

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: June - November 2024**

**Department : HISTORY**  
**Name/s of the Faculty : DOLLY THOMAS**  
**Course Title : History of Europe 1871-1945**  
**Course Code : 19HS/MC/EU54**  
**Shift :**

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	Unit I- Introduction to the Paper	Recap of chapters learnt in the previous semester  Interactive Discussion	A Textbook on Modern Europe- A,J Grant	Questions in Class Class Test I C.A
Jun 27 – July 4, 2024 (Day Order 1 - 6)	Greek War of Independence Eastern Question	Lectures Interactive Discussion	A History of Modern Times From 1789- Ketelby	Questions in Class Class Test I C.A <b>Third Component: Presentations (25 marks)</b>
July 5 – 12, 2024 (Day Order 1 - 6)	Crimean War- Causes, Course and Results	Lectures Interactive Discussion	Langham W C- World Since 1914	Questions in Class Class Test I C.A <b>Third Component: Presentations (25 marks)</b>
July 15 – 23, 2024 (Day Order 1 - 6)	Balkan Wars Unit II- Europe on the eve of war	Lectures Interactive Discussion Power point presentation	History of Europe- K.L.Khurana	Questions in Class Class Test I C.A <b>Third Component: Presentations (25 marks)</b>

<p>July 24 – 31, 2024 (Day Order 1 - 6)</p>	<p>Division of Europe and formation of Alliances</p>	<p>Lectures Interactive Discussion Powerpoint presentation</p>	<p>History of Europe- K.L.Khurana</p>	<p>Questions in Class Class Test I C.A</p>
<p>Aug 1 – 5, 2024 (Day Order 1 - 3)</p>	<p>World War I</p>	<p>Lectures Interactive Discussion</p>	<p>The struggle for mastery in Europe- A.P.J Taylor International Society for First World War Studies-Journal</p>	<p>Questions in Class Class Test I C.A</p>
<p>Aug 6 – 10, 2024</p>	<p><b>C.A. Test – I</b></p>			

Aug 12 – 14, 2024 (Day Order 4-6)	Screening of videos and documentaries on World War I	Lectures Interactive Discussion	History of Europe- K.L.Khurana	Questions in Class Class Test II C.A <b>Third Component: Presentations (25 marks)</b>
Aug 16 – 23, 2024 (Day Order 1-6)	Signing of Peace treaties and Unit III- Formation of League of Nations	Lectures Interactive Discussion	Aspects of European History- Stephen Lee	Questions in Class Class Test II C.A
Aug 27 – Sep 3, 2024 (Day Order 1-6)	The Great Depression and Russian Revolution	Lectures Interactive Discussion	Eric Hobsbawm- The Age of Revolutions	Questions in Class Class Test II C.A <b>Third Component MCQ quiz (25 marks)</b>
Sep 4 – 11, 2024 (Day Order 1-6)	Inter War Years- Europe between the wars and the various pacts signed	Lectures Interactive Discussion	History of Modern Europe-Pearson	Questions in Class Class Test II C.A Third Component
Sep 12 - 20, 2024 (Day Order 1- 6)	Unit IV- Rise of Hitler, and Militarism in Japan	Lectures Interactive Discussion Powerpoint presentation	Contemporary European History- Cambridge University Press	Questions in Class Class Test II C.A <b>Third Component: Presentations (25 marks)</b>

Sep 23 - 26, 2024 (Day Order 1-4)	Background to Italy Rise of Fascism Governance of Mussolini	Lectures Interactive Discussion Powerpoint presentation	Contemporary European History- Cambridge University Press	Questions in Class Class Test II C.A
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>			
Oct 4 – 5, 2024 (Day 5 & 6)	Unit V- World War II Role of USA	Lectures Interactive Discussion	Contemporary European History- Cambridge University Press	Questions in class <b>Third Component: Presentations (25 marks)</b>
Oct 7 - 15, 2024 (Day Order 1 to 6)	Impact of World War II	Lectures Interactive Discussion	Contemporary European History- Cambridge University Press	Questions in class <b>Third Component: Presentations (25 marks)</b>
Oct 16 - 22, 2024 (Day Order 1 to 6)	Videos on II World War Nazi Holocaust Recap of the paper			
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>			

