

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

	Sub Code	Sub Name	Credits	Internal	External	Total
<b>Ability Enhancement Course</b> (1 courses X 4 credits = 4 Credits)	UA06AEPS21	Personality Development and Soft Skills – II	4	40	60	100
	UA06CEPL21	Constitutions and Systems of the World	4	40	60	100
<b>Core Courses</b> (Any One Group) (4 Courses X 4 credits = 16 Credits)	UA06CEPL22	Post Cold War International Relations	4	40	60	100
	UA06CEPL23	South Asian Politics	4	40	60	100
	UA06CEPL24	International Economic Organizations	4	40	60	100
	UA06CEEC21	Economic Environment – II	4	40	60	100
	UA06CEEC22	International Economic Organisations	4	40	60	100
	UA06CEEC23	Introduction To Econometrics	4	40	60	100
	UA06CEEC24	Economic Analysis – II	4	40	60	100
	UA06CEEC25	Labour Economics				
	UA06CEPS21	Psychopathology – II	4	40	60	100
	UA06CEPS22	Industrial Psychology-II	4	40	60	100
	UA06CEPS23	Developmental Psychology – II	4	40	60	100
	UA06CEPS24	Psychological Testing-II (PRACTICAL)	4	40	60	100
	UA06CEEN21	The Study of Discourse	4	40	60	100
	UA06CEEN22	Introduction to English Language Teaching-II	4	40	60	100
	UA06CEEN23	Reading and Understanding Postmodern Literature	4	40	60	100
	UA06CEEN24	Literary Theories and Criticism	4	40	60	100
	UA06CEJM21	Understanding Cinema	4	40	60	100
	UA06CEJM22	Media Planning and Buying	4	40	60	100
	UA06CEJM23	Media Law and Ethics	4	40	60	100
	UA06CEJM24	Event Management (Practical)	4	40	60	100
<b>Discipline Specific Elective</b> (1 Courses X 12 credits = 12 Credits)	UA06SEPL21	Research Project – II	12	40	60	100
	UA06SEEC21	Research Project – II	12	40	60	100
	UA06SEPS21	Research Project – II	12	40	60	100
	UA06SEEN21	Research Project – II	12	40	60	100
	UA06SEJM21	Research Project – II	12	40	60	100

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 6**

**UA06AEPS21-Personality Development and Soft Skills –II (4 Credits 60 Hrs)**

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**Unit I: International Communication**

- Meaning and significance
- Cultural sensitiveness
- Cultural context and cultural differences
- International factors in Interaction

**Unit II: Resume Writing and Application letters**

- Introduction
- Fallacies and facts about resume Steps for preparing resume
- Types of resume
- Application letter
- Structure and contents of an application

**Unit III: Interview Skills**

- Interview- its meaning
- Types of Interview
- Planning an Interview
- Attending the Interview
- How to conduct yourself during the Interview Process
- Objectives of conducting an Interview

**Unit IV: Negotiation Skills**

- Process and Definition
- Facts about the Negotiation Situations
- Types of Negotiation: Formal and Informal
- Qualities of a Negotiator
- Negotiation stages
  - Preparation
  - Meeting
  - Negotiation phases
  - Implementation style
- Negotiation style

**Unit V: Vocabulary Building**

- Presentation
- Phobia
- Mania

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**

**UA06CEPL21 – Constitutions and Systems of the World (4 Credits 60 Hrs)**

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**Unit I: British Political System**

Political history of Britain from the Magna Carta, Supremacy of the Parliament  
Nominal status of the Queen, Unwritten Constitution

**Unit II: American Political System**

Constitution and Bill of Rights, Presidential Elections, Congress: House of Representatives  
and Senate

**Unit III: German Political System**

Constitution, Legislative and Executive, Parliamentary elections and the system,  
Chancellor

**Unit IV: Chinese Political System**

One party system, State council and Executive, Legislative Powers, People's Liberation  
Army

**References:**

1. J. C. Johari; Select World Constitutions, Lotus Press
2. J. Denis Derbyshire; Political Systems of the World 2nd Edition
3. George E. Delury; World Encyclopedia of Political System and Parties
4. Camelia L. Jacoby; China's Political System: Features, Institutions and Leaders
5. Tony Wright; British Politics, A very short introduction (English, Paperback)
6. John Kingdom; Government and Politics in Britain: An Introduction; Paperback
7. Ken Kollman; The American Political System (Core Third Edition) Core Third Edition

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**

**UA06CEPL22 – Post Cold War International Relations (4 Credits 60 Hrs)**

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**Unit I: End of Bipolar International System**

New World Order after Cold War, UN Reforms: Attempts and prospects

**Unit II: New Security System**

Traditional & Non- Traditional Security Threats: Gender Security, Health Security, Water Security, Food Security and Human Security, International Cyber Security

**Unit III: Foreign policies – Post-Cold War Era**

Foreign Policy of USA and Russia, Foreign policy of China and EU

**Unit IV: The Developing Countries and the World**

Third World Movement, Oil Politics, North-South conflict and NIEO, Arms and Control disarmament

