

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

| SUBJECT CODE | Category | SUBJECT NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-------------------------------|-----------------------------|------------------------------|---------------|----------------------|-------------------------|----------------------|----|---|---|---------|
| | | | THEORY | | | PRACTICAL | | Th | T | P | CREDITS |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* | | | | |
| BA501 | SOC. SC., ARTS & HUM | Communication Skills | 60 | 20 | 20 | 0 | 0 | 5 | 0 | 0 | 5 |

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

Course Educational Objectives (CEOs):

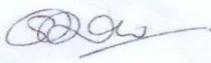
The students will be able to

- use the English Language accurately and appropriately for different purposes in business; interpret various texts critically;
- communicate orally with confidence in various academic, social, professional and other situations;
- distinguish between fact and opinion; write with clarity, accuracy and relevance for various purposes,
- participate actively in discussions, debates and other oral activities;
- develop academic writing skills in order to present reasoning with mature arguments.

Course Outcomes (COs):

After completion of this course the students will be able to

- develop in them vital communication skills which is integral in all personal, social and professional interactions
- share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.


Chairperson
 Board of Studies
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore


Joint Registrar
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

PAPER I

BA501

Communication Skills

UNIT I

Communication: Nature and process, forms of communication, Channels of Communication, Role of communication skills, Communication networks, Barriers to communication

UNIT II

Listening skills, cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language

UNIT III

Oral Presentation, Group Discussion, Debate, Extempore, JAM.

UNIT IV

Importance of Reading, Definition of Reading, Levels of Reading, Requirements of Reading, Types of Reading, Techniques of Reading, Active Reading Modules.

UNIT V

Paragraph Writing, Translation, Precis Writing, Writing Summary, Note-making, Formal and informal letter writing, CV, Resume, Writing Book and Film reviews

Suggested Readings

- Koneru, Arun, **Professional Communication**, Tata McGraw Hill, New Delhi
- Monipally, M.M., **Business Communication Strategies**, Tata McGraw Hill, New Delhi
- Das, Biswajit and Ipseeta Satpathy, **Business Communication and Personality**
- Development, Excel Books, New Delhi



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

- McGrath, E.H., **Basic Managerial Skills for All**, Prentice Hall of India, New Delhi
- Rai, Urmila and S.M. Rai, **Business Communication**, Himalaya Publishing House, Mumbai

| SUBJECT CODE | Category | SUBJECT NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|----------------------|----------------------------|------------------------------|---------------|----------------------|-------------------------|----------------------|----|---|---|---------|
| | | | THEORY | | | PRACTICAL | | Th | T | P | CREDITS |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* | | | | |
| BA 502 | SOC. SC., ARTS & HUM | Methods in Social Research | 60 | 20 | 20 | 0 | 0 | 5 | - | 0 | 5 |

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

Course Educational Objectives (CEOs):

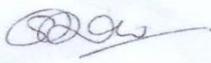
The students will be able to

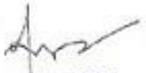
- Students will be able to select appropriate quantitative methodologies for use in study to be performed.
- Students will be able to describe basic approaches to qualitative research.
- Students will be able to identify and critique articles based on different research methods

Course Outcomes (COs):

After completion of this course the students will be able to

- To construct a questionnaire relying on several types of questions.


Chairperson
 Board of Studies
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore


Joint Registrar
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

- To write an effect research proposal

PAPER II

BA502

Methods in Social Research

UNIT I

Social Research: Definition, Nature and purpose; Steps in Social Research; Problem of Objectivity and Subjectivity in Social Research

UNIT II

Research Method: Research Designs; Social Survey; Hypothesis- Types & significance; Sampling and

Sampling Procedure

UNIT III

Techniques of Data Collection: Types of Data; Techniques- Observation, Interview, Questionnaire,

Schedule and Case Study

UNIT IV



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

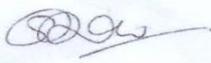
Statistical Analysis and Use of Computer in Social Research: Classification and Tabulation of data;

UNIT V

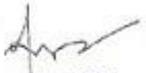
Measures of Central Tendency: Mean, Median and Mode; Use of Computers in Social Research

Suggested Readings:

- Ahuja, Ram (2001): **Research Methods**, New Delhi: Rawat Publication.
- Goode, W.J. and P.K.Hatt (1952): **Methods in Social Research**, New York: McGraw International.
- Seltiz, Claise et al; (1959): **Research Methods in Social Relation**, New York: Henry Holt and Co.
- Srivastava, Prakash G.N. (1994): **Advances Research Methodology**, Delhi: Radha Publication.
- Thakur, Devender (2003): **Research Methodology in Social Science**, Delhi: Deep and Deep Publication.
- Young, P.V. (1988): **Scientific Social Survey and Research**, New Delhi Prentice Hall



Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore



Joint Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

:

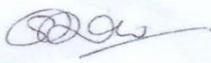
| SUBJECT CODE | Category | SUBJECT NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|----------------------|-----------------------|------------------------------|---------------|----------------------|-------------------------|----------------------|----|---|---|---------|
| | | | THEORY | | | PRACTICAL | | Th | T | P | CREDITS |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* | | | | |
| BA-(Hon) 503 | SOC. SC., ARTS & HUM | INDUSTRIAL PSYCHOLOGY | 60 | 20 | 0 | 0 | 20 | 4 | 0 | 2 | 5 |

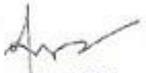
Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

Course Educational Objectives (CEOs): The student will be able to:

- To understand the concepts, nature and principles of Organizational Behavior and Positive Organizational Behavior.
- To develop the awareness of the concepts related to industrial environment.
- To develop the connectivity between concepts and practices of industry/ organization.

Course Outcomes: The student should be able:


Chairperson
 Board of Studies
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore


Joint Registrar
 Shri Vaishnav Vidyapeeth Vishwavidyalaya
 Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

- To develop an understanding of Motivation, Leadership Organizational Culture
- To become Organizational Behavior Practitioner.

UNIT I

Brief history of Industry Psychology. Current status of Industrial psychology; Industrial psychology in the Indian context; Organizational structure; Organizational climate and culture

UNIT II

Introduction to Work Related Attitudes & Work Motivation (a) Job satisfaction; Job involvement; Psychological Contract; Work Engagement (b) Work Motivation: Theories and applications in Indian perspective.

UNIT III

Leadership: approaches and contemporary issues : Trait theories, behavior theories of leadership; contingency theories: Fiedler model and situational leadership theory; path goal theory

UNIT IV

Leader – member exchange (LMX) theory, Inspirational approaches to leadership: charismatic leadership; transformational leaders , Authentic leadership: ethic and trust are the foundation of leadership, Contemporary leadership roles: mentoring, self-leadership.

UNIT V

Positive Organizational Behavior Optimism, Emotional Intelligence; Self-Efficacy; Work-Life balance

List of Practical-

- Work Motivation
- Job Satisfaction
- Leadership Effectiveness Scale
- Job Involvement Scale
- Perceived Work Environment Scale
- Organisational Culture Scale

Recommended Readings:

- Aamodt, M. G. (2001) **Industrial Organizational Psychology**. India: Cengage
- Learning
- Greenberg, J. & Baron, R.A. (2007). **Behaviour in Organizations** (9th Ed.). India: Dorling Kindersley.
- Luthans, F. (2009). **Organizational behavior**. New Delhi: McGraw Hill.
- Muchinsky, P.(2006). **Psychology applied to work: An introduction to industrial and**



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

- **organizational psychology.** NC: Hypergraphic Press.
- Pareek, U.(2010). **Understanding organizational behaviour.** Oxford: Oxford University Press.
- Prakash, A. (2011). **Organizational behaviour in India: An indigenous perspective. In**
- G. Misra (Ed.), **Handbook of Psychology.** New Delhi: Oxford University Press.
- Singh, K. (2010). **Organizational Behaviour: Texts & Cases.** India: Dorling Kindersley.

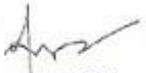
| SUBJECT CODE | Category | SUBJECT NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|----------------------|---------------------|------------------------------|---------------|----------------------|-------------------------|----------------------|----|---|---|---------|
| | | | THEORY | | | PRACTICAL | | Th | T | P | CREDITS |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* | | | | |
| BA 504 | SOC. SC., ARTS & HUM | American Literature | 60 | 20 | 20 | 0 | 0 | 5 | - | 0 | 5 |

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

Course Educational Objectives (CEOs):-

The students will be able to


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore


Joint Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

- To strengthen students' understanding of author's purpose and content, both as critical readers and thoughtful writers
- To improve reading, writing, and grammar skills.
- To analyze the importance of historical events through the relationships between authors and the historical contexts
- To strengthen student analysis, evaluation and critique of complex works of literature, both as critical readers and thoughtful writers

Course Outcomes(Cos)

After completion of this course the students will be able to

- Identify key ideas, representative authors and works, significant historical or cultural events, and characteristic perspectives or attitudes expressed in the literature of different periods or regions.
- Analyze literary works as expressions of individual or communal values within the social, political, cultural, or religious contexts of different literary periods.