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: June - November 2024**

**Department : History**  
**Name/s of the Faculty : Dr Cinthia Jude**  
**Course Title : History of World Civilizations**  
**Course Code : 19HS/MC/WC54**  
**Shift : I**

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	<b>Unit - I</b> Introduction – Definition of civilization – Growth of Civilizations	Lecture with PPT, Videos	Ancient Civilizations, and their myths and Legends, Rupert Mathews	Discussion
Jun 27 – July 4, 2024 (Day Order 1 - 6)	Pre – Historic, Paleolithic, Mesolithic and Neolithic cultures	Lecture, Videos	World Civilizations, Philip.J. Adler	Recap and Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	<b>Unit – II</b> Ancient Civilizations – Mesopotamia	Lecture, Videos, Movie Clips	Ancient Mesopotamian Civilizations, Gretchen Wilwood	Recap and Discussion
July 15 – 23, 2024 (Day Order 1 - 6)	Persia – Egypt. Chinese Civilization <b>III</b> <b>Component –</b> <b>Individual</b> <b>Assignment in</b> <b>the form of</b> <b>ancient scroll/</b> <b>parchment.</b> <b>Marks.20</b>	Lecture and PPT	World Civilizations, Philip.J. Adler	Interaction
July 24 – 31, 2024 (Day Order 1 - 6)	<b>Unit III -</b> Classic Civilizations Greek	Lecture and PPT	World Civilizations, Robin.W. Winks	Interaction
Aug 1 – 5, 2024 (Day Order 1 - 3)	Roman Civilization.	Lecture, Movie Clips	Ancient Civilizations, and their myths and	Recap and Revision
Aug 6 – 10, 2024	<b>C.A. Test – I</b>			

Aug 12 – 14, 2024 (Day Order 4-6)	American Civilizations Mayan Aztec and Incas.	Lecture, PPT and Videos	Ancient Civilizations, and their myths and Legends, Rupert Mathews	Discussion
Aug 16 – 23, 2024 (Day Order 1-6)	Aztec and Incas. Japanese Civilization	Lecture, PPT and Videos	Ancient Civilizations, and their myths and Legends, Rupert Mathews	Discussion
Aug 27 – Sep 3, 2024 (Day Order 1-6)	<b>Unit – IV</b> Feudalism – Rise and spread of Christianity	Lecture, PPT and Videos	World Civilizations, Philip.J. Adler	Recap and Discussion
Sep 4 – 11, 2024 (Day Order 1-6)	The Papacy – <b>III Component – Objective Test Marks 10</b>	Lecture, PPT and Videos	Ancient Mesopotamian Civilizations, Gretchen Wilwood	Interaction
Sep 12 - 20, 2024 (Day Order 1- 6)	<b>Unit – V</b> Transition to Modern Age	Lecture, PPT and Videos	World Civilizations, Philip.J. Adler	Recap and Revision
Sep 23 - 26, 2024 (Day Order 1-4)	Reformation - Counter Reformation <b>III Component – Time Line preparation of all Civilizations Marks 20</b>	Lecture, PPT and Videos	World Civilizations, Robin.W. Winks	Recap and Revision
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>			
Oct 4 – 5, 2024 (Day 5 & 6)	Renaissance Causes and results	Lecture, PPT and Videos	World Civilizations, Philip.J. Adler	Recap and Discussion
Oct 7 - 15, 2024 (Day Order 1 to 6)	Geographical and Scientific Discoveries.	Lecture, PPT	World Civilizations, Robin.W. Winks	Interaction
Oct 16 - 22, 2024 (Day Order 1 to 6)	Rise of Colonialism	Lecture, PPT and Videos	Ancient Civilizations, and their myths and Legends, Rupert Mathews	Recap and Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>			



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: June - November 2024**

<b>Department</b>	<b>: History</b>
<b>Name of the Faculty</b>	<b>: Dr Gayathri S</b>
<b>Course Title</b>	<b>: Intellectual History</b>
<b>Course Code</b>	<b>: 19HS/MC/IL54</b>
<b>Shift</b>	<b>: I</b>

