AUXILIUM COLLEGE (Autonomous)
(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd cycle)
Gandhi Nagar, Vellore – 6.

Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes(PSOs) and Course Outcomes(COs) of the Programmes offered by the Institution.

				FOCUS: GENDER (NEEDS)		
Programme	**Course Code**	**Title of Course**	**Description**	**PO**	**PSO**	**CO**
B.A. English	UENGD20	General English Paper-IV	The reading list of the course has chapters on Women's Rights that make students conscientious individuals aware of the all the members of each community in the society	Effectively communicate general and discipline-specific information, ideas and opinions.	Formulate research questions and identify relevant approaches and sources to find answers/solutions for questions/problems related to Language, Communication, Art and Culture.	Develop knowledge about the system of Governance and its regulations.
B.A. English	UEENC20	Elective II A: Women's Writing	The course aims to sensitize students on gender equality by familiarizing them with literary texts written by women that address the subordination, discrimination and	Emulate positive social values and exercise leadership qualities and team work.	Appreciate life, think critically, and develop positive, interpersonal relationship with fellow humans	Evaluate the works by women for its political and social relevance

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			objectification of women, across the globe and the Indian subcontinent			
B.A .History	UEHIC20	Elective - Women's Studies	To help the students to understand the status of women through the ages	Effectively communicate general and discipline-specific information, ideas and options	Develop a critical approach to the study of History and effectively communicate the values and ideas of the leaders to the Society and become the Agents of social change.	Describe the status of Women through the ages
B.Com	USCOD520	Consumer Guide and Empowerment	Acquired conceptual knowledge on consumer act, RTI act and FSSAI.	Excel as a socially committed individual having empathy for the needs of the society through value-based education.	Practical Applications gained over the year in the field of auditing	Students will be able to appreciate the emerging questions and policy issues in consumer law for future research
B.Com	USCOC420	Entrepreneurial Development	To select the best financial institutions for business as per the needs, and generated best innovative business ideas	Excel as a socially committed individual having empathy for the needs of the society through value-based education.	Addressing the needs of the nation cater to the needs of the society so as to contribute for the development of the nation	To understand the role of Government in developing entrepreneurship
B.Sc. Microbiology	UCMBG20	Medical Bacteriology and Mycology	The course is framed to enable students understanding on medically important bacteria and fungi and diseases caused by them in men and	Attain knowledge and understand the principles and concepts in the respective discipline.	Acquire an in depth knowledge on the fundamental concepts and scope of Microbiology and its related fields.	Discuss the different modes of transmission of bacterial diseases and its preventive measures. Compile the common mycotic diseases

			women; its prevention and treatment.			
B.Sc. Microbiology	UCMBJ20	Medical Virology and Parasitology	The course is framed to enable students understanding on medically important viruses, protozoan and metazoans and diseases caused by them in men and women; its prevention and treatment.	Attain knowledge and understand the principles and concepts in the respective discipline.	Acquire an in depth knowledge on the fundamental concepts and scope of Microbiology and its related fields.	Discuss about the oncogenic viruses and brief out on the importance of antiviral drugs and vaccines. Compile the information on common parasites, protozoan and metazoan diseases.
B.Sc. Visual Communication	UCVCA20	Introduction to Visual Communication	To give an overview about the field of Visual communication and Visual language and to enable them to understand the various fields of work in this area	Attain knowledge and understand the principles and concepts in the respective discipline.	To Acquire Fundamental knowledge of Visual communication and the related study area.	Exploring the insights of Visuals in Media.
B.Sc. Visual Communication	UCVCG20	Media, Culture and Society	To enable the students to understand the theories of media and the impact of media on society and culture	Appreciate biodiversity and enhance eco-consciousness for sustainable development of the society.	To become a socially responsible citizen with a global vision.	Analyze the various models of media and Categories the ecological perspective of media audience

B.Sc. Visual Communication	UCVCJ20	Film Appreciation	To introduce films as a form of visual communication and develop technical knowledge and critical outlook towards film making	Emulate positive social values and exercise leadership qualities and team work.	To become ethically committed media professionals and entrepreneur by adhering to human values, Indian, and the Global culture.	Identifying the concepts of Film as a Mass medium and its Production Stages.
B.Sc. Visual Communication	UCVCN20	Project -1 Documentary Production	To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing through team work.	Emulate positive social values and exercise leadership qualities and team work.	To make women professionals in media and attain professional portfolios to become entrepreneurs to increase employability.	Presenting the Documentation with Master Copy.
B.Sc. Visual Communication	UCVCO20	Media Laws & Ethics	To familiarize students with the framework of laws that apply to the field of electronic as well as print media	Appreciate biodiversity and enhance eco-consciousness for sustainable development of the society.	To become ethically committed media professionals and entrepreneur by adhering to human values, Indian, and the Global culture.	Explaining the Concept of Media Laws and Rights
B.Sc. Visual Communication	UCVCR20	Project – 2 - Short Film Production	To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing	Emulate positive social values and exercise leadership qualities and team work.	To make women professionals in media and attain professional portfolios to become entrepreneurs to increase employability.	Presenting the Documentation with Master Copy.

B.Sc. Zoology	UCZOG20	Developmental Biology	Help the students to understand the hormonal changes in female reproductive cycle.	Attain knowledge and understand the principles and concepts in the respective discipline.	Undertake further studies in Zoology or Multidisciplinary areas.	Discuss human reproduction
B.Sc. Zoology	UGZOA20	NME- Maternal and Child Psychology	Help the student to understand the complexity of Mother and Child Psychology.	Emulate positive social values and exercise leadership qualities and team work.	Exercise leadership qualities and moral values through ethical ways with the concern for the society.	Comprehend the puberty, natal periods and maternal changes. Explain the growth, developmental stages and motor skills
B.Sc. Psychology	UCPYE21	Developmental psychology- I	To introduce the concepts and process of human development across the life span	Attain knowledge and understand the principles and concepts in the respective discipline.	Ability to handle various life situations confidently and competently.	Understand the developmental stage of conception through birth, infancy and babyhood, developmental process of early and late childhood.
B.Sc. Psychology	UCPYG21	Developmental psychology-II	To facilitate the process of self-discovery and the development of emotional, cognitive and interpersonal competencies for personal growth and effectiveness using the experiential learning paradigm	Acquire and apply analytical, critical and creative thinking, and problem-solving skills	Ability to work independently and do in-depth study of various concepts of Psychology	Understand the developmental process of puberty and adolescence, young adulthood and middle age till old age.

M.A. English	PCENH18	Women's writing	The students are introduced to gender issues and gender inequality and the need for gender equity through literary perspectives.	Integrate issues of social relevance in the field of study.	Critically interpret emerging traditions of literature, culture and thought in the canon of new literatures	Discuss aspects of women's writing Explain diversity of women's experiences and their varied cultural moorings Interpret different forms of literature: poetry, fiction, short fiction and critical writings Analyse women's literary history and feminist criticism Evaluate literary works by women
M.A. English	PEENI20	Elective IV B: Cultural Theory and Popular Culture	The students are introduced to gender issues and gender inequality and the need for gender equity through literary perspectives.	Integrate issues of social relevance in the field of study.	Critically interpret emerging traditions of literature, culture and thought in the canon of new literatures	Discuss aspects of women's writing Explain diversity of women's experiences and their varied cultural moorings Interpret different forms of literature: poetry, fiction, short fiction and critical writings Analyse women's literary history and feminist criticism Evaluate literary works by women
MSW	PISWB20	Women and Development	To develop an understanding of the perspective of women and development in Indian society	Integrate issues of social relevance in the field of study	To utilize the available resources for the empowerment of vulnerable groups and critically analyze the problems, needs to create impact in society	Examine the concept of Women empowerment and Development

MSW	PSCDD20	Entrepreneurship Development	Course designed to develop entrepreneurial skills to craft innovative responses to social problems	Apply critical and scientific approaches to address problems and find solutions.	It brings a change in attitudes and values of individual respective of their class, caste or gender	Bridge the social, cultural and economic gap by providing opportunities and encourage women to be economically empowered
MBA	PIBAE20	Family Business Management	To Embrace the Learning of Succession Planning and Role of CEO spouse	Integrate issues of social relevance in the field of study.	The students can function effectively as an individual and in a group with the capacity to be a team leader, as an entrepreneur, and administrator.	Acquires the knowledge on Strategic planning for Family Business
MBA	PIBAG20	Innovation and Creativity	To cope up with the Innovation Abilities	Integrate issues of social relevance in the field of study.	The students can function effectively as an individual and in a group with the capacity to be a team leader, as an entrepreneur, and administrator.	Be able to acquire essential knowledge needed for building creativity lifelong
MBA	PIBAK20	Management of Multi National Corporation	To analyze the issues involved in the growth and development of MNC's.	Integrate issues of social relevance in the field of study.	The students can function effectively as an individual and in a group with the capacity to be a team leader, as an entrepreneur, and administrator.	Identify and describe the complexities of managing international mergers and acquisitions and understand the challenges and opportunities of global scenario.

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MBA	PIBAL20	Work Life Balance	To equip the students to manage, time, relationship, work life, conflict and cross culture controversies.	Integrate issues of social relevance in the field of study.	The students can function effectively as an individual and in a group with the capacity to be a team leader, as an entrepreneur, and administrator.	Assess an organization and introduce to work life Balance insisting on spirituality in the work place.
M.Sc. Electronic Media	PCEMH20	Media Analysis Techniques	To introduce the basic media analysis techniques with practice applications in order to develop a critical perspective of media texts.	Apply critical and scientific approaches to address problems and find solutions.	To Assimilate the critical and scientific approaches to address the Research problems and Find solutions.	Examine the Concept of Sociological and Discourse Analysis.
M.Sc. Electronic Media	PEEMC20	Elective II A: Inter-Cultural Communication	To initiate students to the challenges in global communication in the age of cross-culture communication	Develop research skills through multi/inter/trans-disciplinary perspectives.	To become ethically committed media professionals and entrepreneurs by adhering to Human values, the Indian and the Global cultures.	Evaluating the Relationship Between Intercultural Communications in News Media Production.
M.Sc. Electronic Media	PCEMK20	Film Studies	To provide in-depth knowledge on films, to develop a critically informed sense of the history and development of film conventions. films.	Persist in life-long learning for personal and societal progress.	To Integrate the issues of social and Ethical relevance in the field of Documentary and Short film Production.	Analysing the concept of film as an art and characteristics of films.

M.Sc. Electronic Media	PIEMC20	Independent Elective - Women and Advertising	To provide the basic understanding about the role of women in the field of advertisement and to develop career opportunities.	Persist in life-long learning for personal and societal progress.	To acquire primary Research skills, and understand the importance of innovations, Incubation and entrepreneurship.	Compiling the notable emerging women leaders in Advertising
M.Sc. Electronic Media	PCEMS20	Practical VII - Research Project	To put to practice the methods of research by undertaking a study in a relevant field of media	Develop research skills through multi/inter/trans-disciplinary perspectives.	To Assimilate the critical and scientific approaches to address the Research problems and Find solutions.	Constructing the desired conclusion and writing the Research Report.
M.Sc. Electronic Media	PEEMH20	Elective IVB: Women and Media	To enlighten students on the role of media in empowering women in society.	Persist in life-long learning for personal and societal progress.	To acquire primary Research skills, and understand the importance of innovations	Acquiring Knowledge about Development of women in Media.
M.Sc. Microbiology	PCMBD20	Medical Microbiology	The course is provided to enable students understanding on medically important microorganisms	Integrate issues of social relevance in the field of study.	Attain an in-depth knowledge in the anatomy and physiology of a repertoire of microorganisms with its beneficial and harmful associations.	Outline the basics of Medical Microbiology and describe the mode of transmission of various pathogens.

Controller of Examinations

Controller of Examinations,
Auxilium College (Autonomous)
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Vellore District, Tamil Nadu.

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Year: 2020 Sem –IV	Course Code: UENGD20	Title of the Course: General English –IV	Course Type: Theory	Course Category: Language	H/W: 6	Credits: 3	Marks: 100

Course Outcomes(CO):

1. Relate with real life situations by reading the literary text from the past.
2. Respect and protect the differences among nations and practice positive social values.
3. Instill the ability to analyze texts critically and practice writing through assignments.
4. Develop knowledge about the system of Governance and its regulations.
5. Create a sense of belonging towards the community and nation.

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	M	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	H	H

H - High – (3), M - Moderate (3), L - Low (1)

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	H	M	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	H	H

Unit 1 (18Hours)

1.1. Women's Rights   K3
1.2. Rights of the elderly   K3
1.3. Grammar Units 68 – 75   K2, K3
1.4. Grammar Units 76 – 82   K2, K3
1.5. Skill development: Listening comprehension and answering   K3
     - Listening Skills
1.6. Composition: Essay writing on current Topics   K5
    –Writing Skills

Unit 2 (18 Hours)

2.1. Being Wise, not wasteful   K3
2.2. Grammar Units 83 – 86   K2, K3
2.3. Grammar Units 87 – 91   K2, K3Grammar Units 92 – 96
                                  K2, K3
2.4. Skill development: Interview skills -Speaking Skills   K4

2.5. Composition: Curriculum Vitae and Job application   K4
              - Writing Skills

Unit 3   **(18 Hours)**
3.1. The Role of the Government   K3
3.2. Strengthening the Roots   K3
3.3. Grammar Units 97 – 100   K2, K3
3.4. Grammar Units 101 – 107   K2, K3
3.5. Skill Development: Telephone Conversations
                  - Speaking Skills   K3
3.6. Composition: Note making - Writing Skills   K5

Unit 4   **(18 Hours)**
4.1. Religious Harmony   K3
4.2.Grammar Units 108-112   K2, K3
4.3.Grammar Units 113-115   K2, K3
4.4. Grammar Units 116-119   K2, K3
4.5. Skill development: Interpretation of Graphs (Pie Chart,
          Flow chart) - Writing Skills   K5
4.6**.** Composition: Writing Recommendations   K4
                  - Writing Skills

Unit 5   **(18 Hours)**
5.1. Peace + Balance = Harmony   K3
5.2. Grammar Units 120-125   K2, K3
5.3. Grammar Units 126-130   K2, K3

5.4. Grammar Units 131-136   K2, K3
5.5. Skill Development: Conducting Mock Interview
                  -Speaking Skills   K3
5.6. Composition: Writing Book Review - Writing Skills K5

Text Books
1. Malini Seshadri & Helen Thimmayya. *A Window to your World.* Orient Black
   Swan. Hyderabad 2018.
2. Murphy, Raymond. Intermediate *English Grammar,* Cambridge University Press. Ed.
   2. New Delhi. 2014.

Reference Books
1. Millward, Celia. *Handbook for Writers, 2ⁿᵈ Edition.* New York: Holt, Rinehart
   & Winston, 1980.

2. Rao, M. S. *Soft Skills - Enhancing Employability: Connecting Campus with Corporate* I. K   International Publishing House: New Delhi. 2011.

3. Reid, Ian. *The Short Story: The Critical Idiom Series.* London: Methuen & Co, 1986.

4. Saxena, Sunil. *Headline Writing.* New Delhi: Sage Publications, 2006.

5. Scott, Bill. *The Skills of Communicating.* Mumbai: Jaico Publishing House, June 1995.

OER (Open educational resources):

1. www.bloomsbury.com

2. Open Textbook Library

3. Saylor.org

4. https://textbooks.opensuny.org/browse-by-subject/

UEENC20 - WOMEN'S WRITING

Year : III SEM :VI	Course Code : UEENC20	Title Of The Course : Women's Writing	Course Type Theory	Course Category : Elective	H/W 6	Credits 5	Marks 100

Course Outcomes (CO)

The Learners will be able to

1. Identify the positioning, stature & development of women in the society through ages via the Literary texts
2. Discuss writing from the subordinate or subservient Creators
3. Appreciate works by women for the theme, style and form
4. Examine the form and content of the male – defined concepts and women – oriented concepts
5. Evaluate the works by women for its political and social relevance

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	**L**	H	H	M	L	H
CO2	H	**L**	H	H	H	M
CO3	H	H	**M**	H	H	M
CO4	H	H	M	**M**	H	H
CO5	H	H	M	H	**H**	H

H - High – (3), M - Moderate (2), L - Low (1)

CO/PO	PO					
	1	2	3	4	5	6
CO1	**L**	H	H	M	L	H
CO2	H	**L**	H	H	H	M
CO3	H	H	**M**	H	H	M
CO4	H	H	M	**M**	H	H
CO5	H	H	M	H	**H**	H

Unit I: Poetry (Detailed)   K1- K5   (10 Hours)

1.1   Introduction to Women's Writing
1.2   Emily Dickinson - I Felt A Funeral in My Brain
1.3   Sarojini Naidu - A Song in Spring
1.4   Anne Bradstreet - For Deliverance from a Fever

1.5   Phillis Wheatley - On Virtue
1.6   Maya Angelo - A Brave and Startling Truth

Unit II: Poetry (Non – Detailed)   K1- K5   (10 Hours)
2.1   Author's Introduction
2.2   Elizabeth Barrett Browning - A Woman's Shortcoming
2.3   Mary Elizabeth Coleridge - A Clever Woman
2.4   Emily Bronte - No Coward Soul is Mine
2.5   Christina Rossetti - When I Am Dead, My Dearest
2.6   Elizabeth Bishop - The Fish

Unit III: Prose   K1- K5   (10 Hours)
3.1   Introduction to Women Essayists
3.2   Seminal Works by Women Writers
3.3   Major themes
3.4   Author's Introduction
3.5   Alice Walker - In Search of Our Mother's Garden
3.6   Prose (Non – Detailed):Elaine Showalter's Adventures in Womanhood

Unit IV:Drama (Detailed)   K1- K5   (10 Hours)
4.1   Introduction &Key Playwrights
4.2   Major themes of the plays written by Women Writers
4.3   Analysis of the plays written by Dina Mehta
4.4   Dina Mehta - *Getting Away with Murder*
4.5   Analysis of different plays written by Marsha Norman
4.6   Marsha Norman - *'night, Mother*

Unit V: Fiction   K1- K5   (10 Hours)
5.1   Introduction to Fiction by Women Writers
5.2   Major themes of the novels written by Women Writers
5.3   Author's Introduction and analysis of their works
5.4   Jane Austen - *Emma*
5.5   Charlotte Bronte - *Jane Eyre*
5.6   Shashi Deshpande - *That Long Silence*

Books for Study:

1. Gilbert, Sandra M. The Norton Anthology of Literature by Women:
    The Tradition in English.   London: W. W. Norton &
    Company, 2007. Print.
2. Showalter, Elaine. Inventing Herself. New York: Simon Schuster, 2001.
          Books for Reference:
 1. Collins, Patrica Hill. Black Feminist Thought. London: Routledge Classics, 2012.