Paper IV

BA504

American Literature

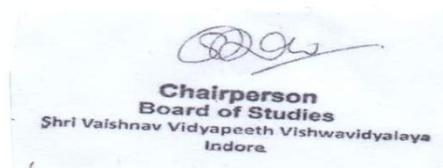
UNIT I

Literary Terms Imagism in American Poetry, Beat Poetry, Confessional Poetry, Expressionism in American Drama, and Harlem Renaissance

UNIT II

Play Lorraine Hansberry—A Raisin in the Sun or Eugene O'Neill: Emperor Jones

UNIT III



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

Poems Langston Hughes : “Mother to Son”; “I, Too, Sing America”

UNIT IV

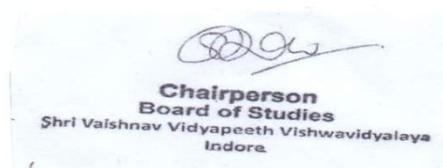
Robert Frost : “Mending Wall” Carl Sandburg : ‘Happiness’, ‘Fog’ Sylvia Plath : ‘Mirror’

UNIT V

“War Is Kind” by Stephen Crane, “Lady Lazarus” and “Mirror” by Sylvia Plath

Suggested Readings

- Abrams, M. H.; A Glossary of Literary Terms; (8th Edition) New Delhi: Akash 6 Press, 2007.
- Baldick, Chris. (2001). The Oxford Dictionary of Literary Terms. Oxford: Oxford University Press,
- Bloom, Harold, ed. Short Story Writers and Short Stories(2005). New York: Chelsea House.
- Boyars, Robert, (1974). ed. Contemporary Poetry in America. New York: Schocken,
- Cook, Bruce. (1971). The Beat Generation. New York: Scribners.
- Gould, Jean. (1966). Modern American Playwrights. New York: Dodd, Mead.
- Drabble, Margaret and Stringer, Jenny(2007).. The Concise Oxford Companion to English Literature. Oxford: Oxford University Press.
- Fowler, Roger. (1987).
- Ed. A Dictionary of Modern Critical Terms. (1996.) Rev. ed. London: Routledge & Kegan Paul, Harmon, William;
- Holman, C. Hugh. A Handbook to Literature. 7th ed. Upper Saddle River, NJ: Prentice-Hall.
- Hassan, Ihab. (1973). Contemporary American Literature, 1945-1972: An Introduction. New York: Ungar.
- Hassan, Ihab. (1961). Radical Innocence: Studies in the Contemporary American Novel. Princeton, N. J: Princeton University Press.

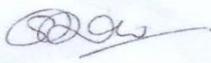


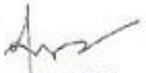
Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

- Henderson, Stephen, (1979). ed. Understanding the New Black Poetry. New York: William Morrow, (1973). Hoffman, Daniel, ed. Harvard Guide to Contemporary Writing. Cambridge, Mass.: Harvard University Press.
- Hudson, William Henry. (2007.)An Introduction to the Study of Literature. New Delhi: Atlantic,


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore


Joint Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

| SUBJECT CODE | Category | SUBJECT NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-------------------------------|-------------------------|------------------------------|---------------|----------------------|-------------------------|----------------------|----|---|---|---------|
| | | | THEORY | | | PRACTICAL | | Th | T | P | CREDITS |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* | | | | |
| BA 506 | SOC. SC., ARTS & HUM | Comprehensive Viva Voce | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 8 | 4 |

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

Course educational Objectives(CEOs):

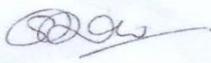
The students will be able to

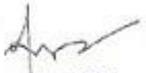
- provide an opportunity for students to apply theoretical concepts in real life situations
- enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks

Course Outcomes (COs):

After the completion of this course the students will be able to

- acquire speaking skills and capabilities to demonstrate the subject knowledge.


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore


Joint Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

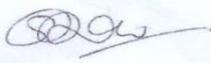
B.A. V SEM

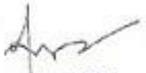
| SUBJECT CODE | Category | SUBJECT NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-------------------------------|--------------------------|------------------------------|---------------|----------------------|-------------------------|----------------------|----|---|---|---------|
| | | | THEORY | | | PRACTICAL | | Th | T | P | CREDITS |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* | | | | |
| BA 507 | SOC. SC., ARTS & HUM | Minor Research Project I | 0 | 0 | 0 | 50 | 50 | 0 | 0 | 0 | 4 |

At the end of the semester the students who have opted for an honors degree have to submit a minor research project in the subject they wish to obtain an honors degree.

The objectives of the course is to

- check the ability of students in terms of their writing
- identify the problems of students' in developing their writing
- skills
- gather the opinion of the teachers on their students' writing performance
- improve the writing skills of students' by suggesting some remedial measures


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

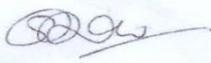

Joint Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore

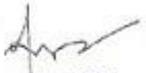
Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. V SEM

BATCH 2016-19


Chairperson
Board of Studies
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore


Joint Registrar
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Indore