

Annexure V
Sardar Patel University
B A (Advanced) Program – Choice Based Credit System
Courses of Study
BA (ADVANCED) (ENGLISH MEDIUM) SEMESTER – V

	Sub Code	Sub Name	Credits	Internal	External	Total
Ability Enhancement Course (1 courses X 4 credits = 4 Credits)	UA05AEPS21	Personality Development and Soft Skills – I	4	40	60	100
	UA05CEPL21	General Studies and Awareness	4	40	60	100
Core Courses (Any One Group) (4 Courses X 4 credits = 16 Credits)	UA05CEPL22	Modern Indian Political Thought	4	40	60	100
	UA05CEPL23	Indian Foreign Policy	4	40	60	100
	UA05CEPL24	Theoretical Dimensions of International Relations	4	40	60	100
	UA05CEEC21	Economic Environment – I	4	40	60	100
	UA05CEEC22	Economic Systems	4	40	60	100
	UA05CEEC23	Industrial Economics	4	40	60	100
	UA05CEEC24	Economic Analysis – I	4	40	60	100
	UA05CEPS21	Psychopathology – I	4	40	60	100
	UA05CEPS22	Industrial Psychology-I	4	40	60	100
	UA05CEPS23	Developmental Psychology – I	4	40	60	100
	UA05CEPS24	Psychological Testing-I (PRACTICAL)	4	40	60	100
	UA05CEEN21	Introduction to Postcolonial Literature	4	40	60	100
	UA05CEEN22	Reading and Understanding Drama	4	40	60	100
	UA05CEEN23	Literary Criticism III	4	40	60	100
	UA05CEEN24	Introduction to English Language Teaching-I	4	40	60	100
	UA05CEJM21	Introduction to New Media	4	40	60	100
	UA05CEJM22	Brand Management	4	40	60	100
	UA05CEJM23	Development Communication	4	40	60	100
	UA05CEJM24	Broadcast Journalism (Practical)	4	40	60	100
	Discipline Specific Elective (1 Courses X 12 credits = 12 Credits)	UA05SEPL21	Research Project – I	12	40	60
UA05SEEC21		Research Project – I	12	40	60	100
UA05SEPS21		Research Project – I	12	40	60	100
UA05SEEN21		Research Project – I	12	40	60	100
UA05SEJM21		Research Project – I	12	40	60	100

Sardar Patel University
B.A. (Advanced) – English Medium
Semester 5

UA05CEPL21 – General Studies and Awareness (4 Credits 60 Hrs)

Unit I:

Indian culture: The salient aspects of Art Forms, Literature and Architecture (ancient to modern times), Major crops cropping patterns in various parts of the country, Different types of irrigation and irrigation systems storage, transport and marketing of agricultural produce and issues and related constraints; e-technology in the aid of farmers

Unit II: Geography

Indian Geography
World Geography

Unit III:

Achievements of Indians in Science & Technology;
Indigenization of technology and developing new technology
Infrastructure: Energy, Ports, Roads, Airports, Railways etc.

Unit IV:

Awareness in the fields of IT, Space, Computers, robotics, nano-technology, bio-technology
Issues relating to intellectual property rights.
Ethics and Integrity

Study Tour cum Field Visits:

To encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made compulsory part of the course. As part of this, they have to visit Museums, Factories, IPR offices, Patent offices, Geographical marvels, Geographic hot-spots, experience rural life and understand agricultural practices and village-life better, etc. It is desirable to include two case studies relevant to the Indian Political systems, at least, about the individuals or institutions. Students can choose the cases according to their interest.

References:

1. Manorama Yearbook of the current year
2. Regular reading of newspapers and news magazines

Sardar Patel University
B.A. (Advanced) – English Medium
Semester 5

UA05CEPL22 – Modern Indian Political Thought (4 Credits 60 Hrs)

Unit I:

M. K. Gandhi: Satyagraha and Swaraj; Politics of Non-violence
VD Savarkar: Hindu Rashtra.
Swami Vivekanand: Vedanta

Unit II:

Rabindranath Tagore: Idea of Freedom (Mukti); Critique of Nationalism
Aurobindo Ghosh: Idea of Freedom; Doctrine of Passive Resistance

Unit III:

Jawaharlal Nehru: Democratic Liberalism; Secularism, Nationalism and internationalism
B.R.Ambedkar: Critique of Brahmanical Hinduism; Class, Caste and Democracy

Unit IV:

M.N. Roy: Critique of, and Contribution to Communism; Radical Humanism
Ram Manohar Lohia: Idea of State; Idea of Democracy

References:

1. Ambedkar, B.R., Annihilation of Caste, edited by Mulk Raj Anand, Delhi, Arnold Publisher, 1979.
2. Appadorai, A., Indian Political Thinking Through the Ages, Delhi, Khama, 1992.
3. Appadorai, A., Political Thought in India, Delhi, Khama, 2002.
4. Dalton, D.G., Indian Idea of Freedom. Gurgaon, Academy Press, 1984.
5. Gandhi, M.K., Hind Swaraj, Ahmadabad, Navjeevan, 1938.
6. Karunakaran, K.P., Indian Politics from Dadabhai Nauroji to Gandhi, Delhi, Asia 1967.
7. Mehta, V.R., Foundations of Indian Political Thought, Delhi, Manohar Publisher, 1992.
8. Narvane, V.S. Modern Indian Thought, New Delhi, Orient Longman, 1978.
9. Pantham, T. and Deutsch, K.L. edited, Modern Indian Political Thought, Delhi, Sage, 1986.
10. Parekh, B., Colonialism, Tradition and Reform, Delhi, Sage, 1989.
11. Savarkar, VD. Hindutva, Delhi, Bharti Shitya Sadan, 1989.
12. Sinari, R.A., The Structure of Indian Thought, Delhi, Oxford University Press, 1984.
13. Varma, V.P., Modern Indian Political Thought, Agra, Lakshmi Narayan Aggarwal, 1974.

