

SARDAR PATEL UNIVERSITY

FACULTY OF ARTS

COURSE OF STUDY

DEGREE OF BACHELOR OF ARTS [BA (Advanced)]

(Under Choice Based Credit Scheme Semester Degree Programme)

R. BA(AD) 1: Candidates for the Degree of Bachelor of Arts [BA (Advanced)] must have passed the higher Secondary Examination conducted by the Gujarat Secondary Education Board or an examination of any other University of statutory Examining Body recognized as equivalent thereto in accordance.

R. BA(AD) 2: A student who has passed an equivalent examination from any other University or examining body and is seeking admission to a college affiliated to this University shall not be admitted without producing an Eligibility Certificate from the Sardar Patel University.

R. BA(AD) 3: (1) Students will be required to earn stipulated credits per course per semester for obtaining BA (Advanced) Degree as shown below:

Semesters →	1	2	3	4	5	6	Total Credits
BA (Advanced)	30	30	30	30	30	30	180

(2) The credit per course is determined as one credit equivalent to one hour of study for the duration of fifteen weeks.

(3) The Workload of a faculty shall be determined considering the total number of hours of study.

R. BA(AD) 4: The students will be considered eligible for admission to a semester course at BA (Advanced) program on passing at the immediate previous semester examination.

R. BA(AD) 5: For appearing at the First and subsequent semester external BA (Advanced) Degree examination, students ----

(i) Should have kept at least 80% of attendance in the respective semester at a College recognized for teaching courses of study in Applied Arts by the University,

(ii) Should have obtained at least 30% marks in aggregate in each of the papers in the internal tests conducted by the college,

(iii) Should have presented themselves for medical examination, if conducted by the College or University.

R. BA(AD) 6: For the purpose of deciding final results at the semester Examination, the ratio between internal assessment and final University examination shall be 40:60. For the purpose of internal assessment, the college concerned will conduct at least one test in each semester. The College may also arrange quizzes, term papers, assignments etc. The 40 marks of internal assessment shall be distributed as follows—Written test 30 marks, assignment/seminar/project work 5 marks and attendance 5 marks. The concerned College may have its own policy for giving 5 attendance marks. The college shall have to maintain necessary daily records for attendance. The duration of University external examination shall be of TWO hours.

R. BA(AD) 7: (1) Students shall study courses of BA (Advanced) program as per the following structure at first semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1. Foundation Courses	2	4	8
2. Core Courses	3	4	12
3. Social/Extension Courses	1	2	2
4. Specialization Elective Courses	2	4	8
			Total 30

R. BA(AD) 7: (2) Students shall study courses of BA (Advanced) program as per the following structure at second semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1. Foundation Courses	2	4	8
2. Core Courses	3	4	12
3. Social/Extension Courses	1	2	2
4. Specialization Elective Courses	2	4	8
			Total 30

R. BA(AD) 7:(3) Students shall study courses of BA (Advanced) program as per the following structure at third semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1. Foundation Courses	2	4	8
2. Core Courses	2	4	8
3. Social/Extension Courses	1	2	2
4. Specialization Elective Courses	3	4	12
			Total 30

R. BA(AD) 7:(4) Students shall study courses of BA (Advanced) program as per the following structure at fourth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1. Foundation Courses	1	4	4
2. Core Courses	2	4	8
3. Social/Extension Courses	1	2	2
4. Specialization Elective Courses	4	4	16
			Total 30

R. BA(AD) 7:(5) Students shall study courses of BA (Advanced) program as per the following structure at fifth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1. Foundation Courses	1	4	4
2. Core Courses	2	4	8
3. Specialization Elective Courses	4	4X3 + 6	18
			Total 30

R. BA(AD) 7:(6) Students shall study courses of BA (Advanced) program as per the following structure at sixth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1. Foundation Courses	1	4	4
2. Core Courses	2	4	8
3. Specialization Elective Courses	4	4X3 + 6	18
			Total 30

R. BA(AD) 8: In order to study BA (Advanced), in addition, a student should have undertaken Specialized Electives courses over six semesters.

R. BA(AD) 9: Following are the Courses to be offered to students by affiliated Colleges/Institutions for June 2010 - **(Annexure I, II & III)**

R. BA(AD)10:Candidates desirous of appearing at the Semester Examinations must forward their applications in the prescribed form accompanied by a certificate of attendance to the Registrar through the Principal of the college on or before the date prescribed for the purpose under the relevant ordinance/s.

R. BA(AD)11: Standard of passing:

To Pass the Semester Examination, candidate must obtain

- (i) Atleast 36% marks in the University Examination in each paper, and
- (ii) Atleast 36% marks in the total of Internal and the University Examination in each paper.

Award of Class:

- (a) Those of the successful candidates will be placed in the SECOND CLASS who obtain:-
 - (i) Atleast 46% but less than 58% of total marks of all the subjects in the University Examination and
 - (ii) Atleast 48% of total marks in Internal and the University Examinations.
- (b) Those of the successful candidates will be placed in the FIRST CLASS who obtain:-
 - (i) Atleast 58% of total marks of all the subjects in the University and
 - (ii) Atleast 60% of total marks of the subjects in Internal and the University Examinations.

- (c) Those of the successful candidates will be place in the First Class with Distinction who obtain:-
- (i) Atleast 68% of total marks at the T.Y. BA (Advanced) University Examination,
and
 - (ii) Atleast 70% of total marks in T.Y. BA (Advanced) Internal and the University Examinations,
- OR
- (i) Atleast 66% of total marks at the T.Y. BA (Advanced) University Examination,
and
 - (ii) Atleast 68% of total marks at the S.Y. BA (Advanced) and T.Y. BA (Advanced) University Examinations, combined,
and
 - (iii) Atleast 70% of total marks in Internal and University Examinations of S.Y. BA (Advanced) and T.Y. BA (Advanced) combined.
- (d) The class shall be awarded at the end of 6 semesters considering all semester examinations.

R. BA(AD)12: A.T.K.T.

1. A student, who fails at the Semester Examination in any of the papers will be permitted to keep terms for the next Semester Courses.
2. A student, who is failing in any of the papers and allowed to keep terms in the subsequent Semester Courses, can take the examination in the Courses in which he/she is failing at the end of respective semester examination. A student can have maximum 5 attempts after 6 Semesters excluding the attempt he/she has made at the end of 6th Semester.
3. A student failing in any of the papers at a Semester Examination passes out such papers by 6 Semesters, such attempts will be considered as First Attempt.
4. A student getting ATKT will be exempted from appearing in the External examinations in such papers which he/she has passed out.

Annexure I
Sardar Patel University
B A (Advanced) Program – Choice Based Credit System
Courses of Study

	SEMESTER 1	SEMESTER 2
Foundation (2 courses X 4 credits = 8 Credits)	1. Communication Skills-I 2. Basic Computer Applications	1. Communication Skills- II 2. Basic Computer skills-I
Core Course (Any 3) (3 Courses X 4 credits = 12 Credits)	1. Introduction to Political Science I 2. Elements of Economic Theory-I 3. Introduction to Psychology-I 4. Introduction to English Literature-I 5. Sociology: An Introduction 6. Principles of Mass Communication-I	1. Introduction to Political Science II 2. Elements of Economic Theory-II 3. Introduction to Psychology-II 4. Introduction to English Literature-II 5. India: Social Structure 6. Principles of Mass Communication -II
Elective (Any One Group) (2 Courses X 4 credits = 8 Credits)	Basic Principles of Political Theory Indian Government and Politics -I OR Micro-Economic Theory – I Macro-Economic Theory – I OR Basic Psychological Process- I Social Psychology-I OR History of English Literature: An Overview – I English Prose – I OR Development of Media- - I Print Media – I (Reporting and Editing)	Indian Political Thought Indian Government and Politics -II OR Micro-Economic Theory – II Macro-Economic Theory – II OR Basic Psychological Process- II Social Psychology-II OR History of English Literature: An Overview – II English Prose - II OR Development of Media- - II Electronic Media (Radio and Television)
Social Orientation and Extension Activities (1 Course X 2 credits =2 Credits)	NSS/NCC	NSS/NCC

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01FECS01 - Communication Skills - I
(4 Credits 60 Hrs)

The objective of this paper is

- To introduce the student to English Language and the skills of communication
- To inspire love for English Language and stimulate the confidence
- To develop critical understanding of English Language
- To familiarize students with the various types of communications
- To provide them a meaningful context for acquiring the skills of English language
- To make them aware of the various communication processes

Unit No.	Topic	Evaluation Pattern	Teaching Hours	Sub Topic
01	Language and communication	Short Answer Questions and /or objective	10 Hours	Linguistic Communication Importance of Communication
02	Types of Communication	Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	Verbal Communication Non Verbal Communication Visual Communication
03	Barriers to Communication	Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	Physical Semantic Psychological Syntactic
04	Using Literary Text to develop Communication skills	Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	Representative texts (one theater text, one short fiction, one poem) will be selected by the concerned teacher
05	Practicum : Project work	Presentation skills, Viva-voce	5 Hours	05 Hours

Text Recommended:

1. Mohan, Krishna & Banerji, Meera, *Developing Communication Skills*, Macmillan, Delhi, 1990
2. Sharma, Sangeeta & Mishra, Binod, *Communication Skills for Engineers and Scientists*, PHI learning Private Limited, New Delhi, 2011.
3. Pal, Rajendra & Korlahalli, J.S., *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi, 2004.
4. Agrawal, S.K. & Singh, P.K., *Effective Business Communication*, Himanshu Publication, Delhi, 2007.
5. Borge, Nishikant, *Business Communication*, Symbiosis Centre for Distance Learning, Pune, 2009.
6. Murphy, A, Murphy, Hildebrandt, W, Herbert & Jane P Thomas, *Effective Business Communication*, Tata McGraw Hill Education Private Limited, New Delhi, 2011.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1

BA (Advanced) UA01FECA02 - Basic Computer Applications

Course Introduction: Computers are a part of life—personal, social, and professional. Use of computers has pervaded all forms of activities and all aspects of human society. This is a jargon free course on basic computer applications that will help students gain mastery over the usage of computers in various walks of life. It can be offered by all undergraduate students.

Module	Subtopics	Notes/Remarks
Unit I: Introduction to Computer	<ul style="list-style-type: none"> • Uses of computers, Types of computers, Computer Generations, • Elements of computer system, • Hardware, software • Primary Memory • Secondary Memory • Input & Output Devices 	Mode: Lectures
Unit II: Number Systems & Logic Gates	<ul style="list-style-type: none"> • Decimal, Binary, Octal, hexadecimal and operations on numbers • Logic Gates 	Mode: Lectures/Tutorials
Unit III: Computer Software	<ul style="list-style-type: none"> • Introduction • Interrelation of Hardware and Software • System Software • Application Software 	Mode: Lectures/Tutorials
Unit IV Operating system	<ul style="list-style-type: none"> • Basic Concepts, Organization, functions, operations and types • Features of DOS, Dos Commands • Windows XP and Unix operating systems 	Mode: Lectures/Tutorials
Unit V Data Transmission and Networks	<ul style="list-style-type: none"> • Basics of Networking • Transmission Media • Basic Concepts LAN, MAN, WAN. • Network Devices • Internet Basics 	Mode: Lectures/Tutorials
Unit VI Fundamentals of Database	<ul style="list-style-type: none"> • Introduction to Databases • Data, Information and Knowledge • Introduction to DBM 	Mode: Lectures/Tutorials
Unit VII Programming Concepts	<ul style="list-style-type: none"> • Introduction to programming concepts, Compiler, Interpreter • Flow Charts, Algorithms • Machine languages, High Level languages 	Mode: Lectures/Tutorials

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01CEPL01 - Introduction to Political Science I
(4 credits, 60 hours)

Objectives

1. This course introduces the discipline of Political Science and enables the students to gain an insight into its nature and scope.
2. It also seeks to provide an understanding of the basic features of the State as the primary frame of reference for the discipline. Besides, the course initiates the learners into key political concepts relevant to citizenship and the working of the State.

Course Outline:

Unit 1 Introduction to Political Science (15 Hours)

1. Meaning and Scope of Political Science
2. Meaning and Essential Elements of the State
3. The State and its Relationship with Society, Government and Nation
 - (1) Nature of the State
 - (2) Functions and Limits of the State

Unit 2 Sovereignty, Power & Legitimacy (15 Hours)

1. **Sovereignty**
 - a) Definition of Sovereignty
 - b) Salient Features
 - c) Kinds of Sovereignty
2. **Power, Authority and Legitimacy**
 - a) Definition & Features
 - b) Forms

Unit 3 The State & the Individual (15 Hours)

1. **Law**
 - a) Definition and Meaning of Law
 - b) Different Schools of Jurisprudence
 - c) Sources of Law
2. **Rights and Duties**
 - a) What are Rights and Duties?
 - b) Choice and Interest Theories of Rights.
 - c) Civil, Political, Socio-economic and Cultural Rights.
 - d) Problems in the Idea of Rights.

Unit 4 Liberty & Equality (15 Hours)

1. **Liberty**
 - a) Republican concept of liberty.
 - b) Negative and Positive liberty.
 - c) Freedom, Empowerment and Emancipation

d) The concept of Swaraj

2. Equality

a) Equality of What?

b) Justifying Equality.

c) Complex Equality.

Modes of Transaction:

(1) lecture method combined with discussion

(2) use of audio-visual aids and internet resources

References:

1. Agrawal, R. C. *Political Theory*, New Delhi: S. Chand, 2004.
2. Coutler, Edwin. *Principles of Politics and Government*, New York: MacGraw Hill, 1996.
3. Gokhale, B. K. *Political Science*, Mumbai: Himalaya, 2006.
4. Heywood, Andrew. *Politics*, London: Palgrave Macmillan, 2002.
5. Kapur, A. C. *Political Science*, New Delhi: S. Chand, 2007.
6. Levine, Hebert M. *Political Issues Debated: An Introduction to Politics*, Upper Saddle, N.J.: Prentice Hall, 1992.
7. Lipson, Leslie. *Great Issues of Politics*, Upper Saddle, N.J.: Prentice Hall, 1976.
8. Shively, W. Philips, *Power and Choice: An Introduction to Political Science*, New York: MacGraw Hill, 1997.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01CEEC02 - ELEMENTS OF ECONOMICS THEORY -I
(4 Credits, 60 Hours)

Objectives:

At the end of this course students will be able to

1. Describe the concepts and objectives of study of Economics
2. Explain the behavioral pattern of various economic entities and their inter – relationships within the framework of economic theory.
3. Explain the relevance of economic theory at a Micro Level.

Course Outline

UNIT – I Nature, Scope & Subject Matter of Economics: [15 Hours]

1. Definitions of Economics – Economic Activities – Nature of Economic Laws
2. Inductive & Deductive Methods of Economic Analysis – Positive & Normative Economics
3. Basic Concepts; Human Wants; Their Characteristics & Classification – Cardinal & Ordinal Utility Goods: Its Meaning & Classification – Wealth, Income & Welfare – Indicators of welfare

UNIT – II Utility Analysis and Consumer Behaviour: [15 Hours]

1. Consumer's Equilibrium: Law of diminishing Marginal Utility, Law of Equi-marginal utility and its Application to Demand theory
2. Consumer's Surplus
3. Demand: Types of Demand, Law of Demand, Diagrammatic & Numerical Explanation of Consumer's Behaviour.

UNIT – III Demand and Supply Analysis: [15 Hours]

1. Elasticity of Demand, Methods of Measuring Elasticity of Demand and Values of Elasticity of Demand
2. Supply: Law of Supply, Elasticity of Supply
3. Elasticity of Demands and its Methods of Measurement – Various Concepts & Measurement of price, income, and cross elasticity of demand.

UNIT – IV Factors of Production: [15 Hours]

1. Land, Features, Old and Modern Versions of Laws of Returns
2. Labour: Characteristics, Division of Labour (Types, Merits & Demerits),
3. Capital: Meaning, Features, Types & Importance of Capital, Capital formation – Organisation: Functions of an Organizer.

Modes of Transaction:

Various methods of teaching could be employed depending upon the objectives of the contents taught. Lecture method is generally used but along with it, as and when required, discussion method would be fruitful. It may be supplemented with various appropriate audio-visual aids. Activity assignments (i.e. practical numerical problems) may be given to the students and assignment methods would help them to learn by doing.