2. Sengupta, Jayita. Feminist Perspective in the Novels of Toni Morrison, Michele Roberts andAnita Desai. New Delhi: Atlantic Publishers, 2006

1.1.1 – DEPARTMENT OF HISTORY – GENDER NEEDS

Year: III Sem: V	Course Code: UEHIC20	Title of the Course: Women's Studies	Course Type: Theory	Course Category: Core	H/W 6	Credits 5	Marks 100 40+60

Course Objective*:*

1.To help the students to understand the status of women through the ages.

2.To make the students know the origin, growth of Feminism and their legal rights.

3.To enable the students to evaluate the contribution of Eco-Feminists and Environmentalists.

Course Outcomes

After completion of the course the student will able to :

1. Describe the status of Women through the ages
2. Criticize the evolution of Women's rights and its impact in
   the life of every woman
3. Explain the importance of the international Women's
   Conference and National Commission for Women in India.
4. List out the Central and State Government policies and schemes
   for women in India and make it known
5. Discuss the role of eco-feminist and Women Environmentalists
 in sustainable development

CO/PO	1	2	3	4	5	6
CO1	H	M	M	L	M	M
CO2	H	M	M	L	M	L
CO3	H	M		M	L	H	M
CO4	H	M	M	L	M	M
CO5	H	H	M	L	H	M

H-High (3) M-Medium (2) L-Low(1)

CO/PO	1	2	3	4	5	6
CO1	M	M	L	L	H	H
CO2	M	M	H	L	H	H
CO3	M	M	H	L	H	H
CO4	M	M	H	L	H	M
CO5	M	L	L	H	H	M

H-High (3) M-Medium (2)L-Low (1)

Unit-I   (18 Hours)

1.1- Status of Women in Vedic Period- Grihapati- Education-Marriages- Aim and Significance of Marriage- Polygamy- Artangini (K2)

1.2-Epic Period - Manu Dharma- Kargi- Maiterye -Brahmmavadins -Types of Marriages- Approved Marriages- Unapproved Marriages- Swayamvara- Polyandry- Widows Condition (K2, K4)

1.3-Sangam Age- Virtues of Women- Sports- Education- Avvaiyar- Kakkaipadiniyar- Vellivithiyar- Noble qualities of Women- Worship- Husband and Wife Relationship- Chastity- Mudir Magalir- Kalamthoda Magalir- Urimai Magalir,

1.4- Position of Women in Medieval Period- Social Evils of the Society- Sati- Widows Condition- Devadasi system- Education- (K2, K4)

1.5-Modern Period- Post Independence Period- - Social Reforms- Raja Ram Mohan Roy- Eswar Chandra Vidyasagar- Abolition of Sati Act- Widows Remarriage Act- Sarada Act- Female Infanticide Act(K2)

1.6- Dowry Prohibition Act- Pre Independence Period- Women Education- Barriers of Women in India – Discrimination-Harassment- Humiliation- Exploitation (K2 , K4)

Unit II: (18 Hours)

2.1- Feminism-Origin - Definition- Growth and Meaning- Big Fives-Theories of Feminism – Capitalist Theory- Socialist Theory- Right to Vote-Liberal Theory- Marxist Theory- Radical Theory (K2, K4)

2.2-Women's Liberation Movements- Bharat Mahila Parishad- Bharat Stree Mandal- Women's India Association- All India Women's Conference- Kasturba Gandhi National Memorial Trust (K2)

2.3-Women's Rights- Right to Property Act- The Hindu Succession Act -Right to Marriage Act - Right to Divorce- Right to Remarriage- Right to Education (K2, K4)

2.4- Marital Laws in India- Christian Marriage Act- Muslim Marriage Act- Divorce- Legal Rights – Legal Protection of Women-Family Courts- Prohibition of Domestic Violence Act- Child Marriage Prohibition Act- (K4)

2.5-Women and Law- Abolition of Sati Act-Widow Remarriage Act- The Special Marriage Act- Sharada Act- Hindu Women Right to Property Act- The Hindu Marriage Act- Dowry Prohibition Act (K2,K4)

2.6- Women and Occupation- Indecent Representation on Women (Media)- Labour Laws- Working hours- Equal Pay for Equal Work- Maternity Benefits- Sexual Harassment at Work place- Women in Public Life- Prohibition of Eve Teasing –POCSO Act (K4)

Unit III: (18 Hours)

3.1-International Women's Conferences (Vienna Declaration, Beijing Conference,) - International Women's Year (IWY)-Recommendations of IWY (K2, K4)

3.2- Convention for Elimination for all forms of Discrimination (CEDAW) -UN Decade for Women in India- Social Welfare Department- Health-Primary Health Centre-(K2, K4)

3.3-Health Issues for Women- Communicable Disease-Malnutrition- Social Justice for Women- Millennium development Goals (K2)

3.4- Third International Women's Conference-Eradicate extreme Poverty and Hunger-Gender Equality- Control HIV/AIDS (K4)

3.5-National Commission for Women (NCW)-Awareness Programs- Legal Rights- Speedy Remedy- Paravarik Mahila Lok Adalat- Suo Moto (K2)

3.6-NCW Library- Seminars, Workshops- Confernece-Evaluate the Progress of Women's development in India and Plan of action– (K2)

Unit IV: (18 Hours)

4.1-Governments' Policy on Women-National Policy for Women- Five Year Plan- Reservation- Judicial Legal System- Decision Making- Economic Policy-Social Empowerment of Women- Health – Education- Nutrition- Water and Sanitation (K2, K4)

4.2-Central Government Schemes for Women- Women and Education- Sukanya Samrdi Yojana- National Pension Scheme for destitute women and widows- Old Age Pension Scheme- Annapurna- Swadargarh(K4)

4.3-Peti Pacho Peti Podo- One Stop Centre Scheme-Women Helpline Number- Ujjwala- Support to Training and Employment Programme for Women (STEP)- Working Women Hostel (K2, K4)

4.4-State Government Policies- Marriage Assistance Scheme – Maternity Benefit Schemes

4.5-Educational Schemes and Scholarships- Mahalir Thittam- Self Help Groups (SHG)- Cradle baby Scheme- (K2, K4)

4.6-Girl Child Production Scheme- Working Woman's Hostels- Vocational Training Program for Rural and Urban women's- Health Facilities- Primary Health Centers- (K2)

Unit- V: (18 Hours)

5.1- Eco-Feminism- Definition- Eco- Feminism in Indian historical perspective-Religious customs and Festivals related to Eco -Feminism- Viriksha Devata- Temple of Peace(K2, K4)

5.2-Van Maha Utsav-Ecological Movements initiated by women – Chippko Movement- Women Tree Huggers- Chandi Prasad Bhatt- Appiko Movement-Impact of Exploiting Forest (K2)

5.3- Green Belt Movement- Wangari Maathai- Nobel Peace Prize(K2)

5.4-Navdanya Movement- Vandhana Shiva- Training for Organic Agriculture- Freedom Zones- Biopiracy- Bija Vidyapeeth (K2)

5.5-Women Environmentalists- Mei Ng- Vandana Shiva- Wangari Mutta Mathai- Maria Cherkasova- Rachel Carson- Jane Goodall (K2)

5.6-Mehta Patkar- Sugata Kumari- Gauri Devi-Sunita Narain- Menaka Gandhi-Dr. Vanaja Ramprasad. (K2)

Text Books:

1. Mary E. John-Women's Studies in India-Penguin Books Ltd, London,2008

Books for study and Reference:

1. M.J. Antony-Women's Rights-Hind Pocket Books, New Delhi,1989
2. Dr. Anitha Arya-Indian Women –Gyan publishing House, New Delhi,2000
3. Mary E. John-Women's Studies in India-Penguin Books Ltd, London,2008
4. V. Janapathy- Indian Women Through the Ages -Gyan publishing House, New Delhi,2002
5. Geraldine Forbes-Women in Modern India-Cambridge University Press, 1999

Open Educational Resources (OER):

1. https://edugeneral.org
2. https://www.legalsercviceindia.com
3. https://www.unwomen.org
4. https://en.unesco.org
5. https://www.navdanya.org
6. https://wcd.nic.in
7. https://www.tnsocialwelfare.org

USCOD520/USCOD620 - CONSUMER GUIDE AND EMPOWERMENT

Year/ Semester	Course Code	Title of the course	Course type	Course category	No. of. Hours	Credits	Marks
III/V/VI	USCOD520/ USCOD620	Consumer Guide and Empowerment	Theory	Skill Based Elective	2	2	40+60

Course Objectives

1. To understand the advantages and limitation of the consumer movement and the right of consumer
2. To understand the role of the consumer guidance society of India
3. It get information about demerits or defects of products from consumer and suggests remedial measures
4. Students learn food safety and standards authority of India
5. Students will be able to appreciate the emerging questions and policy issues in consumer law for future research

Course Learning Outcomes (CLO)

1. Gain knowledge on Consumer Movement
2. Apprehend Knowledge on Right to Information act
3. Acquire Theoretical Knowledge Consumer Protection act
4. Know About FSSAI 2006 Act
5. Have In-Depth Knowledge on Certification Marks

CO's consistency with PO'S

CO	PO1	PO2	PO3	PO4	PO5	PO6
1	H	M	H	H	H	H
2	H	M	H	H	H	H
3	H	H	M	H	M	M
4	M	H	H	M	H	M
5	H	M	H	H	H	M

(Low – L, Medium – M, High – H)

CO's consistency with PSO'S

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
1	H	M	H	H	H	H
2	H	M	H	H	H	H
3	H	H	M	H	M	M
4	M	H	H	M	H	M
5	H	M	H	H	H	M

(Low – L, Medium – M, High – H)

Course Syllabus
Unit I: Consumer Awareness Movement   **(6 Hours)**
1.1 Consumer Awareness Movement (K_1, K_2)
1.2 Gandhiji`s quote - Brief History (K_1, K_2)
1.3 Main features and Provision for Consumer Rights (K_1, K_2)
1.4 Responsibilities towards each Right (K_1, K_2, K_3)
1.5 Critical Awareness (K_1, K_2, K_3)
1.6 Environmental concern and United Nations Guidelines (K_1, K_2)

Unit II: Right to Information   **(6 Hours)**
2.1 Right to Information Act (K_1, K_2)
2.2 Public information Officer and Assistant (K_1, K_2)
2.3 Supply of Information to Associations (K_1, K_2, K_3)
2.4 Time period for supply of Information (K_1, K_2)
2.5 Appeals and Complaints (K_1, K_2, K_3)
2.6 Third party Information and Disclosure (K_1, K_2, K_3)

Unit III: Consumer Protection Act 1986   **(6 Hours)**
3.1 Consumer Protection Act 1986 (K_1, K_2, K_3)
3.2 Preliminary (Introduction, commencement and application) (K_1, K_2)
3.3 Consumer Protection Council (K_1, K_2, K_3)
3.4 Establishment, Composition, Jurisdiction, Complaint, Manner, Procedure
 on Receipt of Complaint finding, Appeal (K_1, K_2)
3.5 Finality of order -limitation Period (K_1, K_2)
3.6 Administrative control and Enforcement of Orders by the Redressal Agencies (K_1, K_2, K_3)

Unit IV: FSSAI ACT 2006 (Food Safety and Standards)   **(6 Hours)**
4.1 FSSAI Act 2006 (K_1, K_2, K_3,)
4.2 Food safety and standards Authority of India (K_1, K_2)
4.3 General provisions as to Articles of Food (K_1, K_2)
4.4 Compliance steps of FBO (K_1, K_2)
4.5 Liability of the Manufacturers, Packers, Wholesalers, Distributors and Sellers
 Food Recall Procedures (K_1, K_2)
4.6 Offences and penalties, General Provisions relating to Penalty (K_1, K_2, K_3)

Unit V: Certification Agencies - Certification Mark   **(6 Hours)**
5.1 Certification Agencies (K_1, K_2)
5.2 Certification Marks, BIS Hall Mark, AGMARK, ISI Mark, FPO Mark (K_1, K_2, K_3)
5.3 Vegetarian and Non Vegetarian Mark, Geographical Indication Mark (K_1, K_2, K_3)
5.4 Significance of Certification Mark (K_1, K_2)
5.5 Bureau of Indian Standards (K_1, K_2, K_3)
5.6 Objectives and Activities (K_1, K_2)

Text Books:
1.E-books available in the FSSAI website like
2.Dart, Pink, Yellow and Orange books
3. Newsletters (quarterly publications) of State Consumer Knowledge Helpline
Resource Management Portal (SCHKRMP)
4."Nugarvor Kavasam" a publication by the Department of Civil Supplies and Consumer

Web Resources:
1. www.consumer.tn.gov.in – publications
2. www.consumeradvice.in – publications

Year/ Semester	Course Code	Title of the course	Course type	Course category	No. of. Hours	Credits	Marks
II/IV	USCOC420	Entrepreneurial Development	Theory	Skill Based Elective	2	2	40+60

Course Objectives:

1. To understand about entrepreneurship and its functioning.
2. To know the financial institutions funding entrepreneurs.
3. To generate business ideas and its scope of implementation.
4. To understand the role of Government in developing entrepreneurship.
5. To realize the impact of entrepreneurs in economic growth.

Course Learning Outcomes(CLO):

1. Students understand the basic concepts of entrepreneurship and its functioning.
2. Students were able to select the best financial institutions for business as per the needs.
3. Students generated best innovative business ideas.
4. Students bridged the gap between Government and entrepreneurs.
5. Students made an impact on the development of economy.

COs consistency with POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
1	M	M	M	M	M	M
2	M	H	M	H	H	M
3	M	M	H	M	H	M
4	H	M	M	M	M	H
5	M	M	M	M	H	H

(Low – L, Medium – M, High – H)

COs Consistency with PSOs

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	H	M	M	H	M	M
2	M	H	M	H	H	M
3	M	M	H	M	H	M
4	H	M	M	H	M	H
5	M	H	H	M	H	H

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Concepts of Entrepreneurship (6 Hours)

1.1 Meaning and definition of entrepreneurship (K_1, K_2, K_3)
1.2 Types of entrepreneurship (K_1, K_2, K_3, K_4)
1.3 Qualities of entrepreneurs (K_1, K_2, K_3, K_4)
1.4 Classifications of entrepreneurs (K_1, K_2, K_3, K_4)
1.5 Factors influencing entrepreneurship (K_1, K_2, K_3, K_4)
1.6 Functions of entrepreneurship (K_1, K_2, K_3, K_4)

Unit II: Industrial Finance to Entrepreneurs (6 Hours)

2.1 Introduction to SFC's (State Finance Corporation) (K_1, K_2, K_3)
2.2 Explanation about SIDC'S (Small industries development corporation Limited) (K_1, K_2, K_3, K_4)
2.3 Introduction and brief achievements in SIPCOT (State Industries promotion corporation of Tamil Nadu) (K_1, K_2, K_3, K_4)
2.4 Introduction to DIC'S (District Industries centre) (K_1, K_2, K_3, K_4)
2.5 Explanation to Commercial Banks measures and achievement (K_1, K_2, K_3, K_4)
2.6 Introduction to Small Industrial Development Banks of India (SIDBI) (K_1, K_2, K_3, K_4)

Unit III: Project Management (6 Hours)

3.1 Introduction to Business Ideas (K_1, K_2, K_3)
3.2 Business Generation techniques (K_1, K_2, K_3, K_4)
3.3 Identification of Business opportunities (K_1, K_2, K_3, K_4)
3.4 Checking feasibility for the study (K_1, K_2, K_3, K_4)
3.5 Analysis of the project Report (K_1, K_2, K_3, K_4)
3.6 Project life cycle and classification (K_1, K_2, K_3, K_4)

Unit IV: Entrepreneurial Development Programme (6 Hours)

4.1 Introduction to EDP(K_1, K_2, K_3)
4.2 Role Relevance of EDP (K_1, K_2, K_3, K_4)
4.3 Achievements in the sector (K_1, K_2, K_3, K_4)
4.4 Role of the government (K_1, K_2, K_3, K_4)
4.5 Organising programmes towards the development (K_1, K_2, K_3, K_4)
4.6 Benefits to Rural Entrepreneur (K_1, K_2, K_3, K_4)

Unit V: Entrepreneurial Growth (6 Hours)

5.1 Introduction to economic development and Growth(K_1, K_2, K_3, K_4)
5.2 Role of Entrepreneur and their growth (K_1, K_2, K_3, K_4)
5.3 Small scale entrepreneurs (K_1, K_2, K_3, K_4)
5.4 Women and Entrepreneurship (K_1, K_2, K_3, K_4)
5.5 Challenges faced by women entrepreneurs (K_1, K_2, K_3, K_4)
5.6 Innovation process and Development of entrepreneurial skills during Pandemic period (K_1, K_2, K_3, K_4)

Text Books:

Entrepreneurial Development Dr.Radha , Prasana & Co Triplicane Chennai

Reference Books:

1. Entrepreneurial Development Renu Arora S .K Sood.
2. Entrepreneurial Development S.S.Khanka S chand &company Ltd New Delhi

3. Entrepreneurship CA (Dr.) Abha Matuhr University of Delhi
4. Innovation and Entrepreneurship Peter F. Drucker
5. Entrepreneurship Development and Management in extension M. Priyadharshini S. Janani T.N.Sujatha et.al.,

Web Resources:
1. https://balancesmb.go
2. https://www.freebookcentre.net
3. The secrets of successful entrepreneurship (audio book) – Stephen Hawley www.audible.in
4. https://www.inc.com
5. https://www.pdfdrive.com>entrepreneur

UG MICROBIOLOGY

UCMBG20- MEDICAL BACTERIOLOGY AND MYCOLOGY

Year 2020	Course Code	Title Of The Course	Course Type	Course Category	H/W	Credits	Marks
SEM: V	UCMBG20	Medical Bacteriology and Mycology	Theory	Core	5	5	100

Course Objective: To enable students understanding on medically important bacteria and fungi, the concepts, epidemiology and development of microbial diseases and the principles behind prevention and treatment of such diseases.

