and configuration
a. Setting up NFS file server
b. The Apache web server
c. Setting up FTP server
7. Understanding COMPUTER SECURITY: Firewall and security configurations
a. LINUX security checklist
b. Securing linux with IP table firewalls
c. Configuring an IP table firewall
d. Securing Linux features
8. Using gcc compiler (Programming using C++).
9. Using javac compiler (Implementing Socket programs).
10. Setting up hardware devices including sound card and printers and others (USB devices etc).

11. Working with X-windows
a. Switching between text and graphical consoles
b. set up my video card, monitor and mouse for the X-server.
c. Install KDE, change default desktop to KDE (or Gnome)
d. Accessing X-window remotely.
e. Installing TrueType fonts from my MS Windows partition.
f. Display and Control a Remote Desktop using VNC.
12. Configuring Mail Server.

YEAR III DIPLOMA NSQF LEVEL-7		
Courses	**Theory Code**	**Practical Code**
General Component		
International Finance	JBVOC 6.01	-
Multimedia-II	JBVOC 6.02	-
Reasoning Aptitude and Placement Orientation	JBVOC 6.03	-
Economic Analyses & Data Analytics	JBVOC 6.04	-
Skill Component		
Strategic Project Management	JSBVOC 6.05	JSBVOCP 6.05
Internet Technologies and Protocols	JSBVOC 6.06	JSBVOCP 6.06
Data Warehousing	JSBVOC 6.07	JSBVOCP 6.07
Project Viva & Voce	JSBVOC 6.08	JSBVOCP 6.08

CLASS: B. Voc (Software Development)		Semester – VI
Theory Code : JBVOC 6.01	**Subject : International Finance**	
Periods per week	**Lectures - 3**	**3 Credits**

Unit-I	Meaning, scope, importance of international finance. Emerging issues in International finance in a globalized world economy. Relationship/ role of BOP with International finance.	**15 Lectures**
Unit-II	Brief overview of international monetary system – Gold standard, Bretton Woods system, Fixed and flexible exchange rates, current exchange rate regimes.	**10 Lectures**
Unit-III	**Foreign exchange Mares – meaning, functions and structure of forex markets. Types of transactions, exchange rates – meaning and factor determinants. Forex quotations- spot and forward and arbitrage.**	**10 Lectures**
Unit-IV	World Financial markets and institutions , euro currency markets- origin – Euro bonds.	**10 Lectures**

CLASS: B. Voc (Software Development)		Semester – VI	
Theory Code : JBVOC 6.02	Subject : Multimedia-II		
Periods per week	Lectures - 3	3 Credits	

Unit-I	**Advance Corel Draw:- Importance & Usage various Interactive tool.** • How to apply Interactive extrude effect to an object with its options. • How to select color from one object & fill in other object. • How is interactive mesh tool different from interactive fill tool. • Explain various option of Outline & Fill tool. • Difference between Duplicate & Clone. • Use of Copy Properties from. • Use of Transformation tool. • Various options of Arranging order. • Difference between Combine & group. • Use of Perspective in CorelDraw. • How to apply Power clip effect to an imported image. • Various ways of adjusting colors on an image. • At the end they can able to make Layout for Poster, Menu, Broachers, Leaflets, Pamphlets etc.	**15 Lectures**
Unit-II	**Advance Photoshop:-** **Navigating the Workspace** • The Menu Bar • The Status Bar • The Toolbox • The Palettes **Working with Documents** • Navigator Palette & Hand Tool • New View & Duplicate • Image Size & Resolution • Image Size Dialog Box • Canvas Size • Crop Tool • Saving Images **Image Modes & Color Selection** • The Color Picker • Color & Swatch Palettes • Eyedropper • Info Palette **Selections** • Marquee Selection Tools • Lasso & Wand Selection Tools • Selection Tool Practice • Transforming Selections • Quick Mask Mode • Transforming images	**10 Lectures**
Unit-III	**Layers and Mask** • Intro to Layers • The Layers Palette • Move, Copy & duplicate Layers	**10 Lectures**

	- Layer Mask - Clipmask **Adding and Working with Type** - Working With Type Introduction - The Type Tool - Type Palettes and Text Warping **Painting Tools** - Intro, Paint Bucket and Fill Command - Gradient, Pattern and Line Tools - Brushes - Eraser Tools **Saving & exporting** - Saving as PSD - Exporting as PDF, GIF, JPG & PNG - At the end they can able to make Layout for Advertisement in Magazine, Newspaper, Hoardings etc.	
Unit-IV	**Adobe Flash** - Drawing Tool bar introduction - Timeline Introduction - Introduction to Different Symbols, Library etc. - Introduction to Classic Animation - Introduction to Shape Animation - Introduction to Frame by Frame Animation - Introduction to Masking Techniques in Flash etc	**10 Lectures**

BOOKS:
1. Adobe PhotoshopCS6 Bible: The Comprehensive, Tutorial Resource PB by Dayley LD Wiley.
2. Exploring Adobe Flash CS6 PB by Tickoo J Wiley.
3. Adobe Flash Professional CC Classroom in a Book PB by Adobe Creative Team Pears on.

CLASS: B. Voc (Software Development)		Semester – VI
Theory Code : JBVOC 6.03	Subject :Reasoning Aptitude and Placement Orientation	
Periods per week	Lectures - 3	3 Credits

Unit-I	**PICTURE REASONING**- In this section, a series of pictures are given which may consist of picture series, picture analogy or picture classification, **STATEMENT REASONING**- In this section, sequence questions like seating arrangement or money distribution or height arrangement are given. A set of five questions are based directly on the statements given.	**15 Lectures**
Unit-II	**DATA INTERPRETATION** -This section consists of a direct sequence of 5 questions based on the data which is provided in the form of table charts, bar charts, pie charts or line charts. **DATA SUFFICIENCY-** Here a set of two statements are given followed by 5 options which satisfy the answer for the statements. You have to decide which option best suits the answer.	
Unit-III	**ANALYTICAL PROBLEMS**-This section will have case studies and you need to mark options from the given solutions and provide analysis for the appropriate solution, **RELATION PROBLEM** - This section consists of questions which are similar to the sets and relations like students with biology, maths, physics and chemistry, maths and biology, only physics, etc., and questions related as such	**10 Lectures**
Unit-IV	**SYLLOGISM** -This section consists of statement followed by two conclusions. We need to pick out from 5 options which suits the best answer, **COMPREHENSION & TECHNICAL WRITING**-In this section questions will test your comprehension and understanding of technical reports.	**10 Lectures**

CLASS: B. Voc (Software Development)		Semester – VI
Theory Code : JBVOC 6.04	**Subject :** Economic Analyses & Data Analytics	
Periods per week	**Lectures - 3**	**3 Credits**

Unit-I	Statistical Techniques Different types of data, Frequency Distributions, Measures of central tendency and dispersion, Basic Probability, Normal Distribution, Central Limit Theorem, Hypothesis Testing	**15 Lectures**
Unit-II	Regression Simple and Multiple Linear Regression, R2 and Adj R2 , ANOVA, Interpretation of coefficients, Dummy Variables, Residual Analysis, Outliers, Logistic Regression, Assumptions, Logistic Function, Chi-Square, -2 Log Likelihood, Classification Table, Interpreting Coefficients, Dependent Variable Prediction	**10 Lectures**
Unit-III	Forecasting (Time Series) Time Series vs. Causal Models, Moving Average, Exponential Smoothing, Trend, Seasonality, Cyclicity, Causal modeling using linear regression, Forecast Accuracy	**10 Lectures**
Unit-IV	Data Mining Techniques Market Basket Analysis, Apriori, FPGrowth, Evaluation Methods: Lift, Kulc, IR, Chi –Square, Classification, Decision Tree Induction, Bayes Methods, Rule-Based Classification, Model Evaluation and Selection, Ensemble Approaches, Clustering, Partitioning Methods, Hierarchical Methods, Density-Based Methods, Grid-Based Methods, Evaluation of Clustering	**10 Lectures**

CLASS: B. Voc (Software Development)		Semester – VI	
Theory Code : JSBVOC 6.05	Subject : Strategic Project Management		
Periods per week	Lectures - 3	3+1.5 Credits	

Unit 1	Conventional Software Management: The waterfall model, conventional software Management performance. Evolution of Software Economics: Software Economics, pragmatic software cost estimation. Improving Software Economics: Reducing Software product size, improving software processes, improving team effectiveness, improving automation, Achieving required quality, peer inspections. The old way and the new: The principles of conventional software Engineering, principles of modern software management, transitioning to an iterative process. Life cycle phases: Engineering and production stages, inception, Elaboration, construction, transition phases. Artifacts of the process: The artifact sets, Management artifacts, Engineering artifacts, programmatic artifacts. Model based software architectures: A Management perspective and technical perspective.	**15 Lectures**
Unit 2	Work Flows of the process: Software process workflows, Iteration workflows. Checkpoints of the process: Major mile stones, Minor Milestones, Periodic status assessments. Iterative Process Planning: Work breakdown structures, planning guidelines, cost and schedule estimating, Iteration planning process, Pragmatic planning. Project Organizations and Responsibilities: Line-of-Business Organizations, Project Organizations, evolution of Organizations. Process Automation: Automation Building blocks, The Project Environment.	**15 Lectures**
Unit 3	Project Control and Process instrumentation: The seven core Metrics, Management indicators, quality indicators, life cycle expectations, pragmatic Software Metrics, Metrics automation. Tailoring the Process: Process discriminants. Future Software Project Management: Modern Project Profiles, Next generation Software economics, modern process transitions.	**15 Lectures**

Books:

B1: Software Project Management by Walker Royce: Pearson Education, 2005.
(Unit I: Chapter 1,2,3, Unit II: Chapter 4,5,6,7, Unit III: Chapter 8,9,10 Unit IV: Chapter 11,12, Unit V: Chapter 13,14, Unit VI: Chapter 15,16,17)

Practical Code: JSBVOCP 6.05

Practical No. 1 : SYSTEM REQUIREMENT STUDY (SRS) FOR A PROJECT

Practical No. 2 : Waterfall Model as the conventional process model to prepare the flow and Gantt

Practical No. 3 : Cost Estimation of the project Using Function Point Analysis (FPA)

Practical No. 4 : Cost Estimation of the project Using COCOMO Model I

Practical No. 5 : Class diagram using StarUML

Practical No. 6 : Use Case diagram using StarUML

Practical No. 7 : Acitvity description for the project

Practical No. 8 : Activity description and diagram for the project

Practical No. 9 : Work Breakdown Structure for the given Project

CLASS: B. Voc (Software Development)		Semester – VI
Theory Code : JSBVOC 6.06	Subject : Internet Technologies and Protocols	
Periods per week	Lectures - 3	3+1.5 Credits

Unit 1	Introduction: OSI Model, TCP/IP Protocol Suite, IPV 4 Addresses and Protocol and IPV6 Addresses and Protocol Address Resolution Protocol (ARP), Internet Control Message Protocol Version 4 (ICMPv4), Mobile IP, Unicast Routing Protocols (RIP, OSPF and BGP)	**15 Lectures**
Unit 2	User Datagram Protocol (UDP), Transmission Control Protocol (TCP) Stream Control Transmission Protocol (SCTP), Host Configuration: DHCP, Domain Name System (DNS)	**15 Lectures**
Unit 3	Remote Login: TELNET and SSH, File Transfer: FTP and TFTP ; World Wide Web and HTTP, Electronic Mail: SMTP, POP, IMAP and MIME, Multimedia	**15 Lectures**

Books:
B1: TCP/IP Protocol Suite, Behrouz A. Forouzan, 4th Edition, Tata McGrawHill
(Unit I: Chapter 2, 5, 7, 26, 27, Unit II: Chapter 8, 9, 10, 11, Unit III: Chapter 14,15, Unit IV:
Chapter 16, 18, 19, Unit V: Chapter 20, 21, 22, Unit VI: Chapter 23, 25)
References:
Internetworking with TCP/IP, Volume I, Fifth Edition, Douglas E. Comer, PHI.
Internetworking with TCP/IP, Volume II, Third Edition, Douglas E. Comer, D.L. Stevens, PHI
TCP/IP Illustrated, Eastern Economy Edition,N.P.Gopalan, B.SivaSelvan, PHI

Practical Code: JSBVOCP 6.06
1. IPv4 Addressing and Subnetting
a. Given an IP address and network mask, determine other information about the IP address
such as:
• Network address
• Network broadcast address
• Total number of host bits
• Number of hosts
b. Given an IP address, network mask, and subnetwork mask, determine other information
about the IP address such as:
• The subnet address of this subnet
• The broadcast address of this subnet
• The range of host addresses for this subnet
• The maximum number of subnets for this subnet mask
• The number of hosts for each subnet
• The number of subnet bits
• The number of this subnet
2. Use of ping and tracert / traceroute and arp utilities.
3. Configure IP static routing.
4. Configure IP routing using RIP.
5. Configuring OSPF.
6. Configuring UDP and TCP
7. Run different STCP commands.
8. Configure DHCP and DNS.
9. Configure FTP and HTTP. Run Telnet and SSH.
10. Configure SMTP, POP3, IMAP and MIME.

CLASS: B. Voc (Software Development)		Semester – VI
Theory Code : JSBVOC 6.07	Subject : DATA WAREHOUSING	
Periods per week	Lectures - 3	3+1.5 Credits

Unit 1	Introduction to Data Warehousing: Introduction, Necessity, Framework of the datawarehouse, options, developing datawarehouses, end points. Data Warehousing Design Consideration and Dimensional Modeling: Defining Dimensional Model, Granularity of Facts, Additivity of Facts, Functional dependency of the Data, Helper Tables, Implementation manyto-many relationships between fact and dimensional modelling. An Introduction to Oracle Warehouse Builder: Installation of the database and OWB, About hardware and operating systems, Installing Oracle database software, Configuring the listener, Creating the database, Installing the OWB standalone software, OWB components and architecture, Configuring the repository and workspaces. Defining and Importing Source Data Structures: An overview of Warehouse Builder Design Center, Importing/defining source metadata, Creating a project, Creating a module, Creating an Oracle Database module, Creating a SQL Server database module, Importing source metadata from a database, Defining source metadata manually with the Data Object Editor, Importing source metadata from files.	**15 Lectures**
Unit 2	Designing the Target Structure: Data warehouse design, Dimensional design, Cube and dimensions, Implementation of a dimensional model in a database, Relational implementation (star schema),Multidimensional implementation (OLAP),Designing the ACME data warehouse, Identifying the dimensions, Designing the cube, Data warehouse design in OWB, Creating a target user and module, Create a target user, Create a target module, OWB design objects. Creating the Target Structure in OWB: Creating dimensions in OWB, The Time dimension, Creating a Time dimension with the Time Dimension Wizard, The Product dimension, Product Attributes (attribute type),Product Levels, Product Hierarchy (highest to lowest),Creating the Product dimension with the New Dimension Wizard, The Store dimension, Store Attributes (attribute type), data type and size, and (Identifier),Store Levels, Store Hierarchy (highest to lowest),Creating the Store dimension with the New Dimension Wizard, Creating a cube in OWB, Creating a cube with the wizard, Using the Data Object Editor Extract, Transform, and Load Basics: ETL, Manual ETL processes, Staging, To stage or not to stage, Configuration of a staging area, Mappings and operators in OWB, The canvas layout, OWB operators, Source and target operators, Data flow operators, Pre/post-processing operators. Designing and building an ETL mapping: Designing our staging area, Designing the staging area contents, Building the staging area table with the Data Object Editor, Designing our mapping, Review of the Mapping Editor, Creating a mapping. Designing the Target Structure: Data warehouse design, Dimensional design, Cube and dimensions, Implementation of a dimensional model in a database, Relational implementation (star schema),Multidimensional implementation (OLAP),Designing the ACME data warehouse, Identifying the dimensions, Designing the cube, Data warehouse design in OWB, Creating a target user and module, Create a target user, Create a target module, OWB design objects. Creating the Target Structure in OWB: Creating dimensions in OWB, The Time dimension, Creating a Time dimension with the Time Dimension	**15 Lectures**

	Wizard, The Product dimension, Product Attributes (attribute type),Product Levels, Product Hierarchy (highest to lowest),Creating the Product dimension with the New Dimension Wizard, The Store dimension, Store Attributes (attribute type), data type and size, and (Identifier),Store Levels, Store Hierarchy (highest to lowest),Creating the Store dimension with the New Dimension Wizard, Creating a cube in OWB, Creating a cube with the wizard, Using the Data Object Editor Extract, Transform, and Load Basics: ETL, Manual ETL processes, Staging, To stage or not to stage, Configuration of a staging area, Mappings and operators in OWB, The canvas layout, OWB operators, Source and target operators, Data flow operators, Pre/post-processing operators. Designing and building an ETL mapping: Designing our staging area, Designing the staging area contents, Building the staging area table with the Data Object Editor, Designing our mapping, Review of the Mapping Editor, Creating a mapping.	
Unit 3	ETL: Transformations and Other Operators: STORE mapping, Adding source and target operators, Adding Transformation Operators, Using a Key Lookup operator, Creating an external table, Creating and loading a lookup table, Retrieving the key to use for a Lookup Operator, Adding a Key Lookup operator, PRODUCT mapping, SALES cube mapping, Dimension attributes in the cube, Measures and other attributes in the cube, Mapping values to cube attributes, Mapping measures' values to a cube, Mapping PRODUCT and STORE dimension values to the cube, Mapping DATE_DIM values to the cube, Features and benefits of OWB. Validating, Generating, Deploying, and Executing Objects: Validating, Validating in the Design Center, Validating from the editors, Validating in the Data Object Editor, Validating in the Mapping, Editor, Generating, Generating in the Design Center, Generating from the editors, Generating in the Data Object Editor, Generating in the Mapping Editor, Deploying, The Control Center Service, Deploying in the Design Center and Data Object Editor, The Control Center Manager, The Control Center Manager window overview, Deploying in the Control Center ,Manager, Executing, Deploying and executing remaining objects, Deployment Order, Execution order. Extra Features: Additional editing features, Metadata change management, Recycle Bin, Cut, copy, and paste, Snapshots, Metadata Loader (MDL) exports and imports, Synchronizing objects, Changes to tables, Changes to dimensional objects and auto-binding, Warehouse Builder online resources. Datawarehousing and OLAP: Defining OLAP, The Value of Multidimensional data, OLAP terminologies, Multidimensional architectures, Multidimensional views of relational data, Physical Multidimensional databases, Data Explosion, Integrated relational OLAP, Data sparsity and data explosion.	**15 Lectures**

Reference Books:

Data Warehousing by SoumendraMohanty, Tata McGrawHill
(Unit I: Chapter 1, 2 Unit VI: 14).
Oracle Warehouse Builder 11g, Getting Started by Bob Griesemer, PACKT Publishing, SPD.
(Unit II: Chapter 1,3 Unit III: Chapter 3,4 Unit IV: Chapter 5,6 Unit V: Chapter 7,8 Unit VI: Chapter 9)
References:
DW2.0 The architecture for Next Generation of Datawarehousing by W.H. Inmon, Derek Strauss, GeniaNeushloss, ELSEVIER.
Data Warehousing Fundamentals by PaulrajPonnian, John Wiley.
Building the data warehouse by, W.H.Inmon, third Edition, John Wiley.