References:

- [1] K. K. Dewett & J. D. Verma: Elementary Economic Theory- Latest edition.
- [2] K. P. M. Sundaram: Elementary Economic Theory - Latest edition
- [3] Paul. A. Samuelson & Nordhans William D.(2009) : Economics – 18th Edition, Tata Mc Graw – Hill Publishing Company Limited, NEW DELHI
- [4] N. Gregory Mankiw(2002), Principal of Economics, 2nd Edition, Thomson (India)

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01CEPS03 – Introduction to Psychology
(4 Credits, 60 Hours)

Unit 1. Introduction & Scope of Psychology

- Definition of psychology,
- popular notion of the discipline
- psychology as a Science
- Goals of Psychology
- Branches of Psychology : Clinical Psychology, Counseling, organizational and industrial, Educational & School Psychology, Social psychology, cognitive psychology, Experimental psychology, physiological psychology, Developmental psychology

Unit 2. Methods of psychology

- experimental method
- observation method
- interview method
- questionnaire method
- case study method

Unit 3. Learning

- Definition of learning
- Principles of learning: classical conditioning and operant conditioning
- Conditioning, basic processes: extinction, spontaneous recovery, generalization discrimination, transfer of learning, insight learning, verbal learning

Unit 4. Memory

- Memory: What is memory?
- Stages of memory
- Information processing theory of memory
- Types of memory

References:

1. Baron, R .A. (2005) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan, C.T., King, R .A., Weisz , J .R . , Schopler, J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Mishra B.K.(2008) Psychology: the study of human behaviour. PHI learning Pvt. Ltd. New Delhi
5. Gerrett H.E(2009) General psychology. S.Chand & company Ltd. New Delhi.
6. Shergill H.(2010) Psychology Part I. PHI learning Pvt. Ltd. New Delhi

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01CEEN04 - Introduction to English Literature -I
(4 Credits, 60 Hours)

Objectives:

At the end of this course, students will be able to:

1. Show their familiarity with major literary genres such as novel, poetry and drama
2. Acquaint themselves with significant literary texts
3. Show their familiarity with essential literary terms
4. Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course Outline

Unit	Description	Evaluation Pattern	Teaching Hours	Texts And/Or Topics
1.	Self Study Show Your Acquaintance With The Significant Literary Terms	Short Notes	6 Hours	M. H. Abrams, <i>A Glossary Of Literary Terms</i> – (Harcourt India, 2000) Author, Ballad, Character (In A Plot), Chorus, Criticism, Drama, Cliché, Comedy, Elegy, Epic, Fiction, Figurative Language, Genre, Point Of View, Literature, Lyric, Novel, Persona, Plot, Prosody, Rhyme, Setting, Stanza, Style, Tragedy
2.	Novel	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	Austen, Jane: <i>Pride And Prejudice</i> Oxford University Press, 1990
3.	Poetry	Reference To Context/ Critical Essay-Type Questions	18Hours	<i>The Mystic Drum: An Anthology Of Poems</i> In English, Poems No. 2, 3, 7, 8,11,14,18, And 19
4.	Drama	Reference To Context/ Critical Essay-Type Questions	18 Hours	Oscar Wilde: <i>Importance Of Being Earnest</i> , Penguin Classics, 2000

Teaching Methodology:

1. Lecture Method Combined With Discussion.
2. Use Of Audio Visual Aids And Internet Resources
3. Supervising Projects, Presentations And Items For Self-Studies

Activities:

1. Discussions

2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading

1. Abrams, M. H. A Glossary Of Literary Terms – (Harcourt India, 2000)
2. Boulton, Marjorie. Anatomy Series [Poetry, Drama, The Novel, Literary Studies, Criticism]
3. Brooks, Cleanth And Robert Penn Warren (Eds). Understanding Poetry: An Anthology for College Students', New York: Henry Holt, 1938
4. Cuddon, J. A. The Penguin Dictionary of Literary Terms. London; N.Y: Penguin, 1999
5. Esslin, Martin. An Anatomy of Drama. Hill And Wang, 1977
6. Forster, Em. Aspects Of The Novel, Harcourt, Brace, 1956
7. Klarer, Mario. .An Introduction To Literary Studies (Routledge, 2000)
8. Scholes, Robert E Carl H. Klaus, Michael Silverman Ed. Elements Of Literature: Essay, Fiction, Poetry, Drama, Film , Oxford University Press, 2004 (3rd Ed)

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01CESC05 - Sociology: An Introduction
(4 credits, 60 hours)

Objectives:

At the end of this course students will be able to

1. Define and describe the nature, origin and development of Sociology.
2. Differentiate sociology from other Social Sciences.
3. Explain basic concepts of Society and Social Structure.
4. Describe and explain the various institutions of society
5. State the theories of Social Stratification and Change.
6. Highlight the applications and uses of Sociology.

Course Outline

UNIT – I The Nature of Sociology:

(15 Hours)

1. The meaning of Sociology
2. Origin and Development of Sociology
3. The Sociological Perspective
4. Sociology and Social Sciences
5. The Scientific & Humanistic Orientations to Sociological Study
6. Basic concepts:
7. Society, Community, Institution, Association, Groups, Sub-groups, Social
 - a. Structure, Status and Role, Position, Aggregate.

UNIT – II Institutions:

(15 Hours)

1. Family, Marriage, Kinship, Religion, Education, Politics, Economic System.
2. The Individual and Society:
3. Society & Culture, Socialization, Relation between Individual and Society,
 - a. Social Control, Norms, Values and Sanctions

UNIT – III Social Stratification and Mobility

(15 Hours)

1. Meaning, Forms and Theories
2. -Social Change:
3. Meaning & Type
4. Evolution and Revolution,
5. Progress & Development
6. Factors of Social Change

UNIT – IV The Uses of Sociology:

(15 Hours)

Introduction to Applied Sociology, Sociology and Social Problems, Sociology and Social Change, Sociology and Social Policy and Action, Sociology and Development, Sociology and Professions.

Modes of transactions:

Lecture method is generally used but along with it as and when required discussion method would be fruitful. It may be supplemented with various appropriate audio-visual aids.

Assignments may be given on different topics related to the course to help them to learn more. Students may prepare theme paper located on selected units and same may be presented in classroom.

Activities/practicum:

Visit to various social institutions.
Collect information on types of families.
Collect information on various types of marriage practices among different religious groups.
Observe and list out various social changes occurring in different areas of society.

References:

1. Turner, Jonathan H. 1994. *Sociology: Concepts and Uses* McGraw Hill, N.Y.
2. Mitchell, Duncan. *Sociology: The Study of Social Systems* University Tutorial Press Ltd, Foxton
3. Bottomore, T. B. 1970. *Sociology: A Guide to Problems and Literature* (2nd ed.) Blackie & Son, Bombay
4. Inkels, Alex. 1977. *What is Sociology?* Prentice-Hall of India, New Delhi.
5. Johnson, H. M. 1995. *Sociology: A Systematic Introduction* Allied Publishers, Delhi.
6. Haralambos, M. 1980. *Sociology: Themes and Perspectives* OUP, Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01CEJM06 - PRINCIPLES OF MASS COMMUNICATION
(4 Credits, 60 Hours)

Objectives:

- 1) To introduce students to Communication Models and expose them to the various aspects of Mass Communication.
- 2) To develop a critical understanding of Mass Media, its potentialities and impact

Unit - I Definitions of Communication

1. Understanding factors in Communication & especially Mass Comm.
2. Types of Communication
- Verbal and non-verbal, group & interpersonal; one-to-one & one-to-many.
3. What is thinking and What is visual thinking & How we Develop Visual thinking

Unit - II Elements and Process of Communication

1. Functions of Communication
2. Barriers of Communication

Unit - III Communication Models

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, etc.

Unit – IV Nature and process of mass communication

1. Media of mass communication
2. Characteristics
3. Typology of audiences.

References:

1. De Fleur, Melvin and Dennis, Everette; *Understanding Mass Communication*, (1988): 3rd edition; Houghton Mifflin Co. I
2. Narula, Uma; *Mass Communication theory and practice* ; (1994); Haranand A
3. Andal; *Communication theories and models*
4. Ed. Barker and Petley; */// Effects*; 2nd edition; (1997); Routledge
5. Ed. J.S. Yadav; *Issues in Mass Communication*; Kanishka Publishers
6. Davidson, Boylan and Yu; *Mass Media - Systems and Effects*; (1976) 7. Hobart; *Information Ages*

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEPL01 - BASIC PRINCIPLES OF POLITICAL THEORY
(4 Credits, 60 Hours)

Course Rationale:

This is an introductory paper to the concepts, ideas and theories in political theory. It seeks to explain the evolution and usage of these concepts, ideas and theories with reference to individual thinkers both historically and analytically. The different ideological standpoints with regard to various concepts and theories are to be critically explained with the purpose of highlighting the differences in their perspectives and in order to understand their continuity and change. Furthermore there is a need to emphasize the continuing relevance of these concepts today and explain how an idea and theory of yesteryears gains prominence in contemporary political theory.

Course Content:

Unit 1: Political Theory (15 Hours)

- a) What is Political Theory
- b) Nature and Significance of Political Theory
- c) Theory, empirical inquiry and Ideology
- d) Classical, Explanatory, and Normative Theories
- e) Behaviouralism and Post Behaviouralism

Unit 2: Theories of Origin of State (15 Hours)

- a) Social Contract Theory
- b) The Devine Origin theory
- c) The Force Theory
- d) The Patriarchal & Matriarchal Theory
- e) Marxist theory of State

Unit 3: Evolution of the State (15 Hours)

- a) The State in Ancient times
- b) The Medieval State
- c) The Modern State
- d) Nation-State
- e) Welfare State

Unit 4: Forms of State (15 Hours)

- a) Constitutionalism and Democratic States
- b) Democratic States
- c) Authoritarian and Fascist States
- d) Corporatist States
- e) Sovereign State System

Readings:

- D. Coole, *Women in Political Theory: From Ancient Misogyny to Contemporary Feminism*, New York, Harvester Wheatsheaf, 1993.
- R. Dahl, *Modern Political Analysis*, Englewood Cliffs NJ, Prentice Hall, 1963.
- J. Dunn, *Modern Revolutions*, London, The Clarendon Press, 1989.
- D. Easton, *The Political System: An Inquiry into the State of Political Science*, New York, Wiley, 1953.
- A. Giddens, *The Class Structure of the Advanced Societies*, London, Harmondsworth, 1974. *Social Theory and Modern Society*, Cambridge, Polity Press, 1987.
- H. J. Laski, *A Grammar of Politics*, London, Allen and Unwin, 1948.
- H. D. Lasswell and A. Kaplan, *Power and Society: A Framework for Political Inquiry*, New Haven CT, Yale University Press, 1952.
- R. Miliband, *Marxism and Politics*, Oxford, Oxford University Press, 1977.
- D. Miller, *Social Justice*, Oxford, The Clarendon Press, 1976.
- C. Pateman, *Participation and Democratic Theory*, Cambridge, Cambridge University Press, 1970.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEPL02 - Indian Government and Politics -1
(4 Credits, 60 hours)

Objectives

This Paper offers an introduction to Indian Constitution and Government. It begins with tracing a brief history of nationalist movement which led to emergence of representative institutions. The student will gain understanding of the making of Indian Constitution and the structure of the government. This course involves consideration of Preamble, Fundamental Rights and Duties and Directive Principle of State Policy. The Parliament, Union government and Indian federation will systematically examine in this course.

At the end of this course students will be able to

1. List basic features of constitution
2. Explain the evolution of Indian Federation
3. Describe the nature and character of Indian Federal system
4. Discuss basic features of constitution

Course Outline

Unit -1 (16 Hours)

- (a) Nationalist Movement and Growth of Representative Institutions (1919-1947)
- (b) Constituent Assembly : Origin , Composition & character
- (c) Sources of influence and Ideological Background
- (d) Philosophy of the Constitution

Unit – 2 (19Hours)

- (a) Basic features of Constitution
- (b) Preamble and the basic Values
- (c) Fundamental Rights and Duties
- (d) Directive Principles of State Policy

Unit -3 (16 Hours)

- (a) Union Legislature : Rajya Sabha & Lok Sabha
- (b) Union Executive : President ,Prime Minister & the Council of Ministers
- (c) The Judiciary : Supreme Court of India

Unit -4 (9 Hours)

- (a) Evolution of Indian Federation
- (b) Nature and Character of Indian Federal System

References:

1. Austin Graville, *Indian Constitution and Politics: Cornerstone of a Nation*, New Delhi: 1999.
2. A.S. Narang , *Indian Government and Politics*, New Delhi : Gitanjali Publication ,2004.

3. R.L. Hardgrave, *Indian: government and Politics in a Developing Nation*, New York :H.B. and World ,2000.
4. M.V. Pylee, *our Constitution, government and Politics*, Delhi: Universal, 2000.
5. J.C. Johri, *Indian government and Politics*, Vlol land II, Delhi: Vishal, 1998& 1999.
6. A.P. Avasthi , *Indian Political System*, Agara: L.N. Agarwal ,2007.
7. Subash .C. Kashyap, *Our Constitution. An Introduction*, New Delhi : National Book Trust , 2008.
8. M.P. Singh and Rakesh Saxena, *Indian Politics – Contemporary Issues and Concerns*, New Delhi: Prentice Hall, 2008

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEEC01 - MICRO ECONOMICS -I
[4 Credits, 60 Hours]

Objectives:

Students will be able to

1. To introduce the Economics students to those principles essential to an understanding of fundamental economic problems and the policy alternatives society may utilize to contend with these problems.
2. This course also aims at enabling the student to reason accurately and objectively about the economic matters and to develop a lasting interest in Economics.

Course Outline:

UNIT – I Introduction and Subject matter: [15 Hours]

1. Nature and scope of economics
2. Micro economics and macroeconomics; Positive economics and Normative economics
3. Concept of Equilibrium, Partial and general equilibrium
4. Methodology in economics; Concepts of static, comparative static and dynamics; Choice as an economic problem
5. Basic postulates

UNIT II Consumer Behaviour –Cardinal utility: [15 Hours]

1. Utility - Cardinal and ordinal approach; Law of diminishing marginal utility and Law of equimarginal utility ;Consumer's equilibrium and demand curve explanation with Cardinal utility approach
2. Role of price mechanism; Demand and supply; Basic framework - applications; Market equilibrium; Illustration with an example and application.

UNIT-III Consumer Behaviour –Ordinal utility: [15 Hours]

1. Indifference curve; Consumers equilibrium (Hicks and Slutsky);
2. Explanation of Consumer's equilibrium and Demand Curve by indifference curve;
3. Inferior goods and Giffen goods
4. Compensated demand; Elasticity of demand- Price, Income and Cross and elasticity of substitution
5. Method of measuring price elasticity of demand; Illustrative examples
6. Consumers' surplus and producer's surplus and the deadweight loss;
7. Engel curve.

UNIT –IV Theory of Production and Costs : [15 Hours]

1. Production decision;
2. Production function
3. Iso-quant;
4. Factor substitution
5. Law of variable proportions
6. Returns to Scale;
7. Economies of scale;
8. Different concepts of costs and their interrelation;

9. Equilibrium of the firm;
10. Expansion path;
11. Empirical evidence on costs.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Micro economics terms.

Activities:

Library work

References:

1. Ahuja H.L(2006) , Modern MicroEconomics-Theory and Application, S. Chand, New Delhi
2. Gould, J.P. and Edward P.L. (1996), Microeconomic Theory, Richard Irwin, Homewood.
3. Henderson J. and R.E. Quandt (1980), Microeconomic Theory: A Mathematical Approach, McGraw Hill, New Delhi.
4. Heathfield and Wibe (1987), An Introduction to Cost and Production Function, Macmillan, London.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEEC02 - MACRO ECONOMICS - I
[4 Credits, 60 Hours]

Objectives:

Students will be able to

1. To describe the concept of Macroeconomics
2. To discuss the importance of Macroeconomics and related issue
3. To measure the economy's performance.
4. To discuss classical theory of income determination.
5. To discuss and analyse the Keynesian theory.

Course Outline

UNIT – I Introduction; an Overview: [15 Hours]

1. Nature and scope of Macroeconomics-
2. Why study Macroeconomics?
3. The Major macroeconomic issues-
4. Macroeconomic goals and instruments;
5. Key macroeconomic aggregates;
6. Stocks and Flows;
7. Indian economy vis-à-vis the world economy

UNIT - II Measuring Economy's Performance: [15 Hours]

1. Circular flow of product and Income
2. Equilibrium level of income
3. Concept and measurement of national income
4. Nominal and Real income
5. National income and social welfare incorporation of environmental concerns in national accounts
6. Green accounting
7. India's national income accounts and sources of data on Indian Economy

UNIT- III The Classical Theory of Income Determination: [15 Hours]

1. The classical Postulates
2. Say's Law of Markets
3. Determination of output/income and employment in classical System
4. Concept of Full Employment
5. Keynes' objection to the classical theory
6. Aggregate demand and aggregate supply functions
7. The Principle of effective demand

UNIT - IV The Keynesian Theory Of Income Determination: [15 Hours]

1. Consumption function -- Average and marginal propensity to consume
2. Factors influencing consumption spending
3. The investment multiplier and its effectiveness in LDCs
4. Theory of investment - autonomous and induced investment

5. Marginal efficiency of capital
6. Savings and investment ex post and ex ante
7. Equality and equilibrium.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Macroeconomic terms.

References:

1. Ackley, G. (1976), Macro-economics: Theory and Policy, Macmillan Publishing Company, New York.
2. Day, A.C.L. (1960), Outline of Monetary Economics, Oxford University Press, Oxford.
3. Gordon, R.J. (1998), Macroeconomics, Addison Wesley.
4. Gupta, S.B. (1994), Monetary Economics, S. Chand and Co. Delhi.
5. Gupta G.S. (2004) Macro Economics-Theory and application, TATA McGraw –Hill
6. Heijdra, B.J. and F.V. Ploeg (2001), Foundations of Modern Macroeconomics, Oxford University Press, Oxford.
7. Lewis, M.K. and P.D. Mizan (2000), Monetary Economics, Oxford University Press, New Delhi.
8. Shapiro, E. (1996), Macroeconomic Analysis, Galgotia Publications, New Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEPS01 - Basic Psychological Processes I
(4 Credits, 60 Hours)

Objectives:

1. Discuss the process of sensation, perception, learning and memory.
2. Discuss the processes involved in sensation, perception, Learning and memory.
3. Analyse their own experience and also the social world by the application of sensation, perception, learning and memory.