Sardar Patel University
B.A. (Advanced) – English Medium
Semester 5
UA05CEPL23 – Indian Foreign Policy (4 Credits 60 Hrs)

Unit I: India's Foreign Policy

Principles of Indian Foreign Policy, Objectives, Domestic Determinants- Geographical, Historical, Cultural & Social, International Determinants- World Economy, Trade

Unit II: External factors of India's Foreign Policy

Global & Regional

Unit III: Continuity and Change in India's Foreign Policy

Dynamics of Indian foreign policy, Challenges to Indian foreign policy

Unit IV: Post Cold War Indian Foreign Policy

Economic Policy of India, Security Policy, Nuclear Policy

References:

1. Sharma R.R. (ed.) 2005 India and Emerging Asia, New Delhi, Sage.
2. Chellaney Brahma, (ed.) 1999, Securing India's future in the New Millennium, New Delhi, Orient Longman.
3. Perkovitch George, 2002, India's Nuclear Bomb- The Impact of Global Proliferation, New Delhi, OUP.
4. Cohen, Stephen.P., 2001, India: Emerging Power, New Delhi, OUP

Sardar Patel University
B.A. (Advanced) – English Medium
Semester 5

UA05CEPL24 – Theoretical Dimensions of International Relations (4 Credits 60 Hrs)

Unit I:

Concept of Power and National Power, Concept of National Interest, Concept of Balance of Power.

Unit II:

Bargaining Theory, Game Theory, Dependency Theory, Theory of Deterrence.

Unit III:

Post Structuralism, Critical Theory, English School

Unit IV:

North South Dialogue in the UN and Outside, Asian-African Resurgence, New International Economic Order

References:

1. Viney Kumar Malhotra International Relations, Anomol Publications Pvt. Ltd, New Delhi.
2. Rama S. Mekote, Regional Organisations: A Third World Perspective, Sterling Publications, 1990.
3. International Relations: Critical Concepts in Political Science, Andrew Linklater, Routledge Publications,
4. London.Chandra Prakash, International Relatiions, Bookhieves New Delhi, 2005.

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05SEPL21 - Research Project – I (10 Credits 90 Hrs)

Objective:

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

Types of research Project (any of These)

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

Selection of research project:

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

Research Project Report Formulation:

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

Submission Project Report:

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

Assessment procedure:

Internal exam -40 Marks

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

External exam – 60 Marks

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEEC21 - Economic Environment – I (4 Credits 60 Hrs)

Unit I: Introduction [15 Hours]

- Meaning of Business Environment
- Types of Business environment
- Components of business environment and their interactions
- Environmental Scanning -meaning, approaches, sources of information, methods - Quick environmental scanning techniques
- SWOT Analysis

Unit II: Demographic Environment [15 Hours]

- Nature and significance of demographic forces
- Compositional characteristics of Indian population
- Population and economic development
- Population policy of India
- Population projections and their significance for business.

Unit III: Important Economic Variables [15 Hours]

- Foreign Trade - Main trends in imports & exports -Direction of trade
- Foreign Direct Investment
- Balance of payments and currency convertibility
- Current Five-Year Plan
- Inter relationship between Industry & Agriculture

Unit IV: Macro-Economic Policies [15 Hours]

- Economic survey -current year Budget
- Export -Import policy
- Subsidies in India

Reference Books:

1. Adhikary M. Economic Environment Of Business
2. Agrawal A.N. Indian Economy
3. Aswathappa K. Essentials Of Business Environment
4. Cherunilam F. Business And Government
5. Cherunilam F. - Business Environment
6. Data And Sundurum - Indian Economy
7. Jain And Jain - Business Environment
8. Kuchal S.C. - The Industrial Economy

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05CEEC22 - Economic Systems (4 Credits 60 Hrs)

Unit I: Introduction [15 Hours]

- The economy as a system
- Meaning of economic system
- Different forms of economic system
- Functions of economic system

Unit II: Capitalism [15 Hours]

- Meaning and features of capitalism
- Functioning of capitalism
- Strength and defects of capitalism
- Changing face of capitalism- towards welfare state

Unit III: Socialism [15 Hours]

- Meaning and features of Socialism
- Planning in Socialism
- Merits and demerits of Socialism

Unit IV: Economic System in India [15 Hours]

- Concept of Mixed Economy
- Indian economic system
- Achievement and failures of mixed economic system
- India towards a free market economy

Reference:

1. Gregory Grossman, Economic System, 2nd Edition, Prentice Hall
2. Ahuja H L , Analysis of Economic Systems and Micro Economic Theory. S Chand Publicat

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEEC23 - Industrial Economics (4 Credits 60 Hrs)

Unit I: Introduction [15 Hours]

- Need, importance and role of industries in economic and social development
- Industry and agriculture sector Linkages
- Industrial Classification.