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	Introduction and background to the paper. Explanation on what various social and reformation movement and its significance	Lecture	Modern Religious Movements in India-J N Farquhar	Discussion
Jun 27 – July 4, 2024 (Day Order 1 - 6)	<b>Unit 1- Spiritual Thinkers-</b> Swami Dayanand Saraswathi, Ramakrishna Paramahansa	Lecture	Modern Religious Movements in India-J N Farquhar, Arya Samaj Centenary Volume	Panel Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	1.2- Ramalinga Adigalalar and Veeramamunivar 1.3- Swami Vivekananda, Aurobindo Ghosh	Lecture	Religion, Caste, and Nation in South India - Maraimalai Adigal, the Neo-Saivite Movement, and Tamil Nationalism, 1876-1950- V Ravi Vaithees, Cultural Changes and Social and Religioius Reform Movements- Dr Charu Gupta	Discussion on the ideologies
July 15 – 23, 2024 (Day Order 1 - 6)	<b>Unit 2-Social Thinkers-</b> Raja Ram Mohan Roy, Rabindranath Tagore, 2.2- Sir Syed Ahmed Khan, Jyothibai Phule	Lecture	Essays on Social Reform Movements- Raj Kumar	Questioning
July 24 – 31, 2024 (Day Order 1 - 6)	2.3- Sri Narayana Guru, E.V. R Periyar, Dr B R Ambedkar	Lecture	Essays on Social Reform Movements- Raj Kumar	Questioning
Aug 1 – 5, 2024 (Day Order 1 - 3)	Debates based on the ideologies and Revision for ICA			
Aug 6 – 10, 2024	<b>C.A. Test – I</b>			

Aug 12 – 14, 2024 (Day Order 4-6)	<b>Unit 3- Modern/Political Thinkers-</b> Dadabai Naoroji, Gopalkrishna Ghokle	Lecture	Modern Indian Political Thought- Mukhi H R	Oral Test
Aug 16 – 23, 2024 (Day Order 1-6)	Bal Gangadhar Tilak, 3.2- M N Roy, J P Narayan	Lecture	Gandhi, Nehru and J.P studies in leadership- Bimal Prasad	Oral Test
Aug 27 – Sep 3, 2024 (Day Order 1-6)	<b>During the course of the study the students will be involved in debates and Panel discussions and marks will be given. This will be a part of their Third Component 30 Marks</b> 3.3 M K Gandhi, Jawaharlal Nehru	Lecture	Gandhi, Nehru and J.P studies in leadership- Bimal Prasad	Discussion
Sep 4 – 11, 2024 (Day Order 1-6)	<b>Unit 4-Political Thinkers-</b> <b>Regional 4.1</b> Subrahmanya Bharathi, V O Chidambaram Pillai	Lecture	Biographies of Subramania Bharati- S Vijayabharati and V O Chidambaram Pillai- R. A Padmanaban	Oral Test
Sep 12 - 20, 2024 (Day Order 1- 6)	4.2- C N Annadurai, EVR Periyar.4.3 S Radhakrishnan	Lecture	Modern South India: A History from 17 <sup>th</sup> century to our times- Rajmohan Gandhi	Discussion
Sep 23 - 26, 2024 (Day Order 1-4)	Students will discuss on Political ideologies, current affairs related to the paper. Revision of II CA			
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>			

Oct 4 – 5, 2024 (Day 5 & 6)	<b>III Component Objective Test 20 Marks</b> <b>Unit 5- Secularism</b> 5.1- Political Dimensions, 5.2 - Social Harmony	Students will be divided into groups and they will share their points which will be taken down by the rest of the class	Online sources and articles from newspapers and journals	Interactive discussion/Debates
Oct 7 - 15, 2024 (Day Order 1 to 6)	5.3- Religious Harmony	Students will be divided into groups and they will share their points which will be taken down by the rest of the class	Online sources and articles from newspapers and journals	Interactive discussion/Debates
Oct 16 - 22, 2024 (Day Order 1 to 6)	Continuation of Unit 5	Students will be divided into groups and they will share their points which will be taken down by the rest of the class	Online sources and articles from newspapers and journals	Interactive discussion/Debates
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>			