Course Content:

Unit 1: Heredity and environment (15 hours)

The problem of heredity and environment

Mechanism of heredity

Experimental studies of Heredity and environment

Unit 2: Biological Bases of Behaviour (15 hours)

Hormones and glands

The nervous system

The neuron

The central nervous system and the peripherals nervous system

Unit 3: The Senses (15 hours)

Nature of sensation

Sensory mechanism- Reception, Sensory Codes, Thresholds

Types of sensation

Unit 4: Perception (15 hours)

- Nature and definition of perception
- Object perception
 - Figure- ground perception
 - Grouping- closure
- Perceptual constancies
 - Shape constancy, size constancy, brightness constancy
- Determinant of perception
 - Form, space & depth perception
- Illusions & Hallucinations

Activities / Practicum:

The following activities may be carried out by the students:

1. Visit the few sections of the community and find out what they think of psychology.
2. Project work that involves contacting a psychologist using interview method for interaction purposes.
3. To study the role of attention and perceptual factors in advertisements

Modes of Transactions:

Various methods of teaching should be employed depending on the objectives of the content taught:

1. Lecture method
2. Discussion method fruitful. It may be supplemented with various appropriate audio-visual aids.
3. Activity assignment that would help students to learn by doing.
4. The students may be taken to field trip to local areas and collect relevant data about various psycho-social processes and make analysis regarding its relevance to psychology.
5. Project method may be used to teach about how various activities reflect psychological processes.
6. Students may prepare theme paper related to selected units and the same may be presented in small groups.

References:

1. Baron, R .A. (2 0 0 5) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan,C.T., King,R.A., Weisz,J.R., Schopler,J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C .T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Zimbardo, P.G. & Weber, A.L. (1997) Psychology, New York- Harper Collins College Publishers\

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEPS02 – Social Psychology - I
(4 Credits, 60 Hours)

Objectives:

1. Discuss the process of sensation, perception, learning and memory.
2. Discuss the processes involved in sensation, perception, Learning and memory.
4. Analyze their own experience and also the social world by the application of sensation, perception, learning and memory.

Course Content:

Unit 1: Introduction to Social Psychology (15 hours)

Definition of Social Psychology

Goal & Scope of Social Psychology

Methods of Social Psychology: Experimental and non- Experimental methods.

Unit 2: Social Roles and Expectations (15 hours)

Nature of role

Role behavior

Helping, altruistic and pro-social behavior By-standers and the Definition of responsibility

Helping behaviour

Unit 3: Friendship and Love (15 hours)

Ingredients of close relationship

Friendship

Romantic love

Factors that contribute to Romantic breakups

Dark side of close relationship

Internet and relationship

Unit 4: Attitudes (15 hours)

What is attitude?

Nature and characteristics of attitude

Attitude Formation,

Attitude change

Measurement of attitudes

Development of attitude

Activities / Practicum:

The following activities may be carried out by the students:

1. Visit the few sections of the community and find out what they think of psychology.
2. Project work that involves contacting a psychologist using interview method for interaction purposes.
3. To study the role of attentional and perceptual factors in advertisements

Modes of Transactions:

Various methods of teaching should be employed depending on the objectives of the content taught:

1. Lecture method
2. Discussion method fruitful. It may be supplemented with various appropriate audio-visual aids.
3. Activity assignment that would help students to learn by doing.
4. The students may be taken to field trip to local areas and collect relevant data about various psycho-social processes and make analysis regarding its relevance to psychology.
5. Project method may be used to teach about how various activities reflect psychological processes.
6. Students may prepare theme paper related to selected units and the same may be presented in small groups.

References:

1. Baron, R .A. (2005) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan, C.T., King, R .A., Weisz , J .R . , Schopler, J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Myres, David G (1994) Exploring social Psychology. New York: Mc Graw hill

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1

BA (Advanced) UA01EEEN01 - History of English Literature: An Overview – I
(4 Credits, 60 Hours)

Objectives

1. Give students an overview of the history of English literature from its beginnings to the eighteenth century, as per UGC model curriculum
2. Offer a systematic understanding of the socio-political and literary context of Different ages
3. Enhance the students' grasp of the relationship between the historical period and its literary manifestations through the substantiation of each significant period with a representative text prescribed for non detail study.

Course outline

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
1	Pre-Sixteenth Century	Critical Essay-Type Questions And/OR Short Answer Questions	18 Hours	Text For Detailed Study: <i>A Brief History Of English Literature</i> , John Peck And Brian Coyle, Houndsmill: Palgrave, 2004 Chapters 1 And 2.
2	Sixteenth Century	Critical Essay-Type Questions And/OR Short Answer Questions	18 Hours	Text For Detailed Study: <i>A Brief History Of English Literature</i> , John Peck And Brian Coyle Chapters 3, 4 And 5 (Subsection 1)
3	Seventeenth Century	Critical Essay-Type Questions And/OR Short Answer Questions	18 Hours	Text For Detailed Study: <i>A Brief History Of English Literature</i> , John Peck And Brian Coyle, Houndsmill: Palgrave, 2004 Chapters 5 (Subsections 2 To 4) And 6
4	Self Study	Short Answer Questions & Objective Study of English Literature	6 Hours	Text For Non-Detailed Study: 1. <i>Beowulf</i> New York: Mentor Books 1963 2. <i>Macbeth</i> William Shakespeare, Chennai: Macmillan 3. <i>Way Of The World</i> William Congreve, Chennai: Macmillan 4. <i>List of writers, works, publication year, genre to be prepared by the concerned teacher.</i>
	NOTE:	List of topics, writers and literary works to be prepared by the concerned teacher.		

Teaching Methodology

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources
3. Supervising projects, presentations and items for self-studies

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Daiches, David. A Critical History Of English Literature. Allied Publishers Pvt. Ltd., 1979
2. Ford, Boris. New Pelican Guide To English Literature Series, Harmondsworth, Penguin, 1982
3. Ford, Boris. The Cambridge Cultural History Of Britain: Modern Britain. Cambridge University Press, 1992
4. Gm Trevalyan, English Social History: A Survey Of Six Centuries, Chaucer To Queen Victoria, Longmans, 1965
5. Legouis And Cazamian, History Of English Literature, New York: Macmillan, 1926
6. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
7. Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEEN02 - English Prose - I
(4 Credits, 60 hours)

Objectives:

At the end of this course, students will be able to:

1. Describe the historical development of prose from the eighteenth to the twentieth century.
2. Identify some of the sub-genres of prose.
3. Get acquainted with some of the significant canonical prose texts, authors, years of publication, literary style/period, themes, and generic characteristics across cultures.

Course Outline

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts/Concepts
1	Diary	Critical Essay And/Or Short Answer Questions	18 Hours	Samuel Pepys –Passages From The Diaries Of Samuel Pepys. New York: Random House
2	Essay	Short Answer Questions And Reference To Context	18 Hours	John Ruskin – Unto This Last (Macmillan)
3	Creative Essay	Critical Essay And/Or Short Answer Questions	18 Hours	Ag Gardiner – The Delightful Gardiner (Macmillan)
4	Self Study: To Show Acquaintance With Text, Author, Year Of Publication, Literary Style/Period, Themes, And Generic Characteristics.	Short Answer Questions	6 Hours	John Wycliffe – Bible Roger Bacon – Essays Raphael Holinshed – Chronicles Thomas Browne – Hydriotaphia Or Urn Burial John Milton – Aereopagetica John Locke – <u>An Essay Concerning Human Understanding</u> Addison And Steele – Coverly Papers Samuel Johnson – <u>Lives Of The Most Eminent English Poets</u> James Boswell – The Life Of Johnson Mary Wollstonecraft – Vindication Of The Rights Of Woman Tom Paine – Common Sense Charles Lamb – Essays Of Elia

Teaching Methodology:

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources.
3. Supervising projects, presentations and items for self-study.

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Boulton, Marjorie. The Anatomy Of Prose. New York: Routledge, 1968
2. Earle, John. English Prose: Its Elements, History And Usage, Read Books, 2008
3. McIntosh, Carey. The Evolution Of English Prose. 1700-1800, Style, Politeness And Print Culture, Cambridge University Press, 1998
4. Read, Herbert . English Prose Style, Bell, 1963
5. Robert E. Scholes, Carl H. Klaus, Michael Silverman Ed. Elements Of Literature: Essay, Fiction, Poetry, Drama, Film , Oxford University Press, 2004 (3rd Ed)
6. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
7. Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEJM01 - Development of Media - I
(4 Credits, 60 hours)

Unit 1 - Print

Language and society- development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing –

Unit 2- Early efforts to publish newspapers

In different parts of India. Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

Unit 3 - Birth of the Indian language press

Birth of the Indian language press – contribution of Raja Ram Mohun Roy; birth of the Indian news agencies.

Unit 4 – The Indian press and freedom movement

The Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.

Unit 5 – Journalism in Indian languages

Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university); history of the language journalism of the region.

The press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects.

Unit 6 - Radio

Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.

Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 1
BA (Advanced) UA01EEJM02 - Print Media – I (Reporting and Editing)
(4 Credits, 60 hours)

Unit 1- Reporting

News: definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

Unit 2- Interviewing

Interviewing – kinds, purposes, technique.

Interpretative reporting – purposes, techniques.

Unit 3- Investigative reporting

Investigative reporting – purposes, sources, styles, techniques. Columns – development, criticism, reviews, feature writing, news analysis, back grounding.

– Political reporting.

– Legislative reporting.

– Diplomatic reporting.

– Scoops and exclusives and specialized reporting – science, sports, economic, development, commerce, gender, and allied areas reporting for magazines

Unit 4- Editing

Meaning, purposes, symbols, tools, lead, body, paragraphing.

– Proof reading, meaning, symbols, purposes.

– News desk, editorial department set-up, news flow, copy management and organization

– Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up, layout, principles of photo editing

– Magazine editing, layout, graphics.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02FECS01 - Communication Skills - II
(4 Credits 60 Hrs)

Objectives:

- The course focuses on developing the reading, writing, speaking and listening skills of students, also providing adequate training in grammar and vocabulary building.
- It aims to teach students English through practical, everyday and business approaches, helping students apply what they have learnt to real-life situations.
- Through audio exercises and pronunciation guides students can develop self-confidence in spoken English.
- Through workbook exercises students can practise and increase their fluency and confidence.
- Teaches soft skills while teaching English in an interactive, learner-friendly mode.
- Focuses on Indian accents and their correction in all the exercises.
- Workbook has supplementary exercises.

Module	Topic/subtopic	Notes/Remarks
I. Linguistics	Pronunciation and Accent Neutralization <ul style="list-style-type: none"> • Basic phonemic symbols • Common problems with Indian accents and accurate pronunciation <ul style="list-style-type: none"> - 's' and 'z' words - 'sh' and 's' words - 'j' and 'z' words - 'i' and 'ee' words - 'f' and 'v' words - 'v' and 'w' words - vowel and consonant sounds - syllables - rules of word stress and sentence stress - intonation and rhythm 	Mode of teaching: classroom discussions, presentations, group work Use of CD for all pronunciation practices
II. Speaking	<ul style="list-style-type: none"> • Developing Confidence to Speak • Evaluating the audience and situation • Speaking in daily life • Language Functions (Making requests, offering thanks, showing agreements and disagreements etc • Making Small talk • Forming and responding to questions • Participating in Conversation 	
III. Listening	<ul style="list-style-type: none"> • Listening <ul style="list-style-type: none"> - active listening - bad listening habits and their cures - listening and taking notes: main ideas and details 	Mode of teaching: classroom discussions, presentations,

	<ul style="list-style-type: none"> - getting the gist - evaluation of what is heard - Use of Authentic Material to develop listening skills as per the requirement of the target group 	group work
IV. Reading	<p>Reading</p> <ul style="list-style-type: none"> • Types of Reading • Strategies for active reading • Components of Reading Skills • Factors affecting Reading Efficiency • Techniques for improving reading efficiency • summarizing, thinking critically • 'Browsing' vs in-depth reading: understanding the main arguments 	Mode of teaching: classroom discussions, presentations, group work
V. Writing	<ul style="list-style-type: none"> • Structure of an essay, composing an essay, drafting, editing, finalizing essays • Emails (structure and etiquette) • Reports: the process and structure of writing a report • Critical writing: understanding arguments and reasoning; the do's and don'ts 	Mode of teaching: classroom discussions, presentations
VI. Grammar and Vocabulary Review	<ul style="list-style-type: none"> • Active-Passive Voice • Subject-Verb Agreement • Model Verbs • Connectives • Articles • One-word substitutes (List to be provided) <p>Note: All the grammatical exercises to be taught and tested in context.</p>	Mode of teaching: classroom discussions, presentations, group work

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02FECA02 – Computer Skills - I
(4 Credits 60 Hrs)

Course Introduction: Computer Skills are an essential part of our lives today. Computers are used for all kinds of purposes in our professional lives. Due to the digital divide a large section of our students however do not receive adequate computer skills and remain disadvantaged in this regard. This course bridges the gap successfully. This course trains the student, through a combination of lab and lecture contact, in all the basic components of computers, the main usages of computers in daily and professional lives and the key information that any person in today's world should have about computers. This course may be offered to all students of the undergraduate programme.

Course Outline

Module	Subtopics	Notes/Remarks
I. Introduction to Computers	<ul style="list-style-type: none"> • History of Computers • Parts of a Computer • Input Devices • Output Devices • CPU <ul style="list-style-type: none"> ○ Motherboard • Internal Memory – <i>RAM</i> and <i>ROM</i> • Storage Drives • Sound and Video 	Mode: Lectures
II. Introduction to the Internet	<ul style="list-style-type: none"> • Internet History • What is WWW? • Tools for Creating Web pages/sites • Search Engines • Internet Browser and Server • Programming for the Web • Email • Chat • Using Internet Explorer <ul style="list-style-type: none"> • Tabs • The Menu bar • The Standard toolbar • Home, Print and Page • The Address bar • The Status bar 	Mode: Lectures
III. Working with Windows—Part I	<ul style="list-style-type: none"> • Starting and Shutting Down Windows <ul style="list-style-type: none"> • Logging On and Switching Users • Changing Your Password • Locking Your Computer 	Mode: Lectures/Tutorials

	<ul style="list-style-type: none"> • Logging Off • Turning Off Your Computer • Shutting Down Your Computer • Getting Started with Windows <ul style="list-style-type: none"> • Starting Programs • Working with Icons • Working with Menu and Menu Commands • Using Dialog Boxes 	
IV. Working with Windows—Part II	<ul style="list-style-type: none"> • Working with the Windows Desktop • Using the Windows Explorer • The Control Panel <ul style="list-style-type: none"> • Sound and Audio Devices • Accessibility Options • Network Connections • Portable Media Devices • Printers and Faxes • Working with Files • Working with Folders • Language Settings Using Help 	Mode: Lectures/Tutorials

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02CEPL01 - Introduction to Political Science II
(4 credits, 60 hours)

Objectives

- (1) Building further on the knowledge acquired in Paper I, this course aims to provide an understanding of the nature and working of the State and government. In particular, it sensitizes students to the divergent perspectives on the legitimate functions of the State and its relationship with citizens.
- (2) The course also provides basic orientation to various forms of government. As the global and international dimensions of the State are equally vital today, the course imparts basic awareness of the sovereign state system and the United Nations as a major international organization.

Course Outline

Unit 1 Forms of Government (15 Hours)

- (1) Monarchy
- (2) Aristocracy
- (3) Democracy
- (4) Authoritarianism

Unit 2 Division of Power (15 Hours)

- (1) Parliamentary and Presidential Governments
- (2) Unitary and Federal Governments

Unit 3 Governmental structures and functions. Theory of Separation of powers.

- (1) Legislature: Rule making functions.
- (2) Executive: Rule application function : An analysis of Parliamentary and Presidential Systems.
- (3) Judiciary: Rule adjudication function : Rule of Law and Administrative Law, Judicial Review.

Unit 4 Justice (15 Hours)

- 1) Conceptions of Justice.
- 2) Justice as Reciprocity and Justice as Impartiality.
- 3) Rawls's Theory of Justice.
- 4) The Limits of Justice

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

References:

1. Agrawal, R. C. *Political Theory*, New Delhi: S. Chand, 2004
2. Benn, S. I. & Peters, R. S. *Social Principles and Democratic State*, London: Allen & Unwin, 1971.
3. Chander, Prakash. *International Relations*, New Delhi: Bookhive, 2005.
4. Gokhale, B. K. *Political Science*, Mumbai: Himalaya, 2006.
5. Heywood, Andrew. *Political Ideologies*, London: Palgrave Macmillan, 2007.
6. Kapur, A. C. *Political Science*, New Delhi: S. Chand, 2007.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02CEEC02 - Elements of Economics Theory-II
[4 Credits, 60 Hours]

Objectives: At the end of this course students will be able to

1. Describe the concepts and objectives of study of Economics
2. Explain the behavioral pattern of various economic entities and their inter – relationships within the framework of economic theory.
3. Explain the relevance of economic theory at a Micro Level.

Course Outline

UNIT – I Price Determination and Equilibrium under perfectly Competitive Market: [15 Hours]

1. Markets: Types & Features
2. Cost and Revenue Analysis
3. Cost Curves and Cost-output Relationship
4. Price Determination in a Perfectly Competitive Market
5. Short Run & Long Run Equilibrium of a Perfectly Competitive Firm & Industry under Identical Cost Conditions
6. Diagrammatic Numerical Explanation.

UNIT – II Theory of Distribution: [15 Hours]

1. Wages: Marginal Productivity Theory of Wages,
2. Interest : Elements of Interest, Theory of Interest Rate Determination
3. Rent : Concept of Economic Rent – Ricardian Vs. Modern theory of Rent
4. Profit: Gross Profits and Net Profits, Theories of Profit.

UNIT – III Money and Banking: [15 Hours]

1. Difficulties of Barter System, Money : Meaning, Types & Functions
2. Value of Money- Quantity Theory of Money
3. Banking: Functions of Commercial Banks and Functions of Central Bank.

