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 TANSCHE)

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

			S		Marks		
Course Code	Course Title	Category	Credits	Hour	CIAE	TEE	Total
23PHISE21	INTRODUCTION TO EPIGRAPHY	SEC	2	4	25	75	100

	Learning Objectives					
L1	Define epigraphy and explain its significance.					
L2	Identify the varieties of materials used.					
L3	Explain the types of inscriptions.					
L4	Trace the origin of writing in South India.					
L5	Explain the use of inscriptions as historical sources					
UNIT	Contents		No. of Hours			
I	Epigraphy-Definition –Importance of epigraphy for writing hi Format of Inscription – Authenticity	story –	12			
II	Nature of the material- stone, metal, clay, terra-cota, pottery papyrus, parchment	, wood,	12			
III	Origin of Writing in India – Indus Script and its decipher Brahmi and Kharosthi Script	ment –	12			
IV	Origin of Writing in South India – <u>Tamili -</u> Tamil Brahmi – Vattezhuthu – Grantha Script					
v	Inscriptions as historical source material- Inscriptions of Indus civilization- Asokan Pillar inscriptions- inscriptions of Gupta period-Inscriptions in Tamilnadu - <u>-</u> Mangulam - Sittannavasal					
	Course Outcomes	Knowle	edge Level			
СО	On completion of this course, students will	IIIOWIC	age never			
1	Define epigraphy and explain its significance.	K1.K2.	K3,K4,K5			
2	Identify the varieties of materials used		K3,K4,K5			
3	Explain the types of inscriptions	<u> </u>	3,K4,K5,K6			
4	Trace the origin of writing in outh India	· · · · ·	3,K4,K5,K6			
5	Explain the use of inscriptions as historical source		3,K4,K5,K6			
<u> </u>	Textbooks	111,112,11	J,1X 1,1XJ,1XU			
Buhler, George, Indian Paleography, Indian Studies Past and Present; Calcutta;						
1	1959	Present	; Calcutta;			
2						
	1959	rs; 3 editi	on,2011			
2	1959 Dani.A.H, Indian Paleography, Munshiram Manoharlal Publisher Sivaramamurthy.C., Indian Epigraphy and South Indian Scri	rs; 3 editi	on,2011			
2	Dani.A.H, Indian Paleography, Munshiram Manoharlal Publisher Sivaramamurthy.C., Indian Epigraphy and South Indian Scri Madras Government Museum, 1952	rs; 3 editi	on,2011			
3	Dani.A.H, Indian Paleography, Munshiram Manoharlal Publisher Sivaramamurthy.C., Indian Epigraphy and South Indian Scri Madras Government Museum, 1952 Web Resources https://www.britannica.com/topic/epigraphy https://www.researchgate.net/publication/338197502_Inscri	rs; 3 editi pts, Bull	on,2011			
2 3 1.	Dani.A.H, Indian Paleography, Munshiram Manoharlal Publisher Sivaramamurthy.C., Indian Epigraphy and South Indian Scri Madras Government Museum, 1952 Web Resources https://www.britannica.com/topic/epigraphy	rs; 3 editi pts, Bull ptions_	on,2011			

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
C01	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

			rs.	S	Marks		
Course Code	Course Title	Category	Credits	Hour	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 comm	nunicatio	n 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						
II	Communication Skill: Listening –conciseness- body languated confidence- Open mindedness- Use of Correct Medium-Volu 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						
IV	Effective Communication in workplace : Clarity and concise-practice of empathy- Assertion- calm and consistence						
v	Corporate communication: Importance – Types of skills- Writing						
	Total		45				
	Course Outcomes	Knowle	edge 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,K	(3,K4,K5,K6				
4	To highlight the requirements of effective communication in the workplace	K1,K2,K	(3,K4,K5,K6				
5	To understand the types of corporate skills	K1,K2,K3	3,K4,K5,K6				
	Textbooks	· · ·					
1.	Kerry Patterson, Crucial Conversations: Tools for Talkir High Audio CD – Audiobook	ng When	Stakes Are				
2.	Andrew Sobal and Jerold Panas, 10 skills for effective Busine	ess comm	unication				
	Reference Books						
1.	Paul A. Argenti, Corporate communication						
2.	Paul A. Argenti, the power of Corporate Communication: craimage of Business	fting the	voice and				

	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/							

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			S	Hours	Marks		
	Course Title	Category	Credit		CIAE	EE	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.						
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						
III	Logistics Management : Definition - Role of Tourism Management - Functions of Logistics Management	12					
IV	Concept of IATA Cargo Agent : Formation – IATA Recognition – Agents – Duties & Responsibilities – Payment Procedures						
v	Logistic Management Challenges: Customer Service - Transportation Cost Control - Planning and Risk Management - Supplier/Partner Relationship - Governmental and Environmental Regulations.						
Total							
Course Outcomes Knowle							
		12110 44 14	euge Level				
СО	On completion of this course, students will	KIIOWI	euge Level				
CO	On completion of this course, students will List the definitions of cargo and logistics and its evolutions		,K3,K4,K5				
	_	K1,K2					
1	List the definitions of cargo and logistics and its evolutions	K1,K2,	,K3,K4,K5				
1 2	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe	K1,K2, K1,K2,K	,K3,K4,K5 ,K3,K4,K5				
1 2 3	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories.	K1,K2, K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 :3,K4,K5,K6				
1 2 3 4	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA	K1,K2, K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management	K1,K2, K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5 1. 2.	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management Tourism, Transport and Travel Management	K1,K2, K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management	K1,K2, K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5 1. 2. 3. 4.	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management Tourism, Transport and Travel Management Airport Business - R. Boganis All you wanted to know about Airlines Functions K. Sikdar	K1,K2, K1,K2,K K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5 1. 2. 3.	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management Tourism, Transport and Travel Management Airport Business - R. Boganis All you wanted to know about Airlines Functions K. Sikdar Gupta S. K. International Air Fare and Ticketing, UDH Publish	K1,K2, K1,K2,K K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5 1. 2. 3. 4.	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management Tourism, Transport and Travel Management Airport Business - R. Boganis All you wanted to know about Airlines Functions K. Sikdar	K1,K2, K1,K2,K K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5 1. 2. 3. 4. 5.	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management Tourism, Transport and Travel Management Airport Business - R. Boganis All you wanted to know about Airlines Functions K. Sikdar Gupta S. K. International Air Fare and Ticketing, UDH Publish Reference Books Gene Kropf, Airline Procedures	K1,K2, K1,K2,K K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5 1. 2. 3. 4. 5.	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management Tourism, Transport and Travel Management Airport Business - R. Boganis All you wanted to know about Airlines Functions K. Sikdar Gupta S. K. International Air Fare and Ticketing, UDH Publish Reference Books Gene Kropf, Airline Procedures Wilson & Bryon, Air Transportation	K1,K2, K1,K2,K K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				
1 2 3 4 5 1. 2. 3. 4. 5.	List the definitions of cargo and logistics and its evolutions Describe the cargo handling in the ports and airports Describe the functions of logistics management, Describe provision and carriage of loading accessories. Explain the role of IATA Discuss the challenges in logistics management Textbooks Kotler, Philip. Kevin Lane Keller Marketing Management Tourism, Transport and Travel Management Airport Business - R. Boganis All you wanted to know about Airlines Functions K. Sikdar Gupta S. K. International Air Fare and Ticketing, UDH Publish Reference Books Gene Kropf, Airline Procedures	K1,K2, K1,K2,K K1,K2,K K1,K2,K	,K3,K4,K5 ,K3,K4,K5 ,3,K4,K5,K6				

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						

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