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: June - November 2024**

**Department : History**  
**Name/s of the Faculty : Dr. Shan Eugene Palakkal**  
**Course Title : Women's Studies**  
**Course Code : 19HS/MC/WS53**  
**Shift : I**

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	<b>Unit 1</b> – Objective and Scope of Women studies – Women in ancient period	Lecture and Discussion	M. Chatterjee, Indian Women	Allowing students to do a comparative study on the topic
Jun 27 – July 4, 2024 (Day Order 1 - 6)	Women in ancient, medieval period	Lecture and discussion	M. Chatterjee, Indian Women	Allowing students to do a comparative study on the topic
July 5 – 12, 2024 (Day Order 1 - 6)	Women in the Gandhian era and Post- Independence period	PPT and discussion	K. Devendra, Status and Position of Women in India	Allowing students to analyse the challenges faced by women
July 15 – 23, 2024 (Day Order 1 - 6)	<b>Unit 2</b> – Women movement's in India, America and Britain, Suffrage movement	Lectures Interactive Discussion	A Pratima, Women's Movement in India	Allowing students to analyse the challenges faced by women
July 24 – 31, 2024 (Day Order 1 - 6)	Women organisations in India and the role of NGOs	PPT	Websites of NGOs	Awareness on the NGOs and their functions
Aug 1 – 5, 2024 (Day Order 1 - 3)	<b>Unit 3</b> – Women personalities - Indian	Lectures Interactive Discussion and PPT	Surendra Tripathi, The Great Women of India	Book Reviews on Women Personalities
Aug 6 – 10, 2024	<b>C.A. Test – I</b>			

Aug 12 – 14, 2024 (Day Order 4-6)	Women personalities - international	Group discussion	Articles from newspapers	<b>III component - Objective Tests - Unit 3 - 20 marks</b>
Aug 16 – 23, 2024 (Day Order 1-6)	<b>Unit 4</b> – Domestic violence and dowry related problems	Lectures and Interactive Discussions	Handouts and paper clippings	Allowing students to debate on various issues
Aug 27 – Sep 3, 2024 (Day Order 1-6)	Discussion on women issues	Debates and discussions	Paper articles	<b>III component submission - unit 4 - 15 marks</b>
Sep 4 – 11, 2024 (Day Order 1-6)	<b>Unit 4</b> – Issues at workplace	General discussion	Handouts and paper clippings	Testing the knowledge of students on the topic
Sep 12 - 20, 2024 (Day Order 1- 6)	<b>Unit 5</b> – Constitution and Women’s rights - CEDAW	Lectures Interactive Discussion	Handouts	knowledge of students on articles
Sep 23 - 26, 2024 (Day Order 1-4)	National Commission for women, UNIFEM, UN Women	Discussions on the pros and cons	International websites	Testing the knowledge of students on the topic
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>			
Oct 4 – 5, 2024 (Day 5 & 6)	Laws relating to women - Married Women’s Right to Property Act 1874, Protection of Women From Domestic Violence Act 2005, SITA/PITA, Dowry Prohibition Act 1961,	PPT and Interactive Discussion	Handouts based on websites	Allowing students to be aware of their rights
Oct 7 - 15, 2024 (Day Order 1 to 6)	Special Marriage Act 1872 and 1954, Medical Termination of Pregnancy Act 1971, Criminal Law (Amendment) Act 2013, The Sexual Harassment at the Workplace (Prevention, Prohibition, Redressal) Act and Rules	Debates and discussions	Handouts based on websites	Awareness among students
Oct 16 - 22, 2024 (Day Order 1 to 6)	Discussion on women entrepreneurs	Debates and discussions	Topics given to students	<b>III Component - Exhibition - 15 marks</b>
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>			