Course Outcomes (CO):

At the end of the course, the learners will be able to;

CO1: Outline the importance of Host-Parasite relationships and demonstrate the collection of various clinical specimens and processing it.

CO2: Explain about the diseases caused by the bacterial pathogens, prevention and treatment.

CO3: Discuss the different modes of transmission of bacterial diseases and its preventive measures.

CO4: Compare the morphological classification of fungi, and isolation of fungi from clinical specimen.

CO5: Compile the common mycotic diseases, their pathogenicity and various antifungal agents used for treatment.

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	M	L	H
CO2	H	L	M	L	L	H
CO3	H	M	L	M	M	H
CO4	H	M	M	H	M	H
CO5	H	M	H	L	L	M

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	H	L	L	M
CO2	H	H	H	M	L	M
CO3	H	H	H	L	L	L
CO4	H	H	H	M	L	M
CO5	H	H	H	L	L	M

H – HIGH (3)
M – MODERATE (2)
L – LOW (1)

COURSE SYLLABUS

UNIT I: Infection, its types and processing of clinical specimens. (10 hours)

1.1 Normal Microbial flora of human body. (K1,K2)

1.2 Host parasite relationship. (K1,K2)

1.3 Infection and types of infection (Primary, Secondary, Reinfection , cross infection, Nosocomial and Iatrogenic infection). (K1,K2)

1.4 Virulence factors of bacteria causing infection. (K1,K2)

1.5 Specimen collection, Transport and storage. (K1,K2,K3)

1.6 Specimen processing (Blood, Urine, CSF, Sputum and other body fluids). (K1,K2,K3)

UNIT II: Bacterial pathogens-I. (20 hours)

2.1 Morphology, classification, antigenic structure, cultural characteristics, pathogenicity, laboratory diagnosis, preventive measures and treatment of Human pathogens – *Staphylococcus aureus, Streptococcus pyogenes, Streptococcus pneumonia.* (K1,K2,K3)

2.2 *Neisseriae meningitides* and *Neisseriae gonorrhoeae, Corynebacterium diphtheria.* (K1,K2,K3)

2.3 *Mycobacterium tuberculosis* and *Mycobacterium leprae, Bacillus anthracis.* (K1,K2,K3)

2.4 *Clostridium botulinum, Clostridium tetani and Clostridium perfringens.* (K1,K2,K3)

2.5 Family – Enterobacteriaceae- *Escherichia coli* and *Klebsiella.* (K1,K2,K3)

2.6 Family – Enterobacteriaceae - *Salmonella, Shigella and Proteus.* (K1,K2,K3)

UNIT III: Bacterial pathogens –II and Hospital waste disposal. (15 hours)

3.1 Morphology, classification, antigenic structure, cultural characteristics, pathogenicity, laboratory diagnosis, preventive measures and treatment of *Vibrio cholerae* and *Vibrio parahaemolyticus, Pseudomonas aeruginosa.* (K1,K2,K3)

3.2 *Brucella abortus, Bordetella pertussis*, *Haemophilus influenza.* (K1,K2,K3)

3.3 *Treponema pallidum, chlamydiae* and *Rickettsiae.* (K1,K2,K3)

3.4 Zoonotic diseases. (K1,K2,K3)

3.5 Hospital acquired infection and their control. (K1,K2,K3)

3.6 Hospital waste disposal. (K1,K2,K3)

UNIT IV: General Mycology - yeasts of Medical importance.(15 hours)

4.1 General introduction to Mycology. (K1,K2)

4.2 Morphology of fungi. (K1,K2,K3)

4.3 Classification of fungi of medical importance. (K1,K2)

4.4 Detection and recovery of fungi from clinical specimens. (K1,K2,K3)

4.5 Yeasts of medical importance – *Candida albicans,* (K1,K2,K3)

4.6 *Cryptococcus neoformans.* (K1,K2,K3)

UNIT V: Common Mycotic diseases. (15 hours)

5.1 Dermotophytes and agents of superficial mycosis – *Trichophyton*, *Epidermophyton* and *Microsporum.* (K1,K2,K3)

5.2 Dimorphic fungi causing systemic mycoses – Histoplasmosis. (K1,K2)

5.3 Coccidiodomycosis. (K1,K2)

5.4 Blastomycosis. (K1,K2)

5.5 Mycotic mycetoma. (K1,K2)

5.6 Antifungal agents. (K1,K2,K3)

TEXT BOOKS:

1. Ananthanarayan R & Paniker C.K.J. (2013). Text Book of Microbiology, 9th edition, Universities Press, Hyderabad.
2. Tille P. Bailey and Scott (2013). Diagnostic Microbiology, 13th edition, Mosby Publishers, United States.
3. Jawetz, Melnick, &Adelberg's. (2013). Medical Microbiology. 26th edition. McGraw-Hill, New York.
4. Mehrotra RS and Aneja KR (2006). An Introduction to Mycology. 1st edition, New age international publishers, Chennai.

REFERENCE BOOKS:

1. Chakraborty P (2003). A Text book of Microbiology. 2nd edition, Published by New central Agency (P) Ltd., Kolkata.
2. Satish Gupte (2005). The Short Textbook of Medical Microbiology. 8th edition, Jaypee Brothers, Medical publishers (P) Ltd., New Delhi.
3. Rajan S (2009). Medical Microbiology. 1st edition, MJP Publishers, Chennai.
4. Rajesh Bhatia and Ratan Lallchhpujani (2004). Essentials of Medical Microbiology. 3rd edition, Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi.
5. Monica Cheesbrough (2003). District Laboratory Practice in Tropical Countries. Part 1 & 2, Cambridge University Press.
6. Jagadish Chander (1996). A text book of Medical Mycology. 1st edition. Interprint, New Delhi.

OER:

E-BOOKS:

1. http://www.gutenberg.org/
2. http://www.free-ebooks.net/
3. http://www.bookrix.com
4. http://www.e-booksdirectory.com/
5. http://bookboon.com/
6. http://www.freebooks.com/ebooks/

UCMBJ20 : MEDICAL VIROLOGY & PARASITOLOGY

Year 2020	Course Code	Title Of The Course	Course Type	Course Category	H/W	Credits	Marks
SEM: VI	UCMBJ20	Medical Virology and Parasitology	Theory	Core	5	5	100

Course Objective: To provide in depth knowledge on diseases caused by medically important, its epidemiology and control measures.

Course Outcomes (CO):
At the end of the course, the learners will be able to;
CO1: Explain the properties, classification and cultivation of viruses.
CO2: Outline on the zoonotic and arthropod borne diseases.
CO3: Discuss about the oncogenic viruses and brief out on the importance of antiviral drugs and vaccines.
CO4: Describe the classification of parasites and demonstrate the laboratory diagnosis of parasitic diseases.
CO5: Compile the information on common parasites, protozoan and metazoan diseases.

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	M	L	H
CO2	H	H	H	L	L	H
CO3	H	M	M	M	M	M
CO4	H	H	H	M	M	H
CO5	H	H	H	M	M	H

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	H	H	L	M
CO2	H	L	H	M	L	M
CO3	H	M	H	L	L	M
CO4	H	H	H	M	L	L
CO5	H	L	H	L	L	M

H – HIGH (3)
M – MODERATE (2)
L – LOW (1)

COURSE SYLLABUS

UNIT I: General properties of virus. (15 hours)

1.1 General properties of virus. (K1,K2)

1.2 Detection of viruses and antigens in clinical specimens. (K1,K2,K3)

1.3 Serological diagnosis of virus infections. (K1,K2,K3)

1.4 Cultivation of viruses – egg inoculation and tissue culture. (K1,K2,K3)

1.5 Structure and properties of viroids. (K1,K2)

1.6 Prions. (K1,K2)

UNIT II: Viral diseases - I. (15 hours)

2.1 Arthropod borne virus (Chickungunya virus, Dengue, Japanese Encephalitis, West Nile fever, Yellow fever). (K1,K2)

2.2 Rodent borne viral diseases (Lassa, Hanta and Ebola virus). (K1,K2)

2.3 Picorna viruses (Polio, Rhino Virus). (K1,K2)

2.4 Hepatitis viruses (Type A, B and C), Rabies virus. (K1,K2)

2.5 Orthomyxo (H1N1 Influenza) and Paramyxo viruses (Measles, Mumps). (K1,K2)

2.6 SARS, MERS, SARS CoV2. (K1,K2)

UNIT III: Viral diseases -II. (15 hours)

3.1 Pox viruses, Adeno viruses, Herpes Simplex virus. (K1,K2)

3.2 Reo virus, Rota virus. (K1,K2)

3.3 Human immunodeficiency virus. (K1,K2)

3.4 Oncogenic virus (Papilloma virus and Polyoma virus). (K1,K2)

3.5 Antiviral drugs and Interferon. (K1,K2)

3.6 Viral vaccines. (K1,K2)

UNIT IV: Introduction to Medical parasitology and common protozoan diseases. (15 hours)

4.1 Introduction to Medical Parasitology – Classification of parasites. (K1,K2)

4.2 Laboratory diagnosis of common parasitic diseases. (K1,K2)

4.3 Common protozoan diseases – Amoebiasis, Giardiasis. (K1,K2)

4.4 Trypanosomiasis. (K1,K2)

4.5 Malaria. (K1,K2)

4.6 Toxoplasmosis and Leishmaniasis. (K1,K2)

UNIT V: Common metazoan diseases. (15 hours)

5.1 Morphology, Pathogenicity, clinical manifestation and Lab diagnosis of Ascariasis. (K1,K2, K3)

5.2 Hookworm. (K1,K2,K3)

5.3 Filariasis. (K1,K2,K3)

5.4 Hydatidosis. (K1,K2,K3)

5.5 Fasciolopsis. (K1,K2,K3)

5.6 Taenia infection.(K1,K2,K3)

TEXT BOOKS:

1. Jawetz, Melnick, & Adelberg (2013). Medical Microbiology. 26th edition, Mc Graw-Hill. New York.
2. Ananthanarayan R & Paniker C.K.J. (2013). Text Book of Microbiology, 9th edition, Universities Press, Hyderabad.
3. Subhash Chandra Parija (2013). Text book of Medical Parasitology. 4th edition, All India Publishers and Distributors (Medical Books Publishers), New Delhi.
4. Chatterjee K.D (2016). Parasitology, Protozoology& Helminthology. 13th edition. Joe media Publishers. Calcutta.

REFERENCE BOOKS:

1. Dimmok N.J and Primrose S.B (1994). Introduction to modern virology 4th edition, Blackwell scientific company publications, United States.
2. Saravanan P (2006). Virology. 1st edition, MJP Publishers, A Unit of Tamil Nadu Book House, Chennai.
3. Luria S.E, Darnell J.E, Baltimore D and Compare A (1978). General virology. 3rd edition, John Wiley and Sons, New York.
4. Jayaram Paniker C.K (2004). Text book of Medical Parasitology. 5th edition, Jaypee Brothers Publishers (P) Ltd., New Delhi.
5. Karyakarte R.P and Damle AS (2005). Medical Parasitology. Revised edition, Books and Allied (P) Ltd., Kolkata.

OER:

1. http://www.gutenberg.org/
2. http://www.free-ebooks.net/
3. http://www.bookrix.com
4. http://www.e-booksdirectory.com/
5. http://bookboon.com/
6. http://www.freebooks.com/ebooks/

UG B.Sc VISUAL COMMUNICATION

SEMESTER - I

UCVCA20 - INTRODUCTION TO VISUAL COMMUNICATION

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	UCVCA20	Introduction to Visual Communication	Theory	Core	5	4	100

Objective*:*

- To give an overview about the field of Visual communication and Visual language and to enable them to understand the various fields of work in this area

Course Outcomes (CO)

The Learners will be able to

CO1: Indicating the Basic Concepts of Communication.

CO2: Analyzing the concepts of Visual cues and Visual Theories.

CO3: Acquiring an in-depth knowledge in Visual Analysis and Visual Stereotypes

CO4: Identifying the Essential aspects of Visual Language.

CO5: Exploring the insights of Visuals in Media.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	M	H
CO2	H	H	M	H	H	M
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H

CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Basics of Visual Communication (18 hours)

1.1. Definition: communication. (K1, K2)
1.2. Need for and Importance of Communication. (K1, K2)
1.3. Introduction to Visual Communication: Sensing, Selecting and Perceiving (K1,K2,K3, K4)
1.4. Visual Cues: Color, Form, Depth. (K1, K2, K3, K4)

1.5. Eight Depth Factors. (K1, K2, K3, K4)

1.6. Movements. (K3, k4)

Unit II: Visual Theories and Persuasion(18 hours)

2.1. Sensory Theories of Visual Communication: Gestalt. (K3, k4)

2.2. Sensory Theories of Visual Communication: Constructivism. (K1, K2, K3, K4)

2.3. Perceptual Theories of Visual Communication: Semiotics –Charles sanders Peirce, (K1, K2, K3, K4)

2.4. Cognitive Theory, (K1, K2, K3, K4)

2.5. Visual Persuasion in Advertising, (K1, K2, K3, K4)

2.6. Visual Recurring. (K3, k4)

Unit III: Visual Stereotypes and Analysis   (18 hours)

3.1. Visual Stereotypes: Reinforcing Stereotypes with Images.(K1, K2, K3, K4)

3.2. Visual Analysis: Composition.(K1, K2, K3, K4)

3.3. Semiotic Signs and Codes (K3, K4)

3.4. Cognitive Elements(K1, K2, K3, K4)

3.5. Purpose of the Work, (K3, K4)

3.6. Image Aesthetics (K3, K4)

Unit IV: Visual Language (18 hours)

4.1. Principles of Visual & other Sensory Perceptions. (K1, K2, K3, K4)

4.2. Color Psychology & theory (some aspects) (K1, K2, K3, K4)

4.3. Color symbolism, Visual Thinking (K3, K4)

4.4. Principles of Design (K1, K2, K3, K4)

4.5. Elements of Design(K1, K2, K3, K4)

4.6.Process of developing creative ideas, Visual Culture(K3, K4)

Unit V: Visuals in Media (18 hours)

5.1. Definition: Media. (K1, K2)
5.2. Types of Media – Traditional Media & folk Media (K1, K2, K3, K4)
5.3. Print Media, Electronic Media and New Media.(K1, K2, K3, K4)
5.4. Visual language.(K3, K4)
5.5.Visual pleasure. (K3, K4)
5.6. Concept of gaze. (K3, K4)

Books for Study and Reference:

1. Seeing is Believing: An introduction to visual communication, 4th edition, – Arthur Asa Berger, McGraw Publication, 2012
2. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011.
3. KevalJ.Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011.
4. Joseph R. Dominick – The Dynamics of Mass Communication: Media in the Digital Age, 10th Edition - Tata McGraw Hill, 2010.
5. Stanley J. Baran – Introduction to Mass Communication: Media Literacy and Culture, 5th Edition - Tata McGraw Hill, 2010.
6. Uma Joshi, Rameshwari Pandya, AnuradhaMathu – Folk Media and Harmony, Swastik Publications, 2010.
7. Jonathan Baldwin, Lucienne Roberts – Visual Communication - AVA Publishing SA, 2006.
8. John Morgan, Peter Welton,1992 - See what I Mean?: An Introduction to Visual Communication

SEMESTER IV – PAPER IV

UCVCG20 - MEDIA, CULTURE AND SOCIETY

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	UCVCG20	Media culture and society	Theory	Core	6	4	100

Objective:

- To enable the students to understand the theories of media and the impact of media on society and culture

Course Outcomes (CO)

The Learners will be able to

CO1: Report and Restate the elements of society and its theories.

CO2: Illustrate the characteristics of culture and its models.

CO3: Analyze the various models of media and Categories the ecological perspective of media audience

CO4: Analyze the various models of media.