The Data Warehouse Lifecycle toolkit by Ralph Kimball, John Wiley.

Practical Code: JSBVOCP 6.07
1. Importing the source data structures in Oracle.
2. Design the target data structure using Oracle
3. Create the target structure in OWB (Oracle Web Builder)
4. Designed and build the ETL mapping
5. Perform the ETL process and transform it to data marts.
6. Create the cube and process it in OWB.
7. Generate the different types of reports in using Oracle.
8. Perform the deployment of Warehouse
9. Create the Pivot table and Pivot chart using some existing data or create the new data.
10. Import the cube in access and create Pivot table and chart.

Issues related to Term Work, tutorial, assignments and Practical's

Following is the marks distribution for Theory and Practical. Minimum 10 marks out of 25 and 30 marks out of 75 for passing in Theory and 20 marks out of 50 for passing in Practical.

Credit of 3 of Theory and 1.5 of Practical for any course is to be awarded only if students clear.

Semester V

Theory

Course	Internal Assessment (25 Marks)			External Assessment (75 Marks)	Total(100 Marks)
	Class Test	Overall Conduct	Total Marks	Theory Exam	
JBVOC5.01	20	5	25	75	100
JBVOC5.02	20	5	25	75	100
JBVOC5.03	20	5	25	75	100
JBVOC5.04	20	5	25	75	100
JSBVOC5.05	20	5	25	75	100
JSBVOC5.06	20	5	25	75	100
JSBVOC5.07	20	5	25	75	100
JSBVOC5.08	20	5	25	75	100

Practical

Course	Internal Assessment (10 Marks)	External Assessment (40 Marks)	Total (50 Marks)
JSBVOCP5.05	Lab and Journal	Practical Exam	50
JSBVOCP 5.06	Lab and Journal	Practical Exam	50
JSBVOCP 5.07	Lab and Journal	Practical Exam	50
JSBVOCP 5.08	Lab and Journal	Practical Exam	50

Semester VI

Theory

Course	Internal Assessment (25 Marks)			External Assessment (75 Marks)	Total(100 Marks)
	Class Test	Overall Conduct	Total Marks	Theory Exam	
JBVOC6.01	20	5	25	75	100
JBVOC6.02	20	5	25	75	100
JBVOC6.03	20	5	25	75	100
JBVOC6.04	20	5	25	75	100
JSBVOC6.05	20	5	25	75	100
JSBVOC6.06	20	5	25	75	100
JSBVOC6.07	20	5	25	75	100
JSBVOC6.08	20	5	25	75	100

Practical

Course	Internal Assessment (10 Marks)	External Assessment (40 Marks)	Total (50 Marks)
JSBVOCP 6.05	Lab and Journal	Practical Exam	50
JSBVOCP 6.06	Lab and Journal	Practical Exam	50
JSBVOCP 6.07	Lab and Journal	Practical Exam	50
JSBVOCP 6.08	Lab and Journal	Practical Exam	50

Tutorials are theory /problems to be solved by the students in the class room at the end of practical / theory session

Assignments are theory / problems to be solved by the students at home.

Class Test is to be conducted in the class room with due notice. Semester V and VI are university examinations. Question papers will be set by examiners appointed by university.

Suggested Question Paper Format for END Semester Examination

General Component

Duration : 2 1/2 hrs.   Total Marks : 75

All Questions Compulsory:

Q. 1	From Unit I Attempt any Four of following III. …….. 5 marks IV. …….. 5 marks XV. …….. 5 marks VI. …….. 5 marks VII. …….. 5 marks III. …….. 5 marks	20 marks
Q. 2	From Unit II Attempt any Four of following XIII …….. 5 marks XIV …….. 5 marks XV …….. 5 marks XVI …….. 5 marks VII …….. 5 marks VIII …….. 5 marks	20 marks
Q. 3	From Unit III Attempt any Four of following III. …….. 5 marks IV. …….. 5 marks XV. …….. 5 marks VI. …….. 5 marks VII. …….. 5 marks III. …….. 5 marks	20 marks
Q. 4	From Unit IV Attempt any Three of following III. …….. 5 marks IV. …….. 5 marks XV. …….. 5 marks VI. …….. 5 marks VII. …….. 5 marks III. …….. 5 marks	15 marks

Skill Component

Duration : 2 1/2 hrs.   Total Marks : 75

All Questions Compulsory:

Q. 1	From Unit I
	Attempt any Four of following
	  I …….. 5 marks
	  II …….. 5 marks
	  III …….. 5 marks
	  IV …….. 5 marks
	  V …….. 5 marks
	  VI …….. 5 marks
		20 marks

Q. 2	From Unit II
	Attempt any Four of following
	  I …….. 5 marks
	  II …….. 5 marks
	  III …….. 5 marks
	  IV …….. 5 marks
	  V …….. 5 marks
	  VI …….. 5 marks
		20 marks

Q. 3	From Unit III
	Attempt any Four of following
	  I …….. 5 marks
	  II …….. 5 marks
	  III …….. 5 marks
	  IV …….. 5 marks
	  V …….. 5 marks
	  VI …….. 5 marks
		20 marks

Q. 4	From Unit I, II & III
	Attempt any Three of following
	  I …….. 5 marks
	  II …….. 5 marks
	  III …….. 5 marks
	  IV …….. 5 marks
	  V …….. 5 marks
	  VI …….. 5 marks
		15 marks

Note: Internal choice should be given.

University of Mumbai
Credit Based, Semester & Grading System
SYLLABUS IN BRIEF : B.VOC, Software Development

Semester - V

Code	Paper	Credits	Lectures	L/Wk
General Education Component				
JBVOC 5.01	Strategic Management	3	45	3
JBVOC 5.02	Entrepreneurship I	3	45	3
JBVOC 5.03	Multimedia	3	45	3
JBVOC 5.04	Managerial Economics	3	45	3
Skill Component				
JSBVOC 5.05 JSBVOCP 5.05	Asp.net with c#	3 1.5	45	3 3
JSBVOC 5.06 JSBVOCP 5.05	Software Testing	3 1.5	45	3 3
JSBVOC 5.07 JSBVOCP 5.07	Advanced Java	3 1.5	45	3 3
JSBVOC 5.08 JSBVOCP 5.08	Linux Administration	3 1.5	45	3 3

University of Mumbai
Credit Based, Semester & Grading System
SYLLABUS IN BRIEF : B.VOC, Software Development

Semester - VI

Code	Paper	Credits	Lectures	L/Wk
General Education Component				
JBVOC 6.01	International Finance	3	45	3
JBVOC 6.02	Multimedia-II	3	45	3
JBVOC 6.03	Reasoning Aptitude and Placement Orientation	3	45	3
JBVOC 6.04	Economic Analyses & Data Analytics	3	45	3
Skill Component				
JSBVOC 6.05 JSBVOCP 6.05	Strategic Project Management	3 1.5	45	3 3
JSBVOC 6.06 JSBVOCP 6.06	Internet Technologies and Protocols	3 1.5	45	3 3
JSBVOC 6.07 JSBVOCP 6.07	Data Warehousing	3 1.5	45	3 3
JSBVOC 6.08 JSBVOCP 6.08	Project Viva & Voce	3 1.5	45	3 3

AC 11-12-2017

Item No.

PROPOSED SYLLABUS

BACHELOR OF VOCATION- SEMESTER I - VI

{B. Voc. – TRAVEL & TOURISM MANAGEMENT}

BY

JAI HIND COLLEGE

UNIVERSITY OF MUMBAI

Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	**Bachelor of Vocation –Travel & Tourism Management**
2	Eligibility for Admission	10+2 passed
3	Passing Marks	40 marks / 100 (10 in internals & 30 in externals
4	Ordinances / Regulations (if any)	As Per Credit Based Semester and Grading System
5	No. of Years / Semesters	3 years/6 semesters
6	Level	U.G. (with exit option withDiploma in 1st and 2nd year)
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic Year	From Academic Year -2015

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme   :   B. Voc (Travel and Tourism Management)

ii)   Course Code   :   **JBVOC 1.01**

iii)   Course Title   : **Communication Skills, Meet and Greet and Professional Etiquettes**

iv)   Semester Wise   Course Content : As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit   : 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination   : Internal and Semester End (75/25)

3)   Special Notes if any   : As per UGC Norms

4)   Eligibility , if any   : As per UGC Norms

5)   Fee Structure   :   As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER JBVOC 1.01 Communication Skills, Meet and Greet and Professional Etiquettes

CLASS: B. Voc (Travel & Tourism Management)	Semester – I	
Theory Code : JBVOC 1.01	Subject : Communication Skills, Meet and Greet and Professional Etiquettes	
Periods per week	Lectures – 3	3 Credits

Course Objectives

- The course enhances the skills of reading, writing, speaking and listening
- Trains students about fundamental concepts in Communication
- It introduces students to relevant aspects of grammar and usage
- Train the students in phonology, accent neutralization and presentation techniques
- To prepare students for Front Office & Meet and Greet Roles

Module	Module name	No of lectures (total 45 lectures)
Unit I-	**Basics of Communication** Concept-7Cs, Process, Need, Feedback Barriers to Communication Channels of Communication Basic Reporting & Documentation Letters-Formal & Informal	11 lectures
Unit II	**Parts of Grammar** Prepositions & Articles Similes and metaphors Proverbs and Idioms	10 lectures
Unit III	**Speaking Skills &Listening, First Impression & Body Language** Pronunciation, diction and accents, Intonation& listening skills Pleasant voice culture Body Language Way to greet Importance of eye contact (Activities to be conducted)	12 lectures
Unit IV	**Greeting the tourists/Clients and ensuring etiquette Interacting with superior& colleagues (acc to NOS), Importance of Health & Hygiene (acc to NOS), Gender Sensitiveness (acc to NOS)**	12 lectures

List of references

		(Especially for TTM students-Contact the tourists to provide personal details in case of advance booking Coordinate for the meet point and the time of meet Greet the tourists with a smile Showcase a friendly approach on meeting them Ensure the tourists are comfortable with the approach Ensure appropriate body language maintained to the tourists Exchange the names and necessary personal details with the tourists Register the details of the tourists Address the tourist with their names to have more friendly approach Issue any identification badges and safety equipments that the tourist will require Pose an approachable personality Promote the various product and service package promotions in house)	

1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8) Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd
. 9) Business Communication - M. Balasubrahmanyan - Vani Educational Books. 10) Creating a Successful CV - Siman Howard - Dorling Kindersley.

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel and Tourism Management)

ii) Course Code: **JBVOC 1.02**
iii) Course Title **French Language, Culture, Historical milestones & local Etiquettes**

iv) Semester Wise Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JB.Voc.1.02: French Language, Culture, Historical milestones & local Etiquettes

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JBVOC 1.02	**Subject : French Language, Culture, Historical milestones & local Etiquettes**	
Periods per week	**Lectures – 3**	**3 Credits**

Module	Module name	No of lectures (total 45 lectures
Unit I	**Basic Grammar** -Conjugations ,Oral and Written competence in French, Situational Communication in French	15 Lectures
Unit II	**Translation-** Translation –Frenchwords to English /English to French, Translation of sentences from English to French and French to English. Translation of idiomatic expressions from English to French and French to English. Translation of short passages from English to French and French to English. Translation – Basic level French to English &English to French	15 Lectures
Unit III	**History and Culture**	10 Lectures

	History of France under Louis XIV History of France: French Revolution and Age of Napoleon Contemporary French Society: French educational System and French society Contemporary French Society: Political Systems in France	
Unit IV	**Tourist Destinations & Regulations, Museums, Cuisine, Shopping & Local Etiquettes**	5 Lectures

List of references

Prescribed Text : Connexions 2 (Lessons 1 to 6) Cahier d'exercices – Connexions 2 (Lessons 1 to 6) Reference Material : (Additional material to be compiled & provided by the teacher)

Le syndicalisme en France, collection Que sais-je, 2009, Histoire de l'enseignement en France (du I° siècle à aujourd'hui), avril 2012, 127 pages -La crise des banlieues, sociologie des quartiers sensibles, 2010, toujours da

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Tourism and Travel Management)

ii) Course Code: **JBVOC 1.03**
iii) Course Title: **Office Automation**

iv) Semester Wise Course Content: As per Syllabus

v) Reference and Additional References: Submitted Already

Credit: 3

vi) Lectures per unit: 15

vii) No of Lectures per week /Semester: 60

2) Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any :   As per UGC Norms

5) Fee Structure :   As per University Norms

6) Special Ordinance / Resolution , if any

J.B.Voc 1.03 Office Automation

CLASS: B. Voc (Software Development)		Semester – I
Theory Code : JBVOC 1.03	Subject : Office Automation	
Periods per week	Lectures - 3	3 Credits

| Unit-I | **INTRODUCTION TO MS OFFICE:** About MS Office, Why MS Office, What Are Documents and Templates
WORD: Introduction To Document, Formatting Text, Editing Text, Creating Template, Insertion Of- Table, Image, Text Box, Cover Page, Header, Footer, Date And Time, Page Number; Margin, Page Setup, Printing Document; Mail Merge- Creating Main Document, Data Source, Adding and | **15 Lectures** |

	Removing Fields, Bulleted and Numbered Lists, Page Formatting, Graphics ,Adding tables, styles	
Unit-II	**POWERPOINT:** Introduction To Slide, Inserting Slide, Navigation In Presentation, Insert-Text, Text Style, Clip Art, Table, Chart, Picture, Audio, Video; Layout, Slide Design, Master Slide; Enhancing Presentation With Multimedia Effect -Animation, Transition, Slide Show, Recording Sound Slide By Slide, Auto Content Wizard, Template, Slide View, Printing Presentation, Sharing presentation, Working with multimedia, Formatting presentation, Editing presentation.	**10 Lectures**
Unit-III	**EXCEL**: Introduction To Spreadsheet, Rows, Columns, Cells, Navigation, Selection of Cells, Resizing Columns, Series Fill, Working with Formulas, Formatting worksheets, Formatting Cells, Editing worksheet, Alignment, Conditional Formatting, Cell Styles, Inserting Chart, Data Sort, Filters, Functions, Pivot Table, Pivot Charts, Workgroup, Protecting Worksheet, Printing Worksheet ,Data tables, Workbook security, Translate worksheet, Adding graphics, Marcos, Templates, Themes, Styles, Data validation **ACCESS:** What Is Database, Creating New Database, Database through Table Wizard, Creating New Table, Rename Columns, Creating Table through Design View, Relationship, Query, Forms, Reports, Webpage	**10 Lectures**
Unit-IV	**OUTLOOK:** What Can Do with Outlook, Toolbars, Adding Contact, Address Book, Changing View, Finding Contact, Filtering Contact, Sorting Contacts, Calendar, Tasks, Journal, Inbox, Reviewing Email, Notes, Action on A Message, Personalizing Message with Signatures, Tracking Message, Automating Tasks Using Message Rules **PUBLISHER:** Introduction- Use The Catalogue Features, Use The Quick Publication Wizard, Creating a Letterhead, Saving Letterhead, Changing Look of Publication, Formatting Text, Aligning the Text, Manipulating Frames, Adding Object to Publication, Banners	**10 Lectures**

