



**Kelkar Education Trust's V.G. Vaze College
of Arts, Science & Commerce
(Autonomous)**

Mithagar Road, Mulund (East) Mumbai-400081 | Re-Accredited (4th Cycle) by NAAC with "A" Grade

**Department of B.Voc (Tourism and Hospitality)
Semester-wise Course Structure and Syllabus
SYBVoc 2024-2025**

Semester-IV

	Course Code	Course	No. of Credits
CORE-MAJOR	VVHT250	History of Tourism II	04
CORE-MAJOR	VVFC251	Fare Calculation I	04
MINOR	VVEC252	E-Commerce	04
OE	VFOB279	Organizational Behaviour	02
VSEC	VVMA254	Media and Advertising II	02
AEC	VFWS284 / VFWS283	Hindi/Marathi	02
COMMUNITY ENGAGEMENT	VCE257	Community Engagement	02
CC	Other Activities	As selected by students	02
Total Credits in Semester-IV			22

SEMESTER-IV										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

Course Title	History of Tourism II
Paper	DSC-CORE (Major I)
Course Code	VVHT250
Total Marks	60 + 40 = 100
Number of Lectures	30 lectures of 60 minutes each
Course Objectives: <ol style="list-style-type: none"> 1. To understand the development of the international tourism industry. 2. To grasp the new trends in the international tourism industry. 3. To know of a few popular tourist destinations in the world. 	
Course Outcomes: On successfully completing this course the learner will be able to: <ol style="list-style-type: none"> 1. Describe the global role of tourism. 2. Explain recent trends in the world tourism industry. 3. Disseminate knowledge about landmark world events, comprehend and express lessons learnt in the form of answers, apply the information acquired in assignments and presentations, examine critically what they have learnt, establish a connect with present situations and be in a position to evaluate the value of information acquired as well as develop the required skill set for working as a professional in the tourism industry. 	

Syllabus		
Module	Details/Texts	Lectures allotted
1	Understanding World Tourism (a) Historical Background and Development of Modern Transport (b) International agreements promoting world Tourism (c) World Tourist Zones: Tropical, Temperate and Arctic	15
2	World Tourism: Forms and Types (a) Spiritual tourism (b) Entertainment, Leisure (c) Adventure Tourism	15

3	Recent Trends (a) Promoting Tourism: Sports & Trade Fairs (b) Fostering Tourism: Beauty Pageants, Fashion Shows & Film Festivals Tourism (c) Publicizing Tourism: Destination Weddings & Theme Parties	15
4	Role of international organizations in promoting tourism (a) UNESCO (b) World Heritage sites (c) Regulations & Code of Conduct at World Heritage Sites	15
TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER		60

Methodology for Internal Assessment:
1. Point presentation 2. Viva
Reference Material:

- Acharya, R.(2007)Tourism and Cultural Heritage of India, Jaipur: RBSA Publishers.
- Basham.A.L ,(1967). The Wonder that was India, London :Macmillan Publication.
- Basham,.A.L, (2007)The Illustrated Cultural History of India, New Delhi: OUP.
- Craven Roy .C.(1976).Indian Art a Concise History, London: Thames and Hudson
- Husain, M. (2014).Geography of India. New Delhi: McGraw Hill Education.
- E-resourcesas and when required.

BoS Syllabus Sub-Committee Members:

1. Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous).
- 2.Ms Suchitra Poojari, Assistant Professor,Department of B.Voc ,and Member, BoS, V.G.Vaze College (Autonomous).
3. Mr.Vikram Darve , Industry Partner and Visiting Faculty,Department of B.Voc ,and Member, BoS, V.G.Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration:2 Hours

Maximum Marks:60

Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q. 1	Essay Type (Module 1)	15
Q. 2	Essay Type (Module 2)	15
Q.3	Essay Type (Module 3)	15
Q,4	Short Notes (Module 1,2,3)	15

SEMESTER-IV

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

Course Title	Fare Calculation I
Paper	DSC-CORE (Major II)
Course Code	VVFC251
Total Marks	60 + 40 = 100
Number of Lectures	30 lectures of 60 minutes each
Course Objectives: <ol style="list-style-type: none"> 1. Identify the various Global Indicators and direction codes based on the routing flown 2. Learn steps to calculate accurate fare quotes. 3. Compare fares to arrive at the Higher Intermediate fare. 4. Identify the general types of pricing units such as one way, round and circle trip. 	
Course Outcomes: On successfully completing this course the learner will be able to: <ol style="list-style-type: none"> 1. Establish applicable fare based on correct global indicator. 2. Calculate Excess Mileage Allowance & Surcharge. 3. Apply Higher Intermediate point Check. 4. Interpret the linear fare breakdown. 	

