Memo No.: DU/DR-A/8-1/13/336   Date: 05.07.2013

**The Syllabuses of the
Skill Based Courses for B.A (General) Programme in the Semester System**

(Approved by the Hon'ble Vice-Chancellor, Dibrugarh University under report to the Under
Graduate Board, Dibrugarh University)

Reference: D.U. Notification vide Memo No.: DU/DR-A/8-1/13/303 dated 02.07.2013

(1)

Subject: Creative Writings

Subject Code: CRWG

Course Structure

Course Code	Title	Type	Marks		
			I.A.	End Sem.	Total
CRWG-501	Basics of Creative Writings	Theory	20	80	100
CRWG-502	Modes of Creative Writings-I	Theory	20	80	100
CRWG-601	Modes of Creative Writings-II	Theory	20	80	100
CRWG-602	Project	Practical	20	80	100

Subject: Creative Writings

Course Code: CRWG-501 (5th Semester)
Course Title: Basics of Creative Writing

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

	Classes	Marks
Unit – I : Creative Writing 1.1 Definitions 1.2 Aims of Creative Writing 1.3 Role of imagination in Creative Writing 1.4 Role of Reality in Creative Writing	15	30
Unit – II : The Author and the Reader 2.1 Definition of the Author 2.2 Relationship between the Author and the Reader	5	15
Unit – III : Qualities of a good Writer 3.1 Capacity of Observation and Interpretation 3.2 Handling of plot 3.3 Handling of character 3.4 Language competency	20	35

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Course Code: CRWG-502 (5th Semester)

Course Title: Modes of Creative Writings-I

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

	Classes	Marks
Unit – I : Fiction 1.1 Narration and Fiction 1.2 Fictional modes (Tale, Short Story and Novel) 1.3 Structure and Composition of Fiction (Plot, Character, Meaning, Point of View and Design)	25	55
Unit – II : Feature Writing 2.1 Persuasion and the Feature 2.2 Different types of Feature (Essay, Paragraph Writing and Report Writing) 2.3 Techniques of Feature writing	15	35

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Course Title: Modes of Creative Writings-II

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

		Classes	Marks
Unit – I	**: Drama**		
	1.1 Drama and Interaction		
	1.2 Different modes of Drama	10	20
	1.3 Structure and Composition of Drama		
	(Plot, Character, Meaning, Point of View and Design)		
Unit – II	**: Poetry**	10	20
	2.1 Poetry and Meditation		
	2.2 Elements of Poetry (Metaphorical language, Music, Metrics etc.)		
	2.3 Composition of Poetry		
Unit – III	**: Script Writing**	20	40
	3.1 Principles of Cinematic Narration		
	3.2 Some Key Concepts of Script for Films (Scene Heading, Action, Character, Dialogue, Parenthetical, Extensions, Transition, Shot)		
	3.3 Some Key Concepts of Script for Documentary (Shot, Index, Montage, Talking-heads)		

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Course Title: Project

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

The students shall have to prepare a project on any one of following the topics to be provided by the concerned teacher. The topics may include preparation of self-composed manuscript of a novel, drama, short stories, poems, scripts etc. The limitation of the projects may be defined as follows:

Serial No.	Topic	Limitation
1	Novel	50-80 pages in A-4 size paper
2	Short Story	6 short stories
3	Drama	30-40 pages in A-4 size paper
4	Poems	15 poems
5	Scripts	30-40 pages in A-4 size paper

Internal Assessment shall be conducted by way of a presentation and viva-voce test based on the project.

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Reference Books:

Roberts Scholes and others	:	Elementary of Literature
Upham	:	Forms of Literature
M.H. Abrahams	:	Glossary of Literary Terms
R.J. Rees	:	English Literature
Madhendra Bora	:	Sahitya Upakramanika
Pona Mahanta	:	Natak Aru Natak
Uday Dutta	:	Chuti Galpa.