**References:**

1. Baylis, John, Smith, Steve and Owen, Patricia (4th ed) The Globalization of World Politics: An Introduction to International Relations ( Oxford, Oxford University Press, 2007)
2. Kegley, Jr., Charles W. and Blanton, Shannon L. (12th ed). World Politics: Trend and Transformation, (Boston, Wadsworth, 2009-10)
3. Dougherty, James, E. and Pfaltzgaff Jr., Robert L. (4th ed.) Contending Theories of International Relations: A comprehensive Survey, (New York, Longman, 1996)
4. Jackson, Robert and Sorensen, Georg (3rd ed) Introduction to International Relations: Theories and Approaches (Oxford, Oxford University Press, 2006)
5. Buzan, Barry and Waeber, Ole, Regions and Powers: The Structure of International Security, (Cambridge, Cambridge University, Press, 2003).
6. Waltz, Kenneth N., Man, the state and War: A Theoretical Analysis, (Columbia, Columbia University, Press, 2001)
7. Paul Wilkinson, International Relations: A Very short Introduction O. U.P. 2007
8. Stephanie's G. Neuman, Ed. International Relations Theory and the Third World, New York, St. Martin's Press, 1999

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**  
**UA06CEPL23 – South Asian Politics (4 Credits 60 Hrs)**

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**Unit I: South Asia: Conceptual Framework**

South Asia as a Region, South Asia as a sub-system, Global & Regional Environment in South Asia

**Unit II: South Asian Political Economy**

Strategies and Policies of Development; Performances and Problems  
Poverty & Human Development in South Asia, Impact of Globalization & Liberalization In South Asia

**Unit III: Contextualizing the Foreign Policies of South Asian States**

Global Politics, Domestic Political Processes and Foreign policies of South Asian States  
Role of External Powers in South Asia – USA, China, Europe

**Unit IV: Nuclear Issues & Bilateral Relations in South Asia**

Nuclear Weapons Programme in South Asia & Its Implications  
Bilateral relations, Economic & Cultural relations

**References:**

1. Alavi Hamza and John Harriss. eds The Sociology of Developing Slates: South Asia. Houndsmill, Macmillan, 1987.
2. Baxter C. et. al edited, Government and Politics in South Asia. Boulder, ,Westview, 1987.
3. Bestsch Gary K. et al. eds., Engaging India: US Strategic Relations with the World s Largest Democracy. New York, Routledge, 1999.
4. Chilty Naren. Framing South Asian Transformations. New Delhi, South Asian Publishers, 1994.
5. GaimsrB.H. An Introduction to South Asia. London, Routledge, 1993.
6. Ghosh Partha S. Cooperation and Conflict in South Asia. New Delhi, Manohar, 1995.
7. Iftekharuzzaman edited, Ethnicity and Constitutional Reform in South Asia. New Delhi, Manohar, 1998.
8. Kodikara Shelton U. edited External Compulsion of South Asian Politics, New Delhi, Sage, 1993
9. Nizamani, Haider, K., The Roots of Rhetoric: Politics of Nuclear Weapon in India and Pakistan, New Delhi, India Research Press, 2001.

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**Semester 6**

**UA06CEPL24 – International Economic Organizations (4 Credits 60 Hrs)**

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**Unit I: Regimes, International Organizations and Development Diplomacy, Regimes and Regime theory**

Hegemonic Theory of Regimes and Reciprocity Theory of Regimes, Regimes and international Cooperation, Dependency Theory

**Unit II: GATT and WTO**

General Agreement on Trade and Tariffs, World Trade Organization, Dispute Settlement Mechanism, Ministerial Conference

**Unit III: International Banking Institutions**

United Nations Conference On Trade And Development (UNCTAD), International Organizations As International Institutions, International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD) and World Bank Group

**Unit IV: Contemporary International Economic Organizations**

International Labour Organisation (ILO), New Development Bank, Developmental banks outside of the Bretten Woods System: Islamic Bank, ADB, AIIB, African Bank  
Concept of Regional Free Trade Areas

**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 Industries, Exporters, Ports, Trade Units, Trade Hotspots, Agricultural Zones, International Banking Institutions, Projects sponsored and aided by World Bank, IMF, Infrastructure banks, 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. Bhalla, V.K. International Monetary Cooperation, New Delhi., Anmol Publications, 1992.
2. Hunt , Diana, Economic Theories of Development : An analysis of competing paradigms, Hemel Hampstead Harvester Wheatsheal, 1989.
3. Keohane Robert O, international Institutions and state power: Essays in international relations and theory, Boulder: Westview, 1989.
4. Patel I G, Economic reforms and global change, Macmilan India Ltd., 1998.
5. Surendra Bhandari, World Trdae Organisations and developing countires, Deep & Deep, New Delhi, 1998.
6. Paul A. Samuelson; International Economic Relations; Palgrave Macmillan
7. Kenneth A. Reinert; An Introduction to International Economics, 2nd Edition

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEPL21 – Research Project II (10 Credits 90 Hrs)**

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**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 6**

**UA06CEEC21 - Economic Environment-II (4 Credits 60 Hrs)**

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**Unit I: Globalization [15 Hours]**

- Globalization of world economy
- Globalization of business - meaning and dimensions
- Globalization stage
  - Essential conditions for globalization
- Comparison between the old and new globalizations

**Unit II: Political and Regulatory Environment [15 Hours]**

- Economic roles of government
- Regulatory environment
- International legal environment
- Intellectual Property rights
- Issues of Patenting
- Legal Environment

**Unit III: International Investment [15 Hours]**

- International Investment
- Factors effecting foreign Investment
- Growth of foreign investment
- Significance of foreign investment
- Foreign Investment in India

**Unit IV: Globalization of Indian Companies [15 Hours]**

- Strategies for Indian companies going global
- Mergers
- Acquisitions
- Merits and demerits of globalization
- Manifestations of globalization

**References:**

1. Bhalla, V.K. International Monetary Cooperation, New Delhi., Anmol Publications, 1992.
2. Hunt , Diana, Economic Theories of Development : An analysis of competing paradigms, Hemel Hampstead Harvester Wheatsheal, 1989.
3. Keohane Robert O, international Institutions and state power: Essays in international relations and theory, Boulder: Westview, 1989.
4. Patel I G, Economic reforms and global change, Macmilan India Ltd., 1998.
5. Surendra Bhandari, World Trade Organisations and developing countries, Deep & Deep, New Delhi, 1998.