Unit II: Industrial Productivity and efficiency [15 Hours]

- Industrial productivity- meaning, measurement, various indices and its difficulties
- Factors affecting industrial productivity
- Industrial productivity in India
- Role of Government in improving productivity
- Efficiency of Industrial workers
- Factors affecting industrial workers
- Measures to remove inefficiency of productivity

Unit III: Location and Dispersion [15 Hours]

- Location of industries
- Theories of Location
- Diversification, Integration and Merger of Industrial Units
- Dispersion and Problem of Regional imbalance

Unit IV: Composition of Industrial Sector [15 Hours]

- Structure of Large - Scale Industries in India Sugar, Cotton, Iron and Steel
- Agro processing Industries
- Cottage and village industries
- Rural Industrialization
- Emerging Global competition and Indian Industry
- Impact of Liberalization and Privatization on SSI Sector

Reference:

1. Barthwal, R.R. (1992), Industrial Economics: An Introductory Text Book, Wiley Eastern Ltd. New Delhi. Cherunilam, F. (1994), Industrial Economics : Indian Perspective, (3rd Edition), Himalaya Publishing House, Mumbai.
2. Desai, B. (1999), Industrial Economy in India, (3rd Edition), Himalaya Publishing House, Mumbai.
3. Kuchhal, S.C. (1980), Industrial Economics, Himalaya Publishing House, Mumbai.
4. Ahluwalia I.J. (1995), Industrial Growth in India, Oxford University Press, New Delhi.
5. Brahmananda, P.R. and V.R. Panchamukhi (Eds) (1987), The Development Process of the Indian Economy, Himalaya Publishing House, Mumbai.
6. Clarkson, K.W. and R Miller (1985), Industrial Organization : Theory, evidence and Public policy, McGraw Hill, Kogakusha, Tokyo.
7. Devine, P. J. et. al. (1978), An Introduction to Industrial Economics, (3rd edition), George Allen and Unwin, London.
8. Government of India, Economic Survey (Annual), New Delhi.
9. Government of India, Ninth Five Year Plan (1997 - 2000), Vol. I & II, Planning Commission, New Delhi. Mamoria and Mamoria (2000), Dynamics of Industrial relation in India, (15th Edition), Himalaya Publishing House, Mumbai.

10. Naidu, K.M. (1999), Industrialization and Regional Development in India, Reliance publishing House, New Delhi.
11. Reserve Bank of India; Report on Currency and Finance (Annual), Mumbai.

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05CEEC24 - Economic Analysis - I (4 Credits 60 Hrs)

Unit I: Objectives of the Firm [15 Hours]

- Concept and types of Firm
- Objective of firm
 - Profit Maximization
 - Baumol's Sales Revenue
 - Maximization Model, Managerial Utility Model

Unit II: Demand Analysis [15 Hours]

- Types of demand and demand distinctions
- Producer's goods and consumer goods demand
- Demand for durable and nondurable goods
- Autonomous and derived demand
- Demand of a firm and industry
- Short run and long run demand
- Total market demand and demand by a segment of market

Unit III: Indifference Curve Analysis [15 Hours]

- Derivation of demand curve with the help of indifference curve
- Application of the indifference approach Income Tax Vs Commodity tax
- Subsidy in cash v/s Kind Labor supply and Income tax
- Edgeworth Box and contraction (negotiation curve) negotiation principle
- Revealed Preference Theory

Unit IV: Macro-Economic Policies [15 Hours]

- Demand Forecasting-Meaning & its significance -objectives of short-run and long-run demand forecasting
- Forecasting Methods- qualitative and quantitative methods
- Demand estimation for a new product
- Usefulness of demand forecasting

Reference Books:

1. Economic Theory and Operation Analysis - W.J. Baumol Managerial
2. Economics - Samuel Paul Managerial Economics - Coyne
3. Introduction To Managerial Economics - Savage And Small
4. Managerial Economics - D.C. Hague
5. Economic Theory - Stonier Hague
6. Advance Economic Theory - H.L. Ahuja
7. Managerial Economics - Gopal Krishna
8. Managerial Economics - G.S. Gupta

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05SEEC21 - Research Project – I (10 Credits 90 Hrs)

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Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEPS21 – Psychopathology – I (4 Credits, 60 Hours)

Unit I: Introduction to Psychopathology

- Definition, Different criteria for abnormality, Importance of Psychopathology
- Classification in Psychopathology: DSM & ICD
- Theories of Psychopathology: Psychodynamic theory, Behavior theory, Humanistic & existential theory, Cognitive theory, Socio-cultural theory

Unit II: Anxiety disorders

- Generalised Anxiety Disorder
- Simple phobias
- Panic Disorder
- Obsessive-Compulsive disorder(OCD)