BOOKS:
1. OFFICE 2016 for Dummies by Peter Weverkar
2. Step by Step Microsoft Word 2013 by Joan Lambert and Joyce Cox
3. Step by Step Microsoft OFFICE 2013

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel and Tourism Management)

ii) Course Code: **JBVOC 1.04**

    iii) Course Title: **GENERAL KNOWLEDGE & CONTEMPORARY HISTORY**

iv) Semester Wise Course Content: As per Syllabus

v) Reference and Additional References: Submitted   Already

Credit: 3

vi) Lectures per unit: 8-15

vii) No of Lectures per week /Semester: 60

2) Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any : As per UGC Norms

5) Fee Structure : As per University Norms

6) Special Ordinance / Resolution , if any

J.B.Voc 1.04 – GENERAL KNOWLEDGE & CONTEMPORARY HISTORY

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JBVOC 1.04	Subject : GENERAL KNOWLEDGE & CONTEMPORARY HISTORY	
Periods per week	Lectures - 3	3 Credits

Module	Module name	No of lectures (total 45 lectures)
UNIT I	**Post-World War II- History-** Cold War: Origin, Causes, Wars (Period- 1945- 1991) Disintegration of USSR Unipolar World Coming of EU	15 lectures
Unit II	**Post-World War II- Economic Order** International Economy – Bretton Woods, WTO, IMF UNO Regional Organization- OPEC, ASEAN, SAARC , BRICS	12 lectures
Unit III	**History of Asia** Rise of China Japan's Economic Miracle Israel -Palestine Issue Oil Politics South East Asia-short history	8 Lectures
Unit IV	**Society, Politics, Culture, Places & Personalities Capitals , Currencies , Political systems, & Current Affairs**	10 Lectures

References

Brivati, Brian (1996). "Introduction". In Brivati, Brian; Buxton, Julia; Seldon, Anthony. The contemporary history handbook (1st ed.). Manchester: Manchester University Press.
Bass Claud, Asia in the Modern World.
Bernard L: Turkey Today ,The Emergence of Modern Turkey.
 Beasley, W G : The Modern History of Japan
Buchanaa P, A History of the Far East.
Clyde P.H. and B.F.Beers, The Far East (1830-1965)
Fisher S N : The Middle East

H. Benda, The Crescent and the Rising Sun. Furnivall, Colonialism and the Plural Society. G. Hart, ed., Agrarian Transformations: Local Processes and the State in South- east Asia. J. Kemp ed., Peasants and Cities, Cities and Peasants: Rethinking South-east. Asian Models. Milton Osborne, South east Asia: An Introductory History. Nicholas Tarling, ed., Cambridge History of South-east Asia, Vol. II

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel and Tourism Management)

ii) Course Code: **JTVOC 1.05**

iii) Course Title: **Tourism Concepts & Principles**

iv) Semester Wise Course Content: As per Syllabus

v) Reference and Additional References: Submitted Already

Credit: 4

vi) Lectures per unit: 8-15

vii) No of Lectures per week /Semester: 60

2) Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any : As per UGC Norms

5) Fee Structure : As per University Norms

6) Special Ordinance / Resolution , if any

JBVoc 1.05 <u>**Tourism Concepts & Principles**</u>

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 1.05	Subject : Tourism Concepts & Principles	
Periods per week	Lectures - 3	4 Credits

Course Objectives

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

Module	Module name	No of lectures
Unit I-	Introduction: What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2nd world war, recent and current 1945–2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.	10
Unit II	Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products	10
Unit III	Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism.	10

Unit IV	Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Road Transport: Rent-a-car Scheme and coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.	15

REFERENCES

1. Chuck Y. Gee, Travel Industry
2. R Gartner, Tourism Development: Tourism System: Mill R.C & Morrison
3. J.K Sharma , Tourism Planning & Development

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Tourism and Travel Management)

ii)   Course Code: **JTVOC 1.06**
        Course Title **Heritage and Tourism Resources in India**

iii)

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 5

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JTBVOC **1.06 Heritage and Tourism Resources in India**

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 1.06	**Subject : Heritage and Tourism Resources in India**	
Periods per week	**Lectures – 3**	**5 Credits**

Module	Module name	No of lectures

Unit I-	**Heritage and Tourism** Significance of Heritage in Tourism Industry Indian Cultural Heritage & Impact on Tourism in India Tangible Heritage & Intangible Heritage & Business of Tourism-(Existing M & Potential) Managing Heritage Tourism: Challenges & Solutions Rules and regulations at Heritage sites & associated Code of Conduct through examples-national & international	**10**
Unit II	**Tourism Resources of India** Topographical features & Scenic beauty of North India & South India Topographical features & Scenic beauty of East India & West India Tourism destinations in India –Heritage wise, Natural Beauty , Manmade and Cultural destinations	**10**
Unit III	**Architectural Heritage** Origin: Structure of Temple / Stupas/ Mosques Architectural styles Overview of Architecture Islamic, British & Contemporary World Heritage Sites (& Conservation) World Heritage Cities	**10**
Unit IV	**Cultural Products & Tourism Circuits** Languages Religions Folklore, Festivals, Fairs, Dances, Music, Handicrafts **Tour Guide Role** (for QP Assesments)**Destination Work profile for Tour Guide** (by field vist)(Cultural Tourism) *Briefing the requirements to the tourists* Explain the various rules and regulations to be followed at the destination Mention the various restrictions and prohibitions that have to be kept in mind such as attire, body language, way of speaking, etiquette, etc.	**15**

| | Intimate the tourists if they are restricted entry to specific locations in the destination and give reasons

Explaining the destination or the tourist spot

Brief cultural activities and shows organized at the location, the specialty of the place with respect to its traditional cultures in dance, music, festivals, architecture, customs, food, language, religion, rituals, etc.
Brief the weather conditions and environmental effects at the place during different times of the year
Describe the rich culture followed, the exhaustive and vibrant varieties of culture existing and its preservation
Explain the history of the introduction to the various culture practices followed describe the stories behind the culture practices and the people involved and associated with it
Provide the customers with schedule of events and calendars projecting the dates of various cultural shows, fairs, mela, exhibitions and festivals are organized in the location
Take the customers through the ancient art and craft in the location
Explain the development phases of the cultural destination
Make the tourists aware of the character and behavioral etiquettes to be followed according to the local culture and tradition
Make the tourists experience the rich culture and tradition of the destination
Make the tourists mingle and interact with the local people
Explain the various values and etiquettes and the lifestyle associated with the destination and the culture followed

Take the customers through the local traditions, beliefs and customs followed National Occupational Standard .
 Guide the tourists during culture tours at the destination
Brief the history of the religion which is followed at large in the destination | |

		Provide a small highlight of the famous culture and traditions followed at various parts of the country List the various festivals, fairs and mela celebrated in the destination Explain the significance and history of the festival, fairs and mela Brief the formalities performed during every festival, fairs and mela Make the tourist experience celebrating any festival, fairs and mela if their visit is combined with some festival time Coordinate with the local people and organize for some culture shows and events such as local music and dance to entertain the tourist Teach the tourists with the basics of the local language of the destination List the local cuisine of the destination, its ingredients and make the customers experience the food Take through the various architectures and religious sites and explain its significance Make the tourists wear the local clothing style Take through the shopping places and mention the famous articles of the destination and the souvenirs to take back home in remembrance of the place Brief the famous handicraft article that the destination is famous for and assist the tourists in buying list the various art and craft famous items, textiles, etc. that the destination is famous for Assist the tourists in buying these articles and if possible take the customers to the place where these articles are made Take photographs of the tourists in the various spots and during events Present the photographs as a token of memento to them	

References

J C Harle, The Art and Architecture of the Indian Subcontinent, Penguin Books, New York, 1990. 2. Niharranjan Ray, Maurya and Shunga Art, Indian Studies, Calcutta, 1965. 3. Susan Huntington, The Art of Ancient India: Buddhist, Hindu, Jain, Weather Hill, New York, 1985. 3. T S Maxwell, Gods of Asia: Text, Image and Meaning, Oxford University Press, New Delhi, 1996. 4. V S Agarwala, Indian Art, Prithvi Prakashan, Varanasi, 1965. 5. C. B. Asher, Architecture of Mughal India,

Cambridge, 1992, pp 51-67. 6. Percy Brown, Indian Architecture: Buddhist and Hindu Periods, Bombay, 1971 7. --------------- Indian Architecture: Islamic Period, Bombay, 1958, pp 97-101. 8. John Burton-Page, ‗Daulatabad' in George Michell, ed., Islamic Heritage of the Deccan, Bombay, 1986, pp. 16-25. 9. Pramod Chandra, ed., Studies in Indian Temple Architecture, New Delhi, 1975, pp 1-39. 10. ParthaMitter, Indian Art, Oxford University Press, 2001.

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel and Tourism Management)

ii)   Course Code: **JTVOC 1.07**

iii)   Course Title: **UNDERSTANDING TOURISM POLICY & PLANNING**

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 5

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JTBVOC 1.07 - <u>UNDERSTANDING TOURISM POLICY & PLANNING</u>

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 1.07	**Subject : UNDERSTANDING TOURISM POLICY & PLANNING**	
Periods per week	**Lectures – 3**	**5 Credits**

Objectives: The module will expose the students about the Tourism policy of India and world .

Study International Conventions relate to Tourism

Module	Module name	No of lectures
Unit I-	**Introduction**: What is Tourism policy? Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies *International organizations*: WTTC, UNWTO, PATA, IATA (National Bodies in India: ITDC, Ministry of Tourism, MTDC, IITTM, TAAI, IATO,	**05**
Unit II	**Tourism Policy**: National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.	**12**
Unit III	**Understanding Tourism Planning**: Conceptual meaning of Tourism Planning,	**16**

	Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)	
Unit IV	**International Agreements:** Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement	**12**

References
New Inskeep, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability,Kaniska Publication, New Delhi
E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold. 2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK. 3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London. 4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. 5. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK. 6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.
Travel Information Manual – IATA 2. OAG/ABC – IATA 3. Air-Tariff Book – IATA 4. Mahinder Chand, Travel Agency Management . 5. R. Doganis, Airport Business 6. K. Skidder , All You Wanted to Know about Air lines Functions
Tour Guiding
1.Susan Websters, Group Travel Operating Procedures
2. Kathleen Lingle, Pond,The Professional Tour Guiding

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel and Tourism Management)

ii)   Course Code: **: JTVOC 1.08**

iii)   Course Title: **World Geography & International Tourist Circuits**

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

                              Credit: 4

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JTBVOC 1.08- World Geography & International Tourist Circuits

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 1.08	Subject : **World Geography & International Tourist Circuits**	
Periods per week	**Lectures - 3**	**4 Credits**

Module	Module name	No of lectures
Unit I-	**Geography of Africa-**topography, drainage, lakes, climate , natural vegetation, soils, mineral resources, people, languages, economy, transport &communication; characteristic features of north, north eastern, south, west central and west Africa with names of prominent countries.	**10**

Unit II	**Geography of Asia** –topography, climate, drainage, vegetation, mineral and other resources, ethnicity, religions, languages: Countries and features in South East Asia, East Asia, West Asia and South West Asia, Central Asia	12
Unit III	**Geography of Europe-**Topography, Climate, Vegetation, drainage, Ethnicity, People, Economy, Transportation, Trade; Prominent destinations-UK, France, Sweden, Denmark, Austria, Germany, Belgium, Czechoslovakia, Italy, Spain, Portugal & Russia	13
Unit IV	**Geography of North America, Middle America & South America-** Topography, Climate, Vegetation, drainage, Ethnicity, People, Economy, Transportation, Trade, prominent States & cities-**Oceania** – Australia, New Zealand, Papua New Guinea, Melanesia, Micronesia, Polynesian, **Prominent World Tourist Circuits, Travel time zones sums**	10

References

Johnson J.H. - Urban Geography Hussain Majid – Human Geography
Bhatia S.C. The rural urban continuum
Cole, J: A Geography of the World's Major Regions, Routledge, London, 1996. 2. Dickenson, J.P: The Geography of the Third World, Routledge, London, 1996. 3. Stamp, L. Dudley: Asia: A Regional and Economic Geography, Methuen & Co., London, 1959. 4. Tirtha, Ranjit: Geography of Asia, Rawat Publications Jaipur & New Delhi, 2001. 5. Tikkha, R.N: Geography of Asia, New Academic Publishing Co. Educational Publishers, Mai Hiran Gate, Jalandhar, Latest Edition.

JAI HIND COLLEGE

SYLLABUS FY B.Voc- Travel & Tourism Management (SEM II) – GENERAL PAPERS

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel and Tourism Management)

ii)   Course Code: JBVOC 2.01

iii) Course Title: Business Communication & Soft skills

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JB.VOC.2.01-Business Communication &Soft Skills

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JBVOC 2.01	**Subject : Business Communication &Soft Skills**	
Periods per week	Lectures – 3	3 Credits

Module	Module name	No of lectures
Unit I-	**Drafting of business letters, Enquiries and replies** - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings - Memos –	10
Unit II	**Oral Communication Meaning, nature and scope** - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV). The art of listening - Principles of good listening	15
Unit III	**Application of Communication Skills Group Decision-Making** - Conflict and Negotiations - Presentation and Interviews - Speeches - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).	10
Unit IV	**Soft skills**- Art of presentation, articulation and conversation skills, Body Language, eye contact, effective listening skills, Gender sensitization and conversational norms in different groups, Personal Hygiene, sanitation and grooming,Facing Interviews, GD and media interface **Topics Prescribed for workshop/lab** 12 Group Discussion i) Mock Interview ii) Interview iii) Public Speech iv) Conflict Situation v) Decision-making in a group	10

Book references

1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
 8) Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
9) Business Communication - M. Balasubrahmanyan - Vani Educational Books.
10) Creating a Successful CV - Siman Howard - Dorling Kindersley.

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel and Tourism Management)

ii)   Course Code: JBVOC 2.02

iii)   Course Title: Organizational Behavior and Cultural Psychology

iv)   Semester Wise Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JB.VOC 2.02- Organisational Behaviour& Cultural Psychology

CLASS: B. Voc (Travel & Tourism Management)		Semester – I	
Theory Code : JBVOC 2.02	**Subject : Organisational Behaviour& Cultural Psychology**		
Periods per week	**Lectures - 3**	**3 Credits**	

Module	Module name	No of lectures
Unit I-	**Organizational Behavior& Cultural Psychology Meaning and Scope**	**04**
Unit II	**Individual Behavior& Personality** – Type A and B, Big five personality types, Factors influencing personality. **Values and Attitudes**– Concept and types of values: Terminal value and instrumental value. Components of attitude, job related attitudes, measurement of attitude. **Learning** – Concept and learning theories and reinforcement. Perceptions And Emotions – Importance, factors influencing perception, perpetual distortions, emotional intelligence.	**16**
Unit III	: **Motivation** – Meaning and importance of motivation, Maslow's need hierarchy theory, Herzberg's two factor theory, Theory X Theory Y, Intrinsic and Extrinsic motivation by Ken Thomas	**15**
	Introduction to Health Psychology: components of health as social, emotional, cognitive and physical aspects, relationship between health and psychology, mind and body relationship, goals of health psychology	
Unit IV	**Cross cultural management**: Frameworks of cross cultural managing skills – Cultural shock and acculturation – cross cultural training- managing multi cultural teams, cultural negotiations, global leadership &	**10**

motivational issues – cultural difference in ethics & decision making.	

Essential Readings:

1. Robbins, S.P., OrganisationalBehaviour, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Greenberg, Jerald, and Robert A Baron, OrganisationalBehaviour, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Luthans, F., OrganisationalBehaviour, McGraw Hill International. New York.
Suggested Readings:
1. Chhabra, T. N., OrganisationalBehaviour, Sun India Publications.
2. Singh, A.K., and B. P. Singh, Organizational Behavior, Excel Books Pvt. Ltd, New Delhi.
3. Hersey, P.K., Blanchard, H. and D. E. Johnson, Management of OrganisationalBehaviour: Leading Human Resources, Pearson Education.
4. Moshal, B.S., OrganisationalBehaviour, Ane Books Pvt. Ltd., New Delhi
5. Sekaran, Uma, OrganisationalBehaviour: Text and Cases, Tata McGraw Hill, New Delhi.