**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEEC22 -International Economic Organisations (4 Credits 60 Hrs)**

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**Unit I Regimes, international organizations and development diplomacy, Regimes and regime theory-[15 Hours]**

Hegemonic Theory of Regimes and Reciprocity Theory of Regimes, Regimes and international Cooperation

**Unit II: General Agreement on Trade and Tariffs (GATT) [15 Hours]**

World Trade Organization Dispute Settlement Mechanism Ministerial Conference

**Unit III: United Nations Conference On Trade And Development (UNCTAD), International [15 Hours]**

Organizations As International Institutions, International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD)

**Unit IV: International Development Agency (IDA), International Finance Corporation (IFC) [15 Hours]**

Multilateral Investment Guarantee Agency ( MIGA) International Labour Organisation (ILO).

**Reference Books:**

1. Bhalla, V.K. International Monetary Cooperation, New Delhi., Anmol Publications, 1992.
2. Hunt , Diana, Economic Theories of Development : An analysis of competing paradigms, Hemel Hampstead Harvester Wheatsheal, 1989.
3. Keohane Robert O, international Institutions and state power: Essays in international relations and theory, Boulder: Westview, 1989.
4. Patel I G, Economic reforms and global change, Macmilan India Ltd., 1998.
5. Surendra Bhandari, World Trade Organisations and developing countries, Deep & Deep, New Delhi, 1998.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEEC23 - Introduction To Econometrics (4 Credits 60 Hrs)**

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**Unit I: Introduction [15 Hours]**

- Model - Meaning features and characteristics
- Variables - Meaning and types of equations

**Unit II: Econometrics and econometric models Unit II: Statistical Inference [15 Hours]**

- Sampling distribution
- Standard Errors
- Statistical hypothesis
- F test and T test

**Unit III: Two Variables Linear Regression Model [15 Hours]**

- Simple econometric Model
- Reasons for introducing disturbance term
- Errors of observation and measurement
- Ordinary Least Square (Two variable model)

**Unit IV: Three variables Regression Model [15 Hours]**

- Ordinary Least Square estimation in three variable models
- Correlation Coefficient
- Analysis of Variance

**Reference:**

1. B C Mehta and Kranti Kapoor, Fundamentals of Econometrics, Himalayan Publications
2. Basic Econometrics, 4th Edition by: Damodar N Gujarati
3. William H. Greene, "Econometric Analysis, 5th edition" Prentice Hall.
4. R. Carter Hill, William E. Griffiths, Guay C. Lim, Principles of Econometric, Wiley Publication

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEEC24 - Economic Analysis-II (4 Credits 60 Hrs)**

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**Unit I: Cost Analysis [15 Hours]**

- Concepts of cost
  - Money cost, economic cost, book cost
  - Incremental cost, actual cost, opportunity cost
  - Sunk cost, future cost, common production cost
  - Joint cost, postponable cost, replacement cost

**Unit II: Break even Analysis [15 Hours]**

- Meaning and Concept of breakeven Analysis
  - Assumptions, Applications/Uses and Limitations

**Unit III: Pricing practices and Strategies [15 Hours]**

- Approaches
  - Cost plus pricing, Marginal or direct Cost Pricing
  - Going Rate pricing, Price Skimming, Administered prices, price control
- Other government intervention in pricing
- Types reasons and consequences

**Units IV: Cost Benefit Analysis [15 Hours]**

- Difference between private cost and social cost
- Discounting and compounding
- Application of benefit and cost analysis in public utilities

**References:**

1. Economic theory and operation analysis- S.J. Baumol
2. Managerial economics- Samuel Paul
3. Managerial Economics- Coyne
4. Introduction to ME- Savage and Small
5. Managerial economics- D.C. Haque
6. Economic Theory - Stonier Haque
7. Advance Economic theory- H.L.Ahuja
8. Managerial economics- P.L.Mehta
9. Managerial Economics- Gopal Krishna
10. Managerial Economics- G.S. Gupta
11. Principles of Management- I.M.Pandey
12. Managerial Economics-Thomas Maurice

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06CEEC25 - Labour Economics (4 Credits 60 Hrs)**

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**Objective:**

This paper aims at providing a knowledge about the study labour market, wage theories, employment policies, trade unions and collective bargaining in a globalize economy have become vitally important for developing countries. This paper exposes students to theoretical as well as empirical issues relating to labour market with special reference to India.

**Unit I : LABOUR MARKET [15 Hours]**

Nature and characteristics of labour markets in developing countries like India; Labour market policies; Methods of Recruitment and Placement; Employment, Service organization in India - Impact of Rationalization , Technological Change and Modernization on Employment in Organized Private Industry and Public Sector.

**Unit II: WAGE DETERMINATION [15 Hours]**

Classical, neo-classical and bargaining theories of wage determination; Concept of minimum wage, living wage and fair wage in theory and practice; Discrimination in labour markets; -Analysis of rigidity in labour markets; National wage policy.