CO5: Evaluate the social issues of media.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H

CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Concepts of society (18 hours)

1.1. The definition of society (K1, K2)
1.2. Essential elements of society (K1, K2)
1.3. Understanding Mass Media (K1, K2, K3)
1.4. Theories of society: the mass society theory, functionalism, uses and Gratification theory, social construction theory (K2, K3, K4)
1.5. Communication technology determinism (K3, K4)
1.6. The information society. (K3, K4)

Unit II: Concept of culture (18 hours)

2.1. The definition of culture, characteristics of culture, (K1, K2)

2.2 Components of culture, functions of culture. (K1, K2, K3)

2.3. Media and popular culture,(K1, K2, K3)

2.4. Mass media culture and development (K1, K2, K3)

2.5. Development communication, modernization, (K1, K2, K3)

2.6. Models of development, dependency/structuralism model.(K1, K2, K3, K4)

Unit III: Media Audience (18 hours)

3.1. Reception, (K1, K2)

3.2. Audience positioning, (K1, K2,K3)

3.3. Subjectivity, Pleasure (K1, K2)

3.4. Audience dynamics (K3, K4)

3.5. Impact of Media on Society (K1, K2,K3)

3.6. Ecological perspectives.(K3, K4)

Unit IV: Media Analysis: (18 hours)

4.1. Media Text, (K1, K2)

4.2. Media Ideology, (K1, K2, K3)

4.3. Media and Realism (class, Gender, Race, Age, Minorities, children),(K1, K2, K3, K4)

4.4. Approaches to Media Analysis (K1, K2, K3)

4.5. Marxist theory, semiotics, (K1, K2, K3)

4.6. Psychoanalytic.(K1, K2 K3, K4)

Unit V: Alternate Media (18 hours)

5.1. Alternative approaches to developments, (K1, K2, K3)

5.2. Revival of modernization models, (K1, K2, K3)

5.3. Peculiarity of Indian Society, Media in Indian society, (K1, K2, K3, K4)

5.4. Internet initiatives for rural development,(K1, K2, K3, K4)

5.5. Communication for development (K1, K2, K3)

5.6. Sensationalism, 4G, VR, gaming, mobile addiction.(K1, K2, K3, K4)

Books for Study and Reference:

1. Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013.
2. KevalJ.Kumar - Mass Communication in India, 4rd Edition - Jaico Publication, 2011.

3. Graeme Burton - Media and Society Critical Perspectives, 2nd Edition - Tata McGraw Hill, 2010
4. PaulHodkinson,Media,Culture and Society:An Introduction,SAGE Publication Ltd,2010.
5. Michael O'Shaughnessy,JaneStadler,Media and Society an Introduction,Oxford University press,2005
6. Amos Owen Thomas - Media, Culture and Politics Across India, Sage Publication, 2005
7. McQuail Denis – Mass Communication Theory, 4th and 5th Edition - Sage Publication, 2000.
8. Silverstone rogers – Why study Media? –sage Publications- 1999
9. Berger, AsaAuthur,- Media Analysis Techniques- Sage Publications -1998.

SEMESTER V - PAPER VI

UCVCJ20 –FILM APPRECIATION

Year: III	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: V	UCVCJ20	Film Appreciation	Theory	Core	5	4	100

Objective:

- To introduce films as a form of visual communication and develop technical knowledge and critical outlook towards film making

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the concepts of Film as a Mass medium and its Production Stages.

CO2: Acquire an In-depth knowledge in Film Language.

CO3: Analyze about origin of Indian Cinema.

CO4: Exploring the Film making Techniques in World Cinema

CO5: Distinguish the Film genres.

CO	PSO

	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	**PO**					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Film as a Medium(15 hours)

1.1.Film History: Early Cinema with special reference to Tamil Nadu and India. (K1, K2, K3)

1.2. Cinema as a mass medium. (K1, K2, K3)

1.3. Persistence of vision, Phi phenomenon. (K1, K2,)

1.4. Film Production Process: Pre Production.(K2, K3, K4)

1.5. Production. (K2, K3)

1.6. Post Production. (K3,K4)

Unit II: Film Concepts (15 hours)

2.1. Film Concepts:Screenplay.(K1, K2, K3)

2.2. Mise-en-scene, Mise-en-shot.(K1, K2, K3)

2.3. Cinematography,Cinematic codes.(K3 K4)

2.4. Film Concepts and Film Grammar-Lighting.(K1, K2, K3)

2.5. Make-up, Performance, Sets.(K1, K2, K3)

2.6. Editing, Sound, Music and dubbing, Direction.(K1, K2, K3,K4)

Unit III: Indian Classics(15 hours)

3.1.Origin of Classical Narrative Cinema.(K1, K2, K3,K4)

3.2. Soundless film - Development of classical Indian Cinema.(K3 K4)

3.3. Film Movement- popular Indian classic.(K3 K4)

3.4. Films:PatherPanchali, ApurSansar.(K3 K4)

3.5. 36 ChowrangeeLane.(K3 K4)

3.6. Mughal-e-Azam, Pyasaa (discussion of film elements).(K3 K4)

Unit IV: World Classics(15 hours)

4.1. History of Global film-Development of Hollywood Cinema.(K1, K2, K3,K4)

4.2. World movies – Lumier Brothers and cinematograph.(K1, K2, K3,K4)

4.3. Static to Multi-shot, Beginning of Narrative (Trip to Moon, Birth of a Nation).(K3 K4)

4.4. Editing – multiple exposure (The Four Troublesome heads).(K3 K4)

4.5. Montage (Battleship Potemkin), cross-cutting (The Great train Robbery) and techni-colour (The Wizard of Oz).(K3 K4)

4.6.Essays on The Good, bad and the ugly, Rebecca, Schindler's list, Avatar(discussion of film elements).(K1,K2,K3 K4)

Unit V: Genres (15 hours)

5.1.Film genres –Documentary and Fiction (K1,K2,K3 K4)

5.2. Historic, drama, horror.(K3 K4)

5.3.Science fiction, comedy.(K3 K4)

5.4.Romantic, action and animation(K3 K4)

5.5. Essays on classics: Citizen Kane, The Tramp, Psycho.(K3 K4)

5.6. Rashomon, Bicycle thieves (Discussion of film elements).(K1,K2,K3 K4)

Movies to be watched: Citizen Kane, The Tramp, Psycho, Rashomon, Bicycle thieves, PatherPanchali, ApurSansar, 36 Chowrangee Lane, Mughal-e-Azam, Pyasaa, The Good, Bad and the Ugly, Schindler's list, Avatar, Rebecca

Books for Study and Reference:

1. Bywater and Thomas – Film Criticism, 1st Edition – Pearson Education, 2009
2. BhawanaSomaaya - Fragmented Frames, 1st Edition – Pustak Mahal, 2008
3. Bastian Cleve - Film Production Management, 3rd Edition - Focal Press, 2006
4. Susan Hayward - Key Concepts in Cinema Studies - Routledge, 2004
5. Michael Rabiger -Directing Film Techniques and Aesthetics,3rdEdition-Local Press, 2003
6. Paul Martin Lester - Visual Communication, 3rd Edition - Thomson Wadsworth, 2003
7. Thomas A. Ohanian, Michael E. Philips - Digital Film Making, 2nd Edition - Focal Press, 2000
8. Keval J. Kumar - Mass Communication in India - Jaico Publications, 2011.
9. Yves Thorval - The Cinema of India (1896-2000) - Macmillan Press, 2000

SEMESTER V –PROJECT -1

UCVCN20 - DOCUMENTARY PRODUCTION

Year: III Sem: V	Course Code: UCVCN20	Title of the Course: Documentary Production	Course Type: Project	Course Category: Core Elective	H/W 3	Credits 5	Marks 100

Objective:
- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing through team work.

Students will specialize in Television production and prepare a group project on any chosen theme. The editing of the project should be done with the editing software that is taught to the students during the course. The master copy of the production in a DVD format must be submitted along with the script and the storyboard.

Course Outcomes (CO)

The Learners will be able to

CO1: Analyzing the Concepts of Documentary production.

CO2: Implementing the Pre-Production process of Documentary.

CO3: Executing the Production process of Documentary.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H

CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Exercise: Documentary - 5 to 7 minutes

1. Proposal Format to be given   (5 hours)
2. Script Approval   (10 hours)
3. Story Board   (15 hours)
4. Documentation   (15 hours)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 marks) is based on the production process and the model viva.

The Semester Evaluation (60 marks) is based on the Viva-voce and the quality of the production presented for the Examination.

SEMESTER VI – PAPER VIII
UCVCO20 - MEDIA LAWSAND ETHICS

Year: III	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: VI	UCVCO20	Media laws and Ethics	Theory	Core	5	4	100

Objective:

- To familiarize students with the framework of laws that apply to the field of electronic as well as print media

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the Concept of Media Laws and Rights

CO2: Reviewing Various Media Acts and its uses.

CO3: Acquire an in depth Knowledge in Media Laws.

CO4: Analyzing the Cyber Laws and Regulations.

CO5: Examine the Media Regulatory Authority Bodies.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Media and Freedom (15 hours)

1.1. Concept of media freedom, (K1, K2, K3)

1.2. Evolution of Article 19 (a), Rights and Restrictions, (K1, K2, K3)

1.3. Theories of the press,(K1,K2, K3)

1.4. Rights and Obligations of the media, (K1, K2, K3)

1.5. Components of Media Ethics,(K1, K2, K3)

1.6. IPC sections 124A,108, 501, 144. (K1,K2,K3,K4)

Unit II: Media Persons and the law (15 hours)

2.1. Defamation, Official Secrets Act,(K1,K2,K3)

2.2 Intellectual Property Rights, Issues of Privacy, (K1,K2,K3,K4)

2.3 Copyright Act, Obscenity,(K1,K2,K3)

2.4 Source Confidentiality, (K1,K2,K3)

2.5 Parliamentary Privileges Act,(K1,K2,K3)

2.6 Right to Information Act   (K1,K2,K3,K4)

Unit III: Laws on Media Institutions (15 hours)

3.1 Cable regulation Act, (K1,K2,K3)

3.2 Indian cinematography Act 1952, (K1,K2,K3)

3.3 Film censorship, (K1,K2,K3)

3.4 Contempt of Court, (K1,K2,K3)

3.5 Press and Registration of Books Act,(K1,K2,K3)

3.6 Regulation related to broadcast media (Indian Broadcasting code)(K1,K2,K3,K4)

Unit IV: Cyber Laws (15 hours)

4.1. Laws regulating Foreign Direct Investment in media (K2, K3, K4)

4.2. IT Act, Cyber laws in India. (K2, K3, K4)

4.3. Cyber security concerns. (K2, K3, K4)

4.4. Preventive measures. (K3, K4, K5)

4.5. Penalties. (K2, K3, K4)

4.6. Network service providers' protection. (K2, K3, K4)

Unit V: Regulating Authorities (15 hours)

5.1. Ministry of Information and Broadcasting. (K1,K2,K3)

5.2. Directorate of Advertising & Visual Publicity. (K2, K3,)

5.3. Directorate of Field Publicity. (K2, K3, K4)

5.4. Press Council. (K2, K3, 4k)

5.5. Central Board of Film Certification. (K3, K4,)

5.6. Advertising Standards Council of India, Telecom Authority. (K3, K4,)

Books for Study and Reference:

1. ParanjoyGuhaThakurta - Media Ethics, 2nd Edition - Oxford, 2012.
2. Devesh Kishore, Ganga Sagar Singh - Media Law, Har-Anand Publication, 2012.
3. Brij Kishore Sharma - Introduction to the Constitution of India, 6th Edition – PHI - Learning, 2011.
4. Gillian Doyle - Media Ownership - Sage Publications, 2002.
5. Dr. Durga Das Basu - Introduction to the Constitution of India, 19th Edition - Wadhwa Publications, Nagpur, 2001.
6. Cees J Hamelink - The Ethics of Cyber Space - Sage Publications, 2000.
7. Philip Patterson Lee Wilkins – Media ethics issues and cases, 6th Edition, Tata Mc Grawhill- 2010
8. Durga Doss Basu, (2000) Press Laws, Central Law Book Agency, Delhi.

SEMESTER VI – PROJECT – 2

UCVCR20 - SHORT FILM PRODUCTION

Year: III Sem: VI	Course Code: UCVCR20	Title of the Course: Short Film Production	Course Type: Project - 2	Course Category: Core	H/W 4	Credits 5	Marks 100

Objective:

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing

Students will specialize in Television/Radio Production and prepare an individual project on Documentary / short film on any chosen theme. The master copy of the production must be submitted along with the script.

Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the Concepts of Short film production.

CO2: Implementing the Pre-Production process of Short film.

CO3: Executing the Production process of short film.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Exercises:

1. Produce a short film with a good concept not exceeding 10 minutes with suitable visual transitions and sound effects.

(Cognitive Level: K1, K2, K3, K4)

The Internal Evaluation (40 marks) is based on the production process and the model viva. The Semester Evaluation (60 Marks) is based on the Viva-Voce and the quality of the production.

Year	SEM	Course code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
III	V	UCZOG20	Developmental Biology	Theory	Core	5	5	100

Objectives:
- To study the process of development from germ cell to individual.
- To study the recent advancements in the reproductive biology.

Course Outcomes:

On completion of the course the student will be able to…

CO1: Discuss gametogenesis and types of eggs and egg membranes.

CO2: Explain the mechanism and physiology of Fertilization, parthenogenesis and cleavage.

CO3: Explain gastrulation and organogenesis in mammals.

CO4: Discuss human reproduction

CO5: Discuss Assisted Reproductive Technologies.

CO/PSO	PSO					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	L	M	L	L
CO2	H	H	L	M	L	L
CO3	H	H	L	M	L	L
CO4	H	H	L	M	L	L
CO5	H	H	H	H	H	L

CO/PO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	H	M	L	M
CO2	H	M	H	M	L	M
CO3	H	M	H	M	L	M
CO4	H	M	H	M	L	M
CO5	H	M	H	L	M	M

Unit 1:(15 Hours)

1.1: Introduction and history of Developmental Biology. (K1, K2, K3)

1.2: Spermatogenesis. (K1, K2, K3)

1.3: Oogenesis. (K1, K2, K3)

1.4: Eggs-Types of eggs. (K1, K2, K3)

1.5: Polarity and symmetry of eggs. (K1, K2, K3)

1.6: Egg membranes- Extra embryonic membranes in Chick. (K1, K2, K3)

Unit 2:(15 Hours)

2.1: Fertilization – Mechanism. (K1, K2, K3)

2.2: Physiology of Fertilization. (K1, K2, K3)

2.3: Theories of Fertilization. (K1, K2, K3)

2.4: Experimental works of Spemann and Mangold. (K1, K2, K3)

2.5: Parthenogenesis. (K1, K2, K3)

2.6: Cleavage. (K1, K2, K3)

Unit 3:(15 Hours)

3.1: Fate map. (K1, K2, K3,K4)

3.2: Morphogenetic movements and Gastrulation in Mammals. (K1, K2, K3)

3.3: Organogenesis in Mammal – Development of eye. (K1, K2, K3)

3.4: Development of Ear. (K1, K2, K3)

3.5: Development of Brain. (K1, K2, K3)

3.6: Development of Heart. (K1, K2, K3)

Unit 4:(15 Hours)

4.1: Human reproduction - Puberty, Menstrual cycle and Menopause. (K1, K2, K3)

4.2: Classification of Placenta. (K1, K2, K3)

4.3: Placenta in Mammals. (K1, K2, K3)

4.4: Hormonal changes in pregnancy. (K1, K2, K3)

4.5: Parturition and Lactation. (K1, K2, K3)

4.6: Contraception- Merits- Demerits. (K1, K2, K3)

Unit 5:(15 Hours)

5.1: Assisted Reproductive Technology. (K1, K2, K3, K4)

5.2: Super Ovulation. Artificial insemination. (K1, K2, K3, K4)

5.3: Cryopreservation. (K1, K2, K3, K4)

5.4: In Vitro Fertilization (IVF), Test tube babies, Embryo transfer. (K1, K2, K3, K4)

5.5: Amniocentesis. (K1, K2, K3, K4)

5.6: Bio ethics. (K1, K2, K3, K4)

Books for Reference:

Textbooks:

1. P.S.Verma, V.K. Agarwal and Tyagi - Chordate Embryology, S.Chand and Co.,New Delhi 2007.

2. Arumugam N. - Developmental Biology- Saras Publication-15th edition 2014.

Reference Books:

3. Balinsky B.L - Introduction to Embryology, 5th Edition. First Indian, Reprint 2012.

4. Mohan P.Arora –Embryology- Himalaya Publishing House, 2011.

5. Veer Bala Rastogi, Jayaraj- Developmental Biology,2nd Edition, Kedar Nath Ram Nath. 1994.

6. Robert S. Mcewen- Vertebrate Embryology, 4th Edition, Oxford & IBH Publishing Co. 1949.

7.   Bradley M.Patten, Bruce M. Carlson-Foundations of Embryology, 3rd Edition. Tata McGraw Hill Publishing Company Ltd. 1977.

E-Resources:

https://www.sdbonline.org

https://embryology.med.unsw.edu.au

http://www.embryology.ch

https://human-embryology.org

Year	SEM	Course code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
III	V	UGZOA520/ UGZOA620	Maternal and child psychology	Theory	Core Elective	3	2	100

Objectives:
- To understand the complexity of Mother and Child psychology.
- To help the students understand the Biological and Psychological changes in child.
- To overcome the difficulty of motherhood.

Course Outcomes:
On completion of the course the student will be able to…
CO1: Comprehend the puberty, natal periods and maternal changes.
CO2: Explain the growth, developmental stages and motor skills
CO3: Gains insights on the stages of cognitive development and personality.
CO4: Familiarize different emotions, emotional development and moral development.
CO5: Identify, classify and differentiate the gifted, mentally retarded and backward children.