   1)   Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JBVOC 2.03

   iii)   Course Title: Introduction to Computer Networks

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

                              Credit: 3

   vi)   Lectures per unit: 8- 15

   vii)   No of Lectures per week /Semester: 60

   2)   Scheme of Examination : Internal and Semester End (75/25)

   3)   Special Notes if any : As per UGC Norms

   4)   Eligibility , if any :   As per UGC Norms

   5)   Fee Structure :   As per University Norms

   6)   Special Ordinance / Resolution , if any

PAPER-JBVOC 2.03   Introduction to Computer Networks

CLASS: B. Voc (TRAVEL & TOURISM MANAGEMENT)		Semester – I
Theory Code : JBVOC 2.03	Subject :**Introduction to Computer Networks**	
Periods per week	Lectures - 3	3 Credits

THEORY

Unit-I	**KNOWING COMPUTER:** What Is Computer, Basic Applications of Computer, Evolution of Computers - Generations, Types of Computers, Computer System, Characteristics, Data, Information **HARDWARE:** Basic Components of a Digital Computer - Control Unit, ALU, Input / Output, Functions and Memory, Memory Addressing Capability of a CPU, Processing Speed of computer.	**15 Marks**
Unit-II	**What is a Network :**Introduction, Local Area Network, Wide Area Network, Advantages of a School Network, Disadvantages of a School Network **Protocol:** Introduction**,** Ethernet (Physical/Data Layers)**,** IP/IPX (Network Layer)**,** TCP/SPX (Transportation layer)**,** HTTP, FTP, Telnet, SMPT, and DNS(Session/Presentation/Application Layers)	**10 Marks**
Unit-III	**Hardware**:Introduction**,** File Server**,** Workstations**,** Laptops/Mobile Devices**,** Network Interface Cards**,** Switches/Concentrators/Hubs**,** Repeaters**,** Bridges**,** Routers**,** Firewalls **Cabling**:Introduction**,** Unshielded Twisted Pair (UTS) Cable**,** Shielded Twisted Pair (STP) Cable**,** Coaxial Cable**,** Fiber Optic	**10 Marks**

	Cable**,** Ethernet Cable Summary**,**Cable Installation Guidelines**,** Wireless LANs	
Unit-IV	**Topology:**Introduction, Linear Bus, Star, Tree or Expanded Star, Choosing a Topology **Addresses:** Class A, Class B, Class C **Software:**Introduction**,** Peer-to-Peer**,** Client/Server**,** Network Operating System Software	**10 Marks**

BOOKS:
"Networking Essentials"- Glenn Berg
"Computer system architecture"- M. Morris Mano
"An Internet starter kit"- Sam
"E-Commerce"- David Whiteley
"Introduction to computer"-Peter Norton
"How computer work"- Ron White (QUE)

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 2.04

iii)   Course Title: **Principles of Marketing & Customer Service Management**

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

J.B.VOC 2.04-Principles of Marketing & Customer Service Management

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JBVOC 2.04	**Subject : Principles of Marketing & Customer Service Management**	
Periods per week	**Lectures - 3**	**3 Credits**

Module	Module name	No of lectures
Unit I-	**Marketing – An Overview:** Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing,	**10**

	Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling : **Marketing Concepts:** Introduction, Exchange concept, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept, Impact of marketing concepts and its applicability	
Unit II	**Marketing Environment**- Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment; Marketing Mix: Introduction, Evolution of the "Marketing mix", Components of a traditional marketing mix , Additional components in the mix, Importance of marketing mix in marketing decisions	**10**
Unit III	**Customer Relationship Management** Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Cases of Customer Satisfaction	**15**
Unit IV	Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales	**10**

Suggested Readings

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)- PHI Learning

2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer relationship management handbook prentice hall
5. Peelan-Customer relationship management prentice hall
 6. Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill Professional
7. Chaturvedi-Customer Relationship Management(Excel Books)
8. Sheth J N, Parvatiyar A. and ShaineshG. : Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education
9. Lumar- Customer Relationship Management (Wiley India)

   1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JTBVOC 2.05
    iii)   Course Title: **Indian Geography &Tourism Products**
    iv)   Semester Wise   Course Content: As per Syllabus

    v)   Reference and Additional References: Submitted   Already

                           Credit: 4

    vi)   Lectures per unit: 15

    vii)   No of Lectures per week /Semester: 60

    2)   Scheme of Examination : Internal and Semester End (75/25)

    3)   Special Notes if any : As per UGC Norms

    4)   Eligibility , if any :   As per UGC Norms

    5)   Fee Structure :   As per University Norms

    6)   Special Ordinance / Resolution , if any

J.T. BVOC 2.05- Indian Geography &Tourism Products

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 2.05	**Subject : Indian Geography &Tourism Products**	
Periods per week-3	**Lectures - 3**	**4 Credits**

Module	Module name	No of lectures
Unit I-	**Geography of India –**Physical geography, Cultural Patterns, & Political Geography of East,West , North & South India , **Naturalresources –** wild life sanctuaries , national parks , biosphere reverses, backwater tourism, mountain & hills tourist destinations- island, beaches, caves and deserts in India. **Tourism Products-** concept, characteristics and classification of	**10**
Unit II	**Tourism Circuits** – Major tourism circuits of India: inter state& intra state circuit, religious circuits heritage circuits, wildlife circuits - **Man-made destinations & theme parks-** Manmade destinatiSons : Locations of Adventure sports – Commercial attractions- Amusement parks – gaming – Shopping – Live entertainments- Supplementary accommodation – House boats – Tree houses – home stays – tourism by rail – Palace on wheels, Zoological & Botanical Gardens,	**15**
Unit III	**Contemporary destinations in India –** Places & packages for Eco tourism, Rural Tourism, Golf tourism, Camping Tourism, Medical tourism & pilgrimage tourism, **Important Case studies on types of Tourism in India** –Adventure Tourism, Cultural Tourism, Heritage Tourism, Pilgrimage	**10**
Unit IV	**Facts about India-**Media, Mass Communication, Transport & Communication, Economy, Currency, Postal and Courier Services ,**Important Information for Tourists-** Documents &formalities,TypesofVisa,Airport entry,	**10**

baggage rules, Customs, lost baggage, prohibited items, health checks, Railway Reservation –Special Quota &Indirail,CircularJourney,Tourist cars, Tatkal reservations, Govt of India Tourist Offices, Leading travel Agents, Special Interest Tourism	

TEXT BOOKS

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

REFERENCES

1. Stephen Ball (2007), Encyclopedia of Tourism Resources in India,B/H. 2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow. 3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia. 4. Sarina Singh (2008), Lonely Planet India. 5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.
2. Majid Hussain, Geography of India,
3. Gopal Singh, A Geography of India

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JTBVOC 2.06

iii)   Course Title: Global Tourism Industry & Issues

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

                              Credit: 4

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JTVOC 2.06-Global Tourism-Industry and Issues

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 2.06	Subject : Global Tourism-Industry and Issues	
Periods per week	Lectures - 3	4 Credits

Objectives
- To introduce students to the Global Tourism Industry-its evolution, trends and challenges
- To provoke critical perspective by undertaking case studies pertaining to aspects of global tourism
- To introduce concepts of sustainability and Eco tourism
- To teach students about international VISA/Passport regulations etc

Module	Module name	NO OF LECTURES
Unit I-	. **Understanding Global Tourism** Growth and evolution of tourism Measuring tourism Global Tourism –Development, Trends & Issues Globalisation, Tourism and Cultural Change	
Unit II	**Sociology of Travel** Analyzing Tourist Behaviour Protecting the visitor Eco Tourism for developing countries Tourism Case Studies –Malaysia, Thailand, African Safari Tourism Carrying Capacity Tourism , Environment Impact Assessment	

Unit III	**Planning& Approaches to Tourism** Homogeneous Product-Established Resorts Stages in Tourism Planning Types of Tourism Planning –Macro and Micro Synergy between Shopping and tourism Event Tourism Tourism & Sustainable Development	
Unit IV	**Tourism Organisations, Geopolitical & Policy Issues** Role of UNWTO Global Approach UNESCO Criteria, Fairs & festivals, funding, committee, conventions, approved heritage sites- challenges, impact of IT & trends.	

References

Smith, V. (ed.). 2001. Hosts and Guests Revisited: Tourism Issues in the 21st Century.

Dieke, Peter U. C. (ed.). 2000. The Political Economy of Tourism Development in Africa.

Stronach, V. 2000. The Other Side of Paradise: Tourism, Conservation and Development in the Bay Islands.

Dahles, H. and K. Bras (eds.). 1999. Tourism and Small Entrepreneurs: Development, National Policy and Entrepreneurial Culture: Indonesian Cases.

Lew, Alan (ed.). 1999. Tourism on American Indian Lands.

Meyer-Arendt, Klaus and Rudi Hartmann (eds.). 1998. Casino Gambling: Origins, Trends, and Impacts.

Singh, T. V. and S. Singh (eds.). 1999. Tourism Development in Critical Environments.

Oppermann, Martin. 1998. Sex, Tourism and Prostitution: Aspects of Leisure, Recreation, and Work.

Wilkinson, Paul. 1997.Tourism Policy and Planning: Case Studies from the Commonwealth Caribbean.

Getz, Donald. 1997. Event Management and Event Tourism.

Cultural Heritage and Tourism: An Introduction (Aspects of Tourism Texts) Paperback – May 15, 2011by Dallen J. Timothy

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Tourism and Travel Management)

ii)   Course Code: JTBVOC 2.07

iii)   Course Title: Travel Agency Management & Tour Guide Role

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 5

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

J.TB.Voc 2.07- Travel Agency Management & Tour Guide Role

CLASS: B. Voc (Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 2.07	Subject : Travel Agency Management & Tour Guide Role	
Periods per week	Lectures – 3	5 Credits

Module	Module name	No of lectures
Unit I-	**Introduction & Functions of a Travel Agency** –Organised Travel, meaning of Travel Agency, Types of Travel agency, Tour Agency Operations, on site and off site servicing, Travel Retailing and sale of products, IATA controlled approval, E – ticket, settlement of Account, benefits of Insurance, Organisational Structure and Working of Travel Agency & Tour Operators, travel Agency – MNCs Meaning & Benefits, procedure for the	**10**

	approval from Government of India and IATA of tour Agency & Tour Operator.	
Unit II	**Tour Operations** – origins of packaged tour, growth in package tours, Mass Market Operations, Specialist Tour Operators, Domestic operators, Types of packaged tour, **Inbound Tour Management-**types of travellers and major markets of inbound tourists, Inbound Itinerary description, transport, accommodation, steps to itinerary making, sample programs for inbound tourists, cost sheet (meaning & significance), terms and conditions, tour extensions(options),	**15**
Unit III	**Outbound Tour Management-**Major markets for outbound Tourism, statistics of outbound Tourists, Visa, reasons for growth and need for Better packages,handling outbound groups, potential of outbound group, profile of outbound travelers, Outbound Tourist data, European jewels-Best of Italy and France, Switzerland, Super Saver USA, Tour pricing, fixed costs, variable costs, Total Net tour Cost, total cost worksheet, cancellation fee, refund	**10**
Unit IV	**Agency Supplier relationship-** relationship with air travel producers, customer centric approach, relationship with transport suppliers, Private Bus line operators, operators of mass transit system, relationship with accommodation suppliers, category of rooms, relationship between travel agents and tour operators; Hospitality Management: Type of accommodations available, different categories of hotels, different departments of hotel – an Introduction.**Other functions** –Documentation of Tours, Communication strategies with seniors and colleagues Safety measures, emergencies, insurance guidelines and refund policies	**10**

References

1. D.L. Foster , The Business of Travel agency Operation & Administration

2. Malik, Haris&Chatterjee,Indian Travel Agents

3. J.M.S. Negi, Travel Agency & Tour Operatiuons: Concepts & Principles

4. C.Y. Gee,Travel Industry

5. Yale P,The Business of Tour Operations

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JTBVOC 2.08

iii)   Course Title: Reservations, E- Ticketing & Technology in Tourism Services

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 5

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2) Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any :   As per UGC Norms

5) Fee Structure :   As per University Norms

6) Special Ordinance / Resolution , if any

JTBVOC 2.08 Reservations, e-ticketing & Technology in Tourism Service.

CLASS: B. Voc Travel & Tourism Management)		Semester – I
Theory Code : JTVOC 2.08	Subject : 08-Reservations , e-ticketing & Technology in Tourism Service.	
Periods per week	Lectures - 3	5 Credits

Module	Module name	NO OF LECTURES
Unit I-	Air Transportation-II: Introduction to Air Ticketing- Booking, Ticketing (Def.), City codes terminology, OAG flight schedules. Baggage Rules – Piece and weight concept, prohibited items, checked and unchecked baggage. Road Transportation booking, e-ticketing formats	**15**
Unit II	Train transportation –Inbound and outbound, terminologies-PRS, PNR, Tatkal, Automated Fares e-Ticketing System Formats	**15**
Unit III	Cruise Transportation booking, e-ticketing formats	**10**
Unit IV	Accomodations booking , e-ticketing formats, Special Mileage Provisions & special fares etc, Travel Softwares training & prominent portals	10
	GDS TRAINING WILL BE PROVIDED WITH A CHARGEABLE FEE	

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SYLLABUS SY B.Voc- Travel & Tourism Management (SEM III) GE PAPER

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 3.01

iii)   Course Title: Business Communication & Soft Skills

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JBVOC. 3.01 - Business Communication & Soft Skills

CLASS: JB. Voc (Travel & Tourism Management)		Semester – III
Theory Code : 3.01	Subject : Business Communication & Soft Skills	
Periods per week	Lectures – 3	3 Credits

COURSE OBJECTIVE & OUTCOME

- To teach strategic communication model and critical thinking to identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages.
- To give Practice to principles of effective business writing and document design in all written documents.
- Design and deliver a persuasive presentation that convinces the audience of the topic's relevance and overcomes resistance, using appropriate visual support and adhering to a specified time limit.

As a team, design and deliver a presentation that both informs and persuades, using an appropriate visual support strategy and adhering to a specified time limit

Module	Module name	No of lectures
Unit I-	Meaning and importance of communication in Business, Models of communication, Effective communication- do and don'ts, Learning drafting of business messages-Memorandums, Letters Tools of communication (Grammar)-sentence, paragraph, punctuation and report writing	**10**
Unit II	Resume Writing, Interviews, & Presentation Skills : Interview: Grooming for interview: Appearing for interview and handling interview	**15**
Unit III	Team building and team work: features of successful teams: understanding teams and working in teams, skills needed for team works, Group Discussions, Leadership: understanding leadership; traits of leader and development of leadership qualities. Attitudes: Attitudes: in service industry and developing suitable attitudes	**10**

Unit IV	Time management: concept of time management; techniques of time management	**10**

Books Recommended –

1.Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.

2. Fisher Dalmar, (1999), Communication in Organisation, Jaico Pub House, Mumbai, Delhi.

3. French, Astrid (1993) Interpersonal Skills. Sterling Publishers, New delhi.

4 Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd. Plymouth.

5. Ghanekar,A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

6. Graves, Harold F. (1965) Report Writing, Prentice Hall, New Jersey. Krevolin, Nathan (1983) Communication Systems and Procedure

7. Ludlow,Ron.(1995) The Essence of Effective Communication, Prentice , New Delhi.

8. Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press, New Delhi.

9. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.

10. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.

11. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.

12. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.

13. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.

14. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.

15. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JBVOC 3.02

   iii)   Course Title: Basics of Book Keeping & Accountancy

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

                                 Credit: 3

   vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JBVOC 3.02 – Basics of Book-Keeping & Accountancy

CLASS: B. Voc (Travel & Tourism Management)		Semester – III
Theory Code : JBVOC 3.02	Subject : Basics of Book-Keeping & Accountancy	
Periods per week	Lectures – 3	3 Credits

Module	Module name	No of lectures
Unit I-	Meaning and Scope of Accounting Need for Accounting, Definition and Functions of Accounting, Book-keeping and Accounting, Accounting as an Art or Science, Classification of Accounting: Financial Accounting, Management Accounting, Difference between Management and Financial Accounting,	**10**

	Accounting Principles, Accounting Principles, Journal, Rules of Debit and Credit, Compound Journal Entry	
Unit II	Ledger Posting and Trial Balance & Final Account Ledger Posting Relationship between Journal and Ledger, rules Regarding Posting, Trial Balance. Trading Account, Profit & Loss Account: Manufacturing Account, Balance Sheet (without Adjustment Entries).	**10**
Unit III	Management Accounting: Meaning, Functions, Scope, Utility, Limitation of System; Cost Accounting: Meaning, Activities, difference between Cost Accounting and Financial Accounting, Cost Accounting and Management Accounting; Concepts of Cost: Cost, Expense and Loss, Elements of Cost, Components of Total Cost.	**15**
Unit IV	Financial Statements: analysis and Interpretation: Financial Statements: Meaning and Types, Nature , Limitations, Analysis and Interpretation; Ratio Analysis; Classification of Ratios; Profitability Ratios; Turnover Ratios; Financial Ratios; Advantages of Ratios analysis. Fund Flow Statement & Cash Flow Statement: Use, preparation of statement, difference between Fund Flow Statement & Cash Flow Statement.	**10**

REFERENCES:

1. Donald F. Sutton, 1986. Financial Management in Hotel and Catering Heinemann, London.
2. FlamholdsEtle, Human Research Accounting, California.
3. G. Boni and F.F. Shartes, 1988 Hotel Organization Management and Accounting, Sir ISAAR, Pitman, London.
4. Horwarth and Toth, 1979, Hotel Accounting, Ronald Press, New York.
5. J. M. Negi, 1987, Financial and cost Control Techniques in hotel and Catering Industry.
6. L. S. Porwal, 1993, Accounting theory, An Introduction Tata McGraw Hill Publishing Co., Ltd., New Delhi.
7. Leslie Chadwick, 1995 The Essence of Financial Accounting Prentice Hall of India Pvt. Ltd., New Delhi.
8. Owen, Accounting for Hospitality Tourism and Leisure, Pitman.
9. Richard, Katas, 1984, Management Accounting for Hotels and Restaurants, Surrey University Press.