**Unit III: INDUSTRIAL RELATIONS [15 Hours]**

Theories of Labour Movement - Growth pattern and structure of labour unions in India; Causes of industrial disputes and their settlement and prevention mechanism; Role of tripartism; Labour legislation in India.

**Unit IV: STATE AND LABOUR: [15 Hours]**

State and social security of labour - Concept of social security and its evolution, Social assistance and social insurance; Review and appraisal of state policies with respect to social security and labour welfare in India; Labour Market reforms - Exit policy, need for safety nets; Second National Commission on Labour; Globalization and labour markets.

**References:**

1. Hajela, P. D. (1998), Labour Restructuring in India : A Critique of the New Economic Policies, Commonwealth Publishers, New Delhi.
2. Jhabvala, R. and R. K. Subrahmanya (Eds.) (2000), The Unorganised Sector : Work Security and Social Protection; Sage Publications, New Delhi. 16
3. McConnell, C. R. and S. L. Brue (1986), Contemporary Labour Economics, McGraw-Hill, New York.
4. Papola, T. S., P. P. Ghosh and A. N. Sharma (Eds.) (1993), Labour, employment and Industrial Relations in India, B. R. Publishing Corporation, New Delhi.
5. Sen, A. and B. Chatterjee (2001), Indian Economy : Agenda for the 21st Century (Essays in honour of Professor P. A. Brahmananda), Deep and Deep Publications Pvt. Ltd., New Delhi.
6. Venkata Ratnam, C. S. (2001), Globalization and Labour-Management Relations : Dynamics of Change, Sage Publications/Response Books, New Delhi.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEEC21 – Research Project II (10 Credits 90 Hrs)**

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**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 6**  
**UA06CEPS21- Psychopathology-II (4 Credits, 60 Hours)**

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**Unit I: Mood disorder (15 hours)**

- Meaning of mood disorder
- Classification of mood disorder: Major Depression, Bipolar Disorder
- Suicide

**Unit II: Schizophrenia (15 hours)**

- Positive and Negative symptoms
- Disorganized symptoms
- Types of schizophrenia
- Etiology of schizophrenia

**Unit III: Personality disorder (15 hours)**

- Types of personality disorder
- Eccentric cluster
- Fearful cluster
- Erratic cluster

**Unit IV: Therapeutic Approaches to psychopathology (15 hours)**

- Concept of Mental health
- Main features & objectives of psychotherapy
- Psychoanalytic therapy
- Behavior therapy
- Cognitive therapy
- Group therapy

**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 Lt

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**

**UA06CEPS22- Industrial Psychology-II (4 Credits, 60 Hours)**

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**Unit I INDUSTRIAL MORALE**

- Definition and characteristics
- Importance of Industrial Morale
- Measurement of Industrial Morale
- Determinants of workers Morale
- Factors promoting industrial morale

**Unit II INDUSTRIAL ACCIDENTS AND REMEDIES**

- Causes of accidents
- Means of preventing accidents
- Definition of Accident proneness
- Causes of Accident proneness
- Measurement of Accident proneness

**Unit III HUMAN ENGINEERING**

- History and scope of human engineering psychology
- Time and Motion Study
- Contributions of the Time and Motion Study
- Fatigue and boredom
- Measures to reduce Fatigue and Boredom
- New trends in Human Engineering

**Unit IV PERFORMANCE APPRIASAL**

- Definition and objectives
- Importance of performance appraisal
- Organizational uses of performance appraisal
- Methods of performance appraisal

**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. Shaikh M.R.(2006) Industrial Psychology. Vrinda Publications, Delhi
6. Pandey A.& Sharma A.(2012) Industrial Psychology, Global Academic Publishers, New Delhi.
7. Rooprai Y., Kumar R. & Kumar S.(2012) Industrial Psychology, Wisdom Publications, Delhi
8. Ghosh P.K. &Ghorpade M.B.(2008) Industrial Psychology. Himalaya Publishing House, Mumbai (4th edition)
9. 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 6**

**UA06CEPS23 - Developmental Psychology-II (4 Credits, 60 Hours)**

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**Unit I Adolescence**

- Characteristics
- Physical changes during Adolescence
- Emotionality
- Social change
- Sex interest and sex behaviour during adolescence

**Unit II Early Adulthood**

- Characteristics
- Changes in interests in early adulthood
- Marital adjustment
- Adjustment to parenthood

**Unit III Middle Age**

- Characteristics
- Adjustments to Physical and mental changes
- Social Adjustments
- Adjustment to approaching retirement and old age
- Hazards of middle age

**Unit IV Old Age**

- Characteristics
- Adjustment to Physical changes
- Changes in motor and mental abilities
- Changes in interests
- Hazards to personal and social adjustments
- Adjustment to retirement

**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 6**

**UA06CEPS24 - Psychological Testing-II (PRACTICAL) (4 Credits, 60 Hours)**

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**Six tests from the following areas will be selected to conduct during the Semester**

- Job satisfaction
- Self esteem
- Personality
- Depression
- Anger
- Stress
- Aptitude
- Adjustment
- Emotional Intelligence
- Self Concept

**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 6**  
**UA06SEPS21 – Research Project II (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:**

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**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. (English) - English Medium**  
**SEMESTER 6**

**UA06CEEN21 - The Study of Discourse (4 Credits 60 Hrs)**

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**Unit I: Introduction to the Study of Discourse**

**Unit II: Creativity and Language**

**Unit III: Creativity in Poetry**

**Unit IV: Creativity and Representation: The Role of Language in Media Aesthetics Process and Definition**

**Unit V: Project Work**

**Texts Recommended:**

1. Maybin, Janet and Joan Swann (Ed.), *The Routledge Companion to English language Studies*. Routledge, 2010.
2. Cook, Guy and Barbara Seidlhofer (Ed.), *Principle and Practice in Applied Linguistics*, Oxford University Press, 1995.
3. Allerton, D J, Edward Camesy & David Holdcroft (Ed.), *Function and Context in Linguistic Analysis*. Cambridge: Cambridge University Press, 1979.
4. Fabb, Nigel, *Linguistics and Literature*. Oxford: Blackwell Publishers Inc, 1997.
5. Foucault, Michel, *The Order of Things: An Archeology of Human Sciences*, Pantheon Books, 1970.