CO/PSO	PSO					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	H	M	M
CO2	H	M	M	H	M	H
CO3	H	M	M	M	M	M
CO4	H	M	M	H	H	H
CO5	H	M	M	L	M	M

CO/PO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6

CO1	H	H	H	L	H	M
CO2	H	H	H	L	H	M
CO3	H	H	H	L	H	M
CO4	H	H	H	L	H	M
CO5	H	H	H	L	H	M

Unit 1:BIOLOGY OF REPRODUCTION (9 Hours)

1.1: Hormonal changes of Puberty. (K1, K2, K3)

1.2: Mechanism of Genetic Transmission. (K1, K2, K3)

1.3: Prenatal period- Hazards during the prenatal period. (K1, K2, K3)

1.4: Physical – psychological- maternal stress. (K1, K2, K3)

1.5: Pregnancy – Maternal body changes. (K1, K2, K3)

1.6: Premenstrual syndrome and peri menopausal behaviour. (K1, K2, K3, K4)

Unit 2: GROWTH AND DEVELOPMENT (9 Hours)

2.1: Growth and Development- Stages. (K1, K2, K3, K4)

2.2: Influence of Heredity. (K1, K2, K3)

2.3: Influence of Environment. (K1, K2, K3)

2.4: Physical growth during Infancy. (K1, K2, K3)

2.5: Physical growth during Early Childhood. (K1, K2, K3)

2.6: Motor Development- Gross and Fine Motor skills. (K1, K2, K3)

Unit 3: COGNITIVE DEVELOPMENT (9 Hours)

3.1: Cognitive development-Sensorimotor stage. (K1, K2, K3)

3.2: Preoperational-concrete operational, formal operation. (K1, K2, K3)

3.3: Personality theories- Carl Roger's Self theory. (K1, K2, K3, K4)

3.4: Dollard and Miller's Learning theory. (K1, K2, K3)

3.5: Bandura and Walter's Social Learning theory. (K1, K2, K3)

3.6: Self – Understanding and Identity. (K1, K2, K3)

Unit 4: SOCIO-EMOTIONAL DEVELOPMENT(9 Hours)

4.1: Emotions in Babyhood- Early Childhood- Late Childhood. (K1, K2, K3)

4.2: Emotional problems of Childhood. (K1, K2, K3)

4.3: Psychosocial Development. (K1, K2, K3)

4.4: Moral Development- Pre Conventional level. (K1, K2, K3)

4.5: Conventional. (K1, K2, K3)

4.6: Post Conventional level. (K1, K2, K3)

Unit 5:EXCEPTIONAL CHILDREN (9 Hours)

5.1: Gifted Children- Needs and Problems of Gifted Children. (K1, K2, K3, K4)

5.2: Identification of Gifted children. Education of the Gifted Children. (K1, K2, K3, K4)

5.3: Mentally retarded – Identifying. (K1, K2, K3)

5.4: Classifying the Mentally retarded. (K1, K2, K3)

5.5: Causes- Clinical types of Mentally retarded- Prevention. (K1, K2, K3)

5.6: Backward children- Kinds-causes- Education. (K1, K2, K3)

Books for Study and Reference:
Textbooks:
1. Elizabeth B. Hurlock– Developmental Psychology – A Life Span approach 5th Ed.-
   Tata McGraw-Hill Education, 2001.
2. Laura E. Berk – Child Development- New Delhi, Pearson Prentice Hall, 2003.

Reference Books:
 3. Ernest R. Hilgard, Richard C. Atkinson - Introduction to Psychology 6th Ed, 1975.
4. George Butterworth, Margaret Harris– Developmental psychology: A student's
   Handbook-   Tata Mcgraw Hill Education Private Ltd., 2002.
5. Mangal S.K. – Advanced Educational Psychology 2nd Ed. – Phi Learning, 2010.
 6. Thomas L. Crandell, Corinne Haines – Human Development 9th Ed.-
   Tata McGraw-Hill Education, 2012.
7. Rohall David E., Mikie Melissa A., Lucas Jeffrey W. - Social Psychology: Sociological
   Perspectives 2nd Ed. – Prentice Hall, 2011.

E-Resources:
https://www.who.int
https://www.mcsprogram.org
http://www.nrhmtn.gov.in
https://www.ifrc.org

UCPYE21 - DEVELOPMENTAL PSYCHOLOGY - I

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks 100
II / III	UCPYE21	Developmental psychology - I	Theory	Core	5	5	40+60=100

OBJECTIVES
- To equip the learner with an understanding of the concept and process of human development across the life span.
- To impart an understanding of the various domains of human development

COURSE OUTCOMES (CO)

On completion of the course, the students will be able to:
- Understand the developmental stage of conception through birth
- Gain knowledge on human physical growth and development across life-span
- Explain the developmental stages of infancy and babyhood
- Perceive the various developmental processes of early and late childhood
- Relate various developmental stages of socialization, family, relations and personality development

CO/PSO	PSO					
	1	2	3	4	5	6
CO 1	H	M	H	M	H	M
CO 2	H	M	M	M	H	M
CO 3	H	H	H	M	M	M
CO 4	H	M	H	M	H	H
CO 5	H	M	H	M	M	M

CO/PO	PO					
	1	2	3	4	5	6
CO 1	M	M	H	M	M	M
CO 2	H	H	M	H	M	M
CO 3	H	M	M	L	L	H
CO 4	H	M	H	L	H	H
CO 5	H	M	H	M	H	M

Low-L, Medium-M, High-H

UNIT I: CONCEPTION THROUGH BIRTH (18 hrs.)

1.1. Meaning of developmental changes – Significant facts about development (K1,K2,K3)
1.2. Developmental stages – Developmental Issues – Conception of Age.(K1,K2,K3)
1.3. Characteristics of the Prenatal Period- How Life begins – Importance of Conception (K1,K2,K3,K4)
1.4. Periods of Conception –Periods of Prenatal development – Stages of child Birth (K1,K2,K3,K4)
1.5. Types of childbirth – Attitudes of significant people(K2,K3,K4)
1.6. Prenatal hazards & complications of low birth weight. (K1,K2,K3,K4)

UNIT II: INFANCY (18 hrs.)

2.1. Characteristics of Infancy(K2,K3,K4)
2.2. developmental tasks(K2,K3,K4)
2.3. Major adjustment of Infancy (K1,K2,K3,K4)
2.4. Conditions influencing adjustment to postnatal life (K2,K3,K4)
2.5. Characteristics of the Infant (K1,K2,K3,K4)
2.6. Hazards of Infancy. (K2,K3,K4)

UNIT III: BABYHOOD (18 hrs.)

3.1. Characteristics of Babyhood – Developmental tasks of babyhood (K1,K2,K3,K4)
3.2. Physical development – Physiological development (K2,K3,K4)
3.3. Muscle Control – Speech development (K1,K2,K3)
3.4. Emotional behavior – Socialization – Interest in Play (K1,K2,K3)
3.5. Development of Understanding – Beginnings of Morality (K1,K2,K3)
3.6. Beginnings of Sex-Role typing – Family Relationships – Personality development – Hazards and Happiness. (K1,K2,K3,K4)

UNIT IV: EARLY CHILDHOOD (18 hrs.)

4.1. Characteristics of Early Childhood – Developmental tasks (K1,K2,K3,K4)
4.2. Physical development – Physiological habits (K1,K2,K3,K4)
4.3. Skills of Early Childhood – Improvement in Speech (K1,K2,K3)
4.4. Emotions – Socialization – Play (K1,K2,K3)
4.5. Development of Understanding – Moral development – Common Interests (K1,K2,K3)
4.6. Sex-role Typing-Family Relationship - Personality development - Hazards and Happiness.(K1,K2,K3,K4)

UNIT V: LATE CHILDHOOD (18 hrs.)

5.1. Characteristics of Late Childhood – Developmental tasks (K1,K2,K3,K4)
5.2. Physical development – Skills – Speech improvement (K2,K4)
5.3. Emotions and Emotional Expressions – Social groupings and Social behavior (K1,K2,K3,K4)
5.4. Play interest and activities – Increase in Understanding (K2,K3,K4)
5.5. Moral attitudes and behavior – Interests – Sex-role Typing (K2,K3,K4)
5.6. Changes in Family relationships – Personality Changes – Hazards and Happiness.(K4)

Text Books:

1. Hurlock, E. (1980). *Developmental psychology*. New Delhi, India: Tata McGraw Hill Publishing Co.
2. Santrock, J. W. (1999). *Life span development* (7th ed.). New York, NY: McGraw Hill.

References:

1. Berndt, T.J. (1997). *Child development* (2nd ed.). Madison, WI: Brow & Benchmark Publishers.
2. Papalia, D.E., & Olds, S.W. (1994). *Human development* (5th ed.). New York, NY: Tata Mc Graw Hill.

UCPYG21 - DEVELOPMENTAL PSYCHOLOGY – II

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks 100
II / IV	UCPYG21	Developmental Psychology - II	Theory	Core	5	5	40+60=100

OBJECTIVES

- To facilitate the process of self-discovery and the development of emotional, cognitive and interpersonal competencies for personal growth and effectiveness using the experiential learning paradigm.
- To inculcate sensitivity to socio-cultural context of human development

COURSE OUTCOMES (CO)

On completion of the course, the students will be able to;

- Understand the developmental process of puberty and adolescence
- Relate the various development process of young adulthood
- Explain the developmental tasks of middle age
- Identify problems related to old age
- Gain knowledge about hazards and happiness in human life-span

CO/PSO	PSO					
	1	2	3	4	5	6
CO 1	H	H	H	M	H	H
CO 2	H	H	H	M	H	H
CO 3	H	M	H	M	M	H
CO 4	H	H	H	M	H	H
CO 5	H	H	M	M	M	H

CO/PO	PO					
	1	2	3	4	5	6
CO 1	H	M	L	M	H	M
CO 2	H	H	M	L	M	M
CO 3	H	M	H	M	M	M
CO 4	H	M	H	H	H	M
CO 5	H	H	L	M	H	M

Low-L, Medium-M, High-H

UNIT I: PUBERTY [18 Hrs.]

1.1. Meaning - Characteristics(K1,K2,K3)
1.2. Criteria – Causes (K1,K2,K3)
1.3. Age – Growth spurt (K2,K3)
1.4. Body changes(K1,K2,K3)
1.5. Effects of puberty changes(K1,K2,K3)
1.6. Hazards & Happiness.(K1,K2,K3)

UNIT II: ADOLESCENCE [18 Hrs.]

2.1. Characteristics – Developmental tasks(K1,K2,K3,K4)
2.2. Physical change – Emotional changes(K1,K2,K3)
2.3. Social change – Interest(K1,K2,K3)
2.4. Morality – Sex interest and Behaviour(K1,K2,K3,K4)
2.5. Family relationships – Personality change(K1,K2,K3)
2.6. Hazards & Happiness.(K1,K2,K3,K4)

UNIT III: YOUNG ADULTHOOD [18 Hrs.]

3.1. Characteristics – Developmental tasks(K1,K2,K3,K4)
3.2. Changes in interest – Social Mobility(K1,K2,K3)
3.3. Sex role adjustments – Vocational adjustments – Marital Adjustments(K2,K3)
3.4. Adjustment to parenthood – Adjustment to singlehood(K1,K2,K3,K4)
3.5. Hazards of vocational and Marital adjustments(K1,K2,K3)
3.6. Success of Adjustment to adulthood.(K1,K2,K3)

UNIT IV: MIDDLE AGE [18 Hrs.]

4.1. Characteristics – Developmental tasks(K1,K2,K3,K4)
4.2. Adjustment to physical changes and mental changes(K1,K2,K3)
4.3. Social Adjustment – Vocational Adjustment – Adjustment to changed family patterns(K2,K3,K4)
4.4. Being single – loss of a spouse – Adjustment to approaching retirement (K1,K2,K3)
4.5. Vocational and Marital Hazards(K2,K3)
4.6. Adjustment to approaching old age(K2,K3)

UNIT V: OLD AGE [18 Hrs.]

5.1. Characteristics – Developmental tasks(K1,K2,K3,K4)
5.2. Adjustment to physical changes – Change in motor and mental abilities(K2,K3,K4)
5.3. Changes in interests – Vocational Adjustment(K1,K2)
5.4. Retirement – Changes in family life(K1,K2)
5.5. loss of a spouse(K1,K2)
5.6. Living arrangement for elderly hazards(K1,K2,K3)

Text Books:

1. Hurlock, E. (1980). *Developmental Psychology*. New Delhi: Tata McGraw Hill Publishing Co.
2. Santrock, J. W. (1999). *Life span Development* (7th ed.). McGraw Hill.

References:

1. Berndt, T.J. (1997). *Child development* (2nd ed.). Madison, WI: Brow & Benchmark Pub.
2. Papalia, D. E., Olds, S. W. (1994). *Child development* (5th ed.). New York, NY: Tata Mc Graw Hill.

PCENH20 - WOMEN'SWRITING

Year: I	Course Code: PCENH20	Title of the Course: Women's Writing	Course Type: Theory	Course Category: Main	H/W: 5	Credits: 4	Marks: 100
Sem – II							

Course Outcomes (CO)

On Completion of the Course the Learners will be able to:

1. Discuss aspects of women's writing
2. Explain diversity of women's experiences and their varied cultural moorings
3. Interpret different forms of literature: poetry, fiction, short fiction and critical writings
4. Analyse women's literary history and feminist criticism
5. Evaluate literary works by women

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	H	M	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	H	M

H - High – (3), M - Moderate (2), L - Low (1)

CO/PO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	H	H	M	M
CO3	H	H	H	H	M	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	H	M

Course Syllabus

Feminism

4.1 Historical Background	K6
4.2 Different waves of feminism	K2, K4

4.3 Terms: K1, K4

Androcentic; androgyny; biocriticism; biologism/biological; body consciousness-raising; cross-dressing; cyborg; desire; difference; dubbing; écriture feminine; erotics; female affiliation complex; femaling; feminism; gaze; gender; genrer; gothic; gynocratic; gynocritics; immasculation; logic of the same; magic realism; male-as-norm; marginality; masquerade; matriarchy; minoritizing/universalism; muted; normalism; object-relations theory/criticism; other; patriarchy; pejoration; phallocentrism; pleasure; pornoglossia; queer theory; quest narrative; reading position; realism; recruitist; romance; script; second-wave feminism; sexism; standpoint theory; syntagmatic; text and work.

Text:

4.4 Elaine Showalter	Towards a Feminist Poetics	K6
4.5 Sandra Gilbert & Susan Gubar	The Queen's Looking Glass:	K6
	Female Creativity, Male Images of Women and Metaphor of Literary Paternity	
4.6 Analysis:	Frailty, Thy Name is Hamlet:	K6
	Hamlet and Women	

<mark>Unit V</mark>

Fiction   **(10 Hours)**

Reading and Interpreting fiction

5.1 Critical reading of fiction	K6
5.2 Introduction to Writings of women	K2
5.3 Formal Elements of Fiction: Plot Construction, Narrative point of View, Characterization, Setting, Tone, Style, Symbolism and Irony	K3,K5
5.4 Close Reading & Critical Interpretation: To consider women's fiction in relation to the several determinants such as gender, race, power, class and culture.	K3, K5
5.5 Focused study of Indian writers of personal choice: Arundati Roy - BharatiMukerjee	K6
5.6 Focused study of non-Indianwriters of personal choice:	K6

Jane Austen -Virginia Woolf - Charlotte Bronte - Emily Bronte –
Toni Morrison - Alice Walker - Margaret Atwood- Jean Rhys –
Zora Neale Hurtson

Books for Reference

Secondary Texts:

1. Gilbert, Sandra and Susan Gubar, *The Mad Woman in the Attic: The Women Writer and the Nineteenth Century Literary Imagination.* Yale: Yale Nota Bene, 2000
2. Hansberry Lorraine. A raisin in the Sun. ed, Robert Nermiroff. New York: Vintage Books, 1958
3. Devi, Mahasweta and UshaGanguli, Rudali. Seagull Books, 1997.
4. Wandor, Michelene. *Post-War British Drama: Looking Back in Gender*. London : Routledge, 2001
5. Showalter, Elaine. *Inventing Herself*. New York : Scribner, 2001
6. Eagleton, Mary Ed. *Feminist Literary Theory: A Reader.* 2nd edition. Blackwell Publishers: UK, 1994.
7. Jaidka, Manju. *From Slant to Straight: Recent Trends in Women's Poetry.* New Delhi: Prestige Books, 2000.

8. Body BlowsWomen, Violence and Survival - Three Plays , Ed.by Poile Sengupta Manjula Padmanabhan, Dina Mehta (Author)Seagull Books; 2000th Edition (January 1, 2000)

PEENI20 - ELECTIVE IV B: CULTURAL THEORY AND POPULAR CULTURE

Year: II SEM : IV	Course Code: PEENI20	Title Of The Course: Cultural Theory & Popular Culture	Course Type : Theory	Course Category : Elective IV B	H/W	Credits	Marks 100

Course Outcomes (CO)

On Completion of the Course the Learners will be able to::

1. Recognize the role of Culture in human thought, expression and art

2. Remember the names of the thinkers who initiated the cultural turn in analyzing all the productions of the human mind and both individually and collectively, and their contribution to cultural studies
3. Analyse literary and other related art forms in cultural perspective
4. Apply Cultural Theory as a research methodology

5. Evaluate literary text for their cultural value

CO/PSO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	M
CO2	H	H	M	M	M	M
CO3	H	H	H	H	M	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	H	M

H - High – (3), M - Moderate (2), L - Low (1)

CO/PO	PSO					
	1	2	3	4	5	6
CO1	H	H	M	M	M	M
CO2	H	H	M	M	M	M
CO3	H	H	H	H	M	M
CO4	H	H	H	H	H	M
CO5	H	H	H	H	H	M

Unit I K2 –K6 (18Hours)

1.1.Culture
1.2. Ideology
1.3.Popular Culture
1.4.Popular Culture as *other*
1.5.Mathew Arnold
1.6. Leavisism

Unit II K2 –K6 (18Hours)

2.1. The culture of other people
2.2. Richard Hoggart: *The Uses of Literacy*
2.3. Raymond Williams: *'The analysis of culture'*
2.4. E.P.Thompson: *The Making of the English Working Class*
2.5. Stuart Hall and Paddy Whannel: *The Popular Arts*
2.6. The Centre for Contemporary Cultural Studies

Unit III K2 – K6 (18Hours)

3.1. Classical Marxism
3.2. The English Marxism of William Morris
3.3. The Frankfurt School
3.4. Althusserianism
3.5. Hegemony
3.6. Post-Marxism and cultural studies

Unit IV K2 – K6 (18Hours)

4.1. Feminisms
4.2. Women at the cinema
4.3. Reading women's magazines
4.4. Post-feminism
4.5. Men's studies and masculinities
4.6. Queer theory

Unit V K2 – K6 (18 Hours)

5.1. 'Race' and racism
5.2. The ideology of racism
5.3. Orientalism
5.4. Whiteness
5.5. Anti-racism and cultural studies
5.6. The ideology of mass culture

Books for Study

1. Storey, John. Cultural Theory and Popular Culture, VI Edition, New Delhi: Pearson, 2014
2. Storey, John. Ed.*What is Cultural Studies? A Reader.* London: HodderHeadline Group, 1997

Books for Reference

1. Stuart Hall. "The Foundation of Cultural Studies". *Cinema on the Brain*. YouTube, 2014

2. Prof.Avishk Parui, Dept. of Humanities and Social Sciences, IIT Madras. "Introduction to Cultural Studies". NPTEL – NOC IITM, YouTube, 2018

3. ---. "British Cultural Studies: Raymond Williams and Culture and Society". University Quick Course, 2018

4. John Hall, F R Leavis and Raymond Williams –"Two Very Different Positions on 'Culture'". BBC., 2017

5. Prof.Anju Narayan, Delhi University. "Culture and Class Struggle in Literature: Antonio Gramsci, Raymond Williams". Vidya-Mitra. YouTube, 2017

6. Prof.Rutger de Graff, University of Amsterdam. "Popular Culture: Reflection or Illusion", *Introduction to Communication Science*. Courseera. YouTube, 2013.

