

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. PASS COURSE

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*				
HU101	SOC. SC., ARTS & HUM	Foundation English I	60	20	20	0	20	3	0	2	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

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

- Develop the second language learners' ability to enhance and demonstrate LSRW Skills.
- To acquire English Language Skills to further their studies at advanced levels.
- To become more confident and active participants in all aspects of their undergraduate programs

Course Outcomes (COs): The students should be able to:

- Have confidence in their ability to read, comprehend, organize, and retain written information.
- Write grammatically correct sentences for various forms of written communication to express themselves.

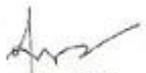
COURSE CONTENTS:

UNIT I

Communication: Nature, Meaning, Definition, Process, Functions and importance, Characteristics of Business Communication, Verbal and Non Verbal Communication, Barriers to Communication.

UNIT II


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Listening: Process, Types, Difference between Hearing and Listening, Benefits of Effective Listening , Barriers to Effective Listening, Overcoming Listening Barriers, and How to Become an Effective Listener

UNIT III

Basic Language Skills: Grammar and usage- Parts of Speech, Tenses, Subject and Verb Agreement, Prepositions, Articles, Types of Sentences, Direct - Indirect, Active - Passive voice, Phrases & Clauses.

UNIT IV

Business Correspondence : Business Letters, Parts & Layouts of Business Letter, Job application and Resume, Application Calling/ Sending Quotations/ Orders/ Complaints. E-mail writing , Email etiquettes

UNIT V

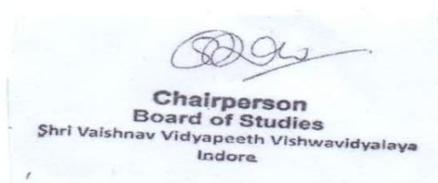
Précis Writing and Noting: The Purpose of Notes, Methods of Note-Taking, General Principles of Good Notes. Drafting: Notices, Agenda and Minutes. Advertisement: Importance, Types, Various Media of Advertising. Slogan Writing.

Practical:

- Self Introduction
- Reading Skills and Listening Skills
- Linguistics and Phonetics
- Role plays
- Oral Presentation – Preparation & Delivery using audio – visual aids with stress on body language and voice modulations.
- Social etiquettes

Suggested Readings

- Adair, John (2003). *Effective Communication*. London: Pan Macmillan Ltd.
- A.J. Thomson and A.V. Martinet(1991). *A Practical English Grammar*(4th ed). Newyork: Oxford IBH Pub
- Ashraf Rizvi.(2005).*Effective Technical Communication*. New Delhi:Tata Mc Graw Hill
- Kratz, Abby Robinson (1995). *Effective Listening Skills*. Toronto: ON: Irwin Professional Publishing.



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			THEORY			PRACTICAL		Th	T	P	CREDITS
			SEM	University Exam	Term Exam	Assessment*	IES at end of course				
BA-102	SOC. SC., ARTS & HUM	Introduction to Sociology	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 student will be able to get familiarizes with the history and some of the fundamental concepts and concerns of the discipline.

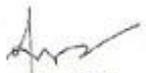
Course Outcomes (COs):

The students should be able:

- To compare and contrast basic theoretical orientations in reference to social phenomena.
- To understand and show how theories reflect the historical and social contexts of the times and cultures in which they were developed.

BA 102: Sociology Introduction to Sociology


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Unit I.

Nature and Scope of Sociology

History of Sociology, Relationship of Sociology with other Social Sciences: Anthropology, Psychology and History

Unit II.

Society and Groups

Status, Role, Groups, Social Groups: importance, classifications of social groups, primary in group and out-group, primary and secondary groups

Unit III

Culture

Culture: Meaning, functions, characteristics, types, subcultures, counter cultures, culture universals and cultural variability, Ethnocentrism, cultural relativism, xenocentrism, components of culture, global culture,

Unit IV

Socialization: definition and significance, Agencies of socialization, socialization process, resocialization

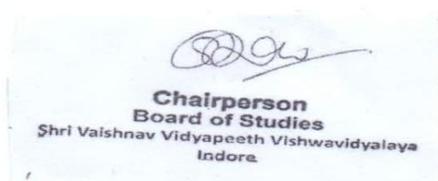
Unit V

Social Structures:

Social Institutions; meaning, Social stratification, Systems of stratification. Functions of stratification, Religion, Elements of religion, Functions of religion, Social Change: Meaning and Definition..Factors of Social Change. Resistance to Change.