Syllabus		
Module	Details/Texts	Number of Lectures Allotted
1	Basics of Fare Calculation <ol style="list-style-type: none"> a. Global Indicators b. Counting of Transfers, Stopover points & No stopover points c. Rounding of currencies 	15

2	Mileage Concept <ol style="list-style-type: none"> Fare Calculation of one way journey using 14 step formula Maximum Permitted Mileage & Ticketed Point Mileage Extra Mileage Allowance & Extra Mileage Surcharge 	15
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3	Fare Calculation of One Way Journey <ol style="list-style-type: none"> Higher Intermediate Point Check Calculation of Local currency Fare Linear Fare Calculation for One Way Journey 	15
4	Pricing Units <ol style="list-style-type: none"> Pricing Unit Concept Pricing Unit Concept for One Way Journey Pricing Unit Concept for Return Journey 	15
	TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER	60

Methodology for Internal Assessment:
<ol style="list-style-type: none"> Powerpoint presentation Viva
Reference Material:
<ul style="list-style-type: none"> Tourism Operations & Management by Sunetra Roday, Archana Biwal, Vandana Joshi The Global Airline industry by Peter Belobaba, Cynthia Barnhart Air Transportation A management perspective by John Wensveen Fundamentals of Air Transport management by P.S Senguttuvan Airfares & Ticketing by Philip Davidhoff
BoS Syllabus Sub-Committee Members:

1. Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous).
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3. Mr. Vikram Darve, Industry Partner and Visiting Faculty, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 2 Hours

Maximum Marks: 60 Instructions:

1. All questions are compulsory.
2. Each question carries 02 marks.

Q.1	30 Multiple Choice Questions.	60
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SEMESTER-IV

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
4	-	-	4	20	10	10	-	-	60	100

Course Title	E Commerce
Paper	DSC-CORE (Minor)

Course Code	VVEC252
Total Marks	60 + 40 = 100
Number of Lectures	60 lectures of 60 minutes each
Course Objectives: 1.Introduction to Electronic Commerce –Evolution and Models. 2. World Wide Web and E-enterprise. 3. E-marketing and Electronic Payment System. 4. Legal and Regulatory Environment and Security issues of Ecommerce.	
Course Outcomes: On successfully completing this course the learner will be able to: 1.To provide an analytical framework to understand the emerging world of e-commerce. 2. To make the learners familiar with current challenges and issues in e-commerce. 3. To develop the understanding of the learners towards various business models. 4. To understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business. 5. To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.	

Syllabus		
Module	Details/Texts	Lectures allotted
1	Introduction to Electronic Commerce –Evolution and Models Evolution of Electronic Commerce, Functions and Scope of E-Commerce, Benefits and Challenges of E-Commerce, Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) , Business to Consumer E-Commerce process, Business to Business E-Commerce, E-Commerce Sales Product Life Cycle (ESLC) Model	15
2	World Wide Web and E-enterprise World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C	15

	<p>E-commerce; push and pull approaches;</p> <p>Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM.</p> <p>Managing the E-enterprise- Introduction, Managing the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise</p>	
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3	<p>E-marketing and Electronic Payment System</p> <p>E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media.</p> <p>E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiatives, The pros and cons of online shopping, Justify an Internet business.</p> <p>Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, Types. Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment</p>	15
4	<p>Legal and Regulatory Environment and Security issues of E-commerce</p> <p>Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.</p> <p>Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence. Security Issues - Risk management approach - Types and sources of threats</p> <p>Protecting electronic commerce assets and intellectual property. Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure</p>	15
	TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER	60

Methodology for Internal Assessment:
PowerPoint presentation
Viva
Reference Material:

- Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Education).
- Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (New Delhi : Pearson Education).
- Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (New Delhi : Pearson Education).
- Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier Ltd.) V
- Vivek Sood Cyber Laws Simplified-TMH (2001)
- Vakul Sharma Handbook of cyber Laws-Macmillan (2002)
- Sundeep Oberoi e Security and you-TMH (2001)
- Greenstein & Feinman Electronic Commerce-Security, Risk Mgt and Control-TMH (2000)
- Adam Nabl R. (Editor) Electronic Commerce: Technical Business and Legal Issues.
- Diwan, Prag and Sharma Electronic Commerce-a Manager's Guide to E-Business
- Bharat Bhasker, Electronic Commerce – Framework technologies and Applications, 3rd Edition- Tata McGrawHill Publications, 2008.

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3. Mr. Vikram Darve, Industry Partner and Visiting Faculty, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).

Question Paper Pattern for External Evaluation

Duration: 2 Hours
Maximum Marks: 60
Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q. 1	Essay Type (Module 1) (Any 2 out of 3)	15
Q. 2	Essay Type (Module 2) (Any 2 out of 3)	15
Q.3	Essay Type (Module 3) (Any 2 out of 3)	15

Q,4	Essay Type (Module 4) (Any 2 out of 3)	15
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SEMESTER-IV										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-		2	-	-	-	-	40	60	100

Course Title	Organizational Behaviour
Paper	Open Elective
Course Code	VFOB279
Total Marks	60 + 40 = 100
Number of Lectures	30 lectures of 60 minutes each
Course Objectives: <ol style="list-style-type: none"> 1. To acquaint students with some basic concepts and theories of Psychology. 2. To familiarize the various facets of organizational functioning. 3. To help students understand the individual and cultural differences in the work process. 4. To create a foundation for and foster interest study of organizational behavior in the industry of Travel and Tourism. 	
Course Outcomes: On successfully completing this course the learner will be able to: <ol style="list-style-type: none"> 1. Demonstrate understanding of the basic concepts and theories of Psychology. 2. Comprehend various facets of organizational functioning. 3. Appreciate dynamics of various influences on work processes. 4. Feel interested and motivated to pursue further study in organizational behavior in the industry of Travel and Tourism. 	

Syllabus		
Module	Details/Texts	Number of Lectures Allotted
1	Organizational Behavior Focus, purpose organizational culture, Nature of Organizational Behavior, scope and development of Organizational Behavior OB Models - Feudal model, autocratic model, custodial model, supportive model, collegial model, human model, contingency model Hawthorne study - concept, implications and limitations	10
2	Motivation & Leadership Motivation; Theories of motivation – Hierarchy of needs Theory, Alderfer's ERG Theory of motivation, Theory x & Theory Y, Two – factor theory, McClelland's theory of needs Leadership Theories - Great man theory, Trait theory, contingency theory , situational theory, Behavioral theory; Styles of leadership - Autocratic leadership, Participative leadership, Laissez-Faire leadership, Leadership Grid Conflict management - Types of team conflict, ways to manage conflict	10
3	Communication Functions of communication, process of communication, direction of communication- downward, upward and lateral, Organizational communication – formal, grapevine, electronic communication Interpersonal communication – oral, written and	10

	non-verbal, persuasive communication – automatic and controlled processing, choice of communication channel Barriers to effective communication- filtering, Selective perception, information overload, emotions, language, silence, communication apprehension, lying, cultural barrier	
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	TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER	30
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Methodology for Internal Assessment:
<ol style="list-style-type: none"> 1. Assignment, Projects & Presentations 2. Quizzes 3. Viva 4. Role play
Reference Material:
<ul style="list-style-type: none"> • Stephen P. R ,(2019) Organizational Behavior, (18thed.) New Delhi, Dorling Kindersley (India) Pvt. Ltd. licensees of Pearson Education in South Asia • Luhans K, F.(2011) Organizational Behavior.(12th ed.)TheBooks McGrawHillCompanies,Inc1221AvenueoftheAmericans, New York. • Spector, P.E (2016) Industrial and Organizational Psychology: Research and Practice.(7thed.)New Delhi Singapore: John Wiley & Sons Pte. Ltd
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Question Paper Pattern for External Evaluation		
Duration:2 Hours Maximum Marks:60 Instructions: <ol style="list-style-type: none"> 1. All questions are compulsory. 2. Each question carries 15 marks. 		
Q. 1	Essay Type (Module 1) (Any 2 out of 3)	15
Q. 2	Essay Type (Module 2) (Any 2 out of 3)	15