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Subject: Teaching in Elementary Level

Subject Code: TELG

Course Structure

Course Code	Title	Type	Marks		
			I.A.	End Sem.	Total
TELG-501	Basics of Teaching in Elementary Level	Theory	20	80	100
TELG-502	Aspects of Teaching- Learning Process	Theory	20	80	100
TELG-601	(a) Preparation of Teaching-Learning Materials (b) Question Paper Setting (c) Micro Teaching	Practical	20	80	100
TELG-602	(a) Practice Teaching	Practical	20	80	100

Course Code: TELG-501 (5th Semester)
Course Title: Basics of Teaching in Elementary Level

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I : Concepts of Elementary Education in India & Assam.   20
      1.1. Concepts of Elementary Education. Constitutional provisions of
         Elementary education in India
      1.2. Recent development – Central & State sponsored scheme.
      1.3. Problems & measures of Elementary Education.

Unit – II : Human Growth & Developmental Stages.   20
      2.1. Concepts Human Growth & Development.
      2.2. Characteristics of Childhood & Adolescence.
      2.3. Behavioural Taxonomy (cognitive, affective, psycho-motor domin)

Unit – III : Curricular & Co-curricular activities :   20
      3.1. Concepts of Curricular & Co-curricular activities.
      3.2. Curricular & Co-curricular activities types & needs.
      3.3. Organization of Curricular & Co-curricular activities.

Unit – IV : Examination & Evaluation.   20
      4.1. Concepts & Needs of Examination & Evaluation.
      4.2. Types & Techniques of Examination.
      4.3. Tools of Evaluation, Continuous & Comprehensive Evaluation.

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Course Title: Aspects of Teaching Learning Process

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I : Teaching-Learning Process. 15
    1.1. Concept and nature of Teaching-Learning Process.
    1.2. Maxims of teaching.
    1.3. Marks of good teaching.
    1.4. Learner-centred approaches, Learning by doing, Joyful learning,
       Play way method.

Unit – II : Lesson Plan and Audio-Visual Aids. 20
    2.1. Concept and Types of Lesson Plan.
    2.2. Characteristics of good Lesson Plan.
    2.3. Micro and Macro Lesson Plan.
    2.4. Meaning, Nature and Types of Audio-Visual Aids.
    2.5. Importance of Audio-Visual Aids in Elementary Education.

Unit – III : Organization and Management of Elementary School. 20
    3.1. Concept of Management and Organization of school.
    3.2. Qualities, Duties and Responsibilities of Teacher and Head.
    3.3. Concept of Teacher Education, Pre-service and In-service
       Teacher Training Programmes.

Unit – IV : Mental Health and Hygiene. 15
    4.1. Concept of Mental Health and Hygiene.
    4.2. Objectives and Functions of Mental Hygiene.
    4.3. Mental Health and Role of Home and School Environment.

Unit – V : Exceptional Children. 10
    5.1. Meaning, nature and types of exceptional children.
    5.2. Education of exceptional Children.

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Course Code: TELG-601 (6th Semester) (Practical)

Course Title: (a)   Preparation of Teaching-Learning Materials
**   (b)   Question Paper Setting**
**   (c)   Micro teaching**

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I   : Preparation of Teaching- learning Materials and Micro-Teaching

Unit-II   : Question Paper Setting (Primary Level).

Unit-III   : Micro-teaching

* Detailed Syllabus shall be provided later on.

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Course Code: TELG-602 (6th Semester) (Practical)

Course Title: Practice Teaching

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I : Practice Teaching

* Detailed Syllabus shall be provided later on.

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Subject: Entrepreneurship Development

Subject Code: ENDG

Course Structure

Course Code	Title	Type	Marks		
			I.A.	End Sem.	Total
ENDG-501	Fundamentals of Entrepreneurship	Theory	20	80	100
ENDG-502	Business Opportunity Analysis	Theory	20	80	100
ENDG-601	Entrepreneurship Development Promotional Agencies	Theory	20	80	100
ENDG-602	Preparation of Project Proposal	Practical	20	80	100

Course Title: Fundamentals of Entrepreneurship

Course Code: ENDG-501 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I : The Entrepreneur:
    1.5 Definitions
    1.6 Who is an entrepreneur
    1.7 Functions of an Entrepreneur

        20

Unit – II : Entrepreneur and Entrepreneurship:
    2.1 Entrepreneur vs. Manager
    2.3 Traits of entrepreneurs
    2.4 Entrepreneur and enterprise

        20

Unit – III : Theories of Entrepreneurship:
    3.1 Theories of Entrepreneurial origin
    3.2 Theory of Invisible cost
    3.3 Theory of Transition cost.   20

Unit – IV : Entrepreneurial Development Programmes in India:
    4.1 Relevance and achievements*
    4.2 Role of Government*
    4.3 Role of NGOs.*   20

* The discussion should be with special reference to North East India in general and Assam in particular.