Recommended Readings:

- Beattie, J., (1951). *Other Cultures*. New York: The Free Press.
- Bierstedt, R., (1974). *The Social Order*. New York: McGraw Hill.
- Giddens, A., (2006) (5th ed.). *Sociology*. London: Oxford University Press
- Horton, P.B. and Hunt, C.L. (1985). *Sociology*. New York: McGraw Hill.



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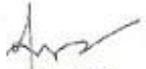
- Linton, R., (1936). *The Study of Man*. New York: Appleton Century Crofts.
- Radcliffe-Brown, A.R., (1976) *Structure and Function in Primitive Society*, London: Cohen and West

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
			THEORY				PRACTICAL		Th	T	P	CREDITS
			SEM	University Exam	Term Exam	Assessment*	SEM	University Exam				
BA- 103	SOC. SC., ARTS & HUM	Foundations of Psychology	60	20	-	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 students will be able
- To understand the basic psychological processes and their applications in everyday life.
- To impart the students with the advanced developmental, social, and experimental psychology


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- To understand and analyse the behaviour of individuals and mental health management
- To study the recent theoretical advancements and promote practical applications of the same.

Course Outcomes (COs): The student should be able :

- To impart the students with the advanced developmental, social, and experimental psychology
- To understand and analyse the behaviour of individuals and mental health management
- To study the recent theoretical advancements and promote practical applications of the same.

BA 103: Psychology (core) Foundations of Psychology

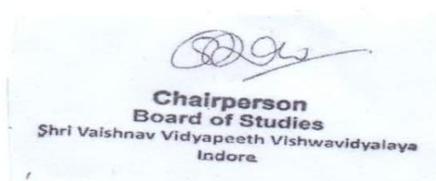
Unit I

Introduction: Psychology: as a science, perspectives, origin and development of psychology, Research Methods in Psychology: Experimental, Case study and Observation and Interview; Fields of psychology; Psychology in modern India.

Unit II

Cognitive processes: Perception: nature of perception, laws of perceptual organization, memory-processes, information processing model, techniques for improving memory.

Unit III



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Motivation and Emotion: Motives: biogenic and sociogenic theories of motivation: Maslow theory. Emotions: nature of emotions, key emotions and theories of emotions- James –Lang & Cannon- Bard.

Unit IV

Personality and Intelligence: Personality: nature and theories Intelligence: nature and theories.

Unit V

Learning: Theories of learning: Thorndike, Pavlov, Skinner, Kohler &Kafka, Bandura

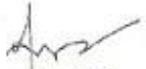
List of Practical:

- Memory
- Depth perception
- Zeigarnik effect
- Maze learning
- Koh's block design test

Recommended Readings:

- Baron, R.A and Misra, G. (2014). **Psychology** (Indian Subcontinent Edition).Pearson Education Ltd.
- Chadha, N.K. & Seth, S. (2014). **The Psychological Realm: An Introduction**. Pinnacle Learning, New Delhi.
- Ciccarelli , S. K & Meyer, G.E (2008). **Psychology** (South Asian Edition). New Delhi: Pearsn
- Feldman.S.R.(2009).**Essentials of understanding psychology** (7th Ed.) New Delhi:
 - Tata Mc Graw Hill.
- Glassman,W.E.(2000).**Approaches to Psychology**(3rd Ed.) Buckingham: Open University Press.


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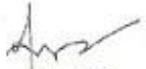

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	Catego	SUBJECT NAME	TEACHING & EVALUATION SCHEME
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			SEM University Exam	Term Exam	Assessment*	SEM University Exam	Assessment*				
BA 104	SOC. SC., ARTS & HUM	Poetry	60	20	20	0	0	5	0	0	5

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:

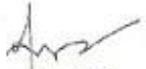
- To read complex texts actively: recognize key passages; raise questions; appreciate complexity and ambiguity; comprehend the literal and figurative uses of language.
- To appreciate literary form: recognize how form and structure shape a text's meaning; appreciate how genre generates expectations and shapes meanings.

