

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

SUBJECT CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*
BA601	SOC. SC., ARTS & HUM	Business Communication	5	0	0	5	60	20	20	-	-

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

- deliver well-crafted business communication
- know the theories, fundamentals and tools of business communication
- communicate effectively in business situations
- introduce students to the theory, fundamentals and tools of business communication.

Course Outcomes (COs): After completion of this course the students will be able to

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

BA 601 Business Communication

UNIT I

Introduction to Business Communication, Basic forms of Communication – Downward, upward and Horizontal communication, Process of communication, Corporate Communication – Formal and informal

UNIT II

Communication Network, Grapevine, Importance of Grapevine, Miscommunication or Barrier to different Comprehensions of reality, Socio psychological barriers. Principles of Communication - 7c's of Communicating.

UNIT III

Writing Skills –Written Communication: Types, structures and layout of Business letters; Enquiry letters, Quotation, Complaint letters, Sales letters, Claim letters, Employment letters, Writing memos, Notice and Circular.

UNIT IV

Oral Presentation – Principles of oral presentations, Factors affecting presentations, Non – Verbal communication – Appearance, Body language, Para language, Time, Space, Silence. Effective Listening – factors affecting listening, Improving listening skills.

UNIT V

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

Interviewing Skills – Interviewer’s preparation, Interviewee’s preparation, Types of interviews
International Communication – Cultural sensitiveness, Cultural context, Negotiation Skills – Process, Strategies, Issue in Negotiation – Collective bargaining, Process & Essentials of effective Business Communication.

Suggested Readings:

- Ronald E. Dulek, John S. Fielden, **Principles of Business Communication**, Macmillan Publishing Co., Latest Edition
- Murphy, Hiderbrandt and Thomas, **Effective Business Communication**, Tata Mcgraw Hill. Latest Edition.
- Bovee Thill, **Business communication Today**, Mc Graw Hill, Latest Edition
- Malra Treece, **Successful communication**, Allyn and Bacon, Latest Edition.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

SUBJECT CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment ^{t*}	END SEM University Exam	Teachers Assessment ^{t*}
BA602	SOC. SC., ARTS & HUM	Population Studies	5	0	0	5	60	20	20	-	-

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

- Basic idea on the population is provided to understand the society and the relationship between population growth and the development of the country.
- Population studies, one of the specializations of sociology, being a multidisciplinary course attracts the interest of all the social sciences and sometimes biological sciences too and thus overview knowledge on it helps the student in furthering their specialization.
- To offer the basis of population studies and covers the issues like sources of population data, composition of population data, theories on population, determinants of population, population policy and need for population education.

Course Outcomes (COs):

After completion of this course the students will be able to

- Help the learners to understand the population information and its sources, composition, components etc.
- Assist the students to further their specialization in the field of Population Studies or Social Demography.

BA602 Population Studies

UNIT I Population Studies: Meaning, Scope and Significance; Demographic Processes: Fertility, Mortality and Migration

UNIT II Population Theories: Malthusian, Demographic Transition and Optimum Population Theory

UNIT III Population Composition in India: Age Structure, Sex-Ratio, Rural-Urban Composition, Literacy in India

UNIT IV Population Planning and Control: Needs and Objectives; Population Policy of India, National Rural Health Mission

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

UNIT V History of World Population: World, Continents, Regions, Developed and Developing Countries

Suggested Readings:

- Agarwal, S.N. (1989): Population Studies with Special Reference to India, New Delhi: Lok Surjeet Publication.
- Bose, Ashish (1991): Demographic Diversity in India, Delhi: B. R. Publishing Corporation.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

SUBJECT CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
BA 603	Compulsory	Industrial Psychology	4	0	2	5	60	20	20	30	20

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:

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

BA603

INDUSTRIAL PSYCHOLOGY

UNIT- I

Brief history of Industry Psychology; Current status of Industrial psychology; Industrial psychology in the Indian context. Ethics in I/O psychology, Research in I/O psychology.

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; Leader – member exchange (LMX) theory, Inspirational approaches to leadership: charismatic leadership; transformational leaders,

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

UNIT-IV

Authentic leadership: ethic and trust are the foundation of leadership, Contemporary leadership roles: mentoring, self-leadership; Group and group dynamics: meaning and characteristics, types of groups, five- stage model, balance theory, exchange theory, group processes and factors influencing group cohesiveness.

UNIT-V

Positive Organizational Behavior: Optimism, Emotional Intelligence; Self-Efficacy; Quality of Work Life: techniques for improving QWL; Grievance: concept causes and types of grievance, grievance handling procedure.

List of Practicals-

- Work Motivation
- Job Satisfaction
- Leadership Effectiveness Scale
- Job Involvement Scale
- Perceived Work Environment Scale
- Organizational 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 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: DorlingKindersley.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

SUBJECT CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*
BA604	SOC. SC., ARTS & HUM	Indian Writings in English	5	0	0	5	60	20	20	-	-

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 the students a perception into the diverse aspects of Indian writings in English down the ages

Course Outcomes (COs): After completion of this course the students will be able to

- acquire knowledge of various genres and discourse of high order in Indian writings in English.

BA604

Indian Writings in English

UNIT I

Tagore : Songs 1 to 15 from Gitanjali

UNIT II

Jayanta Mahapatra : Indian Summer, A Missing Person, Hunger. Nissim Ezekiel : Enterprise, Poet Lover and Birdwatcher, Night of Scorpion.