Unit III: Somatoform and Dissociative disorders

- Somatoform Disorder
 - Somatization Disorders
 - Hypochondriasis
 - Pain Disorder
 - Conversion Disorder
- Dissociative Disorder
 - Dissociative Amnestic and fugue
 - Dissociative Identity disorder
 - Depersonalization disorder

Unit IV: Addictive disorders

- Alcohol abuse and dependence: Symptoms, Development, Physical effects, Psycho social effects
- Drug abuse and dependence: Opium; Stimulants; Sedatives; Hallucinogens

References:

1. Kaplan & Sadock (2007), Synopsis of psychiatry, Lippincott Williams & Wilkins publication.
2. Dr. G. Das, Abnormal psychology. Educational Publishers, New Delhi
3. James D. Page (2008) abnormal psychology- a clinical approach to psychological Deviants, McGraw Hills, New Delhi
4. Dr. Kumar (2006) abnormal psychology, Lakshmi Narain Agarwal, Educational Publication, Agra.
5. S.K. Mangal (2007) Abnormal Psychology Sterling Publishers Pvt Ltd

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEPS22 - Industrial Psychology-I (4 Credits, 60 Hours)

Unit I NATURE AND SCOPE OF INDUSTRIAL PSYCHOLOGY

- Definition and nature of Industrial Psychology
- Scope of Industrial Psychology
- Historical development of Industrial Psychology
- Importance of Industrial Psychology

Unit II JOB SATISFACTION

- Definition
- Importance of Job satisfaction
- Factors related to Job-satisfaction
- Measures to increase Job satisfaction
- Consequences of job satisfaction

Unit II PERSONNEL SELECTION AND TRAINING

- Definition, Importance of personnel selection
- Selection Process
- Difference between recruitment and selection
- Meaning and Definition of training
- Importance of training
- Objectives of training
- Methods of training

Unit IV JOB ANALYSIS

- Job Analysis: Meaning, advantages, methods and process of job analysis
- Job description
- Job Specification
- Job Evaluation: Definition and Importance

References:

1. Miner J.B. (1992) Industrial/Organizational Psychology. N Y : McGraw Hill.
2. Blum & Naylor (1982) Industrial Psychology. Its Theoretical & Social Foundations CBS Publication.
3. Aamodt, M.G. (2007) Industrial/Organizational Psychology : An Applied Approach (5TH edition) Wadsworth/Thompson : Belmont, C.A.
4. Sharma A.(2010) Industrial Psychology. Surjeet Pub. Delhi.
5. Ghosh P.K. &Ghorpade M.B.(2008) Industrial Psychology. Himalaya Publishin House, Mumbai (4th edition)
6. Landy, F.J. & Conte, J.M. (2007) Work in the 21st Century: An Introduction to Industrial and Organizational Psychology. 2ndEdition. Malden, MA: Blackwell Publishing.

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEPS23 - Developmental Psychology-I (4 Credits, 60 Hours)

Unit I Growth and Development

- Difference between growth and development
- Concepts and Principles of development
- Developing Human- Stages (Prenatal development, Infancy, Childhood, Adolescence, Adulthood)

Unit II The Prenatal and neonatal Period

- Prenatal development: Conception, stages and influences on prenatal development
- Birth and Neonatal development: Screening the newborn - APGAR Score, Reflexes and responses, neuro-perceptual development
- Milestones and variations in Development
- Environmental factors influencing early childhood development
- Role of play in enhancing development

Unit III Babyhood and Early childhood

- Babyhood: characteristics, Physical development, emotional behaviour, socialization
- Early childhood: characteristics, Physical development, emotional behaviour, socialization

Unit IV Late childhood and Puberty

- Late childhood: characteristics, Physical development, emotional behaviour, socialization
- Puberty: Characteristics, causes of puberty, age of puberty, body changes in puberty, hazards of puberty

References:

1. Hurlock E.B.(1981) Developmental Psychology: A life-span Approach, Tata McGraw-Hill.
2. Berk, L. E. (2010). Child Development (9th Ed.). New Delhi: Prentice Hall.
3. Feldman, R.S.& Babu.N. (2011). Discovering the Lifespan. Pearson .
4. Georgas, J., John W. Berry., van de Vijver, F.J.R, Kagitçibasi, Çigdem, Poortinga, Y. P. (2006). Family across Thirty Cultures: A Thirty Nation Psychological Study. Cambridge Press.
5. Mitchell, P. and Ziegler, F. (2007). Fundamentals of development: The Psychology of Childhood. New York: Psychology Press.
6. Papalia, D. E., Olds, S.W. & Feldman, R.D. (2006). Human development (9th Ed.). New Delhi: McGraw Hill.
7. Santrock, J. W. (2011). Child Development (13th Ed.). New Delhi: McGraw Hill.
8. Santrock, J.W. (2012). Life Span Development (13 th ed.) New Delhi: McGraw Hill.
9. Saraswathi, T.S. (2003). Cross-cultural perspectives in Human Development: Theory, Research and Applications. New Delhi: Sage Publications.
10. Srivastava, A.K. (1997). Child Development: An Indian Perspective. New Delhi

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEPS24 - Psychological Testing-I (PRACTICAL) (4 Credits, 60 Hours)

Six tests from the following areas will be selected to conduct during the Semester of the course.