10. Richard, Katas, 1989, Book-Keeping in hotel and Catering Industry, Surrey University Press, London.
11. Robert and Anthony, 1995, Management Accounting, Prentice Hall of India Pvt., Ltd. New Delhi.
12. R.D. Boardman, 1980, Hotel and Catering Costing and Budgets, Heinemann, London.
13. Adrill, P and Mclancey , 2001, Accounting and Finance for non-Specialists, Prentice Hall.
14. Dyson J R, 2001, Accounting for Non-Accounting Students, 5th Ed. Prentice Hall.
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1) Syllabus as per Credit based Semester and Grading System

    i)   Name of the Programme: B. Voc (Travel & Tourism Management)

    ii)   Course Code: JBVOC 3.03

    iii)   Course Title: Principles of Management

    iv)   Semester Wise   Course Content: As per Syllabus

    v)   Reference and Additional References: Submitted   Already

                           Credit: 3

    vi)   Lectures per unit: 8-15

    vii)   No of Lectures per week /Semester: 60

    2)   Scheme of Examination : Internal and Semester End (75/25)

    3)   Special Notes if any : As per UGC Norms

    4)   Eligibility , if any :   As per UGC Norms

    5)   Fee Structure :   As per University Norms

    6)   Special Ordinance / Resolution , if any

JBVOC. 3.03 - Principles of Management

CLASS:. Voc (Travel & Tourism Management)		Semester – III
Theory Code : JBVOC 3.03	Subject : Principles of Management	
Periods per week	Lectures – 3	3 Credits

Module	Module name	No of lectures

Unit I-	Introduction to Management Management: meaning & definition – Principles of Management – Functions of Management –Management Skills and Competency in 21st Century. Management Information System: Meaning and Features Management by Exception: Meaning and Advantages	**10**
Unit II	Planning and Decision Making Planning : Meaning and Definition – steps in Planning – Components of Planning MBO : Meaning – Steps - Advantages Decision Making : Meaning and Definition of Decision Making Steps/ process in decision making – Techniques of decision making – Essentials of sound decision making	**10**
Unit III	Organizing Organization: Meaning and Definition of Organization – Types of Organization-Formal and Informal forms of Organization – Meaning and Features of line –line and staff – matrix. Virtual Organization: Features- Challenges of Virtual teams Span of Control : meaning and features – Factors determining Span of Control Delegation : Meaning – Barriers to Delegation – Principles of Effective Delegation Departmentation : Meaning and Bases of Departmentation	**15**
Unit IV	Management Challenges in Competitive Environment Corporate Social Responsibility : Meaning – Scope – Advantages Knowledge Management :Meaning – Features Management of Change : Meaning – Process – Barriers to Change Corporate Governance : Meaning – need – Corporate Governance Tests Stress Management at Work: Meaning – effects of Stress – Measures of Managing Stress	**10**

LIST OF REFERENCES

1. Management and Organisationa Behaviour by Paul Hearsay and ken Blanchard
2. Essentials of Management by Koontz and Donnnel
3.Principles and Practice of Management by L M Prasad

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JBVOC 3.04

   iii)   Course Title: **Public Relations & Advertising**

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

                           Credit: 3

   vi)   Lectures per unit: 8-15

   vii)   No of Lectures per week /Semester: 60

   2)   Scheme of Examination : Internal and Semester End (75/25)

   3)   Special Notes if any : As per UGC Norms

   4)   Eligibility , if any :   As per UGC Norms

   5)   Fee Structure :   As per University Norms

   6)   Special Ordinance / Resolution , if any

JB.Voc 3.04 - Public Relations & Advertising

CLASS: JB. Voc (Travel & Tourism Management)		Semester – III
Theory Code : JBVOC 3.04	Subject : **Public Relations & Advertising**	
Periods per week	Lectures – 3	3 Credits

Module	Module name	No of lectures
Unit I-	**Introduction to Advertising** - Meaning - Evolution - Features - Active participants - Functions - Advertising as a Communication process Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India – Challenges faced by advertisers in India in the era of globalization Concept of Marketing and Integrated Marketing Communication (IMC) - Advertising and other tools of marketing/IMC – Role of advertising in Product Life Cycle (PLC), low involvement and high involvement products – Role of advertising in brand building – Consumer behaviour – Target audience and market segmentation	10
Unit II	**Economic, Social and Regulatory aspects of Advertising** 12 lectures Economic impact of advertising - Advertising and Society inter- relationship - Ethical and social issues in advertising - Advertising and Indian values / culture Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) - Various laws and enactments concerning advertising in India	10
Unit III	**Public Relations**	15

LIST OF REFERENCES

	Internal PR and External PR – The various stakeholders to which PR person is responsible – Consumer, shareholder, government, employee, general public, Public Relations and related fields like advertising, marketing and journalis Strategies of PR, Press Release, Press Conference and other media tools used, Code of ethics in PR, Relevant case studies for each sector	
Unit IV	**Strategies of PR**, Press Release, Press Conference and other media tools used, Code of ethics in PR, Relevant case studies for each sector	**10**

1. Koontz, O'Donnell & Weihrich, Management, Tokyo: McGraw – Hill Inc.
2. Robbins, Organizational Behaviour, 7th ed., New Delhi: Prentice-Hall of India.
3. Singh, D. Emotional Intelligence at work, Response Books, New Delhi: Sage Publication

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SYLLABUS SY B.Voc- Travel & Tourism Management (SEM III) - SKILL PAPERS

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JTBVOC 3.05

   iii)   Course Title: Tour Packaging

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

Credit: 5

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JTVOC 3.05 - TOUR PACKAGING MANAGEMENT

CLASS: B. Voc (Travel & Tourism Management)		Semester – III
Theory Code : JTVOC 3.05	Subject TOUR PACKAGING MANAGEMENT	
Periods per week	Lectures – 3	5 Credits

SC PAPER – I

OBJECTIVES: Tour packaging is an essential dimension of tourism industry and is fastest growing at global level. It requires systematic and scientific approaches to deal with the growing demands for tour packages. In fact it is the core component of tourism industry where more than 90% students get jobs. Thus, the course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of tour operation, type of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies. It also helps to develop students as tour manager. Its arising in that relationship. To understand reasonably the culture-tourism relationship the Indian culture and heritage shall be taught with the purpose of application of the same in tourism.

 APPROACHES: Lectures, Group Discussion, Presentations, Practical, Case studies Business Games.

Module	Module name	No of lectures
Unit I-	Tour designing process- meaning and steps – tour research, development of tour itinerary, negotiation with travel vendors, designing and printing of tour brochure; Tour costing and pricing and Tour promotion. Detailed study of passport, visa, health regulations. Customs and currency regulations, baggage rules and insurance,.	**10**
Unit II	Itinerary preparation- meaning, types, Do's and Don'ts of itinerary preparation. Limitations and constraints. Tour costing and pricing-cost concept, types of costs. Tour cost sheet. Procedure of costing; group tour, independent tours, and business tours pricing in tour operation industry-Tour pricing strategies n India. Pricing of deferent tour packages.	**15**
Unit III	Developing tour packages for business travelers; Cultural destinations; Popular Itineraries for Pilgrimage destinations. Tour packages for hill resort, adventure sports, deserts & beach resorts. Study of outbound tour packages offered by major tour operators of India- Cox & Kings, American Express, Thomas Cook and Kuoni Travels to south-East Asia-Singapore, Thailand and Malaysia, USA and Europe. Salient features of destinations covered in these itineraries.	**10**
Unit IV	Projects & Assignments TO BE ASSIGNED BY TEACHERS	**10 MARKS**

References:

- Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management, Prentice hall, New York..
- MohinderChand,,(2007), Travel Agency Management: An Introductory Text,Anmol publication Pvt. Ltd. New Delhi.
- Foster, D.L.(2010) The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- FrenmountP.,(2000), How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York..
- Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
- YoleP.,(2000), The Business of Tour Operations, Pitman, Landon.

- Witt S., and MoutnhoL.,(1990) Tourism, marketing and management handbook (ed.), prentice Hall, UK.
- Manjula Chaudhary, (2010) Tourism Marketing, Oxford publication , New Delhi.
- Holloway, J.C.,(2010), The Business of Tourism, Pitman.
- Kamra K.K. and Chand Mohinder, (2002), Basic of Tourism- Theory operation and practice.
- Kanishka publishers, and distributors, New Delhi. Syratt G., Manual of Travel Agency practice, (1995) Butterworth, Oxford., IATA Manuals Various Issues.
- Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.
- MTTM-205 CULTURE, HERITAGE AND TOURISM

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JTBVOC 3.06

   iii)   Course Title: Sustainable Tourism

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

                                  Credit: 4

   vi)   Lectures per unit: 8-15

   vii)   No of Lectures per week /Semester: 60

   2)   Scheme of Examination : Internal and Semester End (75/25)

   3)   Special Notes if any : As per UGC Norms

   4)   Eligibility , if any :   As per UGC Norms

   5)   Fee Structure :   As per University Norms

   6)   Special Ordinance / Resolution , if any

JTVOC 3.06 - Sustainable Tourism

CLASS: B. Voc (Travel & Tourism Management)		Semester – III
Theory Code : JTVOC 3.06	Subject : Sustainable Tourism	
Periods per week	Lectures - 3	4 Credits

Module	Module name	No of lectures
Unit I-	**Concept of Sustainable Development**: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human& Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change	**10**
Unit II	**Sustainable Tourism Development**: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007	**15**
Unit III	**Planning for Sustainable Tourism:** - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site -	**10**

	Zoning System - Carrying capacity & its Type	
Unit IV	**Eco- tourism** - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism. Eco-tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability. Major Eco tourism destinations of India.	**10**

Suggested Readings:

1. Inskeep, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
 4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK.
6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.
For a general overview:
Baker, S. (2006): Sustainable Development. London and New York: Routledge.
Strange, T. and Bayley, A. (2008): Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.
Page, S.J. and Connell, J. (2006) Tourism a modern synthesis. Second edition. London: Thomson.
Weaver, D. (2006) Sustainable tourism. Oxford: Elsevier.
Goodwin, H. (2011). Taking responsibility for tourism. Oxford: Goodfellow Publishers Ltd.
Swarbrooke, J. (2005) Sustainable Tourism Management. Cambridge: CABI Publishing.
Miller, G. And Twinin-Ward, L. (2005) Monitoring for a sustainable tourism transition. The challenge of developing and using indicators. Cambridge: CABI Publishing.
Holden, A. (2000) Environment and tourism. London & New York: Routledge.

1) Syllabus as per Credit based Semester and Grading System

    i)   Name of the Programme: B. Voc (Travel & Tourism Management)

    ii)   Course Code: JTBVOC 3.07

    iii)   Course Title: MICE

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 5

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JTBVoc. 3.07 - MICE

CLASS: B. Voc (Travel & Tourism Management)		Semester – III
Theory Code : JTVOC 3.07	Subject : MICE	
Periods per week	Lectures – 3	5 Credits

Course Outline

This course gives students an overview of the MICE(Meetings, Incentive, Conventions and Events/Exhibitions) sector of the tourism industry. Students will understand the managerial and operational aspects pertaining to MICE industry.

Course Objectives
- To provide a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications
- To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics

Module	Module name	No of lectures

(MODULES DESIGNED IN CONSULTATION WITH KUONI ACADEMY)

Unit I-	: **Introduction. Overview of the MICE Industry -** Introduction of MICE industry Basic terms and concepts in MICE The nature of MICE markets and demand for facilities The impact of MICE on local and national communities **The Role of MICE in the Tourism Industry** Broader value of MICE; Educate and inform, Promote, Network/Socialize Attracting tourism Improving the Destination's image; Increase sales, Improve performance Support the Local Community; New skills and knowledge, job creation, Infrastructure investment	**10**
Unit II	**MICE Destinations and Facilities** Destination management A frame work for the study of destination selection model **Stakeholders of MICE Industry** Local community Association / Exhibitors Convention Bureau/ Destination Management Organization (DMO) Venue and Hotels Travel agency Participants	**15**
Unit III	**Types of Events** - Meetings - Incentives - Conventions - Events/Exhibitions **Process and Management 1 (before the events)** - Types of events - The bidding process - Set a goal - Program development and design - Negotiating and best deal	**10**

➢ **Required Reading**

	• Work with convention Bureau / PCOs • Selection processes; site, venue, accommodations • Cast important guest speakers • Human resource plan and training; Event operating committee • Physical/Technical arrangement • Food and beverage plan • Assessing and Measuring event success • Customer satisfaction • Client service Vendor relations	
Unit IV	**Marketing of MICE** • MICE Markets attractiveness • Segmentation, Targeting and Positioning Techniques :**Budgeting of MICE** **Ethics in the MICE Industry** Ethical behavior practices in the MICE industry	10
	Field trip/ Technical visit & Final Project Presentation	

- Professional Convention Management Association (2006) Professional meeting management: Comprehensive Strategies for Meetings, Conventions and Events; Kendall/Hunt Publishing Company
- Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.
- Kilkenny, Shannon (2006) The Complete Guide to Successful Event Planning, Atlantic Pub. Group
- Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley.

> **Recommended Further Reading**
1. Coleman, Lee &Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.

2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

3. Getz, D. (1997). Event Management & Event Tourism. New York: Cognizant Communication Corporation.

1) Syllabus as per Credit based Semester and Grading System

    i)   Name of the Programme: B. Voc (Travel & Tourism Management)

    ii)   Course Code: JTBVOC 3.08

Course Title: **Art Styles, Cultural Expressions & Fairs -Global & Indian**

    iii)   Semester Wise   Course Content: As per Syllabus

    iv)   Reference and Additional References: Submitted   Already

                        Credit: 4

    v)   Lectures per unit: 8-15

    vi)   No of Lectures per week /Semester: 60

    2)   Scheme of Examination : Internal and Semester End (75/25)

    3)   Special Notes if any : As per UGC Norms

    4)   Eligibility , if any :   As per UGC Norms

    5)   Fee Structure :   As per University Norms

    6)   Special Ordinance / Resolution , if any

JTVOC 3.08 : Art Styles, Cultural Expressions & Fairs -Global & Indian

CLASS: JTB. Voc (Travel & Tourism Management)		Semester – III
Theory Code : JTVOC 3.08	Subject : Art Styles, Cultural Expressions & Fairs -Global & Indian	
Periods per week	Lectures – 3	4 Credits

Module	Module name	No of lectures
Unit I-	ART – Global Art Theory I From Pre-modern to 18th century Art Theory II: From 18th century to the present Survey of Western Art Art of Indic Asia: Central Asia and Gandhara	
Unit II	ART-India Early Iconography, Art and Archaeology Buddhist Visual Culture from Theravada to Neo Buddhism Textual sources of Indian Art Visual studies -The History of Indian Art and Architecture from Proto-history to the Eighteenth Century: Methods, Materials and Meanings Mughal Painting Folk styles of painting Art styles in modern India	
Unit III	ARCHITECTURE Overview of World Architectural styles Early Indian Temple Architecture and Sculpture, Buddhist Architecture, Jain Architecture Architecture in Mughal period Modern Architectural styles	
Unit IV	MUSEUMS, FAIRS AND FESTIVALS, LIVING TRADITIONS Museums and Representations	

| | Cultural festivals in the West
Cultural Festivals in India
Theatre and Performance Studies
Introduction to World theatre
Living Traditions of Performance:
The Comic Traditions in performance
Cultural History of Modern Indian Theatre
Indian Dance: Theory and Practice
Film and History
Global Art Cinema | |

LIST OF REFERENCES

1. J C Harle, The Art and Architecture of the Indian Subcontinent, Penguin Books, New York, 1990. 2. Niharranjan Ray, Maurya and Shunga Art, Indian Studies, Calcutta, 1965. 3. Susan Huntington, The Art of Ancient India: Buddhist, Hindu, Jain, Weather Hill, New York, 1985. 3. T S Maxwell, Gods of Asia: Text, Image and Meaning, Oxford University Press, New Delhi, 1996. 4. V S Agarwala, Indian Art, Prithvi Prakashan, Varanasi, 1965. 5. C. B. Asher, Architecture of Mughal India, Cambridge, 1992, pp 51-67. 6. Percy Brown, Indian Architecture: Buddhist and Hindu Periods, Bombay, 1971 7. ---------------- Indian Architecture: Islamic Period, Bombay, 1958, pp 97-101. 8. John Burton-Page, ˍDaulatabad' in George Michell, ed., Islamic Heritage of the Deccan, Bombay, 1986, pp. 16-25. 9. Pramod Chandra, ed., Studies in Indian Temple Architecture, New Delhi, 1975, pp 1-39. 10. ParthaMitter, Indian Art, Oxford University Press, 2001.