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

**UA06CEEN22 - Introduction to English Language Teaching-II (4 Credits, 60 Hours)**

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**Unit I Teaching Language and Literature-I**

- Teaching Poetry
  - Teaching the sound of poetry
  - Teaching rhyme and rhythm

**Unit II Teaching Language and Literature-II**

- Teaching Fiction
  - Teaching 'point of view'
  - Teaching 'narrative view'

**Unit III English Language Teaching & Multimedia**

- Using Interactive Power point
- Benefits and Disadvantages of using multimedia

**Unit IV Web Tools for Language Development**

- Using web tools for language learning
- Using interactive platforms
- Using specific software

**Unit V: Practicum: Project work**

- Presentation skills
- viva-voce

**Texts Recommended:**

1. Arnold, Jane. 1998. Affect in Language Learning. Cambridge: Cambridge University Press.
2. Byram, Michael & Michael Fleming. (eds) 1998. Language Learning in Intercultural Perspective. Cambridge: Cambridge University Press
3. Dubin, Fraida and Elite Olshtain. 1986. Course Design. Cambridge: Cambridge University Press.
4. Thornbury, Scott. 2003. About Language. Cambridge: Cambridge University Press.
5. Tomlinson, Brian. 1998. Materials Development in Language Teaching. Cambridge: Cambridge University Press.
6. Yule, George. Reprint 2003. The Study of Language. Cambridge: Cambridge University Press.
7. Hedge, Tricia. 2000. Teaching and Learning in the Language Classroom. Oxford: Oxford University Press.
8. Lazar, G. 1993. Literature and Language Teaching. Cambridge: Cambridge University Press.
9. Maley, Alan & Sandra Moulding. Poem into Poem. Cambridge: Cambridge University Press.
10. Maley, Alan and Alan Duff. Reprint 2002. Drama Techniques in Language Learning. Cambridge: Cambridge University Press.
11. McRae, John. 1999. The Language of Poetry. London: Routledge.
12. Parkinson, B and Thomas H. Read. 2000. Teaching Literature in a Second Language. Edinburgh: Edinburgh University Press.
13. Purves, Alan C & Joseph A Quattrini. 1997. Creating the Literature Portfolio. California: NTC Publishing Group.
14. Sanger, Keith. 1998. The Language of Fiction. London: Routledge

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 6**  
**UA06CEEN23 - Reading and Understanding Postmodern Literature**  
**(4 Credits 60 Hrs)**

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**Unit I: Introduction: Modernist and Postmodernist Literature**

- Introduction from Postmodernism: A Reader by Patricia Waugh

**Unit II: Fiction**

- The Trial by Franz Kafka

**Unit III: Drama**

- No Man's land by Harold Pinter

**Unit IV: Short Stories**

- The concerned teacher to select any FOUR titles from Gabriel Garcia Marquez's Collected Short Stories

**Text Recommended:**

1. Patricia Waugh, Postmodernism: A Reader, Edward Arnold Publication, 1992.
2. Hutcheon, Linda, A Politics of Postmodernism, Routledge, 1989.
3. Hutcheon, Linda, A Poetics of Postmodernism: History, Theory, Fiction, Routledge, 1990.
4. Hassan, Ihab, Dismemberment of Orpheus: Towards the Postmodern Literature, Oxford University Press, 1972.
5. Nayar, Pramod, Literary Theory Today, Prestige Publications, 2002.

**Sardar Patel University**  
**B.A. (English) - English Medium**  
**SEMESTER 6**  
**UA06CEEN24 - Literary Theories and Criticism (4 Credits 60 Hrs)**

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**Unit I: Background to Theories and Criticism**

**Unit II: Introduction to Structuralism**

**Unit III: Introduction to Marxist Theory and Criticism**

**Unit IV: Introduction to Feminist Theory and Criticism**

**Unit V: Self-Study: Introduction to Postcolonial Theories and Criticism**

**Texts Recommended:**

1. Bart Moore-Gilbert and Gareth Stanton, Postcolonial Criticism, Longman, 1997.
2. Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
3. Das, BB, Literary Criticism: A Reading, OUP, Delhi
4. Nayar, Pramod, Literary Theory Today, Prestige Publications, 2002.
5. Featherstone, Mike, Consumer Culture and Postmodernism, Sage Publications, 2007.

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEEN21 – Research Project II (10 Credits 90 Hrs)**

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**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 6**  
**UA06CEJM21 – Understanding Cinema (4 Credits, 60 hours)**

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**Objectives:**

- To introduce students to the major aesthetic trends in the history of world cinema.
- To familiarize students with the nature and process of film making and film reading
- To familiarize the students with certain theoretical ideas presented by major film theorists.