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Course Title: Business Opportunity Analysis

Course Code: ENDG-502 (5ᵗʰ Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I   : Opportunity Analysis: 20

    1.1 Search of a Business Idea
    1.2 Sources of Selection
    1.3 Innovations

Unit – II   : Financial Analysis: 30

    2.1 SCBA and sources
    2.2 Financial Institutions
    2.3 Venture Capitalist and other sources of Entrepreneurial finance

Unit – III   : Market Analysis: 30

    3.1 Product/service Analysis
    3.2 Price fixation
    3.3 Marketing Channels
    3.4 Promotions

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Course Title: Entrepreneurship Development Promotional Agencies
Course Code: ENDG-601 (6ᵗʰ Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I   : Promotional Agencies

    1.1 Types of Entrepreneurial Development Promotional Agencies
    1.2 Ideologies of these agencies
    1.3 Governmental vs Non governmental Agencies   20

Unit – II   : Institutional Support:

    2.1 Micro, Small and Medium Enterprises Development Organization
       (MSMEDO)
    2.2 Micro, Small and Medium Enterprises Development Institution
       (MSMEDI)
    2.3 District Industries and Commerce Centre (DICC)
    2.4 Khadi and Village Industries Commission/Board (KVIC/KVIB)   30

Unit – III   : Role of other Supporting Institutions:

    3.1 NEDFi*
    3.2 SIDBI/IDBI*
    3.3 IIE*
    3.4 Micro Finance Institutions*   30

* The discussion should be with special reference to North East India in general and Assam in Particular.

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Course Title: **Project on Entrepreneurship Development**

Course Code: ENDG-602 (6th Semester)

The students shall undertake a field survey which should include the prospective areas of entrepreneurship development in the study area. Based on the field survey the students shall prepare an entrepreneurship project proposal by stating the viability of the project, fund requirement for the project, the different analyses for justifying the feasibility of the project, marketing and selling arrangements, profitability, etc. The students shall have to submit a written project report as a part of the course.

Internal Assessment shall be conducted by way of a viva voce test based on the project report.

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Suggested books for the course:
1. Khanna S.S. ; Entrepreneurial Development, S. Chand & Company Limited, New Delhi.
2. Desai Vasant: Dynamics of Entrepreneurial Development, Himalaya Publishing House, Mumbai.
3. Rajkonwar A.B., Entrepreneurship Development, Kalyani Publishers, Ludhiana.

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(4)

Subject: Retail Management

Subject Code: RMTG

Course Structure

Course Code	Title	Type	Marks		
			I.A.	End Sem.	Total
RMTG-501	Introduction to Retailing	Theory	20	80	100
RMTG-502	Retail Environment	Theory	20	80	100
RMTG-601	Retail Management	Theory	20	80	100
RMTG-602	Project Work	Practical	20	80	100

Course Title: Introduction to Retailing

Course Code: RMTG-501 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I	Retailing –	
1.1	Concept and Evolution,	
1.2	A Comparison between Global and Indian Scenario.	
1.3	Nature and Importance of Retailing	20
Unit – II	Retailing & Distribution Channels-	
2.1	Retailing and Wholesaling.	
2.2	Position of Retailing in the Channels of Distribution.	
2.3	Role and Scope of Retailing.	20
Unit – III	Types of Retailing –	
3.1	Store based and Non-store based.	
3.2	Vertical Marketing System.	
3.3	Retailing Life Cycle.	20
Unit – IV	Retailing in India-	
4.1	Growth and Status of Retailing in India.	
4.2	Successful Retailing Formats in India.	20