JAI HIND COLLEGE

SYLLABUS SY B.Voc- Travel & Tourism Management (SEM IV) – GENERAL PAPERS

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 4.01

iii)   Course Title: Report writing

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

BVoc 4.01 - REPORT WRITING

CLASS: B. Voc (Travel & Tourism Management)		Semester – IV
Theory Code : JBVOC 4.01	Subject : REPORT WRITING	
Periods per week	Lectures – 3	3 Credits

Module	Module name	No of lectures
Unit I-	REPORT WRITING: Writing an Effective Report: Stages of Writing, Composing Business Messages, Style and Tone; Five Ws and one H of Report Writing, Planning and Types of Reports, Divisions, Numbering and use of Visual Aids, creativity in written communication, use of picture, diagram in written communication	
Unit II	ORAL COMMUNICATION: Fundamentals of Oral Communication: Introduction, Barriers and Gateways in Communication, Listening, Feedback, Telephonic Messages, Public Speaking, and Presentation of Reports, Power point presentation, body language, non-verbal, facial expressions, communication and emotional intelligence, creativity in oral communication, -4- persuasive communication, communication through organizing various events like conferences, committee meeting, press meets, seminars, fests and the like	
Unit III	-BUSINESS COMMUNICATION: Writing Commercial Letters: Business Letter Format, Types of Letter – Routine Business Letters, Sales Letters, Resume and Job Applications, Business Memos, E-Mail Messages, Proposals, Technical Articles, Telegrams, Telex Message, Facsimiles, Electronic Mail, Handling a Mail, Maintaining a Diary, Legal Aspects of Business Communication, Negotiation Skills.	
Unit IV	ROUTINE CORRESPONDENCE: circulars, drafting notices, handling complaints, evaluating interview performance, articles, formal invitations, proforma for performance appraisal, letters of appointment, captions for advertising, company notice related shares, dividends, MoA, AoA, Annual Reports, Minutes of	

	Meeting, action taken report on previous resolution.	
Unit V	Technical Report writing, Types of reports objectives and function of report formal and informal, report writing process, target audience, pre-research proposals, progress reports, final reports, guidelines for effective writing, Research report format, Presentation of a report, Persuasive nature of reports, Reports for Decision Making, technical proposal, instructions manuals, precis writing and reporting committee findings	

BOOKS RECOMMENDED :

1. Scot Ober, Contemporary Business Communication, Biztantra
2. Bovee, Thill and Schatzman, Business Communication today, Pearson 3. Nageshwar Rao and Rajendra Das, Business Skills, HPH
4. Mary ellenGuffy, Business Communication, Thomson
5. M Ashraf Rizvi, Effective Technical Communication, TMH
6. Meenakshi Raman and Sangeeta Sharma, Technical Communication, Oxford
7. Micheal Osborn and Suzanne Osborn, Public Speaking, Biztantra
8. John Seely, Oxford Writing and Speaking, Oxford
9. Parag Diwan, Business Communication,
BOOKS RECOMMENDED 1. OR Krishnaswami&Rangantham, Methodology of Research, HPH
2. Donald Cooper and Pamela Schindler, Business Research Methods, TMH
3. Dipak Kumar Bhattacharyya, Research Methodology, EB
4. KN Krishnaswamy, Sivakumar and Mathirajan, Management Research Methodology, Pearson
5. WiilamZikmund, Business research Methods, Thomson
6. Panneerselvam, Research Methodology, PHI
7. Daniel Riordan and Steven Pauley, Technical Report Writing Today, Biztantra
8. Alan Bryman and Emma Bell, Business Research Methods, Oxford 9. William Trochim, Research Methods, Biztantra

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel & Tourism Management)

ii) Course Code: JBVOC 4.02

iii)   Course Title: Green Computing

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

                                        Credit: 3

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER-JBVOC 4.02   **Green Computing**

CLASS: B. Voc (Travel & Tourism Management)		Semester – IV
Theory Code : JBVOC 4.02	Subject :Green Computing	
Periods per week	Lectures - 3	3 Credits

CASE STUDIES

The Environmentally Responsible Business Strategies (ERBS) – Case Study Scenarios
for Trial Runs – Case Studies – Applying Green IT Strategies and Applications to a Home,
Hospital, Packaging Industry and Telecom Sector

References:
- Mark G. O'Neill, GREEN IT FOR SUSTAINABLE BUSINESS PRACTICE, An ISEB Foundation Guide.
- Jason Harris, Green Computing and Green IT Best Practices.

Unit-I	What is environment? Introduction to Environment.Key elements of a safety and Health Management System- Policy & commitment,Initial Safety and health Management System,Reviewsafety and Health policy- Developing a workplace Safety and Health Policy. Safety Consultation. Fire, change of state and latent heat, thermal expansion of solids, liquids and gases.Transmission of heat, combustion, Fire tetrahedron, and combustible solid, liquids and gases. Classification of Fire and different fire extinguishing methods, portable fire extinguishers.	**15 Lectures**
Unit-II	FUNDAMENTALS **Green IT Fundamentals:** Business, IT, and the Environment – Green computing: carbon footprint, scoop on power – Green IT Strategies: Drivers, Dimensions, and Goals – Environmentally **Responsible Business**: Policies, Practices, and Metrics. **GREEN ASSETS AND MODELING** **Green Assets**: Buildings, Networks, and Devices – Green Business Process Management: Modeling, Optimization, and Collaboration – Green Enterprise **Architecture** :Environmental Intelligence – Green Supply Chains – Green Information Systems: Design andDevelopment Models.	**10 Lectures**
Unit-III	**GREEN COMPLIANCE** Socio-cultural aspects of Green IT – Green Enterprise Transformation Roadmap – Green Compliance: Protocols, Standards, and Audits – Emergent Carbon Issues: Technologies and Future. **Green Hardware and Software**: Green Hardware, Introduction, Life Cycle of a Device or Hardware, Reuse, Recycle and Dispose, Green Software, IntroductionEnergy-Saving Software Techniques, Changing the way we work, Going Paperless.	**10 Lectures**
Unit-IV	**Green Data Center**:Data Centre IT Infrastructure, Data Centre Facility Infrastructure: Implications for Energy Efficiency, IT Infrastructure Management, Green Data Centre Metrics,. **Green Data Storage**:Introduction, Storage Media Power Characteristics, Energy Management Techniques for Hard Disks, System-Level Energy Management	**10 Lectures**

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel & Tourism Management)

ii) Course Code: JBVOC 4.03

iii) Course Title: Human Resources Management

iv) Semester Wise Course Content: As per Syllabus

v) Reference and Additional References: Submitted Already

Credit: 3

vi) Lectures per unit: 8-15

vii) No of Lectures per week /Semester: 60

2) Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any : As per UGC Norms

5) Fee Structure : As per University Norms

6) Special Ordinance / Resolution , if any

JBVOC 4.03 – Human Resource Management

CLASS: B. Voc (Travel & Tourism Management)		Semester – IV
Theory Code : JBVOC 4.03	**Subject : Human Resource Management**	
Periods per week	**Lectures – 3**	**3 Credits**

Unit	Sample of Topics Covered	Lectures
UNIT I	**Overview of HRM Field** The human relations movement, human capital, human resource department structure, job attitudes, ethics**Organizational Theories & Human Resources** Taylor's principles of scientific management, Fayol's staff management theories, the two types of managers	10
UNIT II	Job Analysis and Design- Job enrichment and enlargement, job rotation, job specifications and descriptions, job evaluation methods Staffing in Organizations -The hiring process, staff selection methods, job bidding, employee turnover and absenteeism, employee termination Employee training programs	10
UNIT III	Performance Appraisals -Administrative and developmental uses of performance appraisals, common appraisal methods, management by objective Types of compensation systems, compensation equity, mandatory and voluntary benefits, incentives	10
UNIT IV	Labor Relations -The National Labor Relations Board, collective bargaining and unionizing processes, bargaining strategies, Executive Order 10988 Current Issues and Trends in HRM -Affirmative action, cultural and age diversity, gender diversity, workplace violence, alternative work arrangements	15

1) Syllabus as per Credit based Semester and Grading System

    i)   Name of the Programme: B. Voc (Travel & Tourism Management)

    ii)   Course Code: JBVOC 4.04

    iii)   Course Title: Digital Marketing

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 8-15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

BVoc 4.04 – Digital Marketing

CLASS: B. Voc (Travel & Tourism Management)		Semester – IV
Theory Code : JBVOC 4.04	Subject : Digital Marketing	
Periods per week	Lectures – 3	3 Credits

Module	Module name	No of lectures

Unit I-	Social media marketing-Types of social media and how it influences customers-Facebook-creating facebookpage,creating FAN page for Business Marketing, You Tube Ads, Twitter, Linked in, slide share, Search engine optimization-rank webpage on top of search, ORM, Google webmaster tool, .Google Analytics-Analyse, measure and improve performance of online campaigns	**10**
Unit II	Freelancer affiliate Marketing, Google Adwords, Create advertising campaigns on google Email marketing, Mobile marketing, Online reputation management, Google webmaster Tools Infographics Content marketing, .DigitalMarketing strategy, E commerce Business marketing-Top E – Commerce Websites around the world E – Commerce Scenario in India How to do SEO of an E – Commerce Website Why you need a solid E – Commerce marketing strategy Formulating right e – commerce marketing strategy Using affiliate marketing to promote your e – commerce business , Hashtag Viral Market Webinar Marketing, Whatsapp marketing, Creating a blog, Instagram Marketing	**15**
Unit III	Marketing analysis (annual reports, news articles, government resources) Target Audience analysis (Simmons Market Research Bureau, Mediamark Research) Competitive analysis (Bureau of Advertising Research, Leading National Advertisers) Media planning ,The function of media planning in advertising	**10**
Unit IV	Role of media planner, Challenges in media planning ,Media planning process Deciding the ideal media mix and communications mix	**10**

References:

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977
3. Advanced M.P.-John R Rossister, Kluoer Academic publications 1998
4. Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition
Reference Text
1. Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
2. Marketing Research Text & Cases – (Wrenn, Stevens, Loudon Jaico publication)
3. Marketing Research Essentials – McDaniels& Gates (3rd edition SW College publications)
4. Marketing Research – Aaker, Kumar, Day (7th edition John Wiley & Sons)
 5. Marketing Research – Burns , Alvin, Bush, Ronald (3rd edition Prentice Hall)
6. Rajendra Nargundkar: Marketing Research (Macmillan)
7. S. L. Gupta: Marketing Research (Excel Books)
8. Marketing Research – Sunanda Easwaran and Sharmila J Singh – Oxford Publications
9. Marketing Research – Nigel Bradley – Oxford Publications

10 .Marketing Research – An Applied Orientation – Naresh K Malhotra – Pearson Publications

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SYLLABUS SY B.Voc- Travel & Tourism Management (SEM IV) – SKILL PAPERS

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JTBVOC 4.05

   iii)   Course Title: Tourism Economics

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

Credit: 4

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

BVoc 4.05 - Tourism Economics

CLASS: B. Voc (Travel & Tourism Management)		Semester – IV
Theory Code : JTVOC 4.05	Subject : Tourism Economics	
Periods per week	Lectures - 3	4 Credits

Module	Module name	No of lectures
Unit I-	Introduction, scope and methodology, Industrial transition, Industrial development, special reference to Tourism sector	**10**
Unit II	Overview of Industrial structure of Indian economy-new scenario-1990 onwards Market structure -during period of globalization	

Unit III	Role of Public and Private sector in Indian economy Economic planning of Tourism -integrated approach National Tourism Policy, 1997 Policy NRI & Tourism Domestic Tourism Inbound Tourism Outbound Tourism Action plan during the period of 10th Plan	**10**	
Unit IV	Concept of Economics and Tourism Economics Decision making Importance of marginal concept- Macroeconomics and microeconomics Economic impact of Tourism Tourism as export industry Determinants of demand /factors affecting supply	**10**	
Unit V	Tourism Economics-production function, Economies of scale, Elasticity of supply Cost and profit Pricing strategy in Tourism sector Promotional activities-Incredible India branding strategy Tourism Marketing Mix Tourism Marketing strategies	**15**	

Suggested Readings:
1. Petersen, Craig H. Managerial Economics, New Delhi Pearson Education.
2. Mithani, D.M. Managerial Economics, New Delhi, Himalaya Publications.
3. Chopra, O.P. Managerial Economics. New Delhi Me Graw Hill.
4. Koutsoyiannis, A. Modern Micro Economics. New York, Macmillan.
5. M. Thea Sinclair and Mike Stabler. The Economics of Tourism. Rutledge, London and Yew York.
6. Peter Cullen, Economics of Hospitality Management

   1) Syllabus as per Credit based Semester and Grading System

     i)   Name of the Programme: B. Voc (Travel & Tourism Management)

     ii)   Course Code: JTBVOC 4.06

     iii)   Course Title: Destination Planning & Development

iv)   Semester Wise Course Content: As per Syllabus

v)   Reference and Additional References: Submitted Already

<p align="center">Credit: 4</p>

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any : As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

BVoc 4.06 - Destination Planning & Development

CLASS: B. Voc (Travel & Tourism Management)		Semester – IV
Theory Code : JTVOC 4.06	Subject : Destination Planning & Development	
Periods per week	Lectures - 3	4 Credits

Module	Module name	No of lectures

Unit I-	Necessary precursors to Tourism Development Strategic foundations How CVB can serve diverse groups of customers, clients and members Importance of alliance and partnerships for DMO	**10**
Unit II	Necessary precursors to Tourism Development Strategic foundations How CVB can serve diverse groups of customers, clients and members Importance of alliance and partnerships for DMO	**10**
Unit III	Components of Destination Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.	**15**
Unit IV	Role of transportation services-concept of accessibility and mobility and how they are crucial to destination development	**10**

Suggested Readings:

Ernie Health & Geoffrey Wall,Marketing Tourism Destinations , John Wiley & Sons. Inc.
2. J. Christopheo Holloway & Chris Robinson,Marketing for Tourism
3. Philip Kotler, Jon Bower, Marketing for Hospitality and Tourism

Internship for 720 hours compulsory (720 hrs = 10 credits)

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SYLLABUS SY B.Voc- Travel & Tourism Management (SEM V) – GE PAPERS

1) Syllabus as per Credit based Semester and Grading System

  i)   Name of the Programme: B. Voc (Travel & Tourism Management)

  ii)   Course Code: JBVOC 5.01

  iii)   Course Title: Strategic Management

  iv)   Semester Wise Course Content: As per Syllabus

  v)   Reference and Additional References: Submitted Already

                                 Credit: 3

  vi)   Lectures per unit: 15

  vii)   No of Lectures per week /Semester: 60

  2)   Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any :   As per UGC Norms

5) Fee Structure :   As per University Norms

6) Special Ordinance / Resolution , if any

JBVOC 5.01 STRATEGIC MANAGEMENT

CLASS: B. Voc (Travel & Tourism Management)		Semester – V
Theory Code : JBVOC 5.01	**Subject : STRATEGIC MANAGEMENT**	
Periods per week	Lectures – 3	3 Credits

Objectives :

1. To introduce students to the subjects of Strategic Management.
 2. To give them fair understanding of strategy formulation, implementation, monitoring and evaluation. 3. To familiarize students to corporate strategies, functional strategies and global strategies.
 4. To develop capabilities of the students to analyze cases and develop strategic solutions

Module	Module name	No of lectures
Unit I-	**Introduction to business policy** – their definitions, nature, scope, significance, elements and processes. Introduction to strategic management – their definitions, nature, scope, significance, elements and	**10**

	processes. Ben and Jerry's Ice Cream: Case Study. Mission, Goals and Objectives Company report analysis	
Unit II	**Module 2**-Analyzing the External Environment of the Firm, Michael Porter's Five Forces Model, Analyzing the Internal Environment of the Firm, Kirin Beer: Case Study, SWOT Analysis Recognizing a Firm's Intellectual Assets Alibaba: Case Study (not assessed) Group Project: Preparation and Guidance.	**10**
Unit III	**Strategic formulation** – the input stage, matching stage and decision stage, cultural aspect of strategic choice and functional strategies	**15**
Unit IV	**Introduction to Corporate Level Strategies** - Samsung: Case Study, business level strategy-Foxconn: Case Study, international strategy-Zara case study B) **Strategy implementation** – issues in implementation, project implementation and control procedures, resource allocation. C) **Corporate ethos, culture and ethics, management of change**	**10**

Suggested Readings / Books:
1. Strategic Mgt.   Fred R. David   Prentice Hall International
2. Business Policy & Strategic Mgt. Dr. AzharKazmi - Tata McGraw Hill Publi. Col Ltd.
3. Strategic Mgt. Beni Banerjee
4. Business Policy & Strategic Mgt. Jauch Lawrence R & William Glueck McGraw - Hill Book Co.
5. International Strategic Management (suggested for Global Strategies) R.M. Shivstava Himalayan Publishing House.
6. Strategic Mgt. - a multi-perspective approach Edited by Mark Jenkins & Veronique Ambrosmi Palgrave (Publication)
7. Strategic Mgt. - Thomas L. Wheelers & J. David Hunger Addison -- Wesley Publishers.
8. Strategic Mgt. Competitiveness &Globalisation. Michael Hitt, R. Duane Ireland, Robert E. Hoskisson South - Western Thomson Learning
9. Business Policy & Strategy - Concepts & Readings. Daniel Mc Carthy, Robert Minichiello, Joseph Curran All India Traveller Bookseller – Delhi
10. Strategic Mgt. John A. Pearce II & Richard B. Robinson Jr. A.I.T.B.S. Publishers & Distributors – Delhi
11. Strategic Mgt. Alex Miller & Gregory G. Dess The McGraw-Hill Companies, Inc.