- Intelligence
- Creativity
- Aptitude
- Interest
- Personality
- Stress
- Interpersonal relations
- Job involvement
- Assertiveness
- Anxiety

References:

1. Cronbach, L.J. Essentials of Psychological Testing, 1972. New Delhi, Prentice Hall Inc.
2. Woodworth R.S. and Scholsberg, 1981, Experimental Psychology, New Delhi, Taa McGraw Hill Co. Ltd., Udaipeek, T. Venkateswara Rao. Handbook of Psychological and Social Instruments. Samashti, B-2, Chamelibagh, Baroda-2

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05SEPS21 - Research Project – I (10 Credits 90 Hrs)

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Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEEN21 - Introduction to Postcolonial Literature (4 Credits 60 Hours)

Unit I Theoretical Background to the Postcolonial Literature in English

- Beginning Postcolonialism by John McLeod

Unit II Postcolonial writing in India

- Midnight's Children by Salman Rushdie

Unit III Postcolonial Writing in Nigeria

- Wole Soyinka's Lion and the Jewel

Unit IV Postcolonial writing in South Africa

- Foe by J M Coetzee

Text Recommended:

1. Barker, Rodney, Legitimizing Identities: The Self-Presentations of Rulers and Subjects. Cambridge: Cambridge University Press, 2001.
2. Bhatnagar, M K (Ed.), Commonwealth English Literature. New Delhi: Atlantic Publishers and Distributors, 1999.
3. Cavarero, Adriana, Relating Narratives: Storytelling and Selfhood. Trans. Paul A Kottman. London: Routledge, 1997.
4. Cook, David, African Literature: A Critical View. London: Longman Group Limited, 1980.
5. Dasgupta, Probal, The Otherness of English. New Delhi: Sage Publications, 1993.
6. Pennycook, Alastair, English and the Discourse of Colonialism. New York: Routledge, 1998.
7. Wren, Robert M, Achebe's World: The Historical and Cultural Context of the Novels of Chinua Achebe. Essex: Longman Group Limited, 1980.
8. Bart Moore-Gilbert and Gareth Stanton, Postcolonial Criticism, Longman, 1997.
9. Ania Loomba, Colonialism/Postcolonialism, New Critical Idioms series, Routledge, 2007.

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEEN22 - Reading and Understanding Drama (4 Credits, 60 Hours)

Unit I: Understanding the Form of Drama

- From A Background to the Study of English Literature by B. Prasad From An Introduction to English Literature, R J Rees

Unit II: Greek Tragedy

- Agamemnon play by Aeschylus

Unit III: Shakespearean Comedy

- A Winter's Tale by William Shakespeare

Unit IV: Modernist Play

- A Doll's House by Ibsen

Unit 5: Self-Study

- Final Solutions by Mahesh Dattani
- Wah! Wah! Girls by Tanika Gupta

Text Recommended:

1. H.D.F. Kitto, Greek tragedy: A Literary Study, Matthew, 1984.
2. Birjadesh Prasad, A Background to the Study of English literature, MacMillan, 1950
3. R J Rees, An Introduction to English Literature, MacMillan, 1966.
4. Sylvan Barnet et al (ED.), Types of Drama: Plays and Essays, Harper Collins Publishers, 1989.
5. Ralph Berry, Shakespeare's Comedies: Explorations in Form, Princeton University Press, 1972.

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05CEEN23 - Literary Criticism III (4 Credits, 60 Hours)

Unit I: Victorian Criticism

- From The Function of Criticism at the Present Time by Matthew Arnold
- Aspects of the Novel by E.M. Forster

Unit II: Modernist Criticism

- From Tradition and Individual talent by T S Eliot

Unit III: Practical Criticism

- From The Four Kinds of Meaning by I A Richards

Unit IV: New Criticism

- From Criticism as Pure Speculation by J C Ranson
- Criticism, Visible and Invisible by Northrop Frye

Text Recommended:

1. Prasad B, An Introduction to English Criticism, Macmillan, India
2. Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
3. Das, BB, Literary Criticism: A Reading, OUP, Delhi
4. Bertens, Hans, Literary Theory: The Basics, Routledge
5. Klages, Mary, Literary Theory for the Perplexed India, Viva Books
6. Peck, John, Literary Terms and Criticism, Macmillan
7. Mulhern, Francis, Culture/Metaculture. London: Routledge, 2000.
8. S Ramaswami and V S Sethuraman, The English Critical Tradition: An Anthology of English Literary Criticism, Volume 2, MacMillan.