UNIT – IV Public Finance: [15 Hours]

1. Principles of Public Finance, Sources of Revenue, Types of Taxes, Types of Government expenditure
2. Concept of National Income and Its Components.

Modes of Transaction:

Various methods of teaching could be employed depending upon the objectives of the contents taught. Lecture method is generally used but along with it, as and, when required, discussion method would be fruitful. It may be supplemented with various appropriate audio-visual aids.

Activity assignments (i.e. practical numerical problems) may be given to the students and assignment methods would help them to learn by doing.

References:

- [1] K. K. Dewett & J. D. Verma : Elementary Economic Theory- Latest edition.
- [2] K. P. M. Sundaram : Elementary Economic Theory - Latest edition
- [3] Paul. A. Samulson & Nordhans William D.(2009) : Economics – 18th Edition, Tata M.c Graw – Hill Publishing Company Limited, NEW DELHI
- [4] N. Gregory Mankiw(2002), Principal of Economics, 2nd Edition, Thomson (India)

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02CEPS03 - Introduction to Psychology II
(4 Credits, 60 Hours)

Course Content:

Unit 1: Human Learning

- Kinds of verbal learning: Word learning, concept learning, Associate learning, Organized learning
- Ability to learn: Intelligence, age, arousal and anxiety, Transfer of previous learning
- Strategies of learning : Spaced versus massed practice, Knowledge of results, Reading versus recitation, whole versus part learning

Unit 2: Remembering and Forgetting

- Measures of retention
- Amount retained
- Reasons for forgetting
- Types of forgetting

Unit 3: Thinking and problem solving

- The thinking process
- Kinds of thinking
- Role of images in thinking
- Role of language in thinking
- conceptual thinking
- reasoning
- Solving problems
 - Stages in problem solving
 - Individual factors

Unit 4: Motivation

- The nature of motivation
- Motivational cycles
- Types of motives: physiological, psychological and social
- Measurement of motivation
- The need hierarchy model

References :

1. Baron , R .A. (2 0 0 5) Psychology. Delhi : Pearson education Pte . Ltd .
2. Morgan , C .T. , King , R .A. , Weisz , J .R. , Schopler, J . (2 0 0 5) Introduction to Psychology. New Delhi :Tata McGraw Hill Publishing Company Limited
3. Morgan , C .T. (1 9 7 7) A Brief Introduction to Psychology. New Delhi : Tata McGraw Hill Publishing Company Limited
4. Mishra B.K.(2008) Psychology: the study of human behaviour. PHI learning Pvt. Ltd. New Delhi
5. Gerrett H.E(2009) General psychology. S.Chand & company Ltd. New Delhi.
6. Shergill H.(2010) Psychology Part I. PHI learning Pvt. Ltd. New Delhi

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02CEEN04 - Introduction to English Literature -II
(4 Credits, 60 Hours)

Objectives

At the end of this course, students will be able to:

1. Show their familiarity with major literary genres such as autobiography, short story, and essay
2. Acquaint themselves with significant literary texts
3. Show their familiarity with essential literary terms
4. Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course outline:

Unit	Description	Evaluation Pattern	Teaching Hours	Texts And/Or Topics
1.	Self Study To Show Your Acquaintance With The Significant Literary Terms	Short Notes	6 Hours	M. H. Abrams, <i>A Glossary Of Literary Terms</i> – (Harcourt India, 2000) Autobiography, Biography, Classic, Diary, Essay, Imagination, setting, Irony, Interpretation, Naturalism, Motif, Myth, Short Story, Science Fiction, Theme
2.	Biography And Autobiography	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	R.K.Narayan <i>My Days</i> , Chennai: Indian Thought Publications, 2006
3.	Short Story	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	From <i>Twelve Contemporary Short Stories</i> , (Delhi: Oup) Roald Dahl: <i>Parson's Pleasure</i> , Arthur C Clarke: <i>Hate</i> , Jack London: <i>To Build A Fire</i> , Allan Sealy: <i>How Raj Kapoor Saved My Life</i>
4.	Essay	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	From <i>Pleasures Of English Prose</i> , Ed. Nm Nigam (Macmillan) Essays By Francis Bacon, Richard Steele, Joseph Addison, George Orwell

Teaching Methodology:

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources
3. Supervising projects, presentations and items for self-studies

Activities:

1. Discussions

2. Library research and reference
3. Projects and presentations
4. Assignments

Recommended Books

1. Anderson, Linda. Autobiography, London: Routledge, 2001
2. Abrams, M. H. A Glossary Of Literary Terms – (Harcourt India, 2000)
3. Boulton, Marjorie. Anatomy Series [Poetry, Drama, The Novel, Literary Studies, Criticism]
4. Cuddon, J. A. The Penguin Dictionary Of Literary Terms. London; N.Y: Penguin, 1999
5. Klarer, Mario. .An Introduction To Literary Studies (Routledge, 2000)
6. Scholes, Robert E Carl H. Klaus, Michael Silverman Ed. Elements Of Literature: Essay, Fiction, Poetry, Drama, Film, Oxford University Press, 2004 (3rd Ed)

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02CESC05 - India: Social Structure
(4 Credits, 60 hours)

Objectives:

At the end of this course students will be able to

1. Describe the institutions & concepts of caste, village, marriage, kinship and inheritance.
2. Explain the social structure of Indian Society.
3. Describe the relationship between marriage, family and kinship.
4. Discuss the concept of caste (jati) and caste (jati) mobility.
5. Describe cultural and social change in Indian society.

Course Outline

UNIT – I Structure of Indian Society: (15 Hours)

- The Caste System, Caste & Village Community, Role in Social structure, Social System & Caste Order, Basic Groups and Groupings

UNIT – II Marriage, Kinship and Inheritance: (15 Hours)

- Marriage, Kinship Groups
- Succession and Inheritance
- Family and Kinship Relations.

UNIT – III Jati, Caste and Change: (15 Hours)

- Relations among People of Different Jatis
- Relations within the Jati,
- Jati Mobility,
- Village Panchayat.

UNIT – IV Cultural and Social Change in Indian Society: (15 Hours)

- On Living in a Revolution
- Nation Building in an Independent India
- Science, Technology and Rural Development in India
- The Dual Cultures of Independent India
- Changing Institutions and Values in Modern India

Modes of Transactions:

1. Lecture method is generally used but along with it as and when required discussion method would be fruitful. It may be supplemented with various appropriate audio-visual aids.
2. Assignments may be given on different topics related to the course to help them to learn more.
3. Students may prepare theme paper located on selected units and same may be presented in classroom.

Activities/Practicum:

- 1) Collect information about various caste groups of your neighborhood.
- 2) List out various marriage rites and rituals among different social and religious groups.
- 3) Collect the details of various laws of succession and inheritance.
- 4) Prepare a literature survey on cultural and social changes in society.

References:

1. Srinivas, M. N. 1982. *India: Social Structure* Hindustan Publishing Corporation, Delhi.
2. Mandlebaum, D. G. 1972. *Society in India: Continuity and Change*. Vol. I
Popular Prakashan, Bombay.
3. Mandlebaum, D. G. 1972. *Society in India: Change and Continuity*. Vol. II
Popular Prakashan, Bombay.
4. Ghurye, G. S. 1961. *Caste, Class and Occupation* Popular Prakashan, Bombay
5. Srinivas, M. N. 2002. *Collected Essays* OUP, Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02CEJM06 - Principles of Mass Communication -II
(4 Credits, 60 hours)

Objectives:

- (1) To expose students to the well developed body of media theory and analysis
- (2) To foster analytical skills that will allow them to view the media critically:

Unit 1. Media Theory

- Definition and need & 4 Era's of media theory
- Mass society and mass culture
- Emergence of a scientific perspective
- Era of limited effects
- Cultural criticism

Unit 2. Mass society and mass culture

- Theoretical assumptions of mass society
- Mass society critics
- 'Folk' and 'modern industrial' societies
- Mechanical and organic solidarity
- Direct effects paradigm

Unit 3. Normative theories

- Social responsibility
- Technocratic control vs. libertarianism
- Radical libertarianism - laissez faire
- Civic journalism, developmental theory - Schramm
- Democratic participant theory - Paulo Frieire

Unit 4. Effects theories

- Magic bullet
- Limited effects paradigm - Klapper
- Attitude change '
- Selective exposure and cognitive dissonance
- Moderate effects model
- Lazarsfeld 2-step flow theory

Unit 5. Media and society

- Innis - oral societies, literate societies, electronic society
- Media and technological determinism
- McLuhan - "the medium is the message" "the message is the message" hot and cool medium concept of the global village Raymond William's critique of technological determinism ,
- Issues of media monopoly – cross-media ownership;

- Ownership patterns of mass media, ethical aspects of mass media,
- Freedom of speech and expression, Right to information,

References-

1. Baran and Davis; *Mass Communication theory*; (2000); Thomas-Wadsworth
2. Fiske; *Introduction to Communication Studies*; (1982)
3. Infante, Rancer and Womack; *Building Communication Theory*; 2nd Edition; (1993); Waveland Press
4. Berger; *Media Analysis Techniques*

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEPL01 - Indian Political Thought

Course Rationale:

This is an introductory paper to the concepts, ideas and theories that developed in India. It highlights the main sources of the political tradition in ancient India and its development in modern times. It focuses on key thinkers from ancient to modern times to understand their seminal contribution to the evolution of political theorizing in India. It critically assesses their contribution and explains their relevance to contemporary times. It emphasizes on the distinctive contribution of Indian thinkers to political theorizing and the relative autonomy of Indian political thought. It also situates Indian political thought vis-à-vis other traditions.

Course Content:

UNIT- 1: Sources of Indian Political Thought.

- Shanti Parva of Mahabharat
- Kautilya's "*Arthashastra*"
- Manu Smriti
- Buddhist stream of Thought

UNIT- 2: Political thought in Ancient India:

- Functions of State
- Concept of Dharma(Rule of Law)
- Rajadharma (King's functions & duties)
- Concept of "*Dandaniti*"

UNIT- 3: Kautilya Arthashastra

- Kautilya on Kingship
- Kautilya on Council of Ministers
- Kautilya on Administration of State
- Kautilya on Foreign Policy

UNIT- 4: Dayanand Saraswati and Swami Vivekananda

- a) **Dayanand Saraswati**
 - Arya Samaj
 - Political ideas of Dayanand Saraswati
 - Women, Education & Democracy
- b) **Swami Vivekanand**
 - Philosophy and concept of Freedom
 - Concept of Nationalism and Politics

UNIT- 5: Bal Gangadhar Tilak & Gopal Krishan Ghokle

- a) **Bal Gangadhar Tilak**(Political Philosophy
 - Concept of "*Swaraj*"
 - Nationalism
 - Extremism- As an Idea and Action
- b) **Gopal Krishna Gokhle**
 - Concept of Liberalism
 - Political Goals and Programmes
 - Views on Spiritualism of Politics and Education

Readings:

- A. S. Altekar, *State and Government in Ancient India*, Delhi, Motilal Banarsidass, 1966.
- A. Appadorai, *Documents on Political Thought in Modern India*, 2 vols. Bombay Oxford Uni. Press, 1970.
- J. Bandhopadhyaya, *Social and Political Thought of Gandhi*, Bombay, Allied, 1969.
- J.V. Bondurant, *Conquest of Violence: The Gandhian Philosophy of Conflict*, Berkeley, Uni. of California Press, 1965.
- D. M. Brown, *The White Umbrella: Indian Political Thought from Manu to Gandhi*, Berkeley, Uni. of California Press, 1953.
- R. J. Cashman, *The Myth of the 'Lokmanya' Tilak and Mass Politics in Maharashtra*, Berkeley, University of California Press, 1975.
- B. Chandra, *Nationalism and Colonialism in Modern India*, Delhi, Vikas, 1979.
- K. Damodaran, *Indian Thought: A Critical Survey*, London, Asia Publishing House, 1967.
- T. de Bary, *Sources of Indian Tradition*, New York, Columbia University Press, 1958.
- D. G. Dalton, *India's Idea of Freedom: Political Thought of Swami Vivekananda, Aurobindo Ghose, Mahatma Gandhi and Rabindranath Tagore*, Delhi, Academic Press, 1982.
- A. R. Desai, *Social Background of Indian Nationalism*, Bombay, Popular, 1954.
- R. P. Dutt, *India Today*, Calcutta, Manisha, 1970.
- A. T. Embree (ed.), *Sources of Indian Tradition: from the Beginning to 1800*, India, Penguin Books, 1991.
- S. Ghose, *The Renaissance to Militant Nationalism*, Bombay, Allied Publishers, 1969.
- , *Socialism, Democracy and Nationalism in India*, Bombay, Allied Publishers, 1973.
- , *Modern Indian Political Thought*, Delhi, Allied, 1984.
- U. N. Ghoshal, *A History of Indian Political Ideas*, London, Oxford University Press, 1959.
- J. P. Haithcox, *Communism and Nationalism in India: M. N. Roy and Comintern Policy*, Princeton NJ, Princeton University Press, 1971.
- S. Hay, *Sources of Indian Tradition: Modern India and Pakistan*, India, Penguin Books, 1991.
- C. Heimsath, *Indian Nationalism and Social Reform*, Princeton NJ, Princeton University Press, 1964.
- R. Iyer, *The Moral and Political Thought of Mahatma Gandhi*, Delhi, Oxford University Press, 1973.
- K. P. Jayaswal, *Hindu Polity*, Calcutta, Butterworth, 1924. 47
- K. N. Kadam (ed.), *Dr. B. R. Ambedkar*, New Delhi, Sage, 1992.
- R. P. Kangle, *Arthashastra of Kautilya*, Delhi, Motilal Banarsidass, 1965.
- M. J. Kanetkar, *Tilak and Gandhi: A Comparative Study*, Nagpur, Author, 1935.
- V. B. Karnik, *M. N. Roy: Political Biography*, Bombay, Jagriti, 1978.
- K. P. Karunakaran, *Modern Indian Political Tradition*, New Delhi, Allied Publishers, 1962.
- , *Religious and Political Awakening in India*, Begum Bridge, Meenakshi Prakashanm 1969.
- , *Indian Politics from Dadabhai Naoroji to Gandhi: A Study of Political Ideas of Modern India*, New Delhi, Gitanjali, 1975.
- , *Gandhi- Interpretations*, New Delhi, Gitanjali Publishing House, 1985.
- D. G. Karve, and D.V. Ambedkar, *Speeches and Writings of Gopal Krishna Gokhale*, Bombay, Asia, Publishing House, 1966.
- U. Kaura, *Muslims and Indian Nationalism*, New Delhi, Manohar, 1977.
- V. P. Luthra, *The Concept of Secular State and India*, Delhi, Oxford University Press, 1964.
- V. R. Mehta, *Foundations of Indian Political Thought*, New Delhi, Manohar, 1992.
- B. B. Majumdar, *Militant Nationalism in India and Its Socio-Religious Background 1897-1917*, Calcutta, General Printers, 1960.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEPL02 - Indian Government and Politics -II
(4 Credits, 60 hours)

Objectives

The main concern and thrust of this paper is to familiarise the student with the working of the Indian government. It seeks to introduce the students with political institutions, issues and political processes. It emphasizes local dynamics and influences on political processes that emanate from social stratification of caste, religion, language and regions. This course covers the working of a few select political institutions like political parties, the election commission and judiciary.

At the end of this course students will be able to

1. Discuss the dynamics of Indian politics
2. Comment on impact of caste on politics
3. Critically comment on Sarkaria Commissions' recommendations

Courses Outline:

Unit -1 (20 Hours)

- (a) Dynamics of Indian Politics
- (b) Tension Areas in the Center-State Relations
- (c) Sarkaria Commission's Recommendations
- (d) Judicial Review and reforms
- (e) Public Interest Litigation

Unit-2 (20 Hours)

- (a) The Election Commissions, Elections and Electoral Reforms
- (b) National Political Parties
- (c) Regional Political Parties
- (d) Emergence of Coalition Politics

Unit-3 (20 Hours)

- (a) Impact of caste on politics
- (b) Religion and politics
- (c) Language and politics
- (d) Ethnicity and politics

References:

- Siwach, J.R., Dynamics of Indian Government and Politics, New Delhi: Sterling , 1995.
- Austin, Granville, Working a Democratic Constitution: The Indian Experience, New Delhi Oxford University Press. 2000.
- C.P. Bhambhari, the Indian State: Fifty Years, New Delhi: Shipra, 1997.
- N.G. Jayal, Ed., Democracy in India Experience, New Delhi: Oxford University Press. 2001.
- Narang, A.S. Indian Government and Politics Delhi: Vishal, 1998& 1999.
- Johari, J.C. Indian Government and Politics New Delhi: Gitanjali Publication, 2004

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEEC01 - MICRO ECONOMICS - II
[4 Credits, 60 Hours]

Objectives:

1. Students will be able to describe the market structure.
2. Students will be able to classify market on the basis of measure of power.
3. Students will be able to discuss various theories of Wage and factor pricing.
4. Students will be able to discuss investment analysis and welfare analysis.

Course Outline

UNIT – I Monopoly and Monopolistic Competition [15 Hours]

1. Monopoly and price discrimination;
2. Measures of monopoly power;
3. Monopolistic competition

UNIT – II Duopoly and Oligopoly [15 Hours]

1. Characteristics of Duopoly and Oligopoly
2. Cartel Model
3. Price Leadership under Duopoly
4. Bertrand's Model
5. Sweezy's Price Rigidity Model of Oligopoly

UNIT – III Factor Pricing: [15 Hours]

1. Marginal productivity theory of distribution;
2. Theories of wage determination;
3. Wages and collective bargaining;
4. Wage differentials; Rent - Scarcity rent;
5. Quasi rent; Interest - Classical and Keynesian theories;
6. Profit - Innovation, risk and uncertainty theories.