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Course Title: Retail Environment
Course Code: RMTG-502 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I	Retailing Environment		
	1.1	Internal Environment	
	1.2	External Environment	
	1.3	Challenges in Retailing.	20
Unit – II	Retailer Relationship–		
	2.1	Retailer - Supplier Relationship.	
	2.2	Retailer – Customer Relationship.	
	2.3	Studies in Retailing and Retail Information System.	20
Unit – III	Location Analyses		
	3.1	Trade Area Analysis	
	3.2	Selection of Retailing Site.	
	3.3	Store Format and Store Layout.	
	3.4	Store Security.	20
Unit – IV	Organisational Decisions-		
	4.1	Organisational Patterns in Retailing.	
	4.2	Impact of Technological Developments in Retailing.	
	4.3	The Competitive Retail Environment.	20

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Course Title: Retail Management

Course Code: RMTG-601 (6th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit – I   Inventory and Merchandising-

    1.1   Supply Chain Management in Retailing,

    1.2   Product Assortment Decisions.

    1.3   Merchandise Forecasting.

    1.4   Buying and Handling Merchandise.

    1.5   Merchandise Labelling.

    1.6   Pricing and Packaging.

    1.7   Inventory Management.   30

Unit – II   Financial Management-

    2.1   Credit Management,

    2.2   Finance and Accounts in Retailing,

    2.3   Modes of Payment.   15

Unit – III   Promotion Management-

    3.1   Retail Store Promotion Schemes.

    3.2   Building Retail Store Image.

    3.3   Offers, Discounts and Schemes.

    3.4   Customer Relationship Management.

    3.5   Retail Promotion Mix.   15

Unit – IV   Controlling-

    4.1   Controlling Retail Operations,

    4.2   Trade Licenses

    4.3   Legal Implications of Retailing.   20

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Course Title: Project Work on Retail Management

Course Code: RMTG-602 (6th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

The students shall undertake a field survey aimed at analysing the prospects and Challenges of Retailing in their respective study area. Based thereon, the students shall have to submit a written project report as a part of the course.

Internal Assessment shall be conducted by way of a viva voce test based on the project report.

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Suggested Books for the course:

1. Cox, Roger and Paul Brittain: Retail Management, Prentice Hall.
2. Bhalla: Retail Management, DVS Publications.
3. Kapoor and Kansal: Basics of Distribution Management- A Logistical Apporach, PHI Learning, New Delhi.

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Subject: Desktop Publishing

Subject Code: DTPG

Course Structure

Course Code	Title	Type	Marks		
			I.A.	End Sem.	Total
DTPG-501	Adobe InDesign	Theory	20	80	100
DTPG-502	Practical on Adobe InDesign	Practical	20	80	100
DTPG-601	Photoshop	Theory	20	80	100
DTPG-602	Practical on Photoshop	Practical	20	80	100

Course Title: Adobe InDesign

Course Code: DTPG-501 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Work Area   Marks : 05 Class: 02

Arranging palettes, customizing workspace, palette menus, navigation and magnification, layers, context menus, selecting objects, using help

Documents   Marks : 05 Class: 02

Starting new documents and page size, master pages, footers, placeholder master, applying master and overriding master, editing master pages

Frames   Marks : 05 Class: 02

Modifying and resizing text frames, modifying and resizing graphic frames, wrapping graphics, creating and duplicating frames, rotating and aligning objects

Importing and editing text   Marks : 10 Class: 05

managing fonts, creating and entering text, creating headline, flowing text, working with styles, aligning text, threading text, changing number of columns, changing text alignment, character style, find and Replace and Spell check, text on a path

Typography   Marks : 07 Class: 03

vertical spacing, baseline grid, space above and below paragraph, font and type style, paragraph alignment, special font features and drop cap, fill and stroke for text, kerning and tracking, working with tabs, rule for paragraph

Working with color   Marks : 07 Class: 03

Adding color to swatch palette, applying color to objects, dash stroke, gradient, tint, spot color, apply color to text, apply color to object, creating and applying gradient swatch

Importing and linking graphics   Marks : 07 Class: 03

Adding graphics, vector and bitmap graphics, managing links to imported, graphics, updating graphics, clipping paths, settings for display performance, library to manage objects

Tables   Marks : 07 Class: 03

Importing and formatting a table, formatting borders and alternating row colors, graphics within tables, formatting text in table, character style to table text, adjust column size

Vector graphics   Marks : 07 Class: 03

Document grids, applying color to path, pencil tool, pen tool, drawing curve and straight segments, compound path, slicing a path with scissor, adding end shape to open path, creating texture effects, inline graphics