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5

UA05CEEN24 - Introduction to English Language Teaching-I (4 Credits, 60 Hours)

Unit I English Language Teaching: Principles & Concepts

- Second Language Learning Theories
 - Acquisition and Learning
 - Differences between L1 and L2 acquisition

Unit II Introduction to English Language Teaching: Methods & Approaches

- Grammar Translation Method
- Direct Method
- Audio Lingual Method
- Structural Approach
- Computer-Assisted Language Learning (CALL)
- Task-based Approach
- Project Based Approach

Unit III Communicative Language Teaching

- The concept of communicative competence
- Designing communicative tasks
- Language Games
- Songs and Rhymes

Unit IV English for Specific Purpose

- ESP and EAP
- Features of ESP
- Learner's language needs
- Identifying Learners' needs
- Techniques of Needs Analysis

Unit V Practicum: Project work

- Presentation skills
- viva-voce

Text Recommended:

1. Aggarwal, J.C. Landmarks in the History of Modern Indian Education. New Delhi: Vikas Publishing House Pvt. Limited.
2. Agnihotri, R.K. & A.L. Khanna. 1997. Problematizing English in India. New Delhi: Sage Publications.
3. Chaudron, C. 1988. Second Language Classrooms: research on teaching and learning. Cambridge: Cambridge University Press.
4. Huda, N. 1992. Teaching English to Indian Pupils. New Delhi: Commonwealth Publishers.
5. Kachru, B.B. 1983. Indianisation of English: the English language in India. Delhi: Oxford University Press.
6. Kachru, B.B. 1989. The Alchemy of English: the spread, function and models of non-native Englishes. Delhi: Oxford University Press.
7. King, R.D. 1998. Nehru and the Language Politics of India. Delhi: Oxford University Press.

8. Krishnamurti, B.H. 1998. *Language, Education and Society*. New Delhi: Sage Publications.
 9. Rajendra Singh (ed) 1997. *Grammar, Language and Society: contemporary Indian contributions*. New Delhi: Sage Publications.
 10. Singh, R.P. (ed) 1993. *Indian Education: in-depth studies*. New Delhi: Commonwealth Publishers
- Verma, M.K. (ed) 1998. *Sociolinguistics, Language and Society*. New Delhi: Sage Publications

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05SEEN21 - Research Project I (10 Credits 90 Hrs)

Objective:

The objective of the research project is to help the student develop ability to apply various concepts, tools and techniques to solve day-to-day life problems.

Types of research Project (any of These)

Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study

Selection of research project:

Students are guided to select research projects of the area of their specialization in consultation with concerned faculty in charge.

Research Project Report Formulation:

The report is expected to have a structure of five or six chapters. The length of the project should not be less than 4000 words

Submission Project Report:

Two typed copies of the project report are to be submitted to the Institute and one copy may be retained by the student.

Assessment procedure:

Internal exam -40 Marks

Assessment will be based on work done during the semester from choosing the topic to finalize the report.

External exam – 60 Marks

One external examiner and one internal examiner will be evaluating the research project for a maximum of 60 marks. 40 Marks for the dissertation 20 Marks for the Viva-voce

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5

UA05CEJM21 - Introduction to New Media (4 Credits 60 Hrs)

Objectives:

- The learners are expected to gain exposure to the new media with regard to its history and evolution.
- To understand the nature of new media journalism and how it can be put to good use for mutual benefit of the media house and the society.
- To gain an understanding on various social media platforms, especially Facebook, WhatsApp, LinkedIn, wikis, blogs etc.
- To develop an understanding of how new media is effectively becoming a global phenomenon, especially in the media industry.

Unit-1: Introduction to New Media(1 Credit, 25%) – Definition, concept, history and evolution of New Media; Revolutionary change in communication, rise of new media in contemporary era; Difference between various media employed for communication; Interactivity and new media; New media as a tool for social change, pros ‘n cons, freedom of expression vs. privacy, largest ungoverned space on earth.

Unit-2: New Media Journalism (1 Credit, 25%)-2.1 Convergence and Journalism; 2.2 News on the web: Newspapers, magazines, radio and TV newscast on the web; 2.3 Changing paradigms of news; emerging news delivery vehicles; integrated newsroom; 2.4 Open source data collection and analysis; 2.5 Challenges and opportunities for a newsman - gatekeepers to news guides; 2.6 Awareness regarding techniques of Digital Marketing: Search Engine; 2.7 Optimization, Search Engine Marketing and Email Marketing

Unit-3: Portals and Social Media (1 Credit, 25%)-3.1 Social networking; Introduction to social profile management products – Facebook, WhatsApp, LinkedIn; 3.2 Social Collaboration: virtual community- wikis, blogs, instant messaging, collaborative office and crowd sourcing; 3.3 Social publishing: Flickr, Instagram, Youtube, Sound cloud; 3.4 Citizen Journalism: Concept, Case studies, Mobile Journalism; 3.5 Blogging; a brief history of blogs, blogs as narratives, Bloggers as journalists and opinionates.

Unit-4: Writing for New Media (1 Credit, 25%) -4.1 Writing for a Whole range of Media; 4.2 (Hyper) Text, Audio, Video, Still images, Animation, Flash interactivity, Blogs, Microblogging and Social networking/Facebook/Twitter/RSS feeds; 4.3 Poll surveys/Email etc.; 4.4 Digital Story telling Formats, Content writing, editing, reporting and its management; 4.5 Structure of a web report, Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine

Teaching Pedagogy and Evaluation of the paper:

1. The course work is taught using theory and practical methods using classroom and computer laboratory.
2. Students are encouraged to Writing Blogs
3. Designing Webpage (Group Exercise)
4. Creation and maintaining a YouTube channel
5. Creation and maintenance of Facebook page, Twitter handle, Instagram
6. Comparative study of different news websites etc.