UNIT – III Investment Analysis: [15 Hours]

1. Introduction to Investment analysis;
2. Concept of Capital budgeting;
3. Payback period - average annual rate of return;
4. Net present value;
5. Internal rate of return criteria;
6. Cost of capital;
7. Risk and uncertainty;

UNIT-IV Welfare analysis: [15 Hours]

1. Introduction; Social welfare; Problems of measuring welfare; Classical welfare economics; Pareto's criteria; Concept of social welfare function; Compensated principle - Kaldor, Hicks.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical Problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Micro economics terms

Activities:

1. Study/Analysis of companies' budget/Investment.
2. Field Visit of various firms.
3. Studying companies/Firm welfare activities.

References:

1. Ahuja H.L(2006) , Modern MicroEconomics-Theory and Application, S. Chand, New Delhi
2. Gould, J.P. and Edward P.L. (1996), Microeconomic Theory, Richard Irwin, Homewood.
3. Henderson J. and R.E. Quandt (1980), Microeconomic Theory: A Mathematical Approach, McGraw Hill, New Delhi.
4. Heathfield and Wibe (1987), An Introduction to Cost and Production Function, Macmillan, London.
5. Koutsoyiannis A. (1990), Modern Microeconomics, Macmillan.
6. Lipsey R.G. and K.A. Chrystal (1999), Principles of Economics (9th Edition), Oxford University Press, Oxford.
7. Mansfield E. (1997), Microeconomics (9th Edition), W.W. Norton and Company, New York.
8. Ray N.C. (1975), An Introduction to Microeconomics, McMillan Company of India Ltd. Delhi.
9. Samuelson P.A. and W.D. Nordhaus (1998), Economics, Tata McGraw Hill, New Delhi.
10. Stonier A.C. and D.C.Hague (1972), A Textbook of Economic Theory, ELBS & Longman Group, London.
11. Varian H.R. (2000), Intermediate Microeconomics: A modern Approach (5th Edition), East West Press, New Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEEC02 - MACRO ECONOMICS - II
[4 Credits, 60 Hours]

Objectives:

Students will be able to

1. Discuss the principles essential to an understanding of fundamental economic problems and the policy alternatives society which may utilize to contend with these problems.
2. This course also aims at enabling the student to reason accurately and objectively about the economic matters and to develop a lasting interest in Economics.

Course Outline

UNIT –I Rate of Interest: [15 Hours]

Concept of interest rate- Gross interest and Net interest- Nominal interest rate and Real rate of interest - relationship between interest rate and bond prices
Classical, Neo-classical and Keynesian theories of interest rate determination- Interest rates and monetary policy.

UNIT-II The Classical and Keynesian Synthesis: [15 Hours]

1. Goods Market and Asset Market
2. The IS Curve; Points on and Off the IS curve
3. The LM Curve; Points on and Off the LM curve
4. Determination of income and interest –Integrated Model.

UNIT - III Determination of Aggregate price level and the problem of Inflation: [15 Hours]

1. Aggregate Demand and Aggregate Supply-Classical case of full wage price flexibility-Keynesian case Of wage price rigidity-Keynesian case of aggregate supply
2. Inflation: Definition; Causes, and types- short run and long run Philips curve-Implications for Macroeconomic Policies, Concepts of Wholesale price index, Consumer Price Index and GDP deflator.

UNIT –IV Business Cycles & Stabilization Policies: [15 Hours]

1. Fluctuations in national income- nature and characteristics of trade cycles
2. Sources of instability in the private sector
3. Hawtrey's monetary theory
4. Hayek's over-investment theory
5. Keynes' views on trade cycle
6. The concept of Accelerator - Samuelson - Stabilization Policies.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Macro economics terms.

References:

1. Ackley, G. (1976), *Macroeconomics : Theory and Policy*, Macmillan Publishing Company, New York.
2. Day, A.C.L. (1960), *Outline of Monetary Economics*, Oxford University Press, Oxford.
3. Gordon, R.J. (1998), *Macroeconomics*, Addison Wesley.
4. Gupta, S.B. (1994), *Monetary Economics*, S. Chand and Co. Delhi.
5. Gupta G.S. (2004) *MacroEconomics-Theory and application*, TATA McGraw –Hill
6. Heijdra, B.J. and F.V. Ploeg (2001), *Foundations of Modern Macroeconomics*, Oxford University Press, Oxford.
7. Lewis, M.K. and P.D. Mizan (2000), *Monetary Economics*, Oxford University Press, New Delhi.
8. Shapiro, E. (1996), *Macroeconomic Analysis*, Galgotia Publications, New Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEPS01 - Basic Psychological Processes II
(4 Credits, 60 Hours)

Objectives:

1. Describe the process of motivation, thinking, emotion -feelings and intelligence.
2. To make the student understand the processes involved in motivation, thinking , Emotion-feelings and intelligence
3. To help the student understand their own experience and also the social world by the application of motivation, thinking, emotion-feelings and intelligence
4. Helps the student to explain the higher order complex cognitive processes and the dynamic sensory experiences on the basis of motivation, thinking, emotion -feelings and intelligence

Course Content:

Unit 1: States of mind (15 hours)

- What is consciousness?
- Nature of consciousness
- Altered states of consciousness
- Day dreaming

Unit 2: Attentional Process (15 hours)

- Nature & definition
- Span of Attention
- Fluctuation of Attention
- Division of Attention
- Distraction of Attention
- Factors affecting attention

Unit 3: Personality

- Definition
- Determinants of personality
- Classification of personality
- Measurement of personality: MMPI, 16 PF, EPQ, Projective technique.

Unit 4 : Psychological Bases of Arousal and Emotion (15 hours)

- Definition
- Characteristics of Emotion
- Theories of Emotion: James-Lange, Cannon-Bard,
- Bodily changes in emotions

Activities / Practicum

The following activities may be carried out by the students:

- i. Activity of collecting of pictures depicting various emotions, from magazines or newspapers and identification of emotions by others.

- ii. Brainstorming on a number of statements used to prevent the emergence of creative ideas.

Modes of Transactions:

Various methods of teaching should be employed depending on the objectives of the content taught:

1. Lecture method
2. Discussion method fruitful. It may be supplemented with various appropriate audio-visual aids.
3. Activity assignment that would help students to learn by doing.
4. The students may be taken to field trip to local areas and collect relevant data about various psycho-social processes and make analysis regarding its relevance to psychology.
5. Project method may be used to teach about how various activities reflect psychological processes.
6. Students may prepare theme paper related to selected units and the same may be presented in small groups.

References:

1. Baron, R.A. (2005) Psychology. Delhi: Pearson education Pvt . Ltd.
2. Morgan, C.T., King, R.A., Weisz, J.R., Schopler, J. (2005) Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi : Tata McGraw Hill Publishing Company Limited

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEPS02 - Social Psychology II
(4 Credits, 60 Hours)

Unit 1: Group (15 hours)

Types of group
Nature and characteristics of Group
Social facilitation
Social loafing
Group cohesiveness
The effects of group on behavior

Unit 2: Aggression (15 hours)

Definition
Social Determinants of aggression
Situational Determinants of aggression
The prevention & control of aggressive behavior

Unit 3: Marriage and intimate relationships (15 hours)

Moving towards Marriage
Marital Adjustment across the Family life cycle
Vulnerable areas in marital Adjustment
Divorce
Alternatives to Marriage
Challenges to the Traditional model of Marriage

Unit 4: Leadership (15 hours)

Definition
Nature and function
Contingency approach to leadership
The characteristic leadership

References:

1. Baron, R .A. (2005) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan, C.T., King, R .A., Weisz , J .R . , Schopler, J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Myres, David G (1994) Exploring social Psychology. New York: Mc Graw hill
5. Vipin B. Kumar(2008) A Text Book of Social Psychology. Mumbai:Himalaya publishing house

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2

BA (Advanced) UA02EEEN01 - History of English Literature: An Overview – II
(4 Credits, 60 hours)

Objectives

1. The Objective Of This Paper Is To:
2. Give Students An Overview Of The History Of English Literature From The 18th Century To The Present, As Per UGC Model Curriculum
3. Offer A Systematic Understanding Of The Socio-Political And Literary Context Of Different Ages
4. Enhance The Students' Grasp Of The Relationship Between The Historical Period And Its Literary Manifestations Through The Substantiation Of Each Significant Period With A Representative Text Prescribed For Non Detail Study.

Course Outline

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
1	Eighteenth & Early Nineteenth Century	Critical Essay-Type Questions And/Or Short Answer Questions	18 Hours	Text For Detailed Study: A Brief History Of English Literature, John Peck And Brian Coyle, Houndsmill: Palgrave, 2004 Chapters 7, 8 And 9
2	Mid To Late Nineteenth Century	Critical Essay-Type Questions And/Or Short Answer Questions	18 Hours	Text For Detailed Study: A Brief History Of English Literature, John Peck And Brian Coyle, Houndsmill: Palgrave, 2004 Chapters 10, 11 And 12
3	Twentieth Century And After	Critical Essay-Type Questions And/Or Short Answer Questions	18 Hours	Text For Detailed Study: A Brief History Of English Literature, John Peck And Brian Coyle, Houndsmill: Palgrave, 2004 Chapters 13, 14, 15 And 16
7	Self Study	Short Answer Questions	6 Hours	Texts For Non-Detailed Study: <ol style="list-style-type: none"> 1. Robinson Crusoe Daniel Defoe 2. Oliver Twist Charles Dickens 3. 'The Wasteland' T.S. Eliot 4. <i>List of writers, works, publication year, genre to be prepared by the concerned teacher.</i>
	NOTE:	List of topics, writers and literary works to be prepared by the concerned teacher.		

Teaching Methodology

1. Lecture Method Combined With Discussion.
2. Use Of Audio Visual Aids And Internet Resources
3. Supervising Projects, Presentations And Items For Self-Studies

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Daiches, David. A Critical History of English Literature. Allied Publishers Pvt. Ltd., 1979
2. Ford, Boris. New Pelican Guide To English Literature Series, Harmondsworth, Penguin, 1982
3. Gm Trevalyan, English Social History: A Survey Of Six Centuries, Chaucer To Queen Victoria, Longmans, 1965
4. Legouis And Cazamian, History Of English Literature, New York: Macmillan, 1926
5. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
6. Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEEN02 - English Prose - II
(4 Credits, 60 hours)

Objectives:

At The End Of This Course, Students Will Be Able To:

Describe The Historical Development Of Prose From The Eighteenth To The Twentieth Century.
 Identify Some Of The Sub-Genres Of Prose. Get Acquainted With Some Of The Significant Canonical Prose Texts, Authors, Years Of Publication, Literary Style/Period, Themes, And Generic Characteristics Across Cultures.

Course Outline

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
1	Autobiography	Critical Essay And/Or Short Answer Que.	18 Hours	Fredric Douglas – A Slave’s Life (New York: Random House)
2	Letters	Short Answer Questions And Reference To Context	18Hours	Text-Jawaharlal Nehru – Letter From A Father To His Daughter .New Delhi: Children’s Book Trust
3	Travelogue	Critical Essay And/Or Short Answer Que.	18 Hors	Text-Gerald Durrell – My Family And Other Animals (Penguin)
4	Self Study: To Show Acquaintance With Text, Author, Year Of Publication, Literary Style/Period, Themes, And Generic Characteristics.	Short Answer Questions	6 Hours	British Thomas Carlyle – Sartor Resartus R. L. Stevenson – Travels With A Donkey Lytton Strachey –Eminent Victorians Bertrand Russell – Unpopular Essays European (Non- English) Augustine – The Confessions Erasmus – In Praise Of Folly Montaigne – Essays American Ralph Waldo Emerson American Scholar H. D. Thoreau – Walden & Civil Disobedience W.E.B. Dubois – The Souls Of Black Folk Indian M. K. Gandhi – The Story Of My Experiments With Truth B. R. Ambedkar – Annihilation Of Caste

Teaching Methodology:

1. Lecture Method Combined With Discussion.
2. Use Of Audio Visual Aids And Internet Resources.
3. Supervising Projects, Presentations And Items For Self-Study.

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Boulton, Marjorie. The Anatomy Of Prose. New York: Routledge, 1968
2. Earle, John. English Prose: Its Elements, History And Usage, Read Books, 2008
3. McIntosh, Carey. The Evolution Of English Prose. 1700-1800, Style, Politeness And Print Culture, Cambridge University Press, 1998
4. Read, Herbert . English Prose Style, Bell, 1963
5. Robert E. Scholes, Carl H. Klaus, Michael Silverman Ed. Elements Of Literature: Essay, Fiction, Poetry, Drama, Film , Oxford University Press, 2004 (3rd Ed)
6. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
7. Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEJM01 - Development of Media –II
(4 Credits, 60 hours)

Unit 1- Television

Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

Unit 2- Films& Cinema

Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

Unit 3- Folk Media

Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.

Unit 4- New Media

Development of new media; convergence – internet – on line.

References-

1. Ed. Bill Nichols; Movies and Method; 2 Volumes; University of California Press 1976
2. Gaston Roberge; Chitra Bani; A Book on Film Appreciation *
3. Cherry Potter, Image. Sound and Story - The art of telling in Film; Seeker & Warburg, 1990
4. Gaston Roberge; The Ways of Film Studies; Ajanta Publications; 1992
5. Gerald Mart; A short history of the Movies; The University of Chicago Press 1981
6. Erik Bamouw & S. Krishnaswamy; Indian Film; Oxford University Press 1980
7. Toren Grodal; Moving Pictures; Oxford University Press, 1997

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 2
BA (Advanced) UA02EEJM02 - Electronic Media (Radio and Television)
(4 Credits, 60 hours)

Unit 1- Electronic Media

Evolution and growth of electronic media: radio, television and internet.

Unit 2- Characteristics

Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links.

Unit 3 - Radio

A)

- 1) Radio language
- 2) Script writing for news, newsreel,
- 3) Documentary, feature, drama, speech, skit, soap opera and special audience programmes
- 4) Voice presentations
- 5) Announcing
- 6) Comparing
- 7) Adlibbing
- 8) Interviewing
- 9) Narrating
- 10) Conversation
- 11) News reading
- 12) Programme policies and services
- 13) Critical analysis of radio programmes
- 14) Radio forums and clubs
- 15) Audience research

B)

- 1) Radio programme production techniques
- 2) Sound studios and transmission facilities
- 3) Reverberation and echo
- 4) Various types of microphones
- 5) Tape recorders and playback machines
- 6) Recording
- 7) Sound mixing
- 8) Editing

Unit 4 - Television

1) Scripting for various kinds of programmes on television

Documentaries and features

Entertainment programmes

On-line programmes

Educational programmes

2) Modes of presentation

3) Programme research

4) Planning

5) Budgeting and scheduling

6) Indoor and outdoor shooting

7) Video production

- Introduction to video camera techniques
- Audio techniques
- Television studio operations
- Lighting
- Live programme production
- Role and functions of studio personnel
- Graphics
- Special effects
- Editing

References-

1. Wurtzel; *Television Production*

2. Zettl; *Television Production Handbook; 7th Edition*

3. J. Zachariah, Aruna; *Communication Media and Electronic Revolution; (1996); Kanishka*

4. Bhatt, S.C; *Satellite Invasion of India; (1994); Cyan Publishing House*

5. Ed. Goonasekera and Lee, S.N; *Television without borders; (1998); Asian Media Information and Communication Centre*

6. Burton, Graeme; *Talking Television; (2000); Arnold*

7. Alec Nisbett, *The techniques of the sound studio - Focal Press 1987*

Annexure II
Sardar Patel University
B A Advanced (Eng Med) Program – Choice Based Credit System
Courses of Study

	SEMESTER 3	SEMESTER 4
Foundation (Each courses = 4 credits)	1. Corporate Communication - I 2. Basic Computer Skills-II	1. Corporate Communication – II
Core Course (Any 2) (2 Courses X 4 credits = 8 Credits)	1. Introduction To Indian Constitution 2. Indian Economy 3. Child Psychology 4. Introduction To English Literature -III 5. Introduction To Creative Writing	1. International Political Organizations 2. Indian Economic Structures 3. Counseling Psychology 4. Indian Writing In English 5. Introduction To Public Relations
Elective (Any One Group + Research Methodology) (4 Courses X 4 credits = 16 Credits)	<p>Introduction To International Politics Western Political Thought –I Public Administration</p> <p style="text-align: center;">OR</p> <p>Mathematical Techniques In Economics Public Finance Economics Of Growth And Development</p> <p style="text-align: center;">OR</p> <p>Experimental Psychology (Theory)-I Experiments In Psychology-I (Practical) Fields Of Psychology-I</p> <p style="text-align: center;">OR</p> <p>Reading And Understanding Poetry English Literary Criticism I History Of Indian English Literature</p> <p style="text-align: center;">OR</p> <p>Principles Of Marketing Feature And Opinion Print Production And Photography</p>	<p>Political Theory Indian Administration Theoretical Dimensions Of International Relations</p> <p style="text-align: center;">OR</p> <p>Statistical Techniques In Economics International Economics –I Banking And Financial System</p> <p style="text-align: center;">OR</p> <p>Experimental Psychology (Theory)-II Experiments In Psychology-II (Practical) Fields Of Psychology-II</p> <p style="text-align: center;">OR</p> <p>Reading And Understanding Fiction English Literary Criticism II History Of Indian Writing In English II</p> <p style="text-align: center;">OR</p> <p>Introduction To Advertising Niche And Magazine Journalism Advertising And Marketing Research</p> <p style="text-align: center;">& Research Methodology</p>
Social Orientation and Extension Activities (1 Course X 2 credits =2 Credits)	NSS/NCC	NSS/NCC

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03FECC01 - Corporate Communication - I
(4 Credits 60 Hrs)

Objectives:

- The course focuses on developing the reading, writing, speaking and listening skills of students, also providing adequate training in grammar and vocabulary building.
- It aims to teach students English through practical, everyday and business approaches, helping students apply what they have learnt to real-life situations.
- The course also teaches soft skills while teaching English in an interactive, learner-friendly mode.