Q.3	Essay Type (Module 3) (Any 2 out of 3)	15
Q.4	Short Notes (Module 1,2,3) (Any 3 out of 5)	15

SEMESTER-IV											
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks		Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	Practical	-
2	-	2	2	20	10	10	-	-	60	-	100
-	-	2	2	-	-	-	-	-	-	100	100

Course Title	Media and Advertising II
Paper	Vocational Skill Enhancement Course
Course Code	VVMA254
Total Marks	60 + 40 = 100
Number of Lectures	60 lectures of 60 minutes each

Course Objectives:

1. To familiarize the learners with the basics of media and advertising.
2. To make them aware of the roles of media and advertising in travel and tourism.
3. To make them understand the features of tourism related advertising.
4. To enable them to create campaigns in the relevant field.

Course Outcomes:

On successfully completing this course the learner will be able to:

1. Describe the functioning of the advertising industry in India with reference to tourism and hospitality, Understand the potential of media and advertising in promotion of Tourism in India.
2. Recall major tourism campaigns in India.
3. Explain recent trends in the advertising communication industry of India.
4. Plan an ad campaign of popular tourist destinations in India.
5. Disseminate knowledge about popular campaigns, films that promoted the tourism industry, comprehend and express lessons learnt in the form of answers, apply the information acquired in assignments and presentations.

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Syllabus		
Module	Details/Texts	Number of Lectures Allotted
1	Brand Building A. Branding and Value Proposition B. Brand Identity, Image and Traps C. Brand Positioning D. Brand Personality E. Brand Leveraging	15
2	Social Media, Tourism & Hospitality Impact of Social Media: Making and Breaking Tourism and Hospitality Brands	15
3	Digital Media Essentials A. Making Website and Vlogs B. SEO - Black Hat and White Hat C. Role of Algorithms	15
4	Print Production of Promotional Creatives A. Essentials of Tourism and Travel Promotion: <ul style="list-style-type: none"> • Brand Name • Brand Logo • Brand Letterhead • Brand Business Card (Front & Back) • Brand Brochure 	15

	<ul style="list-style-type: none"> • 2 Print Ads (Newspapers, Magazine, etc) • 2 Social Media Ads (Facebook, Instagram, Twitter, YouTube, etc) • 2 Outdoor Ads (Billboards, Wall Paintings, Posters) • Merchandise - Mugs, Tshirts, etc • Packaging - Boxes, Bags, Bottles • Website Ads 	
	TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER	60

Methodology for Internal Assessment:
<p>1. Students should create a new brand and develop all the below-mentioned creatives (mockups) in the brand portfolio. The newly conceptualized brand needs to be related to the Tourism & Hospitality sector (Eg. Restaurant, Residential Hotels, Amusement Parks, Ticket Booking App).:</p> <ol style="list-style-type: none"> 1. Brand Name 2. Brand Logo 3. Brand Letterhead 4. Brand Business Card (Front & Back) 5. Brand Brochure 6. 2 Print Ads (Newspapers, Magazine, etc) 7. 2 Social Media Ads (Facebook, Instagram, Twitter, YouTube, etc) 8. 2 Outdoor Ads (Billboards, Wall Paintings, Posters) 9. Merchandise - Mugs, Tshirts, etc 10. Packaging - Boxes, Bags, Bottles 11. Website Ads
Reference Material:
<ol style="list-style-type: none"> 1. Social Media Marketing in Tourism and Hospitality - Roberta Minazzi 2. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty 3. Adland: Global History of advertising by Mark Tungate 4. Copy paste : How advertising recycle ideas by Joe La Pompe 5. Indian Advertising: Laughter & Tears by Arun Chaudhuri 6. Adkatha The Story Of Indian Advertising by Halve Anand 7. Pandeymonium by Piyush Pandey