Reading List

1. Interactive Design for New Media and the Web, Juppa
2. Online News gathering : Research and Reporting, Quinn & Lamble
3. Convergent Journalism : An Introduction, Quinn & Filak
4. Journalism in the Digital Age, Herbert
5. Noah Wardrip-Fruin and Nick Montfort (eds), The New Media Reader, The MIT Press, Cambridge, 2003.
6. Christopher Callhan, A Journalist Guide to the Internet: The Net as a Reporting Tool,
7. Pearson/Allyn and Bacon, 2007.
8. Jagdish Chakraborty, Cyber Media Journalism: Emerging Technologies, Authors Press,
9. New Delhi, 2005.
10. Jim Hall, Online Journalism: A Critical Primer, Pluto press, London, 2001.
11. John Street, Mass Media, Politics and Democracy, Palgrave Macmillan, Hampshire, 2011.
12. Ryan M. Thornburg, Producing Online News: Stronger Skills, Stronger Stories, CQ Press, Washington, 2011.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
UA05CEJM22 – Brand Management (4 Credits 60 Hrs)

Objectives:

- To understand the consumer behavior required for an effective brand management.
- To provide an introduction to the concepts and practices of modern brand management
- The learning would be a base to plan and launch an effective advertising and communication campaign

Unit 1: Understanding the Behaviour of Consumer as an Individual:- Meaning, Definition and Importance of Consumer Behaviour; Consumer Needs and Motivation, Types of Motives, Motivational Research, Maslow's Hierarchy of Needs; Influence of Personality on Consumer Behaviour, Nature and Theories (Freud's Psychoanalytic theory, Non-Freudian theory, Trait theories); Understanding attitude and functions; Consumer psychographics & VALS framework.

Unit 2: Group Dynamics of a Consumer: Influence of Reference Groups, Opinion Leaders, Family, Social Class on Consumer behavior; Influence of Cultures and Sub-cultures on consumer behavior; Measurement of Social Class and Culture; The Consumer Decision Making Process

Unit 3: Brand Management Meaning and Concepts: Meaning, Definition, Brand Name, Brand Attributes, Brand Loyalty; Understanding the product hierarchy and product classification for branding; Brand Identity and Image, Kapferer Brand Identity Prism; Brand Personality, Brand Awareness with brand knowledge prism, Brand recall and association; Role of Visual and Verbal identities in branding; Brand Equity and Value.

Unit 4:- Brand Building Process, Strategies and Positioning:- How to build a brand; How to position a brand; Understanding Strategies with case studies like -- Brand extension, Corporate branding, manufacturer branding, brand cannibalization, Umbrella / Monolithic branding, Surrogate branding, Brand Alliance, Brand Collaboration, Co-branding; Persuasive Communication and Theories of Persuasion.

Pedagogy for Course Delivery and Activities for evaluation:

- The course is delivered through theory as well as various audio visual aids, case studies, brand promotional and positioning videos etc.
- Each student or group of students will be presenting case-study analysis on strategies of various Brands and product extensions through PPT or Research Paper presentation mode.
- Students should visit selective malls to conduct survey or observational studies to understand the consumer behaviour.
- Students can work on brand positioning and brand building for local brands as an assignment
- Students are exposed to various Advertising houses and local manufacturing units to understand their branding strategies through field visits.
- Students are encouraged to intern in Advertising Houses during vacations.

Book List:

1. Kotler Philip, E.D (2009), Marketing Management : A South Asian Perspective, 13th Edition, Pearson Education Inc.
2. Loudon, David and Della, Consumer Behaviour - Bitu Albert

3. Max Sutherland and Alice K Sylvester, Advertising and the Mind of the Consumer - Kogen 2000
4. Kirti Dutta (2012), Brand Management: Principals and Practices, Oxford University Press.
5. Donald Miller (2017), Building a Storybrand: Clarify Your Message So Customer will Listen, Thomas Nelson.
6. David A. Aaker (2009), Managing Brand Equity: Capitalizing on the Value of a Brand Name, Free Press.
7. Tapan K. Panda (2016), Product and Brand Management, Oxford University Press.
8. J. Paul Peter and Jerry Olson (2005), Consumer Behaviour and Marketing Strategy, 7th Edition, McGraw Hill Education.
9. Leon G. Schiffman, E.D (2018), Consumer Behaviour, 12th Edition, Pearson Education.
10. S. Ramesh Kumar (2009), Consumer Behaviour and Branding: Concepts, Readings and Cases – The Indian Context ,1st Edition, Pearson

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5

UA05CEJM23 – Development Communication (4 Credits 60 Hrs)

Objectives:

- To introduce students to the concepts of 'Development', sensitize on various development issues at Global and National level.
- To provide an introduction to various theories and paradigms of development
- To gain an understanding on the philosophy of Development Communication, Strategies in Development communication.
- To understand role and use of media in development communication

Unit 1- Understanding Development:- Meaning, Concept, Process, Approaches and Measurement of Development; Problems and Issues in Development; Understanding the Characteristics and Gaps of Developed, Developing and Under-developed nations; Problems of Under-development; The Third World Development Experience; Models, Theories and Paradigms of Development.

Unit 2- Understanding Development communication – Meaning, concept, definition, philosophy of Development Communication; Difference between communication for development and development communication, Development Support Communication; Success Stories in Development communication; Innovations and trends in Development Communication; Diffusion of innovations and extension; Case studies for Development Support Communication (DSC) in agriculture, population control and family welfare, health care, education and environmental protection etc.