Transparency   Marks : 05 Class: 02

Transparency setting, opacity of objects, blending modes, feathering, transparency settings for EPS images, drop shadow

Interactive document   Marks : 05 Class: 02

Bookmarks, hyperlinks, navigation buttons, adding a movie, button with rollover and down states, adding an action to button, exporting to pdf

Book   Marks : 05 Class: 02

Defining a book, creating book file, order and pagination, table of content, maintaining consistency, synchronizing book document, updating table of content, indexing the book

Printing and preparation   Marks : 05 Class: 02

Preflight, package, separation preview, transparency preview, transparency flattener preview, printing proof

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Recommended Books:
   1. InDesign in easy Steps, Tata Mcgraw Hill
   2. InDesign CS5 in simple Steps, Dreamtech Press

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Course Title: Practical on Adobe InDesign

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Total Marks : 80

1. Work Area

2. Documents

3. Frames

4. Typography

5. Working with color

6. Importing and linking graphics

7. Tables

8. Vector graphics

9. Transparency

10. Interactive document

11. Book

12. Printing and preparation

N.B. : The University recommends that the Practical be done in the Adobe InDesign software. However, if this version is not available, the same may be done in Adobe PageMaker.

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Course Title: Photoshop

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit 1. Introduction   **10 Marks, 7 Classes**

The Photoshop Interface, setting up a new Photoshop document, Saving a new document, The Default Palettes, Working with Photoshop Palettes, The Photoshop Toolbox and Options bar, Using Guides and Ruler, Supported import in export image formats, Opening an Image in Photoshop, Creating Images in Photoshop, Saving Images in Photoshop, Basic Image Editing, Changing Image Size, Cropping an Image, Changing Color/Bit Depth, Optimizing Images using Save for Web, Working with Color in Photoshop.

Unit 2. Photoshop Tools and Transforms   20 Marks, 12 Classes

Parts of the Toolbox, Toolbox Shortcuts, Tools Options, Marquees, Magic wand Lassos, Move tool, Crop tool, Slice tools, Pencil, Paintbrush, Eraser tools, History brushes, Clone tamp-Pattern stamp, Healing brush tool, Retouch tool, Gradient, Paint bucket, Burn- Dodge-Sponge, Blur-Sharpen-Smudge, Shapes-Line rectangle- polygon-custom shapes, Path, selection tool, Pen tool, Type tools, Notes tool-Audio annotation, eyedropper-Color sampler-Measure tool, Hand-Zoom, Quick mask-Screen modes, Jump to Image Ready, Back ground and Foreground.

Using Free transform, Move, Rotate, Scale, Skew, Distort, Perspective, Flip-vertical, horizontal, Invert Rotate 180^0, Rotate 90^0 CW, Rotate 90^0 CCW

Unit 3, Photoshop Layers and Channels   15 Marks, 10 Classes

About Layers-Fill and adjustment layers, The Layer Palette, Naming Layers, Creating Layers, Deleting Layers, Viewing Layers, Moving Layers, Layer Opacity, Locking Layers, Merging Layers, Layer modes and blending options, Image composting using layers.

About channels, Channel palette, Creating and viewing Channels, Modifying channels, Deleting channels, Alpha channels and masks.

Unit 4 Photo enhancement and Color correction   15 Marks, 10 Classes

Changing Levels, Changing Curves, Color balance, Changing Brightness and Contrast, Changing Hue Saturation and Brightness, Changing a grayscale image to a colored image. Histogram, Gradient map, Desatuarate, Invert, Color replace, Selective color, Equalize, Threshold, Channel mixer, Posterize, Changing background using layer composting

Unit 5 Text editing in Photoshop   20 Marks, 12 Classes

About the type layer, Creating vertical and horizontal types, Point and paragraph text creation, using horizontal and vertical type mask tools, Using Character palette for text editing, Choosing a font, Changing the type color, Choosing a type size, specifying kerning and tracking, Using fractional character widths, specifying baseline shift, applying underline and strikethrough, Text alignment and justification, Specifying anti-aliasing, Creating text warp, Rasterizing type, Converting type to shapes, Adding effects to text

Recommended Books:
1. Adobe Photoshop Bible, Dayley and Dayley, Wiley India Publication.
2. Photoshop in Easy Steps 1st Edition (Paperback), Robert Shufflebotham, Tata Mc Graw-Hill Publication.
3. Adobe Photoshop-Classroom in a Book 1st Edition, Adobe Creative Team, Pearson Publication.