Module	Topic/subtopic	Notes/Remarks
Introduction	<ul style="list-style-type: none"> • Business Communication • Layout of a business letter • Forms of Layout • Principles of Letter Writing • Memo and its usefulness 	Contact hours: 10 Mode of teaching: lecture, classroom discussions
Letter writing	<ul style="list-style-type: none"> • Letters of Inquiry, Reply, Placing Order, Executing Order, Making Complaints, Adjustment • Sales Promotion Letter • Structure of Memo 	Contact hours: 20 Mode of teaching: classroom discussions / presentations/ group work
Making Presentations	Presentation Skills <ul style="list-style-type: none"> • Creating your own style • Format of a Presentation • Preparing Presentation Material • Planning your talk • Presenting with Visual Aids • Speaking effectively • Managing your audience Body Language <ul style="list-style-type: none"> • Positive Gestures • The Gazes • Smiles • Hand Movements • Styles of Walking • Voice Modulations 	Contact hours: 15 Mode of Teaching: classroom discussions, presentations, group work
Grammar and Vocabulary Review	Proverbs, Narrative Speech, Connectives, Common Grammatical Errors made by the students	Contact hours: 15 Mode of teaching: classroom discussions, presentations, group work
Practical	Writing reports for various purposes Making presentation on them. (Work with NGOs, Schools, Companies etc in the form of internship with HR Dept)	A fortnight Internship at an organization

- **Evaluation Pattern: Theory 60 (2hrs paper) + Practical 60**

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03FECA02 - Basic Computer skills-II
(4 Credits 60 Hrs)

Unit I- Introduce personal computers

- General characteristics of personal computers
- Operating system concepts(MS-DOS)
- Definition of toolbars copy a folder deleting a file etc

Unit II- Introduction to word processing (MS WORD)

- Creating a document & concept of all toolbars
- Copy, paste, cut and all editing commands and file commands
- Formatting commands
- Table creating and all the options of table creating
- Spell checking & grammatical errors
- Mail merge

Unit III- Introduction to spreadsheet software package (MS EXCEL)

- Building a worksheet, entering formulas, naming cells and copying windows
- Printing worksheets, selection of commands
- Formulas, keyboard, worksheet commands, range commands

Unit IV- Introduction of presentation software (MS Power Point)

- What is Power Point?
- Usefulness and advantages of Power Point
- File operations, file new, open, save, save as, file print
- Edit operations, copy, delete
- View slide, slide show, header, footer
- Slide animation, custom animation, slide layout, background, font change

Unit V- Introduction to MIS

- What is Management?
- What is Information?
- What is System?
- MIS functions
- MIS characteristics.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03CEPL01 - Introduction to Indian Constitution
(4 credits, 60 hours)

Course content

Unit I Pre - Independence Constitutional Reform (10 hours)

- Constitutional Reform Under British Rule (19th Century)
- Government of India Act 1909, 1919 and 1935.
- Cabinet Mission Plan and the Indian Independence Act.

Unit II Making (10 hours)

- Constituent Assembly and the Process of Constitution Making.
- Challenges and Obstacles in the way of constitution making

Unit III Introduction (25 Hours)

- Part I and Part II
- Part III
- Part IV and IV (A)

Unit IV Bodies (15 hours)

- Provisions Made for Central Administration.
- Provisions Made for State's Administration.

References:

- Constitution of India Paras Diwan, Pam Rajput, India, Sterling, 1979 .
- Constitution of India Durga Das Basu, India S.C. Sarkar, 1988 .
- The Constitution of India: Its philosophy and basic postulates, Pralhad Balacharya Gajendragadkar, Oxford University Press, 1969.
- The constitution of India P.M. Bakshi Universal Book Traders, 1992.
- Constitution of India: vision, reality, and reform G. R. S. Rao Centre for Public Policy and Social Development, 1998.
- Constitution of India: review and reassessment Subhash C. Kashyap Universal Law Pub. Co., 2006.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03CEEC02 - Indian Economy
(4 Credits, 60 Hours)

Course content

UNIT – I Development Issues & Population: [25 %]

1. Characteristics of under development,
2. Planning in India: Objectives, achievements,
3. Financing of plans,
4. Theories of Population: Malthusian Theory, Theory of Demographic Transition,
5. Growth of population in India,
6. Applicability of demographic transition theory to India's population growth.

UNIT – II Agriculture: [25 %]

1. Place of Agriculture in the Indian economy –
2. Land relations and land reforms - consolidation of holdings, and ceiling on Land holding
3. Green Revolution:- Meaning, achievements and failures
4. Recent developments in agriculture.

UNIT – III Industry: [25 %]

1. Role of Industry in the Indian economic development,
2. Private sector and public sector,
3. Industrial finance - Sources and types
4. New industrial policy of 1991 and the process of liberalization.

UNIT – IV Money, Prices and Public Finance: [25 %]

1. Growth of money supply and changes in price level,
2. Causes and effects of inflation in India,
3. Sources of revenue of government in India
4. Deficit Financing in India.

Modes of Transaction:

Lecture methods will be generally followed, however, there will be Class discussion and economic quiz for assessing the level of understanding the topics by the students, Audio Visual aids will be used if available.

Activities:-

Discussion on Various economic problems

References:

1. Rudar Dutt and K.P.M. Sundram, 2006, Indian Economy, S.Chand & Company, Delhi.
2. A.N. Agarwal, 2006, Indian Economy, Vikas Publishing House Pvt.Ltd., New Delhi.
3. Ishwar C. Dhingra, 2006, The Indian Economy, Tata McGraw-Hill Publishing Company Ltd. Delhi.
4. Misra and Puri, 2006 Indian Economy, Himalaya Publication House

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03CEPS03 – Child Psychology
(4 Credits, 60 Hours)

Objectives:

1. To provide students a perspective on child development
2. To acquaint the students with the nature of child development, growth and behavioral problems.

Course content

Unit I : Introduction to Child Psychology :

Definition & Brief history of Child Psychology
Scope of Child Psychology

Unit II : Child development

What is development?
Characteristics of child development
Physiological, Emotional and social development of child

Unit III : Development of child personality

Factors affecting child personality development: Biological, Social
Measurement of personality
Stages of personality development

Unit IV Mental Hygiene and some behavioral problems of child

What is Mental Hygiene?
Classification of child behavioral problems
Parent child relationship

References:

1. Elizabeth B Hurlock Developmental Psychology – a life-span approach_ 5th edition, Tata Mc Graw Hill Publication, 1981
2. Child Psychology – a contemporary viewpoint (1993) E. M. Hetherington & Ross D Parke, 4th edition McGraw Hill Pub.
3. Child Development (1996) – Laura C Berk. Prentice Hall of India (Pvt) Ltd. 3rd edition.
4. Child Development – (1997) – Thomas J. Berndt, 2nd edition. Brow & Benchmark Pub.
5. Child Development – (1994) D.E. Papalia. Sally W. Olds, 5th edition Tata McGraw Hill.
6. Introduction to Psychology – (1993) Morgan King , Weiss and Schopler, 8th ed. Tata Mc Graw Hill.
7. Life span Development – (1999) John W. Santrock, 7th edition Mc Graw Hill.
8. Understanding Psychology – (1999) Robert S. Feldman, 5th edition Tata McGraw Hil Edi.
9. Mental Heath in Indian Children . Malavika Kapur Saga Publishers.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3

BA (Advanced) UA03CEEN04 - Introduction to English Literature -III
(4 Credits, 60 Hours)

Objectives

At the end of this course, students will be able to:

1. Show their familiarity with literary genres such as One Act Plays, Narrative Poetry, Novella,
2. Acquaint themselves with significant literary texts
3. Show their familiarity with essential literary terms
4. Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course outline

Unit	Description	Evaluation Pattern	Teaching Hours	Texts And/Or Topics
1.	Self Study To Show Your Acquaintance With The Significant Literary Terms	Short Notes	06 Hours	15 Terms to be given with reference to the forms to be learnt, themes and style of the work
2.	Narrative Poetry (epic, ballad, elegy and ode)	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	❖ The Rime of the Ancient Mariner by Coleridge ❖ Ode to Clothes by Pablo Neruda/ Ode on A Grecian Urn by Keats ❖ Elegy Written in a Country Church Yard by Gray
3.	One-Act Plays	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	D. S. Maini (ed): Masks: One-Act Plays Macmillan, India, 1995. (plays to be selected by the teacher)
4.	Novella	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	ANY ONE TO BE DISCUSSED ❖ Robert Louis Stevenson's <i>Dr Jekyll and Mr. Hyde</i> ❖ George Orwell's <i>Animal Farm</i> ❖ Hemingway's <i>Old Man and the Sea</i> ❖ John Steinbeck - <i>Of Mice and Men</i>

Teaching Methodology:

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources
3. Supervising projects, presentations and items for self-studies

Activities:

1. Discussions
2. Library research and reference
3. Projects and presentations
4. Assignments

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03CEJM03 - INTRODUCTION TO CREATIVE WRITING
(4 Credits, 60 Hours)

Objective: To encourage and enable students to write stories, poems, plays creatively.

1) Formal aspects of Short stories

- a) Genre - science fiction, horror, romance
- b) Theme
- c) Plot
- d) Character
- e) Point of View
- 0 Setting
- g) Tone
- h) Symbolism >

Analyse at least 6 contemporary short stories on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Short Story as a part of project work.

2) Formal aspects of Poetry

- a) Theme
- b) Diction
- c) Tone
- d) Imagery,
- e) Symbolism
- f) Figures of Speech
- g) Meter, Rhythm, and Sound
- h) Structure & Form »

Analyse at least 8 poems on the basis of each of these formal aspects, which will enable the student to write Poetry as a part of project work.

3) Formal aspects of Drama

- a) Theme
- b) Character /•
- c) Plot i
- d) Form
- e) Dialogue writing

Analyse at least 2 contemporary plays/drama on the basis of each of these formal aspects, which will enable the student in his/her attempt, to write Drama as a part of project work.

4) Screenplay writing

a) Converting short stories into screenplays

Reference:

Creative Writing Title of the Book

1. The Anatomy of Drama
2. On Writing of the Short Story (Harper & Row)
3. Fiction Writer's Handbook (Harper & Row)
4. The Way to Write Novels (Elm Tree Books)
5. Poetry in the Making (Faber)
6. The Creative Writer (Writer's Digest, Cincinnati, Ohio)
7. The Writer's Handbook (The Writer Inc. Boston)
8. Brief Handbook for Writers (Prentice Hall)

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEPL01 - Introduction to International Politics
(4 Credits, 60 Hours)

Unit I. Introduction

- 1.1 Meaning, Nature And Scope of International Politics.
- 1.2 Theories of International Politics.
- 1.3 Nature and Functioning of Sovereign State system.

Unit II. Key Concepts

- 2.1 Colonialism, Neo-colonialism and Imperialism.
- 2.2 Uni-Polarity, Bi-Polarity and Multi-Polarity.

Unit III Cold War

- 1.1 Meaning, and Origin of cold war
- 1.2 Détente and New Cold War
- 1.3 Post Cold War Period and the Disintegration of USSR.

Unit IV Global Order

- 4.2 Globalization.
- 4.3 Global Terrorism.
- 4.4 Emergence of Third World.

References:

Viney Kumar Malhotra *International Relations*, Anomol Publications Pvt. Ltd, New Delhi.
Rama S. Mekote, *Regional Organizations: A Third World Perspective*, Sterling Publications, 1990.
International Relations: Critical Concepts in Political Science, Andrew Linklater, Routledge Publications, London.
Chandra Prakash, *International Relations*, Bookshelves New Delhi, 2005.

5.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEPL02 - Western Political Thought –I
(4 Credits, 60 hours)

Unit I Socrates

Contribution of Socrates to the field of Western Political Thought

Unit II Plato

Contribution of Plato to western Political Thought

Unit III Aristotle

Contribution Aristotle to Western Political Thought

Unit IV Transition

Shift from Ancient, Medieval to Modern Period

Church State Relationship.

Theory of Two Swords.

References:

Western Political Thought, Prem Arora, Bookshelves Publications Ltd, New Delhi.

A history of Western political thought J. S. McClelland, Routledge Publications Ltd.

Western Political Thought: From Socrates To The Age Of Ideology, 2/E Nelson, Dorling kindetrseely India Pvt.ltd. New Delhi

History of Western Political Thought, Radhey Shyam Chaurasia

Western Political Thought: From Plato to Marx, Shafali Jha, , Dorling kindetrseely India Pvt.ltd. New Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEPL03 - Public Administration
(4 Credits, 60 hours)

Unit 1 Introduction (10 hours)

- 1.1 Meaning, Nature and Scope of Public Administration.
- 1.2 Evolution of Public Administration.

Unit II Approaches (10 hours)

- 2.1 Approaches to understand Public Administration (classical vs. Contemporary)
- 2.2 Theories of Public administration; Decision making theory and two factor theory

Unit III Key Concepts (25 hours)

- 3.1 Organizational Management
- 3.2 Hierarchy
- 3.3 Span of control
- 3.4 Delegation of Authority
- 3.5 Line and staff Agency

Unit IV Budget (15 hours)

- 4.1 Meaning of Budget and the process of the formulation of budget.
- 4.2 Implementation of Budget
- 4.3 Budget making in India
- 4.4 Chief Executive: Powers, Position and role.

Reference:

Avasthy and Maheshawari , *Public Administration*, Oxford University Press,
Jack Rabin, *Hand Book of Public Administration*, CRC Taylor and Frances.
M. Laxmikanth, *Public Administration*, Tata McGraw Hill Publications.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEEC01 - MATHEMATICAL TECHNIQUES IN ECONOMICS
[4 Credits, 60 Hours]

UNIT - I : Basic Concepts: [25 %]

Variables, Functions, Types of Functions: Linear & Nonlinear Equations, Identities, Systems of Equations, Equilibrium, Applications of linear and non linear systems. Introduction to logarithms and laws of indices with their applications.

UNIT – II: Differentiation – Economic Applications I: [25 %]

Differentiation of a Bi-variate Function, Logarithmic and Exponential Function: Concepts of Slope, concavity, convexity and point of inflexion, Maxima and Minima,

UNIT – III: Differentiation – Economic Applications II: [25 %]

Elasticity of a Function, Elasticity of Demand, Interrelationships among TR, AR, MR and Interrelations among TC, TFC, TVC, AFC, AVC, AC and MC of a short-run cost function

UNIT – IV: Input-Output and Linear Programming: [25 %]

- 1 Matrices: Various types, Determinant of a matrix, Inverse of a matrix, Cramer's rule.
- 2 Input-output analysis: Simple static model – assumptions, applications. Linkages.
- 3 Linear programming: Concept, uses, solution through graphic Method.

Modes of Transaction:

1. Lecture method is generally used but along with it, as and when required, discussion method would be fruitful.
2. Numerical examples may be provided to the students by teacher and assignment method would help them to learn by doing.
3. Students may be asked to collect relevant economic data and analyze the relations so as to understand the practicality of the subject.
4. Wherever necessary Power point presentations may be used for delivery of lectures.

Activities:

1. Activities on Mathematical Concepts
2. Case analysis for decision making

References:

1. Allen R.G.D. (1974), Mathematical analysis for Economists, Macmillan Press, London.
2. Black, J. and J.F. Bradley (1973), Essential Mathematics for Economists, John Wiley & Sons.
3. Monga G. S.(2003), Mathematics and Statistics for Economics, Vikas Publishing House Pvt Ltd.
4. Edward T. Dowling (2004), Theory and problems of Mathematics for Economists, Schaum's Series Outline.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEEC02 - PUBLIC FINANCE
[4 Credits, 60 Hours]

UNIT- I Introduction: [25%]

1. Meaning and scope of public finance
2. Distinction between private and public finance, concepts-Public good, private goods, Club goods, Merit goods.
3. Government Budget: Economic and Functional Classification of budget

UNIT- II- Public Revenue: [25%]

1. Revenue receipts and Capital receipts
2. Taxation: Meaning
3. Canons of Taxation
4. Types of taxes
5. Effects of taxation characteristics of a good tax system

UNIT- III- Public Expenditure: [25%]

1. Meaning, classification of public expenditure,
2. Canons of public expenditure
3. Effects of public expenditure
4. Wagner's law related government expenditure.

UNIT- IV- Public Debt [25%]

1. Classification of public debt
2. Burden of public debt
3. Methods of debt redemption
4. Impact of public debt on production, consumption, distribution and employment

Modes of Transaction:

1. Lecture methods supplemented by audio visual aids.
2. Impromptu quiz for assessing the level of understanding by the students
3. Class discussion.