Unit 3- Role of Government and other Agencies in Development:- Evolution of Planning process and new approaches by government in India, history, characteristics and objectives; International Development Agencies like UNESCO, UNICEF, UNDP, WHO, FAO, ILO, IPDC; Indian Development Agencies like DAVP, Song and Drama Division, DFP, Prasar Bharti etc.

Unit 4 - Role of Indian media and scope in Development communication – Role of Mainstream Media, Folk/Traditional Media / Local Media in Development Communication; Role of community radio in development; Multimedia / ICTs approach to development communication; Techniques of Development Reporting-Skills, Roles and Responsibilities of Development reporter; Techniques of writing development messages for rural audiences; involving the target audience in the construction of message; pre – testing of messages.

Pedagogy for Course Delivery and Activities for Evaluation:

- The major portion of the course will be taught using the theory and case method.
- Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.
- Students are encouraged to understand the rural development scenarios through field visits to nearby villages and visiting Panchayats.

Book List

1. Uma Narula, Anand Har. Development Communication – Theory and Practice
2. Gupta V.S., Communication and Development Concept, New Delhi

3. Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India
4. Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi
5. R. Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi
6. Lerner Daniel & Schramm Wilbur., Communication and Changes in Developing Countries, East West Communication Centre, Honolulu
7. Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi
8. Todaro, Michael P Longman., Economic Development in the Third World, New York

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
UA05CEJM24 – Broadcast Journalism (Practical) (4 Credits 60 Hrs)

Objectives:-

- To help students understand the practical approach of Broadcast Journalism, while learning the theoretical concepts.
- To enable students to gear up to the demands of broadcast industry by developing their audio visual profile.
- The focus is equally distributed between content development and skill development

Unit-1: Understanding Radio and Television:- Organizational structure of Radio and TV; Radio and TV Program Formats like feature, drama, running commentaries, documentary, docudrama, talk show, panel discussions, interviews, radio magazines, Phone-in programs, radio-bridge, news, Vox-pops etc.; General Script Writing techniques for the ear and eye; Basics of Storyboarding;

Unit-2: Understanding News, News Writing, and Reporting for Radio and Television: Evolution and popularity of new forms on TV and Radio News; Newsroom organization structure for radio and TV; News Values and Ethical standards; Basic Principles of News Writing for Visuals and Audio (Structuring of News, Balance and Pace, Headlines, Lead, News Style, Feature Style; Structuring of sentences, How to use Facts, Quotes, Attributions, Abbreviations, Numerical etc.)

Unit-3: Presentation and Reporting Skills: - Skills of speaking, Principles of anchoring over the radio / television as anchor, reporter, moderator; Principles for conducting effective Interviews; Outdoor broadcasts, audio / video conferencing; live Reporting techniques; Voiceover technique; Significance of Packaging for a News Channel.

Unit -4: Post Production Technicalities (Audio & Video Production):- Principles of video camera use; Basics Principles of sound and production techniques in radio journalism; Audio and Video Editing, Adobe Premiere Pro, Audio Audition.

Assessment for Internal and External Exams:-

- Four Audio Visual Projects (for Television, Radio and Web medium) to be submitted for final evaluation i.e., 60 Marks
- Choice of programmes should be chosen between News Bulletin, Fatafat News, Talk Shows, Interviews, Feature shows (Cookery / Automobile / Mobile / Innovations, Health, Spiritual etc), Educational videos, Promotional videos etc.
- Each Programme should be a minimum of 15 Minutes.
- Students have to upload the selective videos in YouTube and monitor.
- Internal evaluation for 40 marks depends on the project proposals, status of the projects, group discussions, assignments, theory knowledge evaluation by quiz and other methods etc.
- The students will have to carry a thorough research into all programme ideas, including, indentifying suitable interviewees, locations, relevant background and illustrative footage, relevant visual material, archived pictures and sound footages, articles and features etc. The whole process can be evaluated for the internals.

Books for Reference

1. Joseph R.Dominick-'The Dynamics of Mass Communication'.Mc Graw Hill, New Delhi.
2. John Vivian -'The Media of Mass Communication' Allyn and Bacon.
3. Arul Aram and Nirmaldasan, 'Understanding News, Media'-Vijay Nicole Imprints Pvt.Ltd.Chennai.
4. Robert McLeish-'Radio Production'. Focal Press London.
5. Giraud Chester et.al-'Television and Radio'-Prentice Hall.
6. Herbert Zettl, 'Television Production Handbook'-Wadsworth, USA.
7. Andrew Boyd,' Broadcast Journalism, Techniques of Radio and Television News' Focal Press London.
8. Ted White, 'Broadcast News: Writing, Reporting and Producing', Focal Press London
9. P.K Ravindranath , 'Broadcast Journalism'-Author Press, New Delhi.
10. Broadcast Journalism in the 21st Century, KM Shrivastava, New Dawn Press, New Delhi, 2005

Sardar Patel University
B.A. (Advanced) - English Medium
SEMESTER 5
UA05SEJM21 - Research Project I (10 Credits 90 Hrs)

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