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Course Title: Practical on Photoshop

Course Code: DTPG-602 (6th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

1. Photoshop Tools and Transforms   (20 Marks)
2. Photoshop Layers and Channels   (20 Marks)
3. Photo enhancement and Color correction   (20 Marks)
4. Text editing in Photoshop   (20 Marks)

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Subject: TOURISM AND TRAVEL MANAGEMENT

Subject Code: TTMG

Course Structure

Course Code	Title	Type	Marks		
			I.A.	End Sem.	Total
TTMG-501	Fundamentals of Tourism	Theory	20	80	100
TTMG-502	Skill Development for Tourism Management	Theory	20	80	100
TTMG-601	Prospects and Problems of Tourism in Northeast	Theory	20	80	100
TTMG-602	Project Work	Practical	20	80	100

Course Title: Fundamentals of Tourism

Course Code: TTMG-501 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit I	Basic Concepts Meaning and Significance of Tourism, Types of Tourism, Tourists - Characteristics and Types, Tourism Products, Tourism Planning	Marks 20 Classes 12
Unit II	Tour Operator and Travel Agent Service Definition and Scope, Functions of Travel Agent, The Travel Market, Functions of Travel Agency, Procedure of getting IATA Certificate, Tour Industry - Package Tour, Custom Tour, Arranging Accommodation for the Tourist	Marks 20 Classes 12
Unit III	Dynamics and Growth of Tourism Definition of Tourism Demand, Types, Indicators of Tourism Demand, Determinants of Tourism Demand, Life Style Factors – Personal and World View	Marks 20 Classes 12
Unit IV	Sustainable Tourism Forces promoting Sustainable Tourism, Economic Forces which resist Sustainable Tourism, Principles of Sustainable Tourism- Carrying Capacity, the Environmental Impact of Tourism, Basic Properties of Ecology – Definition of Ecology, Environment and Ecosystem, Tourism Activities and their Linkages to Ecology and Environment	Marks 20 Classes 12
Internal Assessment Mark as per rules of the Dibrugarh University		Marks 20

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Course Title: Skill Development for Tourism Management

Course Code: TTMG-502 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit I	Communication Process Importance of Communication, Process of Communication, Methods of Communication: Verbal, Written, Body Language, Barriers to Communication, How to Overcome Barriers to Communication	Marks 20 Classes 12
Unit II	Communication Media and Modes Media and Modes, Conventional Modes – Mail, Courier, Telex, Electronic Communication – Telephone, Cellular Phones, Fax, Email, Tele Conferencing, Internet, Use of Computers for Communication, Media of Mass Communication	Marks 20 Classes 12
Unit III	Written Communication Letter – Job Applications, Personal Letters, Enquiries and Replies, Orders and Replies, Complaints and Claims, Sales Letters, Credit Letters and Status Enquiries, Collection Letters	Marks 20 Classes 12
Unit IV	Verbal Communication Speeches and Presentations – Making a Presentation, Preparing the Text, Using Visual Aids, Dialogue Skills, Feedback Skills, Telephone Dialogue – Telephone Etiquette	Marks 20 Classes 12
Internal Assessment Mark as per rules of the Dibrugarh University		Marks 20

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Course Title: Prospects and Problems of Tourism in Northeast

Course Code: TTMG-601 (6th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit I	Geography and History of Northeast Rich Diversity in Landforms and Landscape, Water Bodies, Flora and Fauna, Historical Account of the Places of Tourist Attraction	Marks 20 Classes 12
Unit II	Places of Tourist Attraction in Northeast Natural Tourist Spots, Places of Religious Importance, Places of Historical Importance, Places of Geographical Importance, Architectural Heritage, Tourist Festivals	Marks 20 Classes 12
Unit III	Problems and Prospects of Tourism in Northeast Present Position of the Tourism Industry in Northeast- Growth of the Industry overtime, Its Contribution to the Generation of State Revenue and Livelihood, Problems Faced by the Industry, Prospects of Tourism in Northeast	Marks 20 Classes 12
Unit IV	Centre and State Policy Incentives Granted by Central and State Government for the Tourism Industry in Northeast	Marks 20 Classes 12
Internal Assessment Mark as per rules of the Dibrugarh University		Marks 20

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Course Title: Project Work

Course Code: TTMG-602 (6th Semester)

The students shall undertake a project which should include the prospective areas of Tourism and Travel Management in the study area. Based on the field survey the students shall prepare a project proposal by stating the viability of the project, fund requirement for the project, the different analyses for justifying the feasibility of the project, significance, scope, potentialities etc. The students shall have to submit a written project report as a part of the course.