**Course Outline:-**

**Unit 1: World Cinema – Pre and Post WW I:**

- Introduction to the Elements of Film– Types of Films, Shots, Angles, Lighting, Color, Sound, Editing, Mis-En-Scene
- Early Narrative Cinema [Reference film: Edwin S. Poter’s The Great Train Robbery (1903), D.W. Griffith's Birth of a Nation, Judy Garland’s The Wizard of Oz];
- German Expressionism: Robert Weine & Fritz Lang etc [Reference film: Cabinet of Dr Caligari (1920), From Morn to Midnight (1920), Metropolis (1927)]
- Soviet Montage: Lev Kuleshov, Vsevolod Pudovkin, Sergei Eisenstein [Reference film: Battleship Potemkin (1925), Man with a Movie Camera (1929)]
- Surrealism: Jean Epstein, Luis Bunuel, [Reference film: Fall of the House of Usher (1928), Un Chien Andalou (1929), L’AGE D’OR (1930)];
- Silent Comedy: Chaplin [Reference film: Chaplin’s Short Comedies, Modern Times (1936)]

**Unit 2: World Cinema – Post WW II:**

- An overview on Auteurs Theory
- Italian Neo-Realism: Roberto Rossellini & Vittorio De Sica [Reference film: The Children Are Watching Us (1944), Rome, Open City (1945) & Bicycle Thieves (1948), Journey to Italy (1954)];
- French new wave: Francois Truffaut, Jean Luc Godard, Jacques Rivette [Reference film: 400 Blows (1959), Day for Night (1974), & Breathless (1960), The Beautiful Troublemaker (1991)];
- Japanese Cinema: Ozu, Akira Kurosawa & Mizoguchi [Reference film: Tokyo Story (1953), Rashomon (1950), Life of Oharu (1952), Seven Samurai (1954)]
- Hollywood Studio System; the Westerns (John Ford: Stagecoach )New Hollywood :
- Auteurs: Alfred Hitchcock [Reference: Films: Psycho (1960), Rear Window(1954), Marnie (1964), Shadow of a Doubt (1943) Frenzy (1971)],
- Hollywood Classical (Movies like Lone Survivor, Citizen Kane, The Godfather, Trainwreck, and Spotlight.)
- Independent Film Making in Hollywood (Quentin Tarantino's Pulp Fiction)
- Formalism – Star Wars, Avengers
- East European comic-political cinema: Jiri Menzil's [Reference Films: Closely Watched Trains (1966)]
- Postmodernism – Woody Allen’s Annie Hall (1977)
- Barbican Contemporary Iranian Cinema: Mohsen Makhmalbaf; Abbas Kiarostami; Mani Haghighi, (A Dragon Arrives, Atomic Heart, Braving the Waves, City of Love.
- Contemporary Movements in Realism i.e., Mumblecore Movies & Modern Realism: Andrew Bujalski [Funny Ha Ha, The Florida Project, Fruitvale Station, and Once]



### **Unit 3: Understanding Indian Cinema:**

- Early Cinema (Hiralal Sen, D. G. Phalke); Studio system: New Theatres, Bombay Talkies; Post Studio System
- National Identity, Melodrama & Indian Diasporic Films [Reference Films: Mother India (1957), Anand(1971), Sholay (1975), Parinda (1989), Dilwale Dulhaniya Le Jayenge (1996)]
- Star System and Formula Cinema; Indian Mythology; Indian Global Cinema: Meera Nair (Salam Bombay); Monsoon Wedding;
- Contemporary Indian Cinema
- Overview on South Indian Cinema

### **Unit 4: Indian New wave or Parallel Cinema:**

- Early Indian Auteurs - Satyajit Ray [Reference films: Apu Trilogy, Charulatha]; Ritwik Ghatak, [Reference films: Partition Trilogy, Komal Gandhar, Meghe Dhaka Tara]; Mrinal Sen's Bhuwan Shome, Calcutta '71;
- Political Cinema – Bimal Roy's Do Bigha Zamin,
- Shyam Benegal's Junoon, Manthan, Ankur, Nishant; Govind Nihalani's Aakrosh, Ardh Satya; M.S. Sathyu's Garm Hawa; Mani Kaul's Uski Roti. Ashadh ka ek Din
- Adoor Gopalakrishnan: Swayamvaram, Olavum Theeravum, Elippathayam
- Pattabirami Reddy's Samskara; Girish Kasaravalli's Ghatashraddha, Dweepa; Girish Karnad's Vamsa Vriksha and Kaadu; Buddhadeb Dasgupta's Grihayuddha; Ketan Mehta's Bhav ni Bhavai; Aribam Syam Sharma's Imagi Ningthem; B. Narsing Rao's – Daasi; Balu Mahendra's Veedu, Nireekshana; B. Narsing Rao – Daasi

### **Assessment for Internal and External Exams:-**

- Internal marks are based on the tasks like
  - Compulsory viewing of movies being screened in Movie Club, followed by group discussions.
  - Writing movie reviews, Presentations on selective directors and movies and written examination
- Can encourage students to write screenplays to various genres / forms of movies
- External evaluation is based on written examination for 60 marks

### **Booklist:**

- Ed. Bill Nichols; Movies and Method; 2 Volumes; University of California Press 1976
- Gaston Roberge; Chitra Bani; A Book on Film Appreciation \*
- Cherry Potter, Image. Sound and Story - The art of telling in Film; Seeker & Warburg, 1990
- Gaston Roberge; The Ways of Film Studies; Ajanta Publications; 1992
- Gerald Mart; A short history of the Movies; The University of Chicago Press 1981
- Erik Bamouw & S. Krishnaswamy; Indian Film; Oxford University Press 1980
- Toren Grodal; Moving Pictures; Oxford University Press, 1997
- Film Art: An Introduction by David Bordwell & Kristin Thomson
- How to read a film by James Monaco
- Understanding Movies by Louis Giannetti
- Filmmaker's Handbook by Steven Ascher & Edward Pincus
- Grammar of the Shot by Roy Thompson & Christopher J. Bowen

