

HAJEE KARUTHA ROWTHER HOWDIA COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai.)

Re-Accredited with A++ Grade by NAAC (3rd Cycle)

Uthamapalayam - 625 533.



DEPARTMENT OF HISTORY

MASTER OF ARTS - HISTORY

PART IV-SYLLABUS

Choice Based Credit System – CBCS

(As per TANSCHÉ)

With

Outcome Based Education (OBE)

(Academic Year 2023 -2025 onwards)

Semester - II

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part – IV	23PHISE21	Introduction to Epigraphy	4	25	75	100	2

Semester - III

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part – IV	23PHISE31	Communication Strategies for Leadership Success	3	25	75	100	2
	23PHIIS31	Internship/Industrial Activity	-	-	-	-	2

Semester - IV

Course Category	Course Code	Course Title	Hrs	CIAE	TEE	Max Marks	Credits
Part – IV	23PHISE41	Cargo and Logistics	4	25	75	100	2

Mapping with Programme Outcomes:

CO /PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3	2	2	3	3	2	3
CO 2	3	3	2	2	3	3	2	3
CO 3	3	3	2	2	3	3	2	3
CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	2	3	2

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23PHISE31	COMMUNICATION STRATEGIES FOR LEADERSHIP SUCCESS	SEC	2	3	25	75	100

Learning Objectives		
L1	To explain the basic definitions of communication and communication skills	
L2	To list the types of communication skills	
L3	To detail the methods to improve communication	
L4	To explain the requirements of effective communication in the workplace	
L5	To detail the types of corporate skills	
UNIT	Contents	No. of Hours
I	Definition of communication: Methods of Communication - Definition of Communication Skills	9
II	Communication Skill: Listening –conciseness- body language- confidence- Open mindedness- Use of Correct Medium-Volume and Clarity- Non-Verbal Cues- Responsiveness	9
III	Improvement of Communication Skills: Readiness to seek and receive Constructive Criticism-Practice- Attendance of classes and workshop – Effective usage of opportunities	9
IV	Effective Communication in workplace: Clarity and concise-practice of empathy- Assertion- calm and consistence	9
V	Corporate communication: Importance – Types of skills- Writing skills- presentation and public speaking skills- communication with data- Research and critical thinking- Technical skills - usage of chat bots, block chain, virtual reality.	9
	Total	45
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	To explain the basic definitions of communication and communication skills	K1,K2,K3,K4,K5
2	To list out the types of communication skills	K1,K2,K3,K4,K5
3	To detail the methods to improve communication	K1,K2,K3,K4,K5,K6
4	To highlight the requirements of effective communication in the workplace	K1,K2,K3,K4,K5,K6
5	To understand the types of corporate skills	K1,K2,K3,K4,K5,K6
Textbooks		
1.	Kerry Patterson, Crucial Conversations: Tools for Talking When Stakes Are High Audio CD – Audiobook	
2.	Andrew Sobal and Jerold Panas, 10 skills for effective Business communication	
Reference Books		
1.	Paul A. Argenti, Corporate communication	
2.	Paul A. Argenti, the power of Corporate Communication: crafting the voice and image of Business	

Web Resources	
1.	https://www.rock.so/blog/communication-strategies
2.	https://www.revechat.com/blog/effective-customer-service-communication/
3.	https://www.opencolleges.edu.au/informed/features/10-tips-effective-communication-online-offline/

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CO 4	3	3	2	2	3	2	2	3
CO 5	3	3	2	2	3	3	2	3

Strong-3 Medium-2 Low-1

Level of Correlation between PSO's and CO's

CO /PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	2	3	2

Strong-3 Medium-2 Low-1

Course Code	Course Title	Category	Credits	Hours	Marks		
					CIAE	TEE	Total
23PHISE41	CARGO AND LOGISTICS	SEC	2	4	25	75	100

Learning Objectives		
L1	List the definitions of cargo and logistics and its evolutions	
L2	Describe the cargo handling in the ports and airports	
L3	Describe the functions of logistics management	
L4	Describe provision and carriage of loading accessories	
L5	Discuss the challenges in logistics management	
UNIT	Contents	No. of Hours
I	Definition of Cargo and Logistics: History and Evolution – Objectives – Elements.	12
II	Ports: Handling of Cargo in Major and Minor – The Cargo Handling Organisations in Ports - Types of Cargo in Shipping - Handling of Cargo in Airport – The Cargo Handling Organisations in Airport - Types of Air Cargo - Cargo needing Special Attention	12
III	Logistics Management: Definition - Role of Tourism Logistics Management - Functions of Logistics Management	12
IV	Concept of IATA Cargo Agent: Formation – IATA Recognition – Agents – Duties & Responsibilities – Payment Procedures	12
V	Logistic Management Challenges: Customer Service - Transportation Cost Control - Planning and Risk Management - Supplier/Partner Relationship - Governmental and Environmental Regulations.	12
	Total	60
Course Outcomes		Knowledge Level
CO	On completion of this course, students will	
1	List the definitions of cargo and logistics and its evolutions	K1,K2,K3,K4,K5
2	Describe the cargo handling in the ports and airports	K1,K2,K3,K4,K5
3	Describe the functions of logistics management, Describe provision and carriage of loading accessories.	K1,K2,K3,K4,K5,K6
4	Explain the role of IATA	K1,K2,K3,K4,K5,K6
5	Discuss the challenges in logistics management	K1,K2,K3,K4,K5,K6
Textbooks		
1.	Kotler, Philip. Kevin Lane Keller Marketing Management	
2.	Tourism, Transport and Travel Management	
3.	Airport Business - R. Boganis	
4.	All you wanted to know about Airlines Functions K. Sikdar	
5.	Gupta S. K. International Air Fare and Ticketing, UDH Publishers Delhi	
Reference Books		
1.	Gene Kropf, Airline Procedures	
2.	Wilson & Bryon, Air Transportation	
3.	Philip Locklin D, Economics of Transportation	
4.	Indian Aircraft manual – DGCA Pub	

5.	Alexander T Wells, Air Transportation, Wadsworth Publishing Company, California, 1993
Web Resources	
1.	https://transportgeography.org/contents/applications/tourism-transport/
2.	https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights

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