Internal Assessment shall be conducted by way of a viva voce test based on the project report.

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Suggested Readings

- Bhatia, A. K.: Tourism, Principles and Practices, Sterling Publications
- Inskeep E: Tourism Planning – An Integrated and Sustainable Development Approach
- Rai U. and S. M. Rai: Business Communication, Himalaya Publishing House, Mumbai, 2004
- Sharma R. C. and Krishna Mohan: Business Correspondence and Report Writing, Tata McGraw Hill, 1996
- Laws, Eric: Managing Packaged Tourism, International Thomson Business Press, 1997
- Negi, Jagmohan: Tourist Guide and Tour Operation, Kanishka Publishers, 2004

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Subject: Photoshop & Web Design

Subject Code: PWDG

Course Structure

Course Code	Title	Type	Marks		
			I.A.	End Sem.	Total
PWDG-501	Basics of Photoshop	Theory	20	80	100
PWDG-502	Practical on Photoshop	Practical	20	80	100
PWDG-601	Basics of Web Design	Theory	20	80	100
PWDG-602	Practical on Web Design	Practical	20	80	100

Course Title: Basics of Photoshop

Course Code: PWDG-501 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit 1. Introduction 10 Marks, 7 Classes

The Photoshop Interface, setting up a new Photoshop document, Saving a new document, The Default Palettes, Working with Photoshop Palettes, The Photoshop Toolbox and Options bar, Using Guides and Ruler, Supported import in export image formats, Opening an Image in Photoshop, Creating Images in Photoshop, Saving Images in Photoshop, Basic Image Editing, Changing Image Size, Cropping an Image, Changing Color/Bit Depth, Optimizing Images using Save for Web, Working with Color in Photoshop.

Unit 2. Photoshop Tools and Transforms 20 Marks, 12 Classes

Parts of the Toolbox, Toolbox Shortcuts, Tools Options, Marquees, Magic wand Lassos, Move tool, Crop tool, Slice tools, Pencil, Paintbrush, Eraser tools, History brushes, Clone tamp-Pattern stamp, Healing brush tool, Retouch tool, Gradient, Paint bucket, Burn- Dodge-Sponge, Blur-Sharpen-Smudge, Shapes-Line rectangle- polygon-custom shapes, Path, selection tool, Pen tool, Type tools, Notes tool-Audio annotation, eyedropper-Color sampler-Measure tool, Hand-Zoom, Quick mask-Screen modes, Jump to Image Ready, Back ground and Foreground.

Using Free transform, Move, Rotate, Scale, Skew, Distort, Perspective, Flip-vertical, horizontal, Invert Rotate 180^0, Rotate 90^0 CW, Rotate 90^0 CCW

Unit 3, Photoshop Layers and Channels 15 Marks, 10 Classes

About Layers-Fill and adjustment layers, The Layer Palette, Naming Layers, Creating Layers, Deleting Layers, Viewing Layers, Moving Layers, Layer Opacity, Locking Layers, Merging Layers, Layer modes and blending options, Image composting using layers.

About channels, Channel palette, Creating and viewing Channels, Modifying channels, Deleting channels, Alpha channels and masks.