PISWB20 -IEC - WOMEN AND DEVELOPMENT

Year	SEM	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I	II	PISWB20	Women and Development	Theory	Core			100

COURSE OBJECTIVES: -

- To develop an understanding of the perspective of women and development in Indian society
- To develop an ability to identify areas of work with women and understand strategies to change the situation in terms of personal liberation as well as in terms of making women a part of the developmental process
- To develop a capacity to examine the social systems that effect women in meeting growth needs and special needs.

COURSE OUTCOMES

After completion of the course the students will be able to attain the following outcomes,

CO1 : Examine the concept of women empowerment and development

CO2 : Analyzing the importance of Education for the development of Women

CO3 : Identify and understand the different situations and make women a part in development process

CO4 : Identify and develop the process of protection of women health and environment

CO5 : Implement the planning skills on development of women and know about the national policies related to women's empowerment

CO/PSO	PSO					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	H	H	H
CO2	H	M	H	H	H	M
CO3	H	H	H	M	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

CO/PO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6

CO1	H	M	H	H	H	H
CO2	H	M	H	H	H	H
CO3	M	M	H	H	H	H
CO4	M	M	H	H	H	H
CO5	M	H	H	H	H	H

(Low - L, Medium – M, High - H)
Unit I : Basic Concept

1.1   The concept of development with reference to women **(K2,K1)**

1.2   Women in development; **(K5,K2,K1)**

1.3   Women and development in society **(K3,K2,K1)**

1.4   Gender in development – **(K5,K2)**

1.5   Patriarchal structure in india- **(K3,K1)**

1.6   Ideological and socio-cultural constructs. **(K6,K4,K2)**

Unit II : Women and Education

1.1   Education and women's development - Definition **(K1,K2)**

1.2   Need and Purpose of Education in development **(K3,K2)**

1.3   Stereotyping : Definition, Meaning **(K2,K1)**

1.4   Sexism in education, education as agent of sex role stereotyping **(K4,K2,K1)**

1.5   Reorganizing and using the education system for raising the status of women **(K3,K2)**

1.6   Alternatives to formal education-non formal education, adult education, continuing education, distance education. **(K6, K4,K2)**

Unit III : Women and Employment

4.1   Women and employment -Definition **(K2,K1)**

4.2   Trends in women's employment **(K5,K2)**

4.3   Feminization of poverty **(K6,K4,K1)**

4.4   The concept of work and worker as defined by national sample survey (nss) **(K5,K3,K1)**

4.5   The census of india and its effect on women's employment **(K4,K3)**

4.6   Women's dual role. **(K6,K4,K3)**

Unit IV : Women and Health

4.1   Women and health – Definition **(K2,K1)**

4.2   Morality and morbidity patterns among women**(K4,K3)**

4.3   Health as a gender issues in society **(K6,K5,K3)**

4.4   Family planning methods and their impact on women **(K5,K4,K3)**

4.5   Differential access to health services, rural and urban differential in health **(K4,K3)**

4.6   Implication for the health of the rural women. **(K6,K5,K2)**

Unit V : Women and Law

5.1   Women and law – Definition **(K2,K1)**

5.2   Safe guards and provisions relation to women in the indian constitution **(K4,K3)**

5.3   A critique of women's legal rights **(K5,K2,K1)**

5.4   Rights of women in india with reference to marriage, divorce and maintenance, inheritance, adoption, employment, maternity benefits – **(K6,K3,K4)**

5.5   Legal provision regarding dowry, sati, rape, prostituiton, eveteasing, sexual harassment and their effect of women- **(K5,K2,K1)**

5.6   violence against women in the family, workplace, media. **(K4, K3, K2)**

Books and Reference:

1. Bashin, kamala and agarwal ED 1984 Women and the media- analysis, alternatives
and actions kali and women New Delhi.
2. Blumbrg R.L & Dwaraki L 1980 India's educated women options and constraints; Hindustan publishing corporation,
delhi.
3. Devandhar, kiran 1985 Status and position of women in India; shakthi books, Delhi.
4. Hamilton R. 1978 The liberation of women, A study of Patriarchy; George Allen and Unwin, London.
5. ICSSR Status of women in India; report of the national committee; allied publishers, delhi.
6. Kanhere U.S Women and socialisation; Mittal publications.Delhi.
7. Kausghik, Susheela (Ed) Women's oppression- patterns and perspective; Shakthi books.
8. Kidwai M.H 1979 Women under different social and religious laws; Seema publications, delhi.
9. LWF studies Women human rights; The Lutheran world federation, Geneva.
10. Neera Desai & Mathraj Krishnaraj 1987 Women and society in India; Ajanta publications, New Delhi.
11. Pal B.K Problem and concerns of Indian women; ABC publishing house, New Delhi.
12. Usha rao N.J 1983 Women in developing society; Ashish publications, New Delhi.

PSCDD20 –ENTREPRENEURSHIP DEVELOPMENT

Year	SEM	Course Code	Title of the Course	Course Type	Course Category	H/W	Credit	Marks
II	IV	PSCDD20	Entrepreneurship Development	Theory	Core	5	4	100

COURSE OBJECTIVES :

- To encourage students to become an Entrepreneur
- To develop the Entrepreneurship plan among the students
- To understand the role and contribution of professional social work in the field of Entrepreneurship.
- To encourage women to be economically empowered
- To examine the historical development of Entrepreneurship

COURSE OUTCOMES

After completion of the course the students will be able to attain the following outcomes,

CO1 : Analyze the basic concept of Entrepreneurship and develop entrepreneurial skills to craft innovative responses to social problems

CO2 : Apply social entrepreneurship to both profit and non-profit firms to create social value

CO3 : Recognize, evaluate the opportunities, explore innovative approaches, mobilize resources, manage risks, and build viable social enterprises

CO4 : Bridge the social, cultural and economic gap by providing opportunities and encourage women to be economically empowered

CO5 : Analyze and understand the scope of SmallScale Industries for employment opportunities

CO/PSO	PSO					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	H	H	H
CO2	H	M	H	H	H	H
CO3	H	H	H	H	M	H
CO4	H	H	H	M	H	H
CO5	M	H	H	H	H	M

CO/PO	PO					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	H	H	H	H	H
CO2	M	H	M	H	H	H
CO3	M	H	H	H	H	H
CO4	M	H	H	H	H	H
CO5	M	H	H	H	H	H

(Low - L, Medium – M, High - H)

Unit I: Basic Concept of Entrepreneurship (15 hours)

1.1   Entrepreneur and Entrepreneurship : Definition ,meaning **(K2,K1)**

1.2   Importance of Entrepreneur, **(K2,K3)**

1.3   Characteristics and competencies, **(K2,K3)**

1.4   Enterprise culture, **(K5,K3)**

1.5   Role of Entrepreneurs in economic development, **(K6,K5,K2)**

1.6   Problems of Entrepreneurs. **(K4,K2,K1)**

Unit II: Evolution of Entrepreneurship (15 hours)

2.1   Evolution of Entrepreneurship: Definition, **(K2,K1)**

2.2   Concepts of Entrepreneurship **(K2,K3)**

2.3   Nature of Entrepreneurship **(K2,K1)**

2.4   Elements and interactive process **(K2,K3)**

2.5   Qualities of successful Entrepreneur **(K4,K3)**

2.6   Classification and types of Entrepreneurs. **(K6,K5,K4)**

Unit III: Entrepreneurship Development (15 hours)

3.1   Developing the Entrepreneurship plan **(K6,K3)**

3.2   Environmental assessment **(K5,K3)**

3.3   Opportunities in education **(K2,K4)**

3.4   Managing Entrepreneurship growth **(K4,K3)**

3.5   Developmental stages **(K5,K4,K3)**

3.6   Motivating factors. **(K5,K3,K2)**

Unit IV: Women Entrepreneurship   (15 hours)

4.1   Women Entrepreneurship: Definition **(K2,K1)**

4.2   Concept of Entrepreneurship **(K2,K3)**

4.3   Success of women Entrepreneurship **(K2,K3)**

4.4   Constrains for women entrepreneurs **(K2,K3)**

4.5   Rural Entrepreneurship, approaches to rural Entrepreneurship **(K5,K3)**

4.6   Different governments schemes of welfare development. **(K5,K4,K3,K2)**

Unit V: SSI   (15 hours)

5.1   Small Scale Industry: Definition and meaning, **(K2,K1)**

5.2   Classification of SSI **(K3,K2)**

5.3   Characteristics of SSI **(K2,K3)**

5.4   Importance of SSI, **(K2,K3)**

5.5   Exports and SSI sector, **(K5,K4,K3)**

5.6   Financial institutions, SSIs , SHGs. **(K5,K4)**

Books for Study and Reference:

1. Kuratko D.F.rtal. –Entrepreneurship: A Contemporary Approach – H.C. Publishers, London, 2001.
2. Gupta M.C – Entrepreneurship in Small Scale Industry – Anmol Publications, New Delhi, 1987.
3. Schumadcher E.F - Small is Beautiful – Harper and Row, NY, 1972.
4. Curtis E.t.etal. - Effective Small Business Management – Business Publications, Texas, 1975.
5. Curtis E.T. et al. – Successful Small Business Management – Business Publications, Texas, 1975.
6. Schumpeter J.A – Management of Small Scale Industries – Harvard University Press, 1949.
7. Lambden J. and Targett D. – Small Business Finance: A Simple Approach – Pitman Publishers, London, 1990.
8. Kuratko – Entrepreneurship Theory, Process - Practice – Sanat Printers, Haryana, 2007.
9. Puneet, Srivastava – Accidental Entrepreneur – Rupa & Co. Delhi, 2005.
10. Vasant Desai – Dynamics of Entrepreneurial Development and Management – Himalaya Publishing House, Delhi, Nagpur, 2006.
11. C.B.Gupta, N.P.Srinivasan **–** Entrepreneurial Development – Sultan & Sons, Delhi, 2006.
12. 1001 Ideas for Small and Tiny Industries, Govt. Publication.

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PIBAE20	Family Business Management	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To Develop a Diagnostic and Conceptual Understanding of Family Business
2. To Procure Knowledge on Family Culture and the Family Employment policy
3. To Obtain Comprehensive Understanding of Ownership in Family Business
4. To Embrace the Learning of Succession Planning and Role of CEO spouse
5. To Entitle the Learners the need for strategy in Family Business

COURSE OUTCOMES

The learners will be able to
CO1: Understand the emergence and needs of Family Business
CO2: Acquire the concepts of Family Culture, and its Employment Policy
CO3: Gain the knowledge in possession of Family Business
CO4: Understand the progression of Family Business
CO5: Acquires the knowledge on Strategic planning for Family Business

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	M	M	H	H	M	H
CO4	M	M	M	H	M	M
CO5	H	M	M	M	H	M

CO	PSO					
	1	2	3	4	5	6

CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	M	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Theories on Family Business

1.1 Nature, (K1, K2)
1.2 Importance and uniqueness of Family Business (K1, K2)
1.3 Systems Theory Perspectives (K1, K2, K3)
1.4 Agency Theory Perspective (K1, K2, K3)
1.5 Strategic Perspective: Competitive Advantage (K1, K2, K3, K4)
1.6 The Stewardships Perspectives. (K1, K2, K3)

Unit II: Family Culture

2.1 Family Culture – Zero Sum Dynamics and Family Culture – Family Systems Perspectives (K1, K2, K3, K4)
2.2 Role Family Genograms (K1, K2)
2.3 Family Emotional Intelligence (K1, K2, K3,)
2.4ECI-U Model – Family Business Interaction Factor (K1, K2, K3)
2.5 Benefits of Family Meetings – Unity and Continuity – Family Employment Policy(K1, K2, K3)
2.6. Conflict Management (K1, K2, K3)

Unit III: Ownership in Family Business

3.1Enterprise ownership (K1, K2)
3.2 Shareholder Priorities – Effective Governance of the Shareholder (K1, K2, K3)
3.3 Firm Relationship (K1, K2)
3.4Role of Board – Role of Shareholder Meetings, Family Meetings, and Meetings of the Family Council (K1, K2, K3,K4)
3.5 Ownership Structure – Family Business Consultants - Non – Family Managers (K1, K2, K3)
3.6 Boards role in adaptation over the generations (K1, K2, K3)

Unit IV: Succession Planning

4.1 Succession Planning and the Family Business – Profile of Successful Successors – Rewards and challenges for latter(K1, K2)
4.2 Generation Family Members – Desirable Next – Generation Attributes – Crafting The next – Generation Career Plan (K1, K2,K3)
4.3 Vision Plan – Sibling and Cousin Teams (K1, K2)

4.4Handling Disagreements (K1, K2, K3)
4.5 CEO Exit Styles and Transfer of Power – Role types of the CEO spouse and the Transfer of power (K1, K2, K3, K4)
4.6 Estate Planning – Trust – Pitfalls to Avoid in Estate and Ownership Transfer Planning – Measuring Performance of Family Firm (K1, K2, K3)

Unit V: Strategic Planning and the Family Business

5.1 Strategic Planning and the Family Business – Zero Sum Family Dynamic – Sources of Value Creation   (K1, K2, K3)
5.2 The Life
cycle Stages Influencing Family Business Strategy (K1, K2, K3)
5.3 Culture Changing the Culture (K1, K2, K3)
5.4 Three States of Evolution - OD Approach to Change – Business Rejuvenation Matrix (K1, K2, K3)
5.5 Intrapreneurship: Intergenerational growth in Entrepreneurial Families (K1, K2, K3, K4)
5.6 Continuing the Spirit of Enterprise: Lessons from Successful Family businesses (K1, K2, K3)

Note: Case studies for all Units. (K5.K6)

Text Books:

    1. Poza. Ernesto J , Family Business, South – Western, Cengage Learning, USA,2010

Reference Books:
    1. Collins, J.,Good to Great: Why Some Companies Make the Leap and Others Don't.   NewYork: Harper Business,2001.

Websites
1. https://www.familybusinessmatters.consulting/videos/

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/ III	PIBAG20	Innovation and Creativity	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To provide insights on the basics of creativity
2. To ascertain the structure of Lifelong Creativity
3. To acquire skills on Training and Creativity
4. To familiarize the competencies of Strategy Innovation
5. To cope up with the Innovation Abilities

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Acquire Knowledge on the Outlook of Creative Thinking
CO2: Enrich the Creative Thinking of Individuals
CO3: Be able to acquire essential knowledge needed for building creativity lifelong
CO4: Gain in depth knowledge in Strategy Innovation
CO5: Acquires knowledge on Managing Innovation

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	M
CO2	H	H	M	M	H	M
CO3	M	M	H	M	H	M
CO4	M	M	H	H	M	H
CO5	H	H	H	H	M	H

CO	PSO					
	1	2	3	4	5	6

CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Basics of Creativity

1.1 Creativity – Component Elements (K1, K2
1.2 Attributes of Creative Individuals (K1, K2)
1.3 Creativity as a Competitive Resource (K1, K2, K3)
1.4 Cultivation of Creativity (K1, K2, K3)
1.5 Convergent and Divergent Thinking-Values as Anchors of Creative Thinking (K1, K2, K3, K4)
1.6 Creativity Vs Lateral Thinking

Unit II: Fostering Individual Creativity

2.1 Enhancing Creative Thinking – Re-definitional Techniques – Random Stimulus Techniques (K1, K2, K3)
2.2 Envisionment /Visualization Approach – PMI Method – ISA Perspective – Abstraction Approach (K1, K2, K3, K4)
2.3Thinking Hats Method (K1, K2, K3,)
2.4 Creativity Techniques for Groups – Creativity in Uncertainty (K1, K2, K3)
2.5 Heuristics for Stimulating Creativity (K1, K2)
2.6 Training and Creativity (K1, K2, K3,)

Unit III: Building Life Long Creativity

3.1 Existential, Entrepreneurial and Empowerment Creativities (K1, K2)
3.2 Quality of Creativity – Lifelong Creativity (K1, K2, K3)
3.3 Models of Creative Problem Solving – Enhancing Creative Intelligence (K1, K2, K3)
3.4 Motivation and Creativity – Blocks to Creativity (K1, K2, K3)
3.5 Acquiring a Creative Persona – Formative Environment and Creativity (K1,K2, K3, K4)
3.6 Developing a Creative Work Environment (K1, K2, K3)

Unit IV: Power of Strategy Innovation

4.1 Strategy Innovation Vs Strategy Planning (K1, K2)

4.2 Purposeful Innovation and the Seven Sources for Innovative Opportunity (K1, K2, K3)

4.3 Three levels of Innovation – Fostering Innovation at Various Levels (K1, K2, K3)

4.4 Auditing Innovation Management – Rationalist Vs Incremental Strategies for Innovation (K1, K2, K3)

4.5 Assessment of Porter's Framework (K1, K2, K3)

4.6 Learning from Markets, Alliances and CorporateVentures. (K1, K2, K3, K4)

Unit V: Managing Innovation

5.1 Building an Innovative Organisation – Role of Vision, Structure and Training (K1, K2)

5.2 Fostering Creativity (K1, K2)

5.3 Innovation in Organization (K1, K2, K3)

5.4 Roles of Organizational Culture, Leadership (K1, K2, K3)

5.5 Managing Style and practices Supportive of Creativity (K1, K2, K3)

5.6Creativity as the core of Competitive Excellence (K1, K2, K3, K4)

 Note: Case studies for all Units. (K5.K6)

Text Books

1. Rastogi, P.N. Managing Creativity, Macmillan India , Delhi2000.

2. Joe Tid, et.al , Managing Innovation, Wiley India, New Delhi2005.

Reference Books:

1. Robert .E.Johnson, Jr.And Doughlas Bate (2007), The Power of Strategy Innovation, Prentice Hall,New Delhi.

Websites

1 .www.edx.com

PIBAK20 - MANAGEMENT OF MULTI NATIONAL CORPORATION

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PIBAK20	Management of Multi National Corporation	Theory	Independent Elective	-	2	100

OBJECTIVES
1. To comprehend the origin and development of MNC's.
2. To analyze the issues involved in the growth and development of MNC's.
3. To relate the management practices of different countries.
4. To know about the international business strategy.
5. To acquire skills on Indian policies related to MNC's.