- Grammar of the Edit by Roy Thompson & Christopher J. Bowen
- History of Narrative film by David A. Cook
- Our Films & Their Films by Satyajit Ray
- The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David Bordwell, Kristin Thomson Janet Staiger
- Film Genre: Theory & Criticism by Barry Keith Grant
- A History of the Cinema: From its Origin to 1970 by Eric Rhode

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 6**  
**UA06CEJM22 – Media Planning and Buying**

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**Objectives**

- To make students understand about major media characteristics and buying advertising space in them.
- To develop an understanding of procedures, requirements, and techniques of media planning.

**Course Details:**

**Unit 1: Understanding Media Planning:** Overview, Definition, Various Functions of Media Planning; Media Buyer Responsibilities; Role of Media Planner; Challenges in Media Planning;

**Unit 2: Sources of Media Research:** Neilson Clear Decision (NCD for Print), BARC – Broadcast Audience Research Council, Audit Bureau of Circulation (ABC), Press audits / The Indian Readership Surveys (IRS), Research and Analysis of Media (RAM), ComScore Digital, Businessmen's readership survey Television; Audience research: TRP; National television study ADMAR satellite cable network study Radio; Reach and Coverage Study; CBS listenership survey.

**Unit 3: Media Planning Process:** Market Analysis (Market size of current and future, market growth rate, market profitability, industry cost structure, distribution channels, market trends etc); Establishing Media Objectives (Reach, Frequency, Continuity, Cost, Weight etc); Determining Media Strategies; Selecting Media Mix; Budget and Media Planning; Evaluation and Follow-up.

**Unit 4: Media Buying:** Print Media Buying (Newspapers, Magazines); Television Buying; Outdoor, Out of Home, Transit, Point of Purchase advertising; Cinema advertising, Radio advertising; Digital Media planning and buying; Communication Mix; Ambient Advertising; Successful Strategies for Negotiations.

**Pedagogy for Course Delivery and Activities for Evaluation:**

- The course is delivered through theory as well as various audio visual aids, case studies etc.
- Each student or group of students will be presenting case-study analysis for media planning and buying for any advertisement.

**References:**

1. Ronald D Jeskey - Media Planning and Buying in the 21<sup>st</sup> Century
2. Media Planning and Buying , Principles and Practice in the Indian Context– Arpita Menon
3. Jack Z Sissors & Roger B Baron, Advertising Media Planning
4. Small Business Marketing Kit for Dummies – Barbara Findlay
5. The media Handbook - Helen Katz

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 6**  
**UA06CEJM23 – Media Law and Ethics**

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**Objectives:**

- To introduce students to the concept of Freedom of speech and expression from media point of view.
- To make students learn various media laws specified in the Indian Jurisdiction.
- To apprise students with the contemporary ethical and professional practices in the field of journalism.
- To inculcate the students with the concept and importance of ethical and responsible Journalism.

**Course Details:**

**Unit 1- Freedom of Speech and Expression:** Provisions in Indian Constitution for Media Freedom of Expression, Features, Scope & Reasonable restrictions and Importance of Article 19; Provisions of Declaring Emergency, its impact on media; Reporting legislature and Parliamentary Privileges; Press Commissions and their Recommendations.

**Unit 2: Acts and Laws:-** History of Press Laws in India; Contempt of Courts Act 1971; Law of defamation; Sedition; Official Secrets Act 1923, Right to Information Act; Press and registration of Books Act 1867; Working Journalists and other newspapers employees (Conditions of service and Miscellaneous Provisions) Act, 1955; Intellectual property right legislations; media and public interest litigation; Copy Rights Act; Indecent Representation of Women (Prohibition) Act 1986; Consumer Protection Act, Drugs and Magic Remedies (Objectionable Advertisements) Act,

**Unit 3: Laws for Print, Broadcast and Digital Media:-** Cinematograph Act, 1953; Prasar Bharti Act; Cable TV Network Regulation Act; TRAI; Digitalization and Conditional Access System (CAS), BRAI, BCCC (Broadcasting Content Complaints Council); ASCI, NBA; The need for Cyber Laws, IT Act

**Unit 4 – Media Ethics:** Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports; Role of Press Council of India and its broad guidelines for the press, paid news; Editors Guild of India; Trade Union Rights in Media; Cross Media Monopoly and Cross Media Ownership.

**Pedagogy for Course Delivery and Activities for Evaluation:**

- The course is delivered through theory as well as various audio visual aids, case studies etc.
- Each student or group of students will be presenting case-study analysis on media related legal cases and acts through PPT or Research Paper presentation mode.
- A workshop by any legal advisor is encouraged.