**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: June - November 2024**

**Department** : **COMMERCE and HISTORY**  
**Name/s of the Faculty** : **Ms. Victoria Henry and Dr. Susan Paul**  
**Course Title** : **Tourism Marketing and Management**  
**Course Code** : **19ID/IC/TM55**  
**Shift** : **I**

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	<b>UNIT 1</b> <b>BASIC PRINCIPLES OF MARKETING AND MANAGEMENT</b> 1.1 Tourism Marketing – a perception: Basic principles of marketing in tourism	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014  2. Seth, P.N. <i>Successful Tourism Management</i> . New Delhi Bhatia, A.K. <i>Tourism Management and Marketing</i> . New Delhi: Sterling Publishers, 1997: Sterling, 1998	Discussions of Question and Answers  <b>Experiential Learning Methods - Learning by Doing/Case studies (20 Marks)</b>  <b>Activity:</b> Students will create a mock tourism marketing campaign, applying marketing principles learned in class.  <b>Evaluation:</b> Assessment will be based on creativity, application of theoretical concepts, and effectiveness of the campaign.  <b>Objective:</b> To give students practical experience in creating and implementing a tourism marketing campaign, reinforcing the application of theoretical principles.
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.2 Essentials of Service Management 1.3 Meaning, Concept and Characteristics of Tourism Management	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014	Quizzes, discussions of questions and answers

<p>July 5 – 12, 2024 (Day Order 1 - 6)</p>	<p>1.3 Nature and Functions of Tourism Managers</p> <p><b>UNIT 2 TOURISM PLANNING</b></p> <p>2.1 Planning concepts</p>	<p>Lectures, Class Discussions, Videos &amp; Powerpoint Presentations</p>	<p>1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014</p>	<p>Recap and reviews at the beginning and end of class</p>
<p>July 15 – 23, 2024 (Day Order 1 - 6)</p>	<p>2.1 Marketing Information System – SWOT Analysis</p>	<p>Lectures, Class Discussions, Videos &amp; Powerpoint Presentations</p>	<p>1. Sinha, P.C. <i>Tourism Management</i>. New Delhi: Anmol Publishers, 1997. Buhalis, D., and Costa C. (ed.) <i>Tourism Management Dynamics</i>. London: Heinemann, 2006.</p>	<p>Gamified Learning Platforms - Online Quizzes and Challenges (10 Marks)</p> <p><b>Description:</b> Use platforms like Kahoot! or Quizizz to create interactive quizzes that test students' knowledge of marketing and management principles.</p> <p><b>Evaluation</b> Accuracy and speed of responses.</p> <p><b>Objective:</b> Reinforce learning through quick, engaging assessments.</p>
<p>July 24 – 31, 2024 (Day Order 1 - 6)</p>	<p>2.2 Business Environment</p> <p>2.3 Nature and importance of Planning</p>	<p>Lectures, Class Discussions, Videos &amp; Powerpoint Presentations</p>	<p>1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014</p>	<p>Discussions of Question and Answers</p>

<p>Aug 1 – 5, 2024 (Day Order 1 - 3)</p>	<p><b>UNIT 3</b> <b>THE STRUCTURE &amp; ORGANISATION</b> 3.1 Types of Organisation – Line, Line and Staff, Matrix</p>	<p>Lectures, Class Discussions, Videos &amp; Powerpoint Presentations</p>	<p>1. Seth, P.N. Successful Tourism Management. New Delhi Bhatia, A.K. Tourism Management and Marketing. New Delhi: Sterling Publishers, 1997: Sterling, 1998</p>	<p>Discussions of Question and Answers</p>
<p>Aug 6 – 10, 2024</p>	<p style="text-align: center;"><b>C.A. Test – I</b></p>			