COURSE OUTCOMES
The learners will be able to
CO1: Understand international management with various schools of thoughts along with the problems faced by host countries.
CO2: Demonstrate the ability to apply different management styles.
CO3: Demonstrate the ability to effectively work in teams in various MNC's.
CO4: Demonstrate strategies , ethical values and CSR in business.
CO5: Identify and describe the complexities of managing international mergers and acquisitions and understand the challenges and opportunities of global scenario.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	H
CO2	M	H	M	H	M	H
CO3	M	M	H	H	M	M
CO4	M	M	H	H	H	M
CO5	M	H	M	M	H	H

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	M	M	L	M	L
CO2	H	M	H	L	M	L
CO3	H	L	M	L	H	M
CO4	H	M	M	M	M	L
CO5	H	L	L	L	L	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit-I Introduction to International Business

1.1 International Management (K1, K2, K3)
1.2 Trends, challenges and opportunities (K1, K2, K3)
1.3 Different schools of thought of international management (K1, K2, K3)
1.4 Different types of International business (K1, K2, K3)
1.5 Problems faced by MNC's (K1, K2, K3)
1.6 Problems posed by MNC's to host countries (K1, K2, K3)

Unit-II MNC Growth and Development Strategies

2.1 Growth and Development of MNCs (K1, K2, K3, K4)
2.2 Role and Significance of MNCs (K1, K2, K3, K4)
2.3 Pattern of Growth (K1, K2, K3, K4)
2.4 Country of Origin (K1, K2, K3, K4)
2.5 Different Management Styles (K1, K2, K3, K4)
2.6 Strategic Issues involved (K1, K2, K3, K4)

Unit-III International Corporate Structure

3.1 Comparative Management (K1, K2, K3, K4)
3.2 Importance and scope; Methods of comparative management (K1, K2, K3, K4)
3.3 Management styles and practices in US ,Japan, China, Korea, India (K1, K2, K3, K4)
3.4 Organizational design and structure of international corporations (K1, K2, K3, K4)
3.5 Locus of decision making (K1, K2, K3, K4)
3.6 Headquarter and subsidiary relations in international firms (K1, K2, K3, K4)

Unit-IV Business Strategy Ethics

4.1 International Business Strategy (K1, K2, K3, K4)
4.2 Creating strategy for international business (K1, K2, K3, K4)
4.3 Management of production, Services technology and operations (K1, K2, K3, K4)
4.4 Marketing financial, legal and political dimensions (K1, K2, K3, K4)
4.5 Ethics and social responsibility of business (K1, K2, K3, K4)
4.6 Strategic Alliances: Acquisitions and mergers, Management of joint ventures and other international strategic alliances (K1, K2, K3, K4)

Unit-V Indian Business Perspectives

5.1 Indian Perspectives and Policy (K1, K2, K3, K4)
5.2 Internationalization of Indian business firms (K1, K2, K3, K4)
5.3 Their operations abroad (K1, K2, K3, K4)
5.3 International Mergers (K1, K2, K3, K4)
5.5 Acquisitions (K1, K2, K3, K4)
5.6 Changing government policy on entry of FIs and FIIs (K1, K2, K3, K4)

Note: Case studies for all units. (K5.K6)

Text Books

1. Hodgetts, -International management. Tata Mcgraw Hill, New Delhi 5th Edition, 2005.

Reference Books

1. Koonts And Whelrich ,Management: The Global Perspective ,Tata Mcgraw Hill,Delhi , 1st Edition, 2007

Websites

1. nptel.ac.in

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PIBAL20	Work Life Balance and Emotional Intelligence	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To equip the students to manage, time, relationship, work life, conflict and cross culture controversies.
2. To introduce students to theories and problem solving skills and cross cultural etiquette.
3. To develop students' skills related to problem solving.
4. To assist the students to know about emotional intelligence, IQ, Coping strategies, conflict resolution, effective communication.

COURSE OUTCOMES

The learners will be able to

CO1: Assess an organization and introduce to work life Balance insisting on spirituality in the work place.

CO2: Acquire knowledge critical thinking, interpersonal relations and conflict management.

CO3: Enhance creativity and get an in depth knowledge on event management.

CO4: Ability to comprehend Emotional Intelligence with is concepts and nature.

CO5: Assess the potential effects emotions with the various process in the Organization.

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	M	M	H	M
CO2	H	H	M	M	H	M
CO3	M	H	H	M	H	M
CO4	M	M	H	H	M	H
CO5	M	H	H	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	L	L	L	L	L	L
CO2	L	L	M	L	L	M
CO3	L	M	M	M	M	L
CO4	L	M	M	L	M	L
CO5	L	M	L	L	M	L

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit – I Soft skill

1.1 Introduction, Self Image, Self Esteem for image management (K1, K2, K3)
1.2 personal branding, Emotional Intelligence in Management– IQ – EQ – SQ (K1, K2, K3)
1.3 Introduction, Sources of stress, Effects of stress (K1, K2, K3)
1.4 Coping with stress, Work-life balance (K1, K2, K3)
1.5 Spirituality at work place, Time management, Importance (K1, K2, K3)
1.6 Analysis of time, Planning, Setting and achieving goal (K1, K2, K3)

Unit – II Effective Living

2.1 Critical thinking, Decision making (K1, K2, K3, K4)
2.2 Problem solving skills, Relationship Management (K1, K2, K3, K4)
2.3 Work-life balance, Crisis management, Importance (K1, K2, K3, K4)
2.4 Developing interpersonal skills, Conflict management (K1, K2, K3, K4)
2.5 Transactional analysis, corporate etiquette (K1, K2, K3, K4)
2.6 Cross-cultural intelligence (K1, K2, K3, K4)

Unit – III Creativity Management

3.1 Innovation (K1, K2, K3, K4)
3.2 Creativity (K1, K2, K3, K4)
3.3 Importance (K1, K2, K3, K4)
3.4 Developing creativity (K1, K2, K3, K4)
3.5 Enhancing creativity (K1, K2, K3, K4)
3.6 Event Management (K1, K2, K3, K4)

Unit - IV Mind and Emotions

4.1 Concept, Marshmallow experiment (K1, K2, K3, K4)
4.2 Consequences of low and high emotional intelligence (K1, K2, K3, K4)
4.3 Myths about EI (K1, K2, K3, K4)
4.4 Difference between and EI and IQ (K1, K2, K3, K4)

4.5 Negative and positive emotions (K1, K2, K3, K4)

4.6 Nature of EI, Development of EI (K1, K2, K3, K4)

Unit - V Managing Emotions

5.1 Learning emotional skills, recognizing emotions (K1, K2, K3, K4)

5.2 Learning to empathize, Measuring EI dealing with emotional upsets (K1, K2, K3, K4)

5.3 EI and leadership effectiveness (K1, K2, K3, K4)

5.4 Levels of EI required for various jobs (K1, K2, K3, K4)

5.5 EI and credibility of managers, EI and conflict resolution (K1, K2, K3, K4)

5.6 EI and effective communication (K1, K2, K3, K4)

Note: Case studies for all units. (K5.K6)

Text Books:

1. Shalini Verma, Enhancing Employability and Soft skills, Always Learning, Pearson Education, 1st Edition,2012.

Reference Books

1. Edgar Thorpe, Showick Therpe, Winning at Interviews, Always Learning, Pearson Education1st Edition,2012.

Websites

1. www.udmey.com

PCMBD20: MEDICAL MICROBIOLOGY

Year 2020	Course Code	Title Of The Course	Course Type	Course Category	H/W	Credits	Marks
SEM: II	PCMBD20	Medical Microbiology	Theory	Core	5	5	100

Course Objective: To provide an in depth understanding of the pathogenic mechanism of microorganisms, the diseases caused, its laboratory diagnosis and control measures.

Course Outcomes (CO):

At the end of the course, the learners will be able to;

CO1: Outline the basics of Medical Microbiology and describe the mode of transmission of various pathogens.

CO2: Select methods to identify the causative agents for clinical diagnosis.

CO3: Analyse pathogenic microorganism of bacteria and its mechanism of pathogenesis.

CO4: Discuss on pathogenic fungi and parasites.

CO5: Compile virus structure, multiplication, classification and medical importance.

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	M	M	H
CO4	H	L	L	L	M	H
CO5	H	M	L	L	M	H

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	M	M	M	H
CO2	H	H	H	H	M	H
CO3	H	H	H	M	M	H
CO4	H	L	L	L	M	H
CO5	H	M	L	L	M	H

H – HIGH (3)
M – MODERATE (2)
L – LOW (1)

COURSE SYLLABUS

UNIT-I: Introduction to Medical Microbiology. (10 hours)

1.1 Basics in Medical microbiology - Infectious diseases overview. (K1,K2)

1.2 Medically important microbes. (K1,K2)

1.3 Microbial diseases - sources, route of transmission. (K1,K2)

1.4 Pathogenesis - adhesion, invasion, host cell damage, release of pathogens. (K1,K2)

1.5 Microbial virulence and virulence factors - Signs and symptoms of microbial diseases. (K1,K2)

1.6 Treatment, Prevention and control of microbial infections. (K1,K2,K3)

UNIT-II: Diagnostic Microbiology. (10 hours)

2.1 Diagnosis of microbial diseases – Collection and transport of clinical specimens. (K2,K3,K4,K5)

2.2 Preliminary processing of clinical samples- identification and cultural characteristics. (K2,K3,K4,K5)

2.3 Detection of Biochemical properties of pathogens. (K2,K3,K4,K5)

2.4 Immunodiagnosis. (K2,K3,K4,K5)

2.5 Molecular diagnosis of microbial diseases. (K2,K3,K4,K5)

2.6 Modern methods of microbial diagnosis. (K2,K3,K4,K5)

UNIT-III: Medical Bacteriology. (20 hours)

3.1 Bacteriology - Characteristics, classification, pathogenesis, pathology, diagnosis, treatment, prevention and control of diseases caused by *Staphylococci, Streptococci.* (K1,K2,K3,K4)

3.2 *Neisseria, Bacillus, Clostridium.* (K1,K2,K3,K4)

3.3 *Corynebacterium and Mycobacteria.* (K1,K2,K3,K4)

3.4 Members of Family Enterobacteriaceae., (K1,K2,K3,K4)

3.5 *Vibrio, Pseudomonas.* (K1,K2,K3,K4)

3.6 Spirochaetes, Rickettsiae and Chlamydiae. (K1,K2,K3,K4)

UNIT-IV: Medical Mycology and Parasitology. (20 hours)

4.1 Mycology - Human mycotic infections caused by Dermatophytes (K1,K2)

4.2 *Histoplasma, Cryptococcus, Candida,* (K1,K2)

4.3 Mycotic Mycetoma - Mycotoxins. (K1,K2)

4.4 Parasitology - Medical importance of *Entamoeba, Giardia, Lieshmania,* (K1,K2)

4.5 *Plasmodium, Taenia, Ascaris, Wucherhiria.* (K1,K2)

4.6 Laboratory techniques used in the diagnosis of fungal and parasitic diseases. (K1,K2,K3,K4)

UNIT-V: Virology. (15 hours)

5.1 Viruses – Structure, multiplication, classification and medical importance of DNA viruses – Adeno, Pox. (K1,K2)

5.2 Herpes, Hepatitis Virus. (K1,K2)

5.3 RNA viruses - Picorna, Orthomyxo, Paramyxo. (K1,K2)

5.4 Virus causing SARS, MERS and SARS-CoV2   (K1,K2)

5.5 Oncogenic Viruses (Papilloma and Polyoma), (K1,K2)

5.6 Rhabdo and HIV virus(K1,K2)

TEXT BOOKS:

1. Ananthanarayan R & Paniker C.K.J. (2013). Text Book of Microbiology, 9th edition, Universities Press, Hyderabad.

2. Jawetz, Melnick, &Adelberg's. (2013). Medical Microbiology. 26th edition. McGraw-Hill, New York.

3. Mehrotra RS and Aneja KR (2006). An Introduction to Mycology. 1st edition, New age international publishers, Chennai.

4. Subhash Chandra Parija (2013). Text book of Medical Parasitology. 4th edition, All India Publishers and Distributors (Medical Books Publishers), New Delhi.

5. Dimmok N.J and Primrose S.B (1994). Introduction to modern virology 4th edition, Blackwell scientific company publications, United States.

REFERENCE BOOKS:

1. Tille P. Bailey and Scott (2013). Diagnostic Microbiology, 13th edition, Mosby Publishers, United States.

2. Satish Gupte (2005). The Short Textbook of Medical Microbiology. 8th edition, Jaypee Brothers, Medical publishers (P) Ltd., New Delhi.

3. Monica Cheesbrough (2003). District Laboratory Practice in Tropical Countries. Part 1 & 2, Cambridge University Press.

4. Jagadish Chander (1996). A text book of Medical Mycology. 1st edition. Interprint, New Delhi.

5. Chatterjee K.D (2016). Parasitology, Protozoology& Helminthology. 13th edition. Joe media Publishers. Calcutta.

OER:

1. http://www.gutenberg.org/
2. http://www.free-ebooks.net/
3. http://www.bookrix.com
4. http://www.e-booksdirectory.com/
5. http://bookboon.com/
6. http://www.freebooks.com/ebooks/

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PCEMH20	Media Analysis &Techniques	Theory	Core	5	4	100

Course Objective

To introduce the basic media analysis techniques with practice applications in order to develop a critical perspective of media texts.

Course Outcomes (CO)

The Learners will be able to
CO1: Explain the Semiotic Analysis of Media.
CO2: Acquiring Knowledge about Marxist Analysis
CO3: Analysing the Psychoanalytic Criticism
CO4: Evaluating the Feminist Analysis.
CO5: Examine the Concept of Media Ethics and Laws.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Semiotic Analysis   **(15 hours)**

1.1 Problem of meaning, social aspects of semiotics (K1, K3)
1.2 Signs, Signifiers, Signified (K2, K4, K5)
1.3 Hyper reality, Connotation and Denotation (K3, K4, K5, K6)
1.4 Syntagmatic analysis, Paradigmatic analysis (K2, K4, K5)
1.5 Application: Murderers on the Orient Express, Football (K3, K4, K5)
1.6 Application: Murderers on the Orient Express, Football(cont.) (K2, K3, K4, K5, K6)

Unit II: Marxist Analysis   **(15 hours)**

2.1 Materialism, The base and the super structure (K2, K3, K4)
2.2 False consciousness and ideology (K2, K3, K4, K5)
2.3 The Frankfurt school, Class conflict, Hegemony (K2, K4, K5)
2.4 Marxist criticism in postmodern world, Critical Theory (K2, K3, K4, K5, K6)
2.5 Social learning theory, Social role theory, Cognitive dissonance theory (K2, K4, K5)
2.6 Application: Fiji Perfume "Snake" advertisement (K4, K5, K6)

Unit III: Psychoanalytic criticism   **(15 hours)**

3.1 The unconscious (K1, K2)
3.2 Sexuality (K2, K3)
3.3 Oedipus complex (K1, K2, K3, K4)
3.4 Id, ego, Super ego (K2, K3, K4)
3.5 Jugian Psychoanalytic theory (K2, K3, K4, K5, K6)
3.6 Application: Analyzing sexuality, violence and additive elements of video games (K3, K4, K5, K6)

Unit IV: Feminist Analysis   **(15 hours)**

4.1 Identity, position and authority (K1, K3, K4)
4.2 Social conception of knowledge, Phallocentric theory (K2, K3, K4)
4.3 Liberal feminism, Social feminism, Radical feminism (K3, K4, K5)
4.4 Marxist feminism, Postmodern feminism (K2, K4, K5)
4.5 The male gaze and the female spectator (K3, K4, K5, K6)
4.6 Application: Analysing feminist perspectives including male gaze based on any movie (K4, K5, K6)

Unit V: Sociological and Discourse Analysis   **(15 hours)**

5.1 Sociological Analysis: Alienation, Anomie (K4, K5, K6)
5.2 Bureaucracy (K2, K3)

5.3 Discourse analysis: Spoken and Written discourse (K2, K4, K5)
5.4 Styles and written discourse, Prisma techniques (K3, K4, K5, K6)
5.5 meta-Analysis, Business Analysis (K3, K4, K5)
5.6 Critical Review (K5, K6)

Books for Study and Reference:
1. Arthur AsaBerger , Media Analysis Techniques4th and 6th Edition, Sage publications, 2012
2. Meire Gillespie and Jason Tonynbee, Analysing Media Texts, Tata-McGraw Hill, 2010
3. Arthur Asa Berger, Media and Communication Research Methods, Sage publications, 2000
4. Angharad N. Valdivia, A Companion to Media Studies, Blackwell, 2003
5. Mary Celeste Kearney, The Gender and the Media Reader, Routledge, 2012.
6. ParanjoyGuhaThakurta - Media Ethics, 2nd Edition - Oxford, 2012.
7. Devesh Kishore, Ganga Sagar Singh - Media Law, Har-Anand Publication, 2012.
8. Clifford, Kim, Mark, Kathy and Robert - Media Ethics, 7th Edition - Pearson Education, 2005.
9. Roger S. Sadler - Electronic Media Law - Sage Publications, 2005.
10. Monaco, J. ,How to read a Film: Movies, Media, Multimedia, Oxford University Press, London, 2000
11. Butler J., Gender Trouble, Rutledge, London, 1992.