**Booklist:**

1. Introduction to the Constitution of India, Durga Das Basu, SC Sarkar & Sons Pvt Ltd, Calcutta, 1966
2. Constitution of India, I.S. Vidyasagar, ABD Publishers, Jaipur, 2006

3. Law of the Press, DD Basu, Prentice Hall, New Delhi, 2006
4. Freedom of Press: Under the Indian Constitution, BR Sharma, Deep and Deep publications, New Delhi, 1993
5. Contemporary India: Economy, Society & Polity, Reena Marwah, Ameeta Motwani & Tanuja Sachdev, Pinnacle, New Delhi, 2009
6. Makers of Modern India, Ed. Ramachandra Guha, Penguin, New Delhi, 2010
7. Press Laws and Media Ethics, Anil K. Dixit, Reference Press, Delhi, 2006
8. The Muzzled Press, KS Padhy, Kanishka Publishers, New Delhi, 1994
9. Journalistic Ethics, PK Menon, Pointer Publishers, Jaipur, 2005
10. Indian Journalism: Keeping It Clean, Alok Mehta, Rupa, New Delhi, 2007
11. First Draft: Witness to the Making of Modern India, B.G. Verghese, Westland Limited, 2010
12. When News was New, Terhi Rantanen, Wiley-Blackwell, West Sussex, 2009
13. The International Libel Handbook: A Practical Guide for Journalists, Ed. Nick Braith Waite, Butterworth-Heinemann Ltd, Oxford, 1995
14. Media Communication Ethics, Louis Alvin Day, Wadsworth CENGAGE Learning, New Delhi, 2006
15. Press, Media and telecommunication Laws Containing Acts, Rules, Orders and Regulations, Universal Law Publishing Company, New Delhi, 2008
16. Principles and Ethics of Journalism and Mass Communication, YK D'souza, Commonwealth Publishers, New Delhi, 1998
17. Good News, Bad News: Journalism Ethics and the Public Interest, Jeremy Iggers, Westview Press, Oxford, 1998
18. Only the Good News: The Law of the Press in India, Rajeev Dhavan, Manohar Publications, New Delhi, 1987

**Sardar Patel University**  
**B.A. (Advanced) – English Medium**  
**SEMESTER 6**

**UA06CEJM24 - Event Management (Practical) (4 Credits, 60 hours)**

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**Objectives:**

- To help students understand the concept and significance of Event Management
- To understand the various dimensions of Event Management
- To comprehend linkage with industry by engaging students in real-time event management practical exercises.

**Course Outline**

**Unit-1 Events - Need and Management:** Understanding Events, Types of Events & Event Management; Events as a communication tool; Events as a marketing tool; Why do we need events? Growing importance of events like exhibitions, seminars and conventions worldwide; Elements of Event Management - Event Infrastructure, Organizers, Sponsors, Logistics.

**Unit-2 Creating an Event:** Conceptualization and Planning; The Nature of Planning, Project Planning, Planning the Setting, Location and Site; The Operations Plan, The Business Plan, Developing the Strategic Plan; Events for the Organization and Event Organization structure; The Committee Systems, Committee and Meeting Management

**Unit-3 Programming and Service Management:** Programme Planning, The Elements of Style; Developing a Program Portfolio, The Programme Life Cycle, Scheduling; Generating Revenue like Fund-Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales etc.; The Price of Admission, Sponsorship Financial Management, The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls.

**Unit-4 Evaluation and Assessment:** Market Research to understand Why People Attend Events, Consumer Research on Events, Visitor Surveys; The Sampling Method, Attendance Counts and Estimates, Market Area Surveys; Communications-Reaching the Customer The Communication Mix, Developing and Communicating a Positive Image; Evaluation and Impact Assessment: Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits

**Assessment for Internal and External Exams:-**

- Students will have to plan and organize various intra-college events falling in the semester 6.
- Students will be divided in to four groups based on skill sets under the supervision of the teacher and will be assigned to handle one major event by each group.
- The students will have to carry a thorough research for providing creative ideas and themes for the events, distribution of workload, budget preparation, fund rising, logistics and stage management, other props (if required), hospitality, mass media and social media coverage, post event management, feedback analysis, and report writing etc.
- The overall output will be evaluated for the externals of 60 marks based on the outcome of the event and the individual and team report submitted during viva.
- Internal evaluation for 40 marks depends on the project proposals, status of the projects for the respective events.

**Reading List:**

1	Event Management	Sita Ram Singh	2016
2	Event Planning & Management	Diwakar Sharma	2004
3	Event Marketing and Management	Sanjaya Singh Gaur & Sanjay V.Saggere	Reprint, 2014
4	Event Planning & Management	Diwakar Sharma	Reprint 2009

**Sardar Patel University**  
**B.A. (Advanced) - English Medium**  
**SEMESTER 6**  
**UA06SEJM21 – Research Project II (10 Credits 90 Hrs)**

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**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 one of these)**

- Dissertation Writing: Case study, Field study (Empirical Study), Survey, Experiment, Qualitative and/or Quantitative study. (Same rules are applicable as mentioned in the semester V)

(Or)

- Three Short Films with minimum of 5 minutes time span for each movie on any relevant theme (or) different themes approved by the concerned guide.

(Or)

- One Documentary movie with a minimum of 20 minutes time span.

(Or)

- One Radio Production with a minimum of 20 minutes time span.

(Or)

- News Bulletin in English with a minimum of 15 minutes time span.

(Or)

- One photo story on any theme with a minimum of 12 minutes time span with proper Background music and narration.

**Selection of research project:**

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

**General Rules:**

All the project works mentioned are individual projects, though the help of team can be taken for production assistance.

**Submission Project Report:**

- Two CDs of the production work are to be submitted to the Institute and one copy may be retained by the student.
- The Institution will have the rights to upload them in the archives, or social media platforms of the Institute, or share with the students for further analysis and discussion.

**Assessment procedure:**

**Internal exam -40 Marks**

Assessment will be based on work done during the semester for pre-production, production and post production phases.

**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.