References:

1. Bernard P. Herber – Modern Public Finance Chapter – 1 – AITBS, Delhi – 5th edition
2. Musgrave R. A.: The Theory of Public Finance – McGraw Hill Book Company
3. Musgrave R. A and Musgrave P. B. , Public Finance Theory and Practice Chap-1 - McGraw Hill Book Company
4. Choudhry R. K. – Public Finance and Fiscal Policy – Kalyani Publishers, Delhi 2004
5. Holley Ulrich(2004): Public Finance in Theory and Practice Chap. 4 – Thomson N. Y.
6. A. L. Hillman: Public Finance and Public Policy. Chapter – 1 – Cambridge, New York 2003.
7. S. K. Singh : Public Finance in Theory & Practice, S. Chand & Co. 2004.
8. Manker V.G. & Sarma S.L.: Public Finance : Theory and Practice – Himalaya Publishing House
9. Mithani D. M. : Modern Public Finance: Theory and Practice - Himalaya Publishing House Bhatia
- H. L.: Public Finance – Vikas Publishing House Pvt. Ltd, New Delhi 18

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEEC03 - ECONOMICS OF GROWTH AND DEVELOPMENT
[4 Credits, 60 Hours]

Unit – I Economic Development – Role and values: [25 %]

1. Development, Growth and underdevelopment
2. Measuring development and development gap
3. Per capita income, inequality of income
4. Human development index and other indices of development and quality of life

UNIT – II Theories of Economic Development: [25 %]

1. Classical theory of development
2. Karl Marx and the theory of development
3. Vicious circle of poverty, circular causation,

UNIT III: Strategies of Growth:

1. Types of Strategies - Big push,
2. Nurksian Doctrine of Balanced Growth
3. Unbalanced growth

UNIT – III Historic Growth and Contemporary Development [25 %]

1. Markets and market failure, state and state failure
2. Issues of good governance. Planning for growth.

UNIT – IV Economic Growth: [25 %]

1. Economic growth
2. Factors affecting economic growth: capital, labour & technology, Social, political & Economic System
3. Technological progress – embodied and disembodied technical progress.

Modes of Transaction:

1. The major part of the course work will be taught by the lecture method but wherever Necessary, discussion on different practical issues will also be employed.
2. Some portion of the course work would be given to students in the form of assignments.
3. Audio-visual aids in terms of PowerPoint presentations of assignments by students would be encouraged. Teachers will also be encouraged to use such audio-visual aids in explaining certain concepts.

Activities:-

Some portion of the course work would be given to students in the form of assignments

References:

1. Adelman, I (1961), Theories of Economic Growth and Development, Stanford University Press, Stanford.
2. Ghatak, S. (1986), An Introduction to Development Economics, Allen and Unwin, London.
3. Hayami, Y. (1997), Development Economics, Oxford University Press, New York.
4. Higgins, B. ,(1971) Economic Development, Norton, New York.
5. Kindelbergar, C.P. (1977), Economic Development, 3e, McGraw Hill, New York.
6. Meier, G. M. (1995), Leading Issues in Economic Development, (6th Edition), Oxford University Press, New Delhi.
7. Myint, Hla (1971), Economic Theory and Underdeveloped Countries, Oxford University Press, New Delhi.
8. Taneja, M.L. and Myer, R.M.(1978) – Economics of Development and Planning, Vishal Pub. Co.
9. Todaro Michael. P and Smith Stephen.C (2003) – Economic Development, 8th Edition, Pearson Education Asia.
10. Thrilwal, A.P. (1999), (6th Edition), Growth and Development, McMillan, London.
11. Human Development Report(2007), Published for the United Nations Development Programme (UNDP), Delhi – Oxford University Press, Bombay, Calcutta, Madras.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEPS01 - Experimental Psychology (Theory)-I
(4 Credits, 60 Hours)

Objectives:

1. To provide students knowledge that Psychology is an experimental science
2. To acquaint students with knowledge of the methods of studying problems of psychology

Course content:

Unit – I Basic Concept And Experiment Method

Basic Concept – Variable – Types of variables

Experimental method – Definition of experiment – Experimental group and control group- control in experiment – errors in experiment

Unit- II Psychophysical methods

The basic problems of psychophysics

The basic concepts of psychophysics

Method of minimal changes-Method of average error-Method of constant stimuli-Method of pair comparison

Unit –III Learning

Definition of learning,-Types of Learning-Curves of learning

Measurement of learning

Unit-IV Emotion

Definition of Emotion

Methods of studying Emotion

Bodily changes in emotion

References:

L. Postman and J.P.Egan – Experimental psychology : an introduction – Harper and row new york
Underwood - Experimental Psychology

R.S.Woodworth H.Schlosberg –Experimental Psychology

Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India

Robert A. Baron,Psychology, III edition (1995) Prentice Hall India.

Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India

Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.

Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers .

Fernald and Fernald

Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.

Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Publishers & Distributors Pvt Ltd

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEPS02 – Experiments in Psychology-I (Practical)
(4 Credits, 60 Hours)

Objectives: To provide training to the students in conducting experiments.

Experiments in course (Any Six):

- Measurement of optical illusion in Muller type figure
- Color performance by paired comparison method
- Division of attention
- Maze learning
- Letter digit substitution
- Whole vs. part method of learning
- Accuracy of observation

References:

1. L. Postman and J.P.Egan – Experimental psychology: an introduction – Harper and row New York
2. Underwood - Experimental Psychology
3. R.S.Woodworth H.Schlosberg –Experimental Psychology
4. Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India
5. Robert A. Baron, Psychology, III edition (1995) Prentice Hall India.
6. Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India
7. Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.
8. Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers .
Fernald and Fernald
9. Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.
10. Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Publishers & Distributors Pvt Ltd

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEPS03 - Fields of Psychology-I
(4 Credits, 60 Hours)

Objectives:

To acquaint students with knowledge of concept and application of various fields of psychology.

Course content:

Unit I psychological measurement of individual differences:

The nature of individual differences

Characteristics & construction of standardized psychological tests

Types of psychological tests

Use, misuse & limitation of psychological tests

Ethical issues in the use of psychological tests.

Unit II Application of psychology to educational field:

Definition of Educational Psychology

Relation between education and psychology

The scope of educational psychology

Methods of educational Psychology

Gifted, retarded, learning disabled & their training

Unit III Community psychology:

Definition & concepts of community psychology

Use of small groups in social action

Arousing community consciousness & action for handling social problems

Group decision making & leadership for social change

Effective strategies for social change.

Unit IV Positive Psychology

Introduction: Nature of Positive Psychology, Assumptions and Goals.

Happiness: Basic concept, Subjective well being

Positive Emotions and Well being

References:

1. Ram Nath Sharma, Rachana Sharma-Advanced Applied Psychology: Atlantic Publishers & Distributors Pvt Ltd
2. Coleman R. Griffith – 2005. An Introduction to Applied Psychology by McMillan Co.
3. Rowan Bayne, Ian Horton- Applied psychology: current issues and new directions- sage Pub.
4. M. Rajamanickam ,Contemporary Fields Of Psychology And Experiments- Concept Pub. Co. Delhi
5. Dr. Jayaswal, Advanced Educational Psychology. Vinod pustak mandir, Agra

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3

BA (Advanced) UA03EEEN01 - Reading and Understanding Poetry
(4 Credits, 60 Hours)

Objectives

- The objective of this paper is to provide an introduction to the lyrical forms and also to test the literary competence of students in terms of practical criticism.
- The focus of this paper will also be on the historical and formal aspect of the lyric.
- The paper is also intended to introduce to the students figures of speech, imagery and other poetic devices.

Text prescribed:

English Lyrical Types Ed. by Pendlebury B.J., Published by Blackie and Son (India) Ltd.

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
1.	Introduction	Short Answer Questions and /or objective	10 Hours	Basic Elements of Poetry: Prosody: Rhythm, Meter, Rhyme and its types, soft rhyme, internal rhyme, figures of Speech, Imagery
2.	Ode	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	10 Hours	1. To Evening - William Collins 2. To Autumn - John Keats 3. To a Skylark -Percy Bysshe Shelley 4. Alexander's Feast - John Dryden 5. Philomela - Matthew Arnold
3.	Elegy	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	10 Hours	1. Requiescat - Matthew Arnold 2. O Captain! My Captain! -Walt Whitman 3. For the Fallen -Laurence Binyon 4. Anthem for Doomed Youth - Wilfred Owen
4.	Sonnet	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	20 Hours	1. One Day I wrote Her Name - Edmund Spencer 2. True Love - William Shakespeare 3. On First Looking into Chapman's Homer - John Keats 4. Ozymandius of Egypt - Percy Bysshe Shelley 5. On the Castle of Chillon - Lord Byron 6. Shakespeare - Matthew Arnold 7. The Soldier - Rupert Brooke
5.	Ballad	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	05 Hours	1. The Lady of Shalott - Alfred, Lord Tennyson

In case of unavailability of the above text, following titles can be thought of:

1. An Anthology of Nineteenth Century Poetry ed. by Khan and Das (O. U. P.)
2. Five Centuries of Poetry edited by C. N.Ramchandran and Radh Acher (Macmillan)

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEEN02 - English Literary Criticism I
(4 Credits, 60 hours)

The objective of this course is

- To familiarize the students with the various streams in literary criticism
- To make them aware of the inter-disciplinary nature of contemporary criticism
- To develop skills for literary criticism by familiarizing them with the factors involved in criticism like interpretation, elucidation, judgment and appreciation
- To introduce them to basic texts in criticism, relating to various schools of thought
- To develop critical thinking by introducing various tools of criticism – analysis, comparison and theoretical approaches.

Text Recommended:

1. Prasad B, An Introduction to English Criticism, Macmillan, India
2. Hudson W H, An Introduction to the Study of Literature
3. Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
4. Das, BB, Literary Criticism; A Reading, OUP, Delhi
5. Bertens, Hans, Literary Theory: The Basics , Routledge
6. Klages, Mary, Literary Theory for the Perplexed, India: Viva Books
7. Peck, John Literary Terms and Criticism, Macmillan
8. Sethuraman, VS, Indian Aesthetics: An Introduction, Macmillan

Note: The concerned teacher is to select the topics from the text recommended

For Further Reading

1. Rene Wallek Theory of Criticism
2. Leavis FR Literature and Philosophy
3. Showalter Towards Feminist Criticism
4. Terry Egleton Literary Theory; An Introduction Oxford: Blackwell
5. Peter Widdowson Literature Routledge London 1999

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEEN03 - History of Indian English Literature
(4 Credits, 60 hours)

Objectives of the course

- To provide an overview of the various phases of the evolution of Indian Writing in English
- To generate discussions on the constraints and challenges encountered in articulating Indian sensibility in English
- To motivate students for a critical and comparative study of other literatures in English and to examine the similarities and differences in attitudes, vision and idiom of expression

Texts recommended:

1. Indian Writing in English by KR Sreenivasa Iyengar, Sterling, Delhi
2. A History of Indian English Literature by MK Naik, Sahitya Academi
3. A Concise History of Indian Literature in English by AK Mehrotra, Permanent Black, Delhi
4. Reworlding: The Literature of Indian Diaspora by ES Nelson, New York, Permanent Black
5. Indo-Aglican Literature 1800-1970 by HM Williams, Orient Longman
6. Indian English Fiction 1980-1990: An Assessment by Bhariya NV & V Sarang, Permanent Black

Note: The concerned teacher is to select the topics from the text recommended and should provide a list of literary works that students should be acquainted with.

For Further Reading:

1. Modern Indian Poetry in English by RD King, Permanent Black
2. Perspective on Indian Drama in English by MK Naik & SM Puneekar, Permanent Black
3. Patterns of Feminist Consciousness in Indian Women Writers: Some Feminist Issues by Anuradha Roy, Prestige Books.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEJM01 - PRINCIPLES OF MARKETING
(4 Credits 60 Hrs)

1. Introduction of Marketing:

Definition and importance of Marketing - Evolution of Marketing - The Marketing concept - Marketing Challenges in the New Millennium.

2. The Marketing Process:

The Marketing Mix -Marketing Planning and Strategy - Understanding Environment.

3. Market Segmentation:

Definition of Market Segmentation - Bases for Segmenting Consumer Markets- Requirements for Effective Segmentation -Developing Positioning Strategy.

4. Consumer Behaviour :

Consumer Markets and Consumer Buyer Behaviour - Business-to-Business Markets.

5. Marketing Research:

Importance of Marketing Research - The Marketing Research Process - Understanding the Market Information System.

6. Product:

Product Classifications - Consumer Products and Industrial Products - Individual Product Decisions including Branding and Packaging. Product Life-cycle strategies - Service Marketing.

7. Price:

Factors to be considered in setting prices - Pricing approaches and pricing strategies.

8. Distribution Channels:

Nature., Importance and Levels of Distribution Channels - Functions of Intermediaries - Selection of channels of distribution.

9. Promotion:

The Promotion Mix - Personal Selling, Advertising, Public Relations and Direct Marketing. Integrated Marketing Communications.

10. Roles of Electronic Commerce in Marketing

Note : Topics must be accompanied by class exercises, suitable case studies and project work.

Reference:

1. Marketing: An Introduction - 5th Edition - Publishers : Prentice Hall Gary Armstrong and Philip Kotler
2. Principles of Marketing - 8th Edition Publishers : Prentice Hall Kotler and Armstrong ,
3. Marketing Real People Real - 2nd Edition - Publishers : Prentice hall Micheal R. Solomon & Elnore W.Stuart
4. Marketing - Seventh Edition - Publishers : Prentice Hall
5. Marketing Management - Second Edition - Publisher Tata McGraw Hill
6. Basic Marketing - Thirteenth Edition - A Global - Managerial Approach Publishers: Irwin McGraw Hill
7. Marketing Management - Planning Implementation & Control • Second Edition

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEJM02 - FEATURE AND OPINION
(4 Credits 60 Hrs)

Objectives :

- (1) To appreciate differences between report and feature/opinion writing
- (2) Inculcate skills for effective feature writing
- (3) To appreciate the role of opinion writing and its practice

Syllabus:

- 1) Defining and examining 'hard' and 'soft' news
- 2) Difference between 'feature' and 'report'
- 3) Types of features
 - 'News' and 'non-news', examine the definitions in terms of what is considered news
 - Profiles, interviews, reviews, columns, trend stories
- 4) The News feature _x
 - The news feature for newspapers and magazines '
 - Different elements that may be used to flesh out a news feature
 - The human interest story
- 5) Skills for feature - interviewing, style, research, narrative.
 - Interviewing - research before the interview, technique
 - Understanding style and tone - Humorous, light, descriptive, sarcastic, ironic, reflective, factual, conversational, formal
 - Research sources.
- 6) Interviews-pegged, general, celebrity, run on, question and answer format
- 7) Profiles
- 8) Obituaries
- 9) Writing snippets for the gossip or celebrity/socialite life pages
- 10) Reviews - books, plays, concerts, dance, movies, visual arts, exhibitions of various kinds.
- 11) Columns
 - Understanding columns as a growing trend in journalism
 - Types - Expert, Advisory/interactive, socialite, 'my life and times', spiritual, the syndicated column
 - Ethics of the advisory column, dangers involved
- 12) Trend stories - related to socio-cultural changes taking place in society
- 13) Seasonal stories, colour stories
- 14) New journalism and literary journalism
- 15) The Editorial - definition, role, a historical perspective on the 'decline' of the editorial, discussing the idea of the sanctity of the editorial page and the policy of not allowing ads there.

- 16) Editorial writer's proficiency in facts, need for background information, good analytical and interpretative skills and style.
- 17) Profiles of the most prominent editors in India-Frank Moraes, S. Sadanand, O. Subramaniya Iyer, M. N. Roy, Motilal Ghose etc.
- 18) The editorial page - structure, politics of positioning subjects for 1st, 2nd or 3rd leaders, the idea of the middle and writing the middle.
- 19) Writing the editorial - difference between presenting a case and persuasion, the editorial policy and the edit.

Reference:

1. Blundell, William; The Art and Craft of Feature Writing; (1988); Penguin
2. Cowers, Ernest; The Complete Plain Words; (1962); Pelican
3. Strunk and White; Elements of Style
4. Graves and Hodge; The Reader over your shoulder
5. Clayton, Joan; Interviewing for Journalists; (1994); Piatkus
6. Ed. Silvester, Christopher; The Penguin Book of Columnists; (1997); Penguin
7. Srinivasan R; Crusaders of the 4th Estate; (1989); Bhartiya Vidya Bhavan

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 3
BA (Advanced) UA03EEJM03 - PRINT PRODUCTION AND PHOTOGRAPHY
(4 Credits 60 Hrs)

Objectives :

- (1) To help students understand the principles and practice of photography.
- (2) To enable students to enjoy photography as an art.

Basic Principles :

- 1) Properties of light electromagnetic spectrum, reflection, transmission, refraction and polarisation of light. Different types of light sources and their properties
- 2) Controlling light, pin hole camera, concave and convex lenses and mirrors, real and virtual image formation.
- 3) Photosensitive material, image formation, latent image development as fixing

Camera:

- 1) Mechanism of aperture, shutter, camera body view finds, transport, lenses
- 2) Classification of cameras and their relative comparison
- 3) Camera operation, exposure light tables

Basic Photography:

1. Various parts of the camera
2. Loading and shooting on black and white film
3. Effect of aperture
4. Effect of shutter speed
6. Use of camera accessories
7. Care and maintenance of camera equipment

Colour Photography:

1. Introduction to colour film
2. ' Chemistry of colour development and enlargement
3. Contact and projection printing
4. Colour and light - basic principles of colour sensitive colour temperature, colour reversal film, colour negative film
5. Light and lighting - outdoor, night, indoor lighting, indoor portraiture
6. Colour development Concepts of composition

Print Production :

- 1) Major landmarks in history and development of 'print technology'

- 2) Basic print processes
- 3) Print machines and image carriers- Letterpress, offset, silk screen, digital print
- 4) DTP
- 5) Future trends in print technology
- 6) Exercise for handling typical jobs

Reference:

1. Mitchell Beazley - The Art of Colour Photography - Octopus Publishing Group Ltd.
2. John Hedgecoe - John Hedgecoe's Creative Photography - Collins & Brown
3. M. Beazley - John Hedgecoe's Workbook of Darkroom Techniques - Red International Books Ltd.
4. Steve Bavister - Digital Photography - Collins & Brown Ltd. 2000 ,
5. John Hedgecoe - John Hedgecoe's Basic Photography - Collins & Brown Ltd. 2000

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04FECC01 - Corporate Communication – II
(4 Credits 60 Hrs)

Objectives:

- The course focuses on developing the reading, writing, speaking and listening skills of students, also providing adequate training in grammar and vocabulary building.
- It aims to teach students English through practical, everyday and business approaches, helping students apply what they have learnt to real-life situations.
- It teaches soft skills while teaching English in an interactive, learner-friendly mode.