8. Introduction to Advertising – Amita Shankar
9. Contemporary Advertising – Loudon & Britta
10. Advertising – Pearson Education
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3. Mr. Vikram Darve, Industry Partner and Visiting Faculty, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).
4. Ms Disha Parab, Visiting Faculty, Department of B.Voc, V G Vaze College (Autonomous)

Question Paper Pattern for External Evaluation		
Duration: 2 Hours Maximum Marks: 60 Instructions: 1. All questions are compulsory. 2. Each question carries 15 marks.		
Q. 1	Essay Type (Module 1)	15
Q. 2	Essay Type (Module 2)	15
Q.3	Essay Type (Module 3)	15
Q.4	Essay Type (Module 4)	15

SEMESTER-IV										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 20 marks					Semester-end Examination 30 marks	Total Marks 50
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	10	-	-	-	30	50

Course Title	Writing skills in HINDI
Paper	AEC
Course Code	VFWS284
Total Marks	50
Number of Lectures	30 lectures of 60 minutes each

Course Objectives:

1. वर्णों को ठीक-ठीक सीखना तथा सुंदर लेख का अभ्यास करना।
2. शुद्ध अक्षर विन्यास का ज्ञान कराना तथा वाक्य रचना के नियमों से परिचित कराना।
3. वाक्य रचना, शुद्ध वतर्नी, विराम चीन्होंका प्रयोग सिखाना।

Course Outcomes:

On successfully completing this course the learner will be able to:

1. वर्णों को ठीक-ठीक सीखना तथा सुंदर लेख का अभ्यास कर सकेंगे।
2. विचार तर्किक क्रम में तथा अनुभवों का लेखन कर सकेंगे।
3. वाक्य रचना, शुद्ध वतर्नी, विराम चीन्होंका प्रयोग सीखेंगे।

Syllabus		
Module	Details/Texts	Number of Lectures Allotted

1	संवाद लेखन : अर्थ एवं स्वरूप विविध माध्यमों के लिये संवाद लेखन : धारावाहिक एवं फिल्मों के आधार पर	10
2	पटकथा लेखन : अर्थ , परिभाषा एवं स्वरूप पटकथा लेखन के विविध माध्यम	10
3	समीक्षा लेखन : अर्थ एवं स्वरूप फिल्म समीक्षा, फिल्म समीक्षा लेखन, पुस्तक समीक्षा, पुस्तक समीक्षा लेखन)	10
TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER		30

Methodology for Internal Assessment:

1. Presentations
2. Panel Discussions
3. Debates
4. Short written tests

References:

- 1.1. हिंदी पत्रकारिता – स्वरूप और संरचना – ग्रंथलोक प्रकाशन, दिल्ली – 110032
2. मीडिया लेखन : सिद्धांत और व्यवहार – डॉ. चंद्रप्रकाश मिश्र, संजय प्रकाशन, नई दिल्ली – 110002
3. प्रयोजनमूलक हिंदी : सिद्धांत और प्रयोग – दंगल झाल्ट
4. पटकथा लेखन एक परिचय – मनोहर याम जोशी, राजकमल प्रकाशन, दिल्ली
5. संवाद भाग 2 – संध्या सिंह , राष्ट्रीय शैक्षणिक अनुसंधान परिषद
6. संवाद पथ – अंबरीष त्रिपाठी, पुस्तक नामा

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3. Mr.Vikram Darve , Industry Partner and Visiting Faculty, Department of B.Voc ,and Member, BoS, V.G.Vaze College (Autonomous).
4. Dr Tipu Sultan Sayyed, Head, Department of Hindi, V G Vaze College (Autonomous).