Course Outcomes (COs):

The students should be able to:

- Interpret texts with an awareness of and curiosity for other viewpoints.
- Practice writing as a process of motivated inquiry, engaging other writers' ideas through the use of quotations, paraphrase, allusions and summary. Use sources well and cite them correctly.
- Increase confidence in speaking publicly: articulate clear questions and ideas in class discussion; listen thoughtfully and respectfully to others' ideas; and prepare, organize, and deliver engaging oral presentations.


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BA 104

English Literature - Poetry (core)

BA 104: Poetry

Unit I

Forms of Poetry: The Sonnet, The Elegy, the Ode, The Epic, The Ballad, The Lyric, The Dramatic Monologue, Allegory

Unit II

Stanza Form: The Heroic Couplet, The Blank Verse, The Spenserian Stanza, Terza Rima

Unit III

William Shakespeare: (Sonnet no. 116) – Let me not to the marriage of True Minds,
John Donne: Hymn to God Thy Father, Michael Drayton : Since there's no help left.

Unit IV

Alexander Pope: Lines on Addison from the Dunciad, Thomas Gray : Elegy Written in
Country Churchyard, William Blake :Tyger

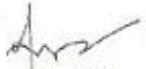
Unit V

William Wordsworth: The World is too much with us, Robert Bridges: Nightingales,
W.B. Yeats: Lake Isle of Innisfree.

Recommended Readings:

- *B.Prasad.(1999). A background to the History of English Literature .(Revised Edition). New Delhi: Trinity Press Publication*
- *Abrahms, M.H.(2000) A Glossary of Literary Terms. Singapore: Harcourt Asia Pvt Ltd.*


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			SEM	University Exam	Term Exam	Assessment*	SEM				
BA 105	SOC. SC., ARTS & HUM	Microeconomics-I	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 Semester Test.

Course Objectives:

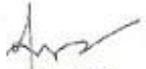
The student will be able :

- To understand macro trends in different variables.
- To know systemic facts and latest theoretical developments for empirical analysis.

Learning Outcome

- The student should be able to formulate and assess macroeconomic policy suggestions;
- The student should be able to be familiar with macroeconomic terminology.


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BA 105: Economics (core) Microeconomics–I

Unit I

Introduction

Problem of scarcity and choice: scarcity, choice and opportunity cost; production possibility frontier; economic systems.

Demand and supply: law of demand, determinants of demand, shifts of demand versus movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, and market equilibrium.

Unit II

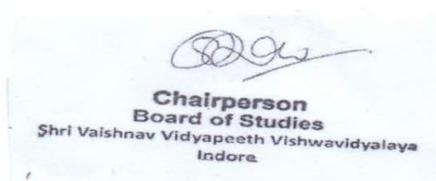
Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus.

Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity, other elasticities.

Unit III

Budget constraint, concept of utility, diminishing marginal utility, Diamond-water paradox, income and substitution effects; consumer choice: indifference curves, derivation of demand curve from indifference curve and budget constraint.

Unit IV



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Production: behaviour of profit maximising firms, production process, production functions, law of variable proportions, choice of technology, isoquant and isocost lines, cost minimizing equilibrium condition.

Costs: costs in the short run, costs in the long run, revenue and profit maximizations, minimizing losses, short run industry supply curve, economies and diseconomies of scale, long run adjustments.

Unit V

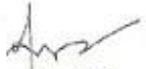
Assumptions: theory of a firm under perfect competition, demand and revenue; equilibrium of the firm in the short run and long run; long run industry supply curve: increasing, decreasing and constant cost industries. Welfare: allocative efficiency under perfect competition.

Recommended Readings:

- Case, Karl E. & Ray C. Fair(2007). *Principles of Economics*, Pearson Education, Inc., 8th edition,



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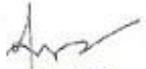
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			THEORY			PRACTICAL		Th	T	P	End Sem	CREDITS
			SEM University Exam	Term Exam	Assessment*	SEM University Exam	Assessment*					
BA106	SOC. SC., ARTS & HUM	Field Study/Book Review/Case Study	0	0	0	0	100	0	0	10	100	5

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


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Course Educational Objectives (CEOs): The students will be able:

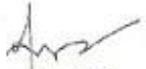
- This paper has an objective of exposing the students on various field study concepts
- To provide an opportunity for students to apply theoretical concepts in real life situations
- To enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks

Course Outcomes (COs):

- The student should be able to acquire research skills and capabilities to take up the project work.

The work serves the twin purposes of providing critical insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.


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