UNIT III

Girish Karnad: The Fire and the Rain Vijay Tendulkar : Silence! The Court is in Session

UNIT IV

R. K. Narayan: Swami and Friends

UNIT V

Mahashweta Devi: Till Death Do Us Part Bhabhani Bhattacharya : The Acrobats, The Quack

Suggested Readings

- H.M .Williams (1973). **Studies in Modern Indian Fiction in English**. Calcutta: WritersWorkshop.
- Saleem Peeradina, ed.(1972).**Contemporary Indian Poetry in English**. Chennai: Macmillan.
- Vasant Shahane.A, M. Sivaramakrishna, eds (1980).**Indian Poetry in English: A Critical Assessment**. Delhi: Macmillan.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

- William Walsh (1990). **Indian Literature in English**. London: Longman.

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*
BA605	Compulsory	International Economics	5	-	-	5	60	20	20	-	-

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

Course Objectives:

- To enable the students to learn the fundamental theories of international economics
- To understand the international trade system and their implications for the national economy in modern days.

Course Outcomes:

- Understand the various reasons why countries engage in international trade, including the direction and volume of trade between nations.
- Understand how international factor mobility affects an economy.
- Analyze current issues and policies using the concepts of international economy

Syllabus:

UNIT I: Introduction and Theories of International Trade

Meaning and Importance of International Economics; Distinction between Internal and International Trade; Theories of Absolute cost advantage and Comparative Cost; Heckscher-Ohlin model of trade; Leontief Paradox.

UNIT II: Trade and Commercial Policy

Terms of Trade: Various concepts of terms of trade; Factors Affecting and Deterioration in Terms of trade; Gains from Trade; Free Trade v/s Protectionist Policy-Relative Merits and Demerits; Tariffs and Quotas – meaning, types, effects. Concept of optimum tariff; Offer curves.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

UNIT III: Balance of Payment

Concepts and components of balance of trade and balance of payments-Consequences of disequilibrium and various measures to correct deficit in the balance of payments; Devaluation-Merits and Demerits.

UNIT IV : India's Foreign Trade

Recent changes in the composition and direction of foreign trade; Causes and effects of persistent deficit in the balance of payments.

Unit-V: Foreign Investments

Foreign Capital- Role and sources of foreign capital, FDI; Multinational Corporations (MNC's)- Role of multinational corporations in India.

Reference Books:

1. Paul Krugman, Maurice Obstfeld, and Marc Melitz, *International Economics: Theory and Policy*, Addison-Wesley (Pearson Education Indian Edition), 9th edition, 2012.
2. Dominick Salvatore, *International Economics: Trade and Finance*, John Wiley International Student Edition, 10th edition, 2011.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*
BAHNPUBAD 601	SOC.SC ARTS &HUM	ADMINISTRATIVE CONTROL	5	0	0	5	60	20	20	0	0

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

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

Course Objectives:

1. Get acquainted with the fundamental concepts of the subject...
2. Study safety policies ,rules by the legislatures

Course Outcomes:

1. To gain knowledge of the Constitutional extraordinary remedies and Statutory ordinary remedies as well

Syllabus:

UNIT I

Introduction meaning and importance of Administrative Control
Administrative Action-Meaning and classification

UNIT II

Concepts of Accountability and control, Legislative executive and judicial control over Administration

UNIT III

Meaning and significance of delegated legislation,Types,advantages,limitations,safeguard

UNIT IV

Grievances redressal mechanism,integrity and code of conduct,ombudsman,Lokpal and Lokayukta,Central vigilance Commission

UNIT V

Administrative Tribunals, Limitations and methods of ensuring effectiveness ,Examples of Administrative Control and categories of control measures.

REFERENCES

- B.L.Fadia : Administrative Theory. (Sahitya Bhavan Publications
- Siuli Sarkar, Public Administration in India, PHI, New Delhi, 2010.
- Avasthi&Avasthi, Indian Administration (Sixteenth Edition), Lakshmi Narayan Agarwal, Agra2010-11.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

- Bhattacharya Mohit, New Horizons of Public Administration, Jawahar Publishers, New Delhi

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment ^{t*}	END SEM University Exam	Teachers Assessment ^{t*}
BAHNPOLSC 601	SOC.SC ARTS & HUM	PUBLIC ADMINISTRATION	5	0	0	5	60	20	20	0	0

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

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

Course Objectives:

- Get acquainted with the fundamental concepts of the subject...
- To create awareness of the existing redressal institutions for curbing corruption...

Course Outcomes:

- To study the administrative process and their interactions with the various administrative organisations...

Syllabus:

UNIT I

Nature and Scope of Public Administration, Private and Public administration

UNIT II

Organization-Meaning and types-Formal and Informal, Approaches to the study of organization-Mechanistic and humanistic.

UNIT III

Principles of Organisation- Hierarchy, Span of Control, Unity of Command, Delegation, Coordination, Centralization Vs Decentralization

UNIT IV

Delegated legislation- Concept need merits and demerits

UNIT V Grievance Redressal institutions, Ombudsman, Lok Pal and Lokayukta

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

Suggested Readings:

- A. Avasthi & S.R. Maheshwari: Public Administration, Agra: Lakshmi Narain Agarwal, (latest Hindi and English editions)
- M. Bhattacharya, New Horizons of Public Administration, New Delhi: Jawahar Publishers and Distributors (Latest Hindi and English editions). ...
- F.A. Nigro and G.I. Nigro, Modern Public Administration, New York: Harper Row, 1980
- J. Perry, Handbook of Public Administration, San Francisco: Jossey-Bass, 1989
- Bhagvan, Vishnoo & Vidhya Bhushan.(1999) *Public Administration*. New Delhi: S. Chand and Company Ltd.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.A. Pass Course

SUBJECT CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment t*	END SEM University Exam	Teachers Assessment t*
BA609	SOC. SC., ARTS & HUM	Minor Research Project I	0	0	0	4	0	0	0	50	50

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