Module	Topic/subtopic	Notes/Remarks
Business Reports	<ul style="list-style-type: none"> • Importance of Report • Types of Report • Features of a Report • Review of Concepts • Structure of Reports • Gathering Information • Organisation of the Material • Writing Abstract and Summaries • Using Visual Aids 	Contact hours: 15 Mode of teaching: lecture, classroom discussions
Notice, Agenda and Minutes of Meeting	<ul style="list-style-type: none"> • Introduction • Meeting • Notice & Circulars • Agenda • Minutes (Structure & Delivery) 	Contact hours: 15 Mode of teaching: classroom discussions / presentations/ group work
Proof Reading	<ul style="list-style-type: none"> • Introduction • Review of Concepts • Symbols used during proof reading • Punctuation Marks 	Contact hours: 15 Mode of teaching: classroom discussions, presentations, group work
A fortnight Internship at an organization	<ul style="list-style-type: none"> • Writing reports for various purposes • Making presentation on them. (Work with NGOs, Schools, Companies etc in the form of internship with HR Dept) 	On Field Training for 15 days.
Grammar and Vocabulary Review	Antonyms, Synonyms, Foreign words in common use, Homonyms (Lists to be provided)	Contact hours: 15 Mode of teaching: classroom discussions, presentations, group work

- **Evaluation Pattern: Theory 60 (2hrs) + Practical 60**

Sardar Patel University

Sardar Patel University B.A. (Advanced) – English Medium SEMESTER 4

BA (Advanced) UA04CEPL01 - International Political Organizations (4 credits, 60 hours)

Unit I United Nations Organization

United Nations Organization (UNO): Formations, Working and Importance.

Unit II Regional Groupings

Association of South East Asian Nations (ASEAN): Formations, Working and Significance,
South Asian Association for Regional Cooperation (SAARC): Formations, Working and Significance.

Unit III European Regional Groupings

European Union (EU): Formations, Working and Importance.
Non Alignment Movement (NAM): Formations, Working and Significance.

Unit IV African & American Regionalism

Union of African states (UAS): Formations, Working and Importance.
Organization of American States (OAS) Formations, Working and Importance.

References:

International Political Organizations: Warsaw Pact, Organization of American States, Commonwealth of Nations, Allied Control Council, General Books LLC.
Voting procedures in international political organizations, Wellington Koo, Columbia University Press, 1947.
World politics and international law, Francis Anthony Boyle, Duke University Press.
Viney Kumar Malhotra *International Relations*, Anomol Publications Pvt. Ltd, New Delhi.
Rama S. Mekote, Regional Organisations: A Third World Perspective, Sterling Publications, 1990.
International Relations: Critical Concepts in Political Science, Andrew Linklater, Routledge Publications, London.
Chandra Prakash, International Relations, Bookhieves New Delhi, 2005.

Sardar Patel University
B.A. (Advanced)– English Medium
SEMESTER 4
BA (Advanced) UA04CEEC02 – INDIAN ECONOMIC STRUCTURES
[4 Credits, 60 Hours]

UNIT –I Structural changes in Indian Economy since Independence [25 %]

1. Trends in National Income – growth and changing structure.
2. Trends in rate of savings and capital formation – constraints on growth.
3. Economic development and changes in occupational distribution.
4. Concentration of economic activity – measurement and remedies.
5. Urbanization – trends and pattern.

UNIT – II Agriculture [25 %]

1. Nature and importance;
2. Trend in agricultural production and productivity;
3. Factors determining productivity;
4. Rural credit.

Unit III – Industry [25 %]

1. Industrial development during planning period;
2. Industrial licensing policy – MRTP Act,
3. Growth and problems of small scale industries;
4. Role of public sector enterprises in India's industrialization.

UNIT – IV Infrastructure and Services [25 %]

1. Role of infrastructure in economic development.
2. Types of Infrastructure
3. Formal and informal sectors in Indian economy

Modes of Transaction:

- 1 Lecture method is generally used but along with it, as and when required, discussion method would be fruitful.
- 2 Students may be asked to collect relevant economic data and analyze the structural relations so as to understand the practicality of the subject.
- 3 Wherever necessary Power point presentations may be used for delivery of lectures.

Activities:

1. Proper cutting (Print Media) on current status of Indian economy.
2. Critical analysis of Indian economic reform after independent.

References:

1. Dutt R and K P M Sundaram (2006) Indian Economy, S Chand & Company, Delhi.
2. Dhingra I C (2006), The Indian Economy: Environment and Policy, Sultan Chand, New Delhi.
3. Dutt R C (1950), The Economic History of India Under Early British Rule, Publications, Delhi.
4. Kumar D (Ed) (1982), The Cambridge Economic History of India Volume II, Orient Longman Ltd, Hyderabad.
5. Misra S K and V K Puri (2006), Indian Economy – Its Development Experience, Publishing House, Mumbai.
6. India Development Report – Oxford University Press. – Latest issue.
7. Economic survey – Government of India. - Latest issue

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04CEPS03 - COUNSELING PSYCHOLOGY
(4 Credits, 60 Hours)

Course Content:

Unit I: Introduction

Meaning of counseling Psychology
Goals of counseling Psychology
Classification of counseling
Theories of counseling

Unit-II counseling process

Steps of counseling process
Factors affecting counseling process
Function and role of counselor

Unit III Counseling Interview:

Types of Interviews: Introductory: fact finding; Informative, Therapeutic
Interview procedure
Process of Interview
Advantages and disadvantages of Interview

Unit IV: Group counseling

What is Group?
Objectives of group
Types of group
Group Formation
Values of group counseling

References:

1. Gels o, Charles, J : Fretz, Bruce R. [1995] – Counseling Psychology, Prism Books private limited Harcourt, Brace College Publishers
2. Kochhar, S. K. [2001] – Guidance and Counseling in Colleges and Universities, Sterling Low price edition, Sterling Publishers Private Limited
3. Nelson – Jones, Richard [1996] – Practical Counseling and Helping Skills, Better Yourself Books, Mumbai
4. Patterson, Lewis E. ; & Welfel, Elizabeth Reynold, [2000], The Counseling Process, Fifth Edition, Wadsworth Thomson Learning – Eastern press – Bangalore
5. Rao. S. Narayana [1992]-Counseling and Guidance, Second Edition, Tata McGraw-Hill Publishing Company Limited
- 5.Yeo, Anthony [1993] – Counseling: a Problem Solving Approach – APCA Pub. – India

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04CEEN04 - Indian Writing in English
(4 Credits, 60 Hours)

At the end of this course, students will be able to:

1. Show their familiarity with Indian writing in English with reference to poetry, fiction and prose
2. Acquaint themselves with significant literary texts
3. Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course outline

Unit	Description	Evaluation Pattern	Teaching Hours	Texts And/Or Topics
1.	Novel	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	The Strange case of Billy Biswas by Arun Joshi
2.	Poetry	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	Oxford India Anthology of Twelve Modern Indian Poets. Ed. by Arvind Mehrotra. (OUP: 1992) (Poetry to be selected by the concerned teacher)
3.	Short Stories	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	Four titles are to be selected from contemporary Indian Short Stories Series I & II by Sahitya Akademi
4.	Drama	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	Tara by Mahesh Dattani

Teaching Methodology:

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources
3. Supervising projects, presentations and items for self-studies

Activities:

1. Discussions
2. Library research and reference
3. Projects and presentations
4. Assignments

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04CEJM05 - INTRODUCTION TO PUBLIC RELATIONS
(4 Credits 60 Hrs)

Objective: To familiarize the student with the concept of Public Relations and its role in the world of business and commerce.

Syllabus

1. Introduction

- (a) Definition, concept and use of Public Relations & Communications for
 - An individual
 - A group
- (b) Internal PR & External PR-The various stockholders to which PR person is responsible - Consumer, Shareholder, Government, Employee, General Public.
- (c) Public Relations & related fields like Advertising, Marketing and Journalism.
- (d) Strategies of PR
 - Press Release
 - Press Conference & Other media tools used.

2. Role of Public Relations in different sectors

- a) PR in Manufacturing Sector.
- b) PR in Services sector - Public & Private.
- c) PR in Non-profit organisations.
- d) Relevant Case Studies from each sector.

3. Code of Ethics in Public Relations

- a) Need to establish professional standards
- b) Guidelines for ethical practice
- c) Code of ethics of the American PR Association.
- d) PRSI (Public Relations Society of India)

4) Understanding the Media and the handling of Media relations.

5) Understanding the Consumer & keeping him informed

6) Developing crisis handling techniques, in special context with specific instances like Natural Calamities, Air Crash & similar specific situations.

Reference Books:

1. A Handbook of Public Relations and Communication
2. Handbook of Media & Public Relations
3. This is PR -the realities of Public Relations
4. Dynamics of Public Relations
5. Corporate Public Relations
6. The Professional and Practice, Brown and Benchmark
7. Effective Public Relations
8. A Practical Handbook of Public Relations
9. Introduction to Mass Communication
10. Public Relations Today
11. The Practice of Public Relation
12. Public Relations in India
13. Teach yourself Public Relations
14. Making it in Public Relations

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEPL01 - Modern Indian Political Thinkers
(4 Credits 60 Hrs)

Course content:

Unit 1: (15 hours)

1) Raja Ram Mohan Roy

- a) Rationalist foundation of Reform and projections of Universal Society
- b) Constitutionalism: Rights and Justice

2) M.K.Gandhi

- a) Satyagraha and Swaraj
- b) Politics of Non-violence

Unit 2: (15 hours)

3) Rabindranath Tagore

- a) Idea of Freedom (Mukti)
- b) Critique of Nationalism

4) Aurobindo Ghosh

- a) Idea of Freedom
- b) Doctrine of Passive Resistance

Unit 3: (15 hours)

5) Jawaharlal Nehru

- a) Democratic Liberalism
- b) Secularism, Nationalism and internationalism

6) B.R.Ambedkar

- a) Critique of Brahmanical Hinduism
- b) Class, Caste and Democracy

Unit 4: (15 hours)

7) M.N. Roy

- a) Critique of and Contribution to Communism
- b) Radical Humanism

8) Ram Manohar Lohia

- a) Idea of State
- b) Idea of Democracy

READINGS

Ambedkar, B.R., *Annihilation of Caste*, edited by Mulk Raj Anand, Delhi, Arnold Publisher, 1979.

Appadorai, A., *Indian Political Thinking Through the Ages*, Delhi, Khama, 1992.

Appadorai, A., *Political Thought in India*, Delhi, Khama, 2002.

Dalton, D.G., *Indian Idea of Freedom*. Gurgaon, Academy Press, 1984.

Gandhi, M.K., *Hind Swaraj*, Ahmadabad, Navjeevan, 1938.

Karunakaran, K.P., *Indian Politics from Dadabhai Nauroji to Gandhi*, Delhi, Asia 1967.
Khatana, M. Mauzoor, *Iqbul and Foundations of Pakistani Nationalism: (1857-1947)*, Lahore, Book Traders, 1990.
Mehta, V.R., *Foundations of Indian Political Thought*, Delhi, Manohar Publisher, 1992.
Narvane, V.S. *Modern Indian Thought*, New Delhi, Orient Longman, 1978.
Pantham, T. and Deutsch, K.L. edited, *Modern Indian Political Thought*, Delhi, Sage, 1986.
Parekh, B., *Colonialism, Tradition and Reform*, Delhi, Sage, 1989.
Savarkar, V.D. *Hindutva*, Delhi, Bharti Shitya Sadan, 1989.
Sinari, R.A., *The Structure of Indian Thought*, Delhi, Oxford University Press, 1984.
Varma, V.P., *Modern Indian Political Thought*, Agra, Lakshami Narayan Aggarwal, 1974.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEPL02 - Indian Administration
(4 Credits, 60 hours)

Unit 1. Introduction

Public Administration in India: Structural/Functional Analysis.
Evolution of Administration in India (Arathshastra to IAS).
Administrative Ideologies in modern India.

Unit II. Administration

Federalism
President: Misuse of Emergency Powers.
Governor
Centre- State Relations.

Unit. III. Policy-Making

Parliament, Prime Minister and President, Prime Minister and council of Ministers
Decentralizations with special reference to 73rd and 74th Amendment Act.
Reservation: Mandal Commission Report

Unit IV. Planning and Budgeting

Planning and Planning Commission of India.
National Development Council of India.
The Budgetary Process in India.

References:

Handbook of public Administration, Jack Rabin, I, II and IIIrd Editions, CRC Taylor and Frances.
Public Administration, Avasthy and Maheshwari, Oxford University Press.
Public Administration in India, Krishna K. Tumala, Allied Publishers LTD.
Public Administration M. Laxmikanth, Tata McGraw-Hill.
Public administration in India, Padma Ramachandran, National Book Trust
Public administration in India: The higher civil service: Shriram Maheshwari, Oxford University Press, 2005.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4

BA (Advanced) UA04EEPL03 - Theoretical Dimensions of International Relations
(4 Credits, 60 hours)

Unit I

- 1.1 Origin and Growth of International Relations.
- 1.2 Nature and scope of International Relations.
- 1.3 Purpose of International Relations.

Unit II

- 2.1 Concept of Power and National Power.
- 2.2 Concept of National Interest.
- 2.3 Concept of Balance of Power.

Unit III

- 3.1 Bargaining Theory
- 3.2 Game Theory.
- 3.3 Dependency Theory.
- 3.4 Theory of Deterrence.

Unit IV

- 4.1 North South Dialogue in the UN and Outside.
- 4.2 Asian-African Resurgence.
- 4.3 New International Economic Order.
- 4.4 Nuclear Weapons and Disarmament.

References:

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

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEEC01 - STATISTICAL TECHNIQUES IN ECONOMICS
[4 Credits, 60 Hours]

UNIT – I Central tendency: [25 %]

Basic concepts: Population, Sample, Parameter, Frequency. Representation of data, Techniques of data collection; Sampling vs. Population, primary and secondary data.

Measures of central tendency: Mean, Median, Mode, Arithmetic, Geometric and Harmonic mean.

UNIT – II Dispersion, Skewness and Kurtosis: [25 %]

Measures of dispersion: Range, Mean Deviation, Standard deviation, Coefficient of variation, Quartile deviation, Skewness, Kurtosis and their applications in economics

Unit III Probability and Probability Distributions I: [25 %]

Probability: Concept, Rules of probability (Addition and Multiplication).

Random variables, Probability distribution, Mathematical expectations

Unit IV: Probability and Probability Distributions II: [25 %]

Theoretical Probability distributions – Binomial, Poisson and Normal distribution and their properties and uses.

Modes of Transaction:

Lecture method is generally used but along with it, as and when required, discussion method would be fruitful.

Numerical examples may be provided to the students by teacher and assignment method would help them to learn by doing.

Students may be asked to collect relevant economic data and analyze the relations so as to understand the practicality of the subject.

Wherever necessary Power point presentations may be used for delivery of lectures

Activities:

1. Various examples on statistical techniques.
2. Analysis of application of statistical technique then various cases.

References:

1. Croxton, F.E., D.J. Cowden and S. Klein (1973), Applied General Statistics, Prentice Hall, New Delhi.
2. Gupta, S.C. and V.K. Kapoor (1993), Fundamentals of Applied Statistics, S. Chand & Sons, New Delhi.
3. Spiegel, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book, London.
4. Gupta S.P.(2005), Statistical Methods , Sultan Chand , New Delhi.
5. Monga G. S.(2003), Mathematics and Statistics for Economics. Vikas Publishing House Pvt Ltd.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEEC02 - INTERNATIONAL ECONOMICS –I
[4 Credits, 60 Hours]

UNIT – I Theories of International Trade - I: [25 %]

1. Importance of the study of international economics
2. Inter-regional and international trade
3. Theories of absolute advantage, comparative advantage

UNIT – II Theories of International Trade – II [25 %]

1. Opportunity cost Theory of Trade
2. Heckscher-Ohlin theory of trade – its main features, assumptions and limitations
3. Trade based on economics of scale

UNIT – III Gains from Trade: [25 %]

1. Gains from trade – Their measurement and distribution
2. Trade as an engine of economic growth
3. Immiserizing growth
4. Concepts of terms of trade - offer curves.

UNIT – IV Theory of Optimum Tariff's and Custom Union [25 %]

1. Types of tariffs and quotas
2. Concept of optimum tariff.
3. Regional Trading Block
1. 4. Economic integration.

Modes of Transaction:

1. Lecture method is generally used but along with it as and when required discussion method would be fruitful.
2. Activity assignments (i.e. practical numerical problems) may be given to the students and assignment method would help them to learn by doing
3. Students may be given training by way of tutorials.
4. Power Point presentation may be used for delivering lectures

References:

1. Kenen, P.B.(1996), The International Economy, 3rd Edition, Cambridge University Press, London.
2. Kindlberger, C.P. (1973), International Economics, R.D. Irwin, Homewood.
3. Krugman, P.R. and M. Obstgeld (1994), International Economics : Theory and Policy, Glenview, Foresman.
4