Aug 12 – 14, 2024 (Day Order 4-6)	3.2 Organisation – Levels of Authority	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Human Resources Management (Open Textbooks, The Open University of Hong Kong)	Quizzes, discussions of questions and answers
Aug 16 – 23, 2024 (Day Order 1-6)	3.3 Human Resource Management – Staffing, Recruitment	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Human Resources Management (Open Textbooks, The Open University of Hong Kong)	HR awareness Quizzes
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3.3 Sectoral and Destination Organisation  <b>UNIT 4 ELEMENTS OF TOURISM MARKETING</b>  4.1 Market Research	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Human Resources Management (Open Textbooks, The Open University of Hong Kong)  2. Holloway, J. C. and R.Y. Plant. Marketing for Tourism. London : Pitman Publishing, 1998	<b>Participatory Learning Method - Community Surveys (20 Marks)</b>  <b>Activity:</b> Students will design and conduct surveys within the community to understand tourism preferences and trends.  <b>Evaluation:</b> Assessme nt will be based on the design of the survey, data collection, analysis, and presentation of findings.  <b>Objective:</b> To provide hands-on experience in designing and conducting surveys, analysing data, and deriving insights about tourism preferences and trends.
Sep 4 – 11, 2024 (Day Order 1-6)	4.2 Consumer and Consumer Behaviour – Factors Influencing Buying Behaviour	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. <i>A practical guide to tourism destination management.</i> UNWTO, Madrid, 2007	Consumer Behaviour awareness Quizzes

<p>Sep 12 - 20, 2024 (Day Order 1- 6)</p>	<p>4.3 Marketing Mix – Distribution Strategy for Tourism</p>	<p>Lectures, Class Discussions, Videos &amp; Powerpoint Presentations</p>	<p>1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014  <i>A practical guide to tourism destination management.</i> UNWTO, Madrid, 2007  2. Bhatia, A.K. <i>Tourism Management and Marketing</i>. New Delhi: Sterling Publishers, 1997. Holloway, J. C. and R.Y. Plant. <i>Marketing for Tourism</i>. London : Pitman Publishing, 1998</p>	<p>Quizzes, discussions of questions and answers</p>
<p>Sep 23 - 26, 2024 (Day Order 1-4)</p>	<p><b>UNIT 5 TOURISM MARKETING STRATEGIES</b>  5.1 Tourism Promotion – Tools – Direct Selling, Advertising – Direct Marketing – Tele Marketing</p>	<p>Lectures, Class Discussions, Videos &amp; Powerpoint Presentations</p>	<p>1. Buhalis, D. and Costa C. <i>Tourism Business Frontiers - Consumers, Products and Industry</i>. London: Heinemann, 2006. Telter, David J. and R. Sharpley. <i>Tourism and Development in the Developing World</i>.</p>	<p>Discussions of Question and Answers</p>
<p>Sep 27 – Oct 3, 2024</p>	<p><b>C.A. Test – II</b></p>			

Oct 4 – 5, 2024 (Day 5 & 6)	5.1 Internet Marketing – Sales Promotion	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Collman, M.M. <i>Tourism Marketing</i> . New York: Van Nostrand Reinhold, 1989. Batra, G.S. and R.C. Dangwal. <i>Tourism Promotion and Development: New Advances</i> . New Delhi: Deep and Deep, 2007.	Question and answers in class, quiz
Oct 7 - 15, 2024 (Day Order 1 to 6)	5.2 Segmentation – Demographic, Psychographic – Behaviour - Occasion	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014	Discussions of Question and Answers
Oct 16 - 22, 2024 (Day Order 1 to 6)	5.3 Branding and Pricing – Destination Marketing – Public Relation for Tourism	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014	Discussions of Question and Answers
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>			

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**

**Course Schedule: June - November 2024**

**Department : History**  
**Name/s of the Faculty : Dr. Susan Paul**  
**Course Title : International Affairs Since 1945**  
**Course Code : 19HS/GE/IA22**  
**Shift : I**