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PEEMC20	Inter-Cultural Communication	Theory	Elective	5	4	100

Course Objective:

- To initiate students to the challenges in global communication in the age of cross-culture communication

Course Outcomes (CO)

The Learners will be able to

CO1: Discuss the Concept of Inter Culture Communication.

CO2: Acquiring Knowledge in the aspects of inter cultural Business Communication.

CO3: Analysing the Concepts of Intra Cultural Communication.

CO4: Acquiring the Knowledge about Global Communication

CO5: Evaluating the Relationship Between Intercultural Communications in News Media Production.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

Course Syllabus:

Unit I: Introduction to ICC   **(15 hours)**

1.1. Introduction to Communication.(K2, K3, K4)

1.2. Culture and Inter-cultural Communication.(K3, K4)

1.3. Dimensions of culture.(K2, K3, K4)

1.4. Enculturation.(K2, K3, K4)

1.5. Acculturation. (K2, K3, K4)

1.6. Cultural barriers, Relevance of Inter-cultural communication to Journalism and Mass communication. (K3, K4, K5, K6)

Unit II: Inter-cultural Business Communication   **(15 hours)**

2.1. Work attitudes.(K1,K2, K3)

2.2. Individualism vs Collectivism.(K2, K3, K4)

2.3. Global etiquette in business introductions. (K2, K4, K5)

2.4. Electronic communication, and travel and dining. (K3, K4)

2.5. Business and social customs. (K2, K3, K4)

2.6. Cultural difference in communication. (K2, K4, K5)

Unit III: Intra-cultural Communication   **(15 hours)**

3.1. Inter-cultural versus Intra-cultural communication.(K1,K2, K3,K5)

3.2. Nature and Characteristics. (K2, K3, K4)

3.3. Indian and South Indian contexts of Inter-cultural communication.(K2, K3, K4)

3.4. Role of mass media in bridging cultural divides.(K2, K4, K5)

3.5. Cultural Identities and loss of cultural identity. (K2, K3, K4)

3.6. Problem of ethnocentrism. (K2, K3, K4)

Unit IV: Global Communication   **(15 hours)**

4.1. Global communication. (K1,K2, K3)

4.2. Growth of International Communication.(K2, K3, K4)

4.3. Cultural shock, Language and Inter-cultural communication. (K2, K3, K4)

4.4. High and low context languages.(K2, K3, K4)

4.5. Subjective interpretation.(K1,K2, K3)

4.6. Language and cultural interaction, Cross Cultural Communication. (K2, K4, K5)

Unit V: ICC and News (15 hours)

5.1. Implications of inter cultural barriers in News media production.(K1,K2, K3)

5.2. Public sphere, LPG.(K2, K3, K4)

5.3. Cultural hegemony. (K2, K3, K4)

5.4. Influence in media production.(K3, K4, K5, K6)

5.4. International news flow patterns.(K2, K4, K5)

5.6. Offline and online. (K1,K2, K3,K5)

Books for Study and Reference:

1. Stanley J .Baran – Introduction to Mass Communication – Media Literacy and Culture, Tata McGraw-Hill, 2010.
2. Yahya R. Kamalipour – Global Communication – Wadsworth Thomson Learning, 2007.
3. William B. Gudykunst – Theorizing about Intercultural Communication, Sage Publication, 2005.
4. Hamid Mowlana – Global Communication in Transition – Sage Publications, 1996.

PCEMK20 - FILM STUDIES

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PCEMK20	Film Studies	Theory	Core	5	4	100

Course Objective:

To provide in-depth knowledge on films, to develop a critically informed sense of the history and development of film conventions, both mainstream and alternative, and understand the language and use of films.

Course Outcomes (CO)

The Learners will be able to
CO1:Classify the inception of world cinema and history of Indian cinema.
CO2: Analysing the concept of film as an art and characteristics of films.
CO3:Acquiring the knowledge on various concepts of film theories.
CO4:Making an in-depth analysis on Genres of cinema.
CO5:Elaborate the
recent trends in film industry.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

Course Syllabus

Unit I: History of Cinema   **(15 hours)**
1.1 History of Indian Cinema(K1, K2)
1.2 Early Silent era – talkies – Modern Cinema(K1, k2)
1.3 A brief account of World Cinema (K1, K2, K4)
1.4 Film makers: Indian, Hollywood, European, and South Asian(K1, K2, K3)
1.5 Study of some Indian classics (K1, K2, K3)
1.6 Main stream and Alternate cinema (K1, K2, K3)

Unit II: Characteristics of Films   **(15 hours)**
2.1 Film as an art - Film as a social document (K2, K3, K4)
2.2 Film as a medium of communication - conceptual issues (K2, K3, K4)
2.3 Film language, Macro and Micro structure (K3, K4, K5)
2.4 Process and aspects of film making - Film forms - content - narratives –narrative forms - styles - text and grammar (K2, K3, K4, K5)
2.5 Critical and technical terns used in film production (K4, K5, K6)
2.6 Types of Films – fiction and Non-fiction, Mis-en-scene (K2, K3, K4, K5)

Unit III: Film theories   **(15 hours)**
3.1 Soviet theories – European theories (K4, K5)
3.2 German Expressionism – Neo-realist, Classical (K3, K4, K5)
3.3 New Wave in cinema, Film Theories (K2, K3, K4, K5)
3.4 Post Modernism, Auteur, Apparatus, Feminist, Marxist (K4, K5, K6)
3.5 Recent approaches to – Cine structuralism, cine feminism, cine semiotics (K3, K4, K5)
3.6 Film analysis –technical, psychoanalytical, social analysis, techniques, reviews (K3,K4,K5)

Unit IV: Genres of Cinema   **(15 hours)**
4.1 Genres - Documentary Films – Films Division (K4, K5, K6)
4.2 Study of leading Documentary film maker in the world and India Western Genres (K4,K5,K6)
4.3 Indian film genres, South Indian film genres (K2, K3, K4)
4.4 Diaspora films (K4, K5)
4.5 Animation movies (K4, K5, K6)
4.6 Women and Children, Film and Politics in India (K5, K6)

Unit V: Trends in Film Industry   **(15 hours)**
5.1 Film Awards and festivals (K4, K5)
5.2 New developments in film industry (K3, K4, K5)
5.3 Computer Graphics –Digital film making (K2, K4, K5 K6)

5.4 Future of Cinema in India (K4, K5, K6)

5.5 Film Management (K4, K5, K6)

5.6 Multi languages release -Budgeting and schedules (K2, K4, K5)

Exercise: Watching award winning movies of particular directors

Books for Study and Reference:

1. Mary Celeste Kearney – The Gender and Media Reader, Routledge, New York, 2012.
2. Robert Edgar- Hunt, John Marland, Steven Rawle - The Language of Film, Ava Publication, 2010.
3. Susan Hayward - Key Concepts in Cinema Studies - Routledge, 2004.
4. Michael Rabiger - Directing Film Techniques and Aesthetics, 3rd Edition - Focal Press, 2003.
5. Thomas A.Ohanian, Michael E. Philips - Digital Film Making, 2nd Edition - Focal Press, 2000.
6. Yves Thorval - The Cinema of India (1896-2000) - Macmillan Press, 2000.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PIEMC20	Women and Advertising	Theory	Independent Elective		2	100

Course Objective: To provide the basic understanding about the role of women in the field of advertisement and to develop career opportunities.

Course Outcomes(CO)

The Learners will be able to
CO1:Describing the role of women in Advertising
CO2:Analysing the portrayal of women in advertising
CO3:Evaluating the ethical codes of advertising
CO4:Exploring on the women entrepreneurship in India
CO5:Compiling the notable emerging women leaders in Advertising

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:
Unit I: Women in Advertising
1.1. Commoditization of women in advertising (K2, K3, K4)
1.2. Commodity Feminism-feminist and Advertising (K3, K4,K5)
1.3. Advertisement as gender scripts (K3,K4,K5)
1.4. Textually and Mediated Identities (K4.K5)
1.5. Representation: Role, Character Traits and body Types (K4,K5,K6)
1.6. Trends in Advertisements - Advertising false ideals.(K1, K2, K3, K4, K5, K6)

Unit II: Projection of Women in Advertisements
2.1. Sexism in advertising (K2, K3)
2.2. Female objectification of women (K3, K4)
2.3. Women through the lens of commercial advertising (K3, K4, K5)
2.4. Women- be sexualized case Study (K4, K5, K6)
2.5. Modern Advertisement-women as consumers, women as objects (K3, K4, K5, K6)
2.6. Changing the portrayal of women in advertisement in Social transformations.(K2, K3, K4, K5, K6)

Unit III: Ethics in Advertising
3.1. Ethical issues in advertising (K2, K3, and K4)
3.2. NARB-ASCI-ASCI Codes & Guidelines (K2, K3,K4)
3.3. Case study on-Decisions by ASCI for unethical Ads(K4,K5,K6)
3.4. Laws Governing Advertisements-(K2,K3)
3.5. Drugs and cosmetics act 1940, Drugs and Magic Remedies Act 1954, (K4, K5, K6)
3.6. Indecent representation of women act 1986, Patent Act 1970, Copy right act 1957, Trademarks Act 1999.(K2, K3, K4, K5, K6)

Unit IV: Women as Entrepreneurs
4.1. Creative women: Their potential (K2, K3, K4)
4.2. Creative women: Their personality (K2, K3, K4)
4.3. Creative women: Their Productivity (K2, K3, K4)
4.4. Evolution of women entrepreneurship in India (K4, K5, K6)
4.5. Skills & requirements for women (K4, K5, K6)
4.6. Role of women entrepreneurship in economic development. (K2, K3, K4, K5, K6)

Unit V: Careers in Advertising

5.1. Growth of Advertising Industry in India (K3, K4, K5)

5.2.Careers in Advertising- Content Writers, Content Managers, creative development, marketing, (K4, K5, K6)

5.3. Management - SEO (Search Engine optimization)(K2,K3,K4)

5.4. Digital Media Designer (K3, K4)

5.5. Social Media Marketing-(K4, K5, K6)

5.6. Emerging women leader and notable women in Advertising field. (K2, K3, K4, K5, K6)

Books for study and Reference:
1. John Philip Jones- International Advertising: Realities and Myths –Sage Publications,2000
2. Robert Cluley- Essential of advertising –Kogan Publishers, Fenruary,2017.
3. S. N. Murthy, U. Bhojana - Advertising an IMC perspective –Excel Books ,2007.
4. S.A. Chunawalla - Advertising, sales and promotion Management –Himalaya Publishing House, 2006.
5. Frank Jefkins,DanielYadin - Advertising ,4th Edition - Pearse Education, 2006
6. J.V. Vilanilam, A.K. Varghese - Advertising Basics: A resource Guide for Beginners- Response Books, 2004.
7. Sandage, Fryburger, Rotzoll-Advertising Theory and Practice,11th Edition –AITBS publishers,2004.
8. R.C. Bhatia –Marketing Communication and advertising –Galgotia Publishers,2003
9. John Philip Jones –How Advertising works –Sage publications ,1998

Courtland L. Bovee- Advertising Excellence-McGraw hill,1995

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PCEMS20	Research Project	Practical	Core	3	4	100

Course Objective:

To put to practice the methods of research by undertaking a study in a relevant field of media

Course Syllabus:

The students will independently work on a research project. It will emphasize on literature review, theory-building skills, matching theory to methods and developing appropriate instruments. It will provide an orientation to database search techniques and also using Internet effectively for research. Students will work on any area of their choice within the broad field of electronic media and communications subjected to approval of their guide. They are expected to undertake a thorough study/research of the chosen subject, systematically and rigorously. They are expected to read relevant journals (some available on-line and of line) and books. Students should consult the respective guide at every stage of the research work. At the end of summer holidays, students are expected to submit a research proposal containing the following: Topic, Complete Literature Review, Research Design- Hypothesis/Research Questions, unit of Analysis, Variables/Issues to be Studied, Methods, Sampling Design Data Analysis Techniques, Questionnaire/ instrument to be used for analysis. Students can also carry out the fieldwork. The project report will have to be submitted at the end of the semester.

Course Outcomes (CO)

The Learners will be able to

CO1: Describe the Basic concepts of Qualitative and Quantitative Research Methods.

CO2: Analysing the topic and choosing the topic related to their rate of interest.

CO3: Evaluating the Research and choosing the desired methodology for conducting research.

CO4: Compiling the data collected and pointing the Key findings.

CO5: Constructing the desired conclusion and writing the Research Report.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

Low- L, Medium - M, High - H)

From 1 - 2 (20 hours), 3 - 4 (15 hours), 5 - 6 (10 hours)

Order of details expected in the Project Report

College Certificate
Acknowledgements
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List of Figures
Synopsis
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    1.2. Scope and Limitations
    1.3. Sources of Data
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2. Review of Literature
3. Methodology Adopted
4. Data Analysis and Interpretation
5. Key Findings
6. Conclusion
Appendix
Bibliography
Cognitive Level:K1,K2,K3,K4,K5,K6

The Internal Evaluation for 40 Marks is based on the completion of work at each stage of the project, PowerPoint presentation of the project details and a model viva.

The Semester Evaluation is based on the final Project Report (20 Marks) and the Viva-Voce (40 Marks).

PEEMH20 - ELECTIVE IV B: WOMEN AND MEDIA

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PEEMH20	Women and Media	Theory	Elective	5	4	100

Course Objective:

- To enlighten students on the role of media in empowering women in society and the contributions of women in growing the media field

Course Outcomes (CO)

The Learners will be able to

CO1: Discuss the Concept of Portrayal of women in Media.

CO2: Analysing the concept of Media for Development.

CO3: Examining the portrayal of women in Media

CO4: Acquiring Knowledge about Development of women in Media.

CO5: Evaluating the role of Women in Media.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

Course Syllabus:

Unit I: Portrayal of women in Media   **(15 hours)**
1.1. Types of media, Portrayal of women in India (K2, K3,K4)
1.2. Mythology vs. Media (K4, K5)
1.3. Theories of Media Effects and Media uses: Limited effect theory (K3, K4, K5)
1.4. Catharsis and Narcissistic Incidental effects (K3, K4, K5)
1.5. Uses and gratification, cultivation theory, Reflects effect (K3, K4, K5)
1.6. Representation of Women in Social media (K3, K4, K5, K6)

Unit II: Media for Development   **(15 hours)**
2.1. Communication Research on Women and Children (K3, K4, K5)
2.2. Television research in India (K2, K3)
2.3. Family and Television (K3, K4)
2.4. Use of Television for women Development (K4, K5)
2.5. Effect of Media on Education (K4, K5, K6)
2.6. Mass Media and Indian Family (K4, K5, K6)

Unit III: Women Empowerment   **(15 hours)**
3.1. Women in Print Media, Magazine (K3,K4)
3.2. Women in Radio (K4, K5)
3.3. Women in Films (K4, K5)
3.4. Role of New Media in Women's Development (K4, K5, K6)
3.5. Children and Mass Media (K3, K4, K5)
3.6. Representation of women in Mass Media, Women behind Camera. (K3, K4, K5, K6)

Unit IV: Development of Women   **(15 hours)**
4.1. Media & Women's Development (K3, K4)
4.2. Image of Women in Media (K4, K5)
4.3. Women Journalist in the Globe (K4, K5, K6)
4.4.Women Journalist in India (K4, K5, K6)
4.5. Famous Women Directors in the Globe (K4, K5, K6)
4.6. Famous Women Directors in India. (K3, K4, K5, K6)

Unit V: Women role in Media   **(15 hours)**

5.1. Women in Doordharshan vs. other channels (K3, K4, K5, and K6)

5.2. Women in Radio Program (K3, K4, K5, K6)

5.3. Women in Print Media (K3, K4, K5, K6)

5.4. Women in Media Profession (K3, K4, K5, K6)

5.5. Women in Media Violence (K3, K4, K5, K6)

5.6. Women empowerment in Social Media. (K3, K4, K5, K6)

Book for Study and Reference:

1. Jaya Chakravarthy – Women in Journalism, Media and Women's Development – Sarup& Sons, New Delhi – 2007.
2. Amnu Joseph and Kalpana Sharma, Whose News, Sage Publication, 2006
3. LeelaGulati and JasodharaBagchi, A Space of her own, Sage Publication, 2005
4. Asha Hans and Annie Patri, Women, Diability and Identity, Sage Publication 2002
5. SakuntalaNarasimhan, Empowering Women, Sage Publication, 1999
6. Bhargavi V. Davar, Mental Health of Indian Women, Sage Publication, 1998