Question Paper Pattern for External Evaluation		
Duration: Maximum Marks:30 Instructions: 1. All questions are compulsory. 2. Each question carries 15 marks.		
Q. 1	Short Answers	10
Q. 2	Short Answers	10
Q.3	Short Answers	10

SEMESTER-IV										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 20 marks					Semester-end Examination 30 marks	Total Marks 50
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
2	-	-	2	10	05	05	-	-	30	50

Course Title	Writing skills in MARATHI
Paper	AEC
Course Code	VFWS285
Total Marks	50
Number of Lectures	30 lectures of 60 minutes each

Course Objectives:

1. मराठी भाषेतील प्राथमिक पातळीवरील लेखन कौशल्ये आत्मसात करणे.
2. मराठी भाषेतील लेखन कौशल्याचे उद्दिष्टे, प्रकार व टप्पे समजून घेणे.
3. मराठी भाषेच्या लेखन कौशल्यातील व्यावसायामधील विविध संधी उपलब्ध करून देण्याबाबत प्रोत्साहन देणे.
4. वर्तमान पत्र, इंटरनेटवरील लेखन, लेखक/ कवी, भाषांतर, मसुदा लेखन (Content Writing) इ. कौशल्याचे ज्ञान प्राप्त करून देणे.

Course Outcomes:

On successfully completing this course the learner will be able to:

1. मराठी भाषेतील प्राथमिक लेखन कौशल्याचे आकलन होऊन ती व्यावहारिक जीवनात आत्मसात करता येतात.
2. मराठी भाषेच्या लेखनकौशल्यातील उद्दिष्ट्ये, प्रकार व टप्पे याचे ज्ञान मिळते.
3. व्यावसायिक, माध्यमातील लेखन कौशल्ये – वृत्तपत्रे, भाषांतर, इंटरनेटवरील लेखन व Content Writing यावरील लेखन कौशल्ये शिकता येतात.
4. भविष्यातील मराठी भाषा लेखन विषयक प्रसार व समाज माध्यमे तसेच व्यावसायातील संधी मिळावी यासाठी प्रयत्नशील राहता येते.

Syllabus		
Module	Details/Texts	Number of Lectures Allotted
1	लेखन कौशल्ये स्वरूप उद्दिष्ट्ये आमण टप्पे : लेखन कौशल्याची उद्दिष्ट्ये, लेखन कौशल्याचे टप्पे, लेखनाचे प्रकार	15
2	लेखन कौशल्ये आमण व्यावसायीक संधी : लेखन कौशल्याचे महत्व, वर्तमानपत्रातील लेखन, इंटरनेटवरील लेखन, लेखक/ कवी, भाषांतर, मसुदा लेखन (Content Writing)	15
TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER		30

Methodology for Internal Assessment:

5. Presentations
6. Panel Discussions
7. Debates
8. Short written tests

References:

1. व्यक्तिमत्त्व विकासासाठी संभाषण लेखन कौशल्ये, संपादक: डॉ. पृथ्वीराज तौर, डॉ. शैलेन्द्र लेंडे, डॉ. वंदना महाजन, अथर्व प्रकाशन.
2. संवाद कौशल्ये , डॉ. आशा भागवत, डायमंड पब्लिकेशन.

3. भाषा आणि कौशल्य विकास, प्रा. डॉ. संदीप माळी, प्रशांत प्रकाशन.
4. माध्यमांसाठी लेख संवाद कौशल्ये, डॉ. अक्षय घोरपडे, प्रशांत पब्लिकेशन.
5. व्यावहारिक मराठी - डॉ. प्रकाश परब.

BoS Syllabus Sub-Committee Members:

1. Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms Suchitra Poojari, Assistant Professor, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).
3. Mr. Vikram Darve, Industry Partner and Visiting Faculty, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).
4. Mr Arvind Jadhav, Head Department of Marathi, V G Vaze College (Autonomous)
5. Ms Nikita Vichare, Assistant Professor, Department of Marathi, V G Vaze College (Autonomous)
6. Ms Manjusha Pimple, Assistant Professor, Department of Marathi, V G Vaze College (Autonomous)

Question Paper Pattern for External Evaluation

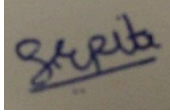
Duration: 1 Hr
Maximum Marks:30
Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

Q. 1	Short Answers	10
Q. 2	Short Answers	10
Q,3	Short Answers	10



Dr. Kanu Priya Bharadwaj
VC Nominee – BoS

A small, square, brownish-grey stamp or piece of paper with the word "Arpita" written in a dark, cursive, handwritten style.

Mrs Arpita Joshi Gokhale
Coordinator
B.Voc (Tourism and Hospitality)
Vaze College (Autonomous)