1) Syllabus as per Credit based Semester and Grading System

 i) Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 5.02

iii)   Course Title: Entrepreneurship & Business Planning

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JBVoc 5.02 - ENTREPRENEURSHIP & BUSINESS PLANNING

CLASS: B. Voc (Travel & Tourism Management)		Semester – V
Theory Code : JBVOC5.02	Subject : ENTREPRENEURSHIP & BUSINESS PLANNING I	
Periods per week	Lectures – 3	3 Credits

Units	Module name	No of lectures
UNIT I	**Introduction:** The Entrepreneur – Definition – Characteristics of Successful entrepreneur. Entrepreneurial scene in India: Analysis of entrepreneurial growth in different communities Case histories of successful entrepreneurs. Social entrepreneurship – concept, development of Social Entrepreneurship in India. Role of Entrepreneurship in economic development –Start-ups.	**10**
UNIT II	**Innovation in Business**: Types of Innovation – Creating and Identifying Opportunities for Innovation – The Technological Innovation Process – Creating New Technological Innovation and Intrapreneurship – Licensing – Patent – Innovation in Indian Firms. Idea Generation and Opportunity Assessment– Sources of New Ideas ,Techniques for generating ideas ,Opportunity Recognition. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A).	**10**
UNIT III	**Business Plan Preparation** – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan Financial Analysis; Market Analysis; Technical Feasibility. Feasibility Analysis: Technical Feasibility of Products and Services - Marketing Feasibility: Marketing Methods – Pricing Policy and Distribution Channels. Estimating project cost.	**15**

	Incorporation of Business – Forms of Business organisations	
UNIT IV	**Marketing**: Methods, Channel of Marketing, Marketing Institutions and Assistance. Business Model Canvas. New trends in entrepreneurship – E-entrepreneur. Role of e- commerce and M commerce. Ethical considerations. Life cycle of an entrepreneurial venture - Role of entrepreneur during various transition stages. Dynamics of small business environment - Causes for small business failure Success factors for small business.	**10**

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 5.03

iii)   Course Title: Multimedia I

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER-JBVOC 5.03   Multimedia

CLASS: B. Voc (Travel & Tourism Management)		Semester – V
Theory Code : JBVOC 5.03	**Subject :Multimedia**	
Periods per week	**Lectures – 3**	**3 Credits**

THEORY

Units	**Module name**	**No of lectures**
Unit-I	Introduction to CorelDraw, Use and importance in Designing, Various Graphic Files and File Extensions ,Vector Image and Raster Images , Introduction to Screen and Work Area. Introduction to Tools of CorelDraw, Managing Palettes ,Working with Images, Patterns and Textures.	**15 Lectures**
Unit-II	Working with Shapes, Colours and Fills ,ImageRasterisation and Editing, Transformation Menu. CorelDraw Files and supporting documents, Import and Export of Files and File formats Page Setup and Designing.	**10 Lectures**

Unit-III	Using Styles and Templates, Working with Text, Formatting Text, Text Attributes. Designing Different Page Layouts, Column Layout, Working with Layers, Special Effect to Objects and Texts, Contour Tool, Layout for News Paper and Magazines.	**10 Lectures**
Unit-IV	Introduction to Adobe Photoshop & Documents, Various Graphic Files and Extensions, Vector Image and Raster Images, Various Colour Modes and Models. Introduction to Screen and Work Area, Photoshop Tools &Palettes ,Use of Layers & Filters, Working with Images	**10 Lectures**

Books

CORELDRAW X4 FOR SIMPLE STEPS
CORELDRAW X4 THE OFFICIAL GUIDE BY GARY DAVID BOUTON
PRAKHAR COMPLETE COURSE FOR DTP

Assignments
Preparation of Visiting Cards & Invitation Cards, Shaping Dockers & Logo Design
Introduction Brochure & Books, Introduction to Magazine Designing.

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JBVOC 5.04

      iii)   Course Title: Managerial Economics

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

                                    Credit: 3

   vi)   Lectures per unit: 15

   vii)   No of Lectures per week /Semester: 60

   2)   Scheme of Examination : Internal and Semester End (75/25)

   3)   Special Notes if any : As per UGC Norms

   4)   Eligibility , if any : As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

JBVOC PAPER-JBVOC 5.04   **Managerial Economics (Macro Economics)**

CLASS: B. Voc (Travel & Tourism Management)		Semester – V
Theory Code : JBVOC 5.04	**Subject : Managerial Economics (Macro Economics)**	
Periods per week	**Lectures – 3**	**3 Credits**

Objectives :

1. To familiarize the students with macro concepts and macro policies.
2. To help them to understand how these policies affect business decisions.
3. To effectively use economic analysis while framing business policies.

Units	Module name	No of lectures
Unit-I	National Income: Concept and measurement, Concept of HDI.	**10 Lectures**
Unit-II	Concepts of Aggregate & Demand and multiplier	**10 Lectures**
Unit-III	Monetary Economics: Concepts of Money demand, Money Supply, Liquidity Preference. Concepts of Inflation, deflation, recession, depression, stagflation. Monetary policy- objectives & instruments.	**15 Lectures**

Unit-IV	Fiscal policy – Objectives and instruments, taxation, government spending and public debt, Concept of BOP, disequilibrium, devaluation	**10 Lectures**

References:

1. Managerial Economics by Johnson &Mascerhans
2. Managerial Economics by Saraswathy
3. Managerial Economics by Dwevdi

SYLLABUS SY B.Voc- Travel & Tourism Management (SEM V) – SKILL PAPERS

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JTBVOC 5.05

iii)   Course Title: International Tourism & trends

iv)   Semester Wise Course Content: As per Syllabus

v)   Reference and Additional References: Submitted Already

            Credit: 4

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any : As per UGC Norms

5)   Fee Structure : As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER-JBVOC 5.05   INTERNATIONAL TOURISM & TRENDS

CLASS: B. Voc (Travel & Tourism Management)		Semester – V
Theory Code : JTVOC 5.05	Subject : INTERNATIONAL TOURISM & TRENDS	
Periods per week	Lectures – 3	4 Credits

Units	Module name	No of lectures
Unit-I	**International Tourism growth Forces and factors influencing growth of international tourism** -Trends in tourists' arrivals and receipt in international tourism Measurement of international tourism: Methods and their merits and demerits	
Unit-II	**Regional Distribution of International Tourism**-**I** International Tourism (inbound tourism) trends in Europe with special reference to French, Spain, Italy, and United Kingdom International tourism (inbound tourism) trends in Americas with special reference to USA, Mexico, Caribbean, Islands and Brazil	
Unit-III	**Regional Distribution of International Tourism-II** International tourism (inbound tourism) trends in Asia-Pacifica region with special reference to China, Thailand, Singapore, India, Australia, and New Zealand International tourism (inbound tourism) trends in Africa and Middle East with special reference to South Africa, Kenya and Egypt	
Unit-IV	**International Tourism Organization United Nations World Tourism Organization (UNWTO**): Role in tourism development and promotion, membership and objectives World Travel & Tourism Council (WTTC) role in tourism development and promotion, membership and objectives Pacific Asia Travel Association (PATA) : role in tourism development and promotion,	

	membership and objectives International Air Transports Association (IATA): role in tourism development and promotion, membership and objectives	

REFERENCES: World Development Indicators 2012,

World Bank,

World Bank Group 2012 World Bank Group Trends and Issues in Global Tourism 2012, Roland Conrady, Martin Buck -2012 Springer. Copyright. International Cases in Tourism Management - Susan Horner, John Swarbrooke 2012 Routledge Domestic Tourism in Asia: Diversity and Divergence by Shalini Singh - 2012 Routledge Understanding Tourism -S. Medlik -2012 C R C Atlas of Travel and Tourism Development -Myra Shackley -2012 Routledge Tourism -John Whittingdale, 2008, The Stationery Office. 8.Tourism and Climate Change: Impacts, Adaptation and Mitigation, C. Michael Hall, Stefan Gössling, Daniel Scott, 2012 Routledge Global Tourism: Cultural Heritage and Economic Encounters; Sarah M. Lyon, E. Christian Wells 2012 Rowman Altamira. Burkari A.A.J. &Medlik, S, 1981. Tourism: Past, Present and Future, Helnemann McIntosh Robert, W.Goeldner& R. Charles, 1990. Tourism principles, Practices & Philosophies, John Wiley & Sons Inc. New York (6th edition) O'Grady R. 1981: Third World Stopover world Council of Churches, Geneva. Robinson, H.R. 1976. Geography of Tourism. Mac Donald & Evan, London, 1976. Singh T.V., H.L. Theuns and E.M. Go (eds) 1989: Towards appropriate tourism-The Case of developing Countries, peter Long, Frankfurt. W.T.O. Country Tourism Profiles, Madrid Travel Review Media Transasia, 3/F, Sarasin Building

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JTBVOC 5.06

   iii)   Course Title: Niche Tourism I

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

                    Credit: 5

   vi)   Lectures per unit: 15

   vii)   No of Lectures per week /Semester: 60

   2)   Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any :   As per UGC Norms

5) Fee Structure :   As per University Norms

6) Special Ordinance / Resolution , if any

PAPER-JBVOC 5.06   NICHE TOURISM I

CLASS: B. Voc (Travel & Tourism Management)	Semester – V

Theory Code : JTVOC 5.06	Subject : NICHE TOURISM I	
Periods per week	Lectures – 3	5 Credits

Learning outcomes

- To build in students an ability to understand the niche segments in tourism
- To build knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development
- Interpret market trends and match and design or redesign niche tourism products appropriate to a particular destination
- Find, evaluate, use and appropriately refer to relevant information

RECOMMENDED READINGS:
1. Adventure Tourism: Satyendra Malik
2. Hand book of National Parks, Wildlife Sanctuaries & Biosphere Reserves of India

References:- 1. Ahmad Aizaz : 'General Geography of India, NCERT, New Delhi 2. Goh Cheong long : An Economic Atlas of India, Oxford University 3. National Atlas of India, Govt. of India Publication, Calcutta 4. Atlas of World Oxford 5. Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989) 6. Manorama Year Book 7. Indian Year book, Publication Division, Govt. of India, New Delhi 8. Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books (Delhi, 1985) 9. Bedi, Ramesh and Rajesh : Indian Wildlife, Brijbasi Printers (New Delhi, 1989) 10. Bose, S.C. Geography of the Himalayas, National Book trust, India (New Delhi, 1976) 11. Chand Gian and Manohar Puri 'Trekking' International publisher India (new Delhi,1989) 12. Gamma, Karl 'The Handbook of Skiing Pelham Books (London, 1985) 13. Lozawa, Tomoya : Trekking in the Himalayas, Allied published Pvt. Ltd., (New Delhi, 1980) 14. Law, B.C. (ed) : Mountains and Rivers of India, Calcutta, 1968 15. Rowe, Ray 'White in Water Kayaking', Salamander Books (London, 1987) 16. Saharia, V.B. "Wildlife in India' Natraj Publisher (Dehradun, 1982)
Smith, M., Puczko, L. 2008. Health and Wellness Tourism. Butterworth-Heinemann

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel & Tourism Management)

ii) Course Code: JTBVOC 5.07

iii) Course Title: Tour Manager Operations

iv) Semester Wise Course Content: As per Syllabus

Units	Module name	No of lectures
Unit-I	(Adventure Tourism) Concept of adventure tourism, classification of adventure tourism Adventure on Ground: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping etc. ; their necessary equipments, techniques and problems. Geographical diversities and opportunities for A.T.in India. Potential and existing adventure tourism in different states. Planning and development perspective, major thrust areas, promotional steps taken by states and centers. Organization and institutions promoting Adventure Tourism in India.	
Unit-II	(Adventure Tourism) Adventure in Water:- River running-canoeing, kayaking, white water rafting, diving, rowing, surf boating, wind surfing etc. River reading ,Rafting, Kayaking canoeing, yachting, water scooter, Hover craft. Surfing, SCUBA diving, under water activities, coastal activities. Places, organizations, equipments associated with above activities. Adventure in Air:- Ballooning, parachuting & sky diving, paragliding, Para sailing, gliding, soaring, hang gliding, micro lighting, weather observations.	
Unit-III	Health and Medical Tourism	
Unit-IV	Sports Tourism	

v) Reference and Additional References: Submitted   Already

Credit: 5

vi) Lectures per unit: 15

vii) No of Lectures per week /Semester: 60

2) Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any :   As per UGC Norms

5) Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER-JBVOC 5.07   TOUR MANAGER OPERATIONS

CLASS: B. Voc (Travel & Tourism Management)		Semester – V
Theory Code : JTVOC 5.07	**Subject : TOUR MANAGER OPERATIONS**	
Periods per week	**Lectures – 3**	**5 Credits**

Qualification Pack: Tour Manager
**SECTOR: INFORMATION TECHNOLOGY- INFORMATION TECHNOLOGY ENABLED
SERVICES (IT-ITES) Helpdesk Attendant**
SECTOR: TOURISM AND HOSPITALITY
SUB-SECTOR: Tours and Travels
OCCUPATION: Tour Packaging
REFERENCE ID: THC/Q4405
ALIGNED TO: NCO-2004/ NIL

NSQF Level

The Tour Manager is responsible handling the administration, operations, staffing and client management, and developing business.
Brief Job Description: The individual at work designs the tour packaging and administers the company operations and staff. The individual also manages client relations and develops new business.
Personal Attributes: The job requires the individual to have: politeness, etiquette, leadership, ability to work in sitting position for long hours and attention to details.
 (a)Designing the tour packaging,
To be competent, the user/ individual must be able to: visit various tourist destinations, understand the various tourist attractions and places of interest in the destination, suggest interesting travel

routes to and within the destination, design and develop various interesting and economical domestic and international tour packages, ensure the packages will meet the needs of various types of customers.

(b)Planning and controlling the work requirement and assigning duties -discuss various updated information on itineraries, destinations and culture, decide on the number of holidays to sell each season and the resorts/ countries to use, fix deadlines and monitor the work plan, assign targets to the team leaders

©Managing the financial operations -perform the financial analysis of potential income earned by packaged and promotional tours organized, prepare and produce the budget comprising of various costs for the financial year, verify the accounts and financial statement from the accounting department, check the various expenses and income statements of the company, inspect the issues and causes for the loss if any, ensure to rectify the mistakes in the current financial year in case of loss, provide approval for the reimbursements of team leaders, oversee the bills received from the clients, approve to settle the bills of various clients such as hotels, guides, event organizers and other clients if there are no doubts in it, approve the payrolls of the staff

(d)Attending to customer concerns
read through the feedback forms and look into the customer concerns, ensure the customer complaints and concerns are taken into action for rectification, provide any support to the tourists during the trip

(e)Achieving customer satisfaction- To be competent, the user/ individual must be able to: ensure travel arrangements for the tourists run smoothly and enjoyably throughout the trip , ensure to maintain long standing relationships with the customers, ensure the customers are satisfied at all times with the services offered, ensure the safety and security of the tourists

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JTBVOC 5.08

iii)   Course Title: Event Management

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 4

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4) Eligibility , if any :   As per UGC Norms

5) Fee Structure :   As per University Norms

6) Special Ordinance / Resolution , if any

PAPER-JBVOC 5.08   EVENT MANAGEMENT

CLASS: B. Voc (Travel & Tourism Management)		Semester – V
Theory Code : JTVOC 5.08	**Subject : EVENT MANAGEMENT**	
Periods per week	Lectures – 3	4 Credits

Units	Module name	No of lectures
Unit-I	**Introduction to Event Management Introduction to Events** – Concept, Definition and Frameworks, Categories and Typologies. Characteristics of Events, Social- Economical and Developmental implications of Events. Market Demand and Supply for Event.	
Unit-II	**Event Planning Event planning** – Concept, Process and Design, Pre- Event Research, Studying Event Feasibility, Legal compliances, Event Venue Finding, Logistics and Ambience. Marketing, and Advertising for Events. For Events, PR for Events Financial Management of Events. Events Catering tips. Events decoration Entertainment planning and Speaker selection. Various Protocols Events Time Management in Events.	

| Unit-III | **Issues in Event Management HR Considerations**: The Human Resource Planning Process: Need Assessment: Policies and Procedures; Job Descriptions: Recruitment and selection; training and development of event staff. Developing Leadership and Supervision skills during Events. Group development, Skills required to be a Good event planner. Safety and Security Considerations; Occupational Safety, and Health, Major Risks. Incident Reporting, Crowd Management and Evacuation: the Crowd Management plan. | |
| Unit-IV | **Specialized Events -**Types. Various considerations while organizing theme parties. M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions Business Meetings: understanding the concept, various meeting setups. Organizing business meetings. | |

REFERENCES: • Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi • Van der Wagen, L., & Carlos, B. R. (2005). Event management: For tourism cultural, • Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall. • S.N Bagchiand Anita Sharma , Food and Beverage Service, Aman Publication. New Delhi. • Lawson, F.R Congress, Conventions and Conference: facility Supply and demand International Journal of tourism management, September. 188, 1980. • Donald Getz, Event Management and Event Tourism, 1999. • Goldblatt, JJ Special Evens: Art and Science of Celebration. New York, Van Nostrand Reinhold. 1990

SECTOR: TOURISM AND HOSPITALITY
SUB-SECTOR: Tours and Travels
OCCUPATION: Travel Agency Operations
REFERENCE ID: THC/Q4304
ALIGNED TO: NCO-2004 / NIL
Qualification Pack: Team Leader (Travel)
SECTOR: INFORMATION TECHNOLOGY- INFORMATION TECHNOLOGY ENABLED SERVICES (IT-ITES)

JAI HIND COLLEGE

SYLLABUS OF SEMESTER VI- TYB.Voc Travel & Tourism Management

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 6.01

iii)   Course Title: International Finance

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

                              Credit: 3

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

J.B.Voc. 6.01   International Finance

PAPER-JBVOC 6.01

CLASS: B. Voc (Travel & Tourism Management)	Semester – VI
Theory Code : JBVOC 6.01	**Subject : International Finance**
Periods per week	Lectures – 3	3 Credits

Objectives :

- To integrate domestic and global business analysis and provide students with the necessary tools to understand global business principles,
- To acquaint the student with issues associated with the international finance.
- To familiarize the students with the concepts, functions, techniques of the working of the foreign exchange markets and its influence and impact on business in a globalized business scenario.