<b>Week &amp; No. of hours</b>	<b>Units &amp; Topics</b>	<b>Teaching Methodology</b>	<b>Text &amp; References</b>	<b>Method of Evaluation</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	<b>Unit 1: Introduction to International Relations:</b> Definition and scope of the subject	Testing of prior knowledge, lecture, discussion	Joshua S. Goldstein and Jon C. Pevehouse, <i>International Relations</i> (8 <sup>th</sup> Edition)	Quizzes
Jun 27 – July 4, 2024 (Day Order 1 - 6)	Introduction to the main concepts: national interest and ideology	Lecture, discussion	Hans Morgenthau, <i>Politics Among Nations</i>	Recall and recap questions, quizzes, discussions
July 5 – 12, 2024 (Day Order 1 - 6)	Elements of national power; international relations as a struggle for power; limitations on national power	Lecture and discussion	Hans Morgenthau, <i>Politics Among Nations</i>	Recall and recap questions, quizzes, discussions
July 15 – 23, 2024 (Day Order 1 - 6)	Peace through diplomacy, functions of diplomacy and kinds of diplomacy	Lecture, discussion	Hans Morgenthau, <i>Politics Among Nations</i> ; Joshua S. Goldstein and Jon C. Pevehouse, <i>International Relations</i> (8 <sup>th</sup> Edition)	Recall and recap questions, quizzes
July 24 – 31, 2024 (Day Order 1 - 6)	<b>United Nations:</b> Formation of the UN and its structure and philosophy	Lecture, PowerPoint presentations	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition)	Discussions, presentations  <b>Third component (Unit 3): Mock UN sessions (30 marks)</b>
Aug 1 – 5, 2024 (Day Order 1 - 3)	The UN and disarmament	Lecture and discussion	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition); Melissa Gillis, <i>Disarmament – A Basic Guide</i>	Recall and recap questions, mapwork and quizzes  <b>Third component (Unit 3): Mock UN sessions (30 marks)</b>
Aug 6 – 10, 2024	<b>C.A. Test – I</b>			

Aug 12 – 14, 2024 (Day Order 4-6)	<b>Unit 2: Post-Second World War:</b> Consequences of the Second World War and Causes of the Cold War	Lecture and discussion; PowerPoint presentations	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition)	Recall and recap questions; discussions
Aug 16 – 23, 2024 (Day Order 1-6)	The Cold War and its proxy conflicts; reasons for the end of the Cold War	Lecture and discussion; PowerPoint presentations	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition)	Recall and recap questions, discussions
Aug 27 – Sep 3, 2024 (Day Order 1-6)	NATO: formation and operations; the Warsaw Pact	Lecture and discussion	Joshua S. Goldstein and Jon C. Pevehouse, <i>International Relations</i> (8 <sup>th</sup> Edition); <a href="http://www.nato.int">www.nato.int</a>	Recall and recap questions, discussions  <b>Third component: Mock UN sessions (30 marks)</b>
Sep 4 – 11, 2024 (Day Order 1-6)	Non-aligned movement: history and impact	Lecture and discussion	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition)	Recall and recap questions, discussions  <b>Third component: Mock UN sessions (30 marks)</b>
Sep 12 - 20, 2024 (Day Order 1- 6)	Globalization	Lecture and discussion	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition)	Recall and recap questions, discussions  <b>Third component: Mock UN sessions, panel discussions (30 marks)</b>
Sep 23 - 26, 2024 (Day Order 1-4)	<b>Regional initiatives:</b> ASEAN: formation, structure and achievements	Lecture and discussion	Jamil Maidan Flores and Jun Abad, <i>ASEAN at thirty</i> ; <a href="http://www.asean.org">www.asean.org</a>	Recall and recap questions, discussions  <b>Third component: map work and quiz (20 marks)</b>
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>			

Oct 4 – 5, 2024 (Day 5 & 6)	European Union: Growth of unity in Western Europe	Lecture and discussion; PowerPoint presentations	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition)	Recall and recap questions, discussions
Oct 7 - 15, 2024 (Day Order 1 to 6)	EU's successes and challenges	Lecture and discussion; PowerPoint presentations	Norman Lowe, <i>Modern World History</i> (5 <sup>th</sup> Edition); Muhammad Ali, A study of regionalism in Southeast Asia – A case study: SAARC	Recall and recap questions, discussions
Oct 16 - 22, 2024 (Day Order 1 to 6)	SAARC - history, institutional arrangements and achievements	Lecture and discussion; PowerPoint presentations	Muhammad Ali, A study of regionalism in Southeast Asia – A case study: SAARC	Recall and recap questions, discussions
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>			