Unit 4 Photo enhancement and Color correction   15 Marks, 10 Classes

Changing Levels, Changing Curves, Color balance, Changing Brightness and Contrast, Changing Hue Saturation and Brightness, Changing a grayscale image to a colored image. Histogram, Gradient map, Desatuarate, Invert, Color replace, Selective color, Equalize, Threshold, Channel mixer, Posterize, Changing background using layer composting

Unit 5 Text editing in Photoshop   20 Marks, 12 Classes

About the type layer, Creating vertical and horizontal types, Point and paragraph text creation, using horizontal and vertical type mask tools, Using Character palette for text editing, Choosing a font, Changing the type color, Choosing a type size, specifying kerning and tracking, Using fractional character widths, specifying baseline shift, applying underline and strikethrough, Text alignment and justification, Specifying anti-aliasing, Creating text warp, Rasterizing type, Converting type to shapes, Adding effects to text

Recommended Books:
4. Adobe Photoshop Bible, Dayley and Dayley, Wiley India Publication.
5. Photoshop in Easy Steps 1st Edition (Paperback), Robert Shufflebotham, Tata Mc Graw-Hill Publication.
6. Adobe Photoshop-Classroom in a Book 1st Edition, Adobe Creative Team, Pearson Publication.

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Course Title: Practical on Photoshop
Course Code: PWDG-602 (5th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

1. Photoshop Tools and Transforms   (20 Marks)

2. Photoshop Layers and Channels   (20 Marks)

3. Photo enhancement and Color correction   (20 Marks)

4. Text editing in Photoshop   (20 Marks)

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Course Title: Basics of Web Design
Course Code: PWDG-601 (6th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

Unit I: Introduction to Computer Network and Internet   10 Marks, 7 Classes

Computer Network Basics- LAN, WAN, Topologies, IP Address, Domain Name, Protocol, TCP/IP Basics, HTTP, FTP,SMTP, Concept of Client/Server model
Internet Basics- concept of Internet, Connectivity types, ISP, E-mail, WWW Website and Webpage, Hyperlink, Web Browser, Web Sever, URL, Types of Websites (Static/Dynamic), Search Engines Webpage, Hyperlink, Web Browser, Web Server, URL, Types of Websites (Static/Dynamic), Search Engines

Unit II: **Fundamentals of Web Designing**   **10 Marks, 5 Classes**

Planning a website- content, Graphics, Structuring and Navigation, Advertisements/ popups
Design Principles and Issues- Usability, Loading time, color Schemes, Font choices, Image choices, Browser Compatibility, Designing Website in Vernacular languages using Unicode Based software/fonts

Unit III: **Web Designing Tools and Technologies**   **5 Marks, 5 Classes**

Introduction of various Web Tools- Frontpage, Dreamweaver, Photoshop, Flash
Concept of Client Side Scripting and Server Side Scripting
Introduction to various Web Technologies- HTML, PHP, Javascript, NET, JSP

Unit IV: **Hypertext Markup Language (HTML)**   **40 Marks, 20 Classes**

What is Markup Language, Basic Structure of HTML,
Head Section and Elements of Head Section- Meta Tags, External Link Tags
HTML Structure Tags- Table Tag, Div Tag, Frames
Content/Media Tags- Header Tags, Paragraph, Span, Pre Tags, anchor Links and Named Anchors, Image Tags/Image Hot Spots, Object Tag, I Frame Tags
Working with Forms- Form Tag, POST and GET Method, Text Input, Text Area, Checkbox, Image Input and Radio, Select Option, Option Group, File Upload and Hidden Fields, Submit Button, Reset Button

HTML 5: Introduction to HTML5, What is new in HTML5, Features of HTML5 Doc type, New Structure Tags- Filed Validation, Placeholder, Email, tel,url, number, date range
New Media Tags- Audio Tag, Video Tag.

Unit V: Cascading Style Sheet (CSS)   **15 Marks, 10 Classes**

Introduction to CSS, Internal and External Style sheets, Inline styles, CSS syntax, ID and Class Selectors, Applying styles to Elements such asa texts, links lists, images, tables and backgrounds CSS Box Model, Border, Outline, Margin and Padding

Recommended Books:
1. Murach's HTMLS and CSS3, Zak Ruvalcaba, Murach's SPD Pub.
2. Internet technology and Web Design, ISRD group, Tata Mc Graw-Hill

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Course Title: Practical on Web Design
Course Code: PWDG-602 (6th Semester)

Total Marks: 100 (20 for Internal Assessment & 80 for End Semester Examination)

1. Fundamentals of Web Designing

2. Web Designing Tools and Technologies

3. Hypertext Markup Language (HTML)

4. Cascading Style Sheet (CSS)

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