Units	Module name	No of lectures
Unit-I	Meaning, scope, importance of international finance. Emerging issues in International finance in a globalized world economy. Relationship/ role of BOP with International finance.	
Unit-II	Brief overview of international monetary system – Gold standard, Bretton Woods system, Fixed and flexible exchange rates, current exchange rate regimes.	
Unit-III	Foreign exchange Mares – meaning, functions and structure of forex markets. Types of transactions, exchange rates – meaning and factor determinants. Forex quotations- spot and forward and arbitrage.	
Unit-IV	World Financial markets and institutions , euro currency markets- origin – Euro bonds.	

J.B.Voc. 6.02

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 6.02

iii)   Course Title: Multimedia II

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER-JBVOC 6.02 Multimedia II

CLASS: B. Voc (Travel & Tourism Management)	Semester – VI

Theory Code : JBVOC 6.02	Subject : Multimedia II	
Periods per week	Lectures – 3	3 Credits

Units	Module name	No of lectures
Unit-I	**BASICS OF CORELDRAW** Introduction-Getting Started-Creating A New File - Title Bar-Menu Bar-Work Area-Printable Page-Property Bar-Page Counter Bar-Colour Palette-Toolbox-Status Bar-Drawing Figures-Lines-Ellipse-Circles-Rectangle-Square-Polygon-Saving-Closing-Opening-Views-Normal View-Preview-Wire Frame View-Draft View-Zoom-View Manager-Creating a View. **DRAWING** Introduction - Toolbox-Selecting an Object-Resizing an Object-Moving an Object-Changing the Shape-Combining Two Objects-Skewing-Welding the Objects-Blending-Curve Lines-Straight Lines-Continuing a Line-View Mode-Changing-Media Tool-Rotating An Object-Grouping-Fill Tool Fly Out-Filling-Spray Mode.	
Unit-II	**TEXT** Introduction-Text Tool-Entering Artistic Text-Entering Paragraph Text-Converting Text-Formatting Text-Changing the Font Size-Arranging Objects-Ordering The Objects-Changing the Font-Bullets-Decorating the Text-Webdings-Text Editor-Opening-Changing the Alignment-Type Style-Spell Checking-Grammer-Searching Synonyms-Find-Replace-Editing-Kerning-Formatting Characters. **IMAGE** Bitmap Images-Vector Image-Resizing-Rotating-Skewing-Moving-Cropping-Importing Images-Adding Special Effects-Converting to Bitmap-Exporting Images.	
Unit-III	**ADOBE PHOTOSHOP** **INTRODUCTION TO ADOBE PHOTOSHOP:**About Photoshop, Navigating Photoshop, Menus and panels, Opening new files, Opening existing files	

| | **Getting Started with Photoshop**: Exploring the Toolbox The New CS4 Applications Bar & the Options Bar, Exploring Panels & Menus, Creating & Viewing a New Document ,Customizing the Interface, Setting Preferences, **Working with Images,resizing & cropping images** | |

BOOKS:
1) An Introduction to Adobe Photoshop by Steve Bark
2) Basics of Photoshop by Adam Dachis
3) CorelDraw For Dummies
4) CorelDraw 10 Step by Step

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JBVOC 6.03

iii)   Course Title: Reasoning Aptitude and Placement Orientation

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 3

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

J.B.Voc 6.03   REASONING APTITUDE & PLACEMENT ORIENTATION

PAPER-JBVOC 6.03 Multimedia II

CLASS: B. Voc (Travel & Tourism Management)		Semester – VI
Theory Code : JBVOC 6.03	Subject : REASONING APTITUDE & PLACEMENT ORIENTATION	
Periods per week	Lectures - 3	3 Credits

OBJECTIVES:

1.To enable students for reasoning aptitude questions

2.To prepare students in data interpretation

3.To hone skills in Syllogism, verbal ability and comprehension

4.To prepare students in critical problem solving

5.To check General awareness

5.Group discussion and Interview

Units	Module name	No of lectures
Unit-I	**PICTURE REASONING**- In this section, a series of pictures are given which may consist of picture series, picture analogy or picture classification, **STATEMENT REASONING**- In this section, sequence questions like seating arrangement or money distribution or height arrangement are given. A set of five questions are based directly on the statements given.	
Unit-II	**DATA INTERPRETATION** -This section consists of a direct sequence of 5 questions based on the data which is provided in the form of table charts, bar charts, pie charts or line charts. **DATA SUFFICIENCY-** Here a set of two statements are given followed by 5 options which satisfy the answer for the statements. You have to decide which option best suits the answer	
Unit-III	**ANALYTICAL PROBLEMS**-This section will have case studies and you need to mark options from the given solutions and provide analysis for the appropriate solution, **RELATION PROBLEM** - This section consists of questions which are similar to the sets and relations like students with biology, maths, physics and chemistry, maths and biology, only physics, etc., and questions related as such	
Unit-IV	**SYLLOGISM** -This section consists of statement followed by two conclusions. We need to pick out from 5 options which suits the best answer, **COMPREHENSION & TECHNICAL WRITING**-In this section questions will test your comprehension and understanding of technical reports,	

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JBVOC 6.04

   iii)   Course Title: Data Analytics

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

                                 Credit: 3

   vi)   Lectures per unit: 15

   vii)   No of Lectures per week /Semester: 60

   2)   Scheme of Examination : Internal and Semester End (75/25)

   3)   Special Notes if any : As per UGC Norms

   4)   Eligibility , if any :   As per UGC Norms

   5)   Fee Structure :   As per University Norms

   6)   Special Ordinance / Resolution , if any

J.B.Voc 6.04 Data Analytics

PAPER-JBVOC 6.04 Data Analytics

CLASS: B. Voc (Travel & Tourism Management)		Semester – VI
Theory Code : JBVOC 6.04	Subject : Data Analytics	
Periods per week	Lectures – 3	3 Credits

Units	Module name	No of lectures

Unit-I	Statistical Techniques Different types of data, Frequency Distributions, Measures of central tendency and dispersion, Basic Probability, Normal Distribution, Central Limit Theorem, Hypothesis Testing	
Unit-II	-Regression Simple and Multiple Linear Regression, R2 and Adj R2 , ANOVA, Interpretation of coefficients, Dummy Variables, Residual Analysis, Outliers, Logistic Regression, Assumptions, Logistic Function, Chi-Square, -2 Log Likelihood, Classification Table, Interpreting Coefficients, Dependent Variable Prediction	
Unit-III	Forecasting (Time Series) Time Series vs. Causal Models, Moving Average, Exponential Smoothing, Trend, Seasonality, Cyclicity, Causal modeling using linear regression, Forecast Accuracy	
Unit-IV	Data Mining Techniques Market Basket Analysis, Apriori, FP Growth, Evaluation Methods: Lift, Kulc, IR, Chi –Square, Classification, Decision Tree Induction, Bayes Methods, Rule-Based Classification, Model Evaluation and Selection, Ensemble Approaches, Clustering, Partitioning Methods, Hierarchical Methods, Density-Based Methods, Grid-Based Methods, Evaluation of Clustering	

SYLLABUS SY B.Voc- Travel & Tourism Management (SEM VI) – SKILL PAPERS

1) Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

   ii)   Course Code: JTBVOC 6.05

   iii)   Course Title: Quality Management in Tourism

   iv)   Semester Wise   Course Content: As per Syllabus

   v)   Reference and Additional References: Submitted   Already

Credit: 4

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

J.B.VOC 6.05 Quality Management in Tourism

PAPER-JBVOC 6.05 Quality Management in Tourism

CLASS: B. Voc (Travel & Tourism Management)		Semester – VI
Theory Code : JTVOC 6.05	Subject : Quality Management in Tourism	
Periods per week	Lectures – 3	4 Credits

Units	Module name	No of lectures
Unit-I	Quality Management : Concept, need & importance , Quality Management in Urban Tourism Seasonability in tourism : Problems & Measurement , Improving the tourist experience , Quality Management applied to tourist destinations, Attraction & land use management , Project Management : Managing recourses, time, Quality Project Management techniques & skills.	
Unit-II	The role of manager and management style, Principles and applications of service quality in managing tourist destination, Tourist destination life cycle and quality management. , Total Quality Management & Tourism o ISO , Importance of quality Management in developing and tourist destination .	
Unit-III	Concept of service: Definitions & Meaning o Types of service o Classifications of services, Growing importance of services in Future Societies & impact of service in daily life o Role of customers in Service Process of Service Quality, Productivity & quality improvement	

Unit-IV	Management challenges in service sector, Key elements of Managerial skill in Tourism & hospitality Industry, Tourism and crises Management, International trends	

1) Syllabus as per Credit based Semester and Grading System

i) Name of the Programme: B. Voc (Travel & Tourism Management)

ii) Course Code: JTBVOC 6.06

iii) Course Title: Niche Tourism II

iv) Semester Wise Course Content: As per Syllabus

v) Reference and Additional References: Submitted Already

Credit: 5

vi) Lectures per unit: 15

vii) No of Lectures per week /Semester: 60

2) Scheme of Examination : Internal and Semester End (75/25)

3) Special Notes if any : As per UGC Norms

4) Eligibility , if any : As per UGC Norms

5) Fee Structure : As per University Norms

6) Special Ordinance / Resolution , if any

J.T.VOC 6.06 Niche Tourism II

PAPER-JTVOC 6.06 Niche Tourism II

CLASS: B. Voc (Travel & Tourism Management)	Semester – VI	
Theory Code : JTVOC 6.06	**Subject : Niche Tourism II**	
Periods per week	Lectures – 3	5 Credits

Learning outcomes

- To build in students an ability to understand the niche segments in tourism
- To build knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development
- Interpret market trends and match and design or redesign niche tourism products appropriate to a particular destination

Find, evaluate, use and appropriately refer to relevant information

Units	Module name	No of lectures
Unit-I	(Wildlife Tourism) Selected important national parks & sanctuaries in India: (List given below) Dachigam national Park, Corbett National Pak, Dudhwa National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Pak, Gir National parks & Sanctuary, Ranthambore National Park, Keoladeo Ghana National Park,TheSunderbans National Park, Simlipal National Park, Bandipur&Nagarhole National Park, Madumalai Sanctuary, Periyar National Park, Desert Sanctuary, Wild Ass Sanctuary.	
Unit-II	Wellness and Medical Tourism	
Unit-III	Culinary and Beverage Tourism	
Unit-IV	Special Interest Tourism	

1) Syllabus as per Credit based Semester and Grading System

i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JTBVOC 6.07

iii)   Course Title: Tourism Law

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 5

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER-JTVOC 6.07 TOURISM LAW

CLASS: B. Voc (Travel & Tourism Management)		Semester – VI
Theory Code : JTVOC 6.07	**Subject : TOURISM LAW**	
Periods per week	Lectures – 3	5 Credits

Objectives
To understand the basic principles of various Laws, Codes, roles and regulations relating to tourism for providing professional assistance and advice to tourists

Units	Module name	No of lectures
Unit-I	Introduction – Law and society - Branches of Law – Commercial Law- Company Law- Industrial Law – Environmental Law. General Principles of Contract Act - Essential elements of Contract, Breach of Contract – Consumer Protection Act.	

Unit-II	Basic Principles of Company Law - Registration of Company – Types of companies – Types & administration of Meetings – winding up of companies.	
Unit-III	Citizenship – Passport - Visa - FEMA – Foreigners Registration Act – Customs – RBI guidelines - Criminal Law - Registration of cases. Law relating to common carrier, tour operators, travel agents & hotel, air law- concepts & carriage by air. Law of sea-concept, bill of lading and foreign travels, Regulatory law for tourism ,Baggage concessions for tourist	
Unit-IV	Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act –, Antiquities & Art Treasures Act The Ancient Monument & Archaeological Sites & Remains Act General suggestions to improve tourism in India	

TEXT BOOKS
1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.

REFERENCES

Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.

1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.

2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.

3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.

4. The Environment (Protection) Act, 1986, amended 1991, http://envfor.nic/legis/legis.html

5. Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco _affairs/america_canada/fema_acts/index.html

6. Foreigners Registration Act,http://www.immigrationindia.nic.in/registration_

References:

1. SachindraShekharBishwas:: protecting the cultural Heritage
2. Sinha P.C :: International Encyclopaedia of Tourism Management
3. Malik S :: Ethical & Legal & Regulatory Aspects Tourism Business

1)   Syllabus as per Credit based Semester and Grading System

   i)   Name of the Programme: B. Voc (Travel & Tourism Management)

ii)   Course Code: JTBVOC 6.08

iii)   Course Title: **ENTREPRENEURSHIP IN TOURISM**

iv)   Semester Wise   Course Content: As per Syllabus

v)   Reference and Additional References: Submitted   Already

Credit: 4

vi)   Lectures per unit: 15

vii)   No of Lectures per week /Semester: 60

2)   Scheme of Examination : Internal and Semester End (75/25)

3)   Special Notes if any : As per UGC Norms

4)   Eligibility , if any :   As per UGC Norms

5)   Fee Structure :   As per University Norms

6)   Special Ordinance / Resolution , if any

PAPER-JTVOC 6.08 ENTREPRENEURSHIP IN TOURISM

CLASS: B. Voc (Travel & Tourism Management)	Semester – VI	
Theory Code : JTVOC 6.08	**Subject : ENTREPRENEURSHIP IN TOURISM**	
Periods per week	Lectures – 3	4 Credits

OBJECTIVE
The general objective of this course is to introduce students to entrepreneurship and its role in tourism sector. The specific objectives are: (i) to ensure that students acquire some basic understanding about the concept, its growth and its scope for tourism sector (ii) to help students understand the importance of entrepreneurship for any economy

Units	Module name	No of lectures
Unit-I	.	

	Stages of Evolution of the Concept of Entrepreneur and & Entrepreneurship, Theories of Entrepreneurship: Schumpeter's Theory, Peter Duckers Theory and Mc. Clelland's Theories, Communities promoted entrepreneurship in India, Role of entrepreneurs in economics development of a country, Entrepreneurship & its barriers in India.	
Unit-II	Meaning, definition, and scope of SSI • Role of Government agencies and financial institutions in promotion of Tourism & entrepreneurship development. i. DIC ii. MIDC iii. MSFC iv. MSSIDC v. SICOM vi. TFCI- Tourism Finance Corporation of India. vii. India Tourism viii. Maharashtra Tourism Development Corporation.	
Unit-III	Small Scale Industry (SSI), Definitions, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantages of SSI, Different Policy of SSI, Government Supports for SSI during Five-Year Plans, Impact of Liberalization, Privatization, and Globalization, Effect of WTO/GATT.	
Unit-IV	Entrepreneurship in Tourism – Opportunity Identification – Business Plan - Feasibility Report – Funding options-Organizational Framework for Promotion and Development of Tourism and Travel Business- Venture Creation and Management.	

REFERENCES:
1. Bedi, Kanishka: Management & Entrepreneurship, Oxford, New Delhi.
2. Aldrich, H.E. & Martinez, M.A. (2001). Many are called but few are chosen: An evolutionary perspective for the study of entrepreneurship. Entrepreneurship Theory and Practice, 25:41-56.
3. New York: John Wiley & Sons Bird B.J. (1989). Entrepreneurial Behavior.
4. Caree, M. Van Stel, A. Thurik R., &Wennekers, S. (2002). Economic development and business ownership; An analysis using date of 23 OECD countries in the period 1976-1996. Small Business Economics, 19:271-90.
5. Cramer,J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002). Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. Journal of Economic Behavior and Organizing, 48:29-36
6. Earle, J.S., &Sakova, Z. (1999). Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transiton economics. IZA Discussion Paper 79.
7. Evans D.S., & Leighton, L.S. (1989). Some empirical aspects of entrepreneurship. American Economic Review, 79:519-35.
8. Gartner, W.B. (1989). 'Who is an entrepreneurial?' is the wrong question. Entrepreneurship Theory and Practice, 13:47-68.
9. McGrath, R.G., MacMillan, I.C., &Scheinberg, S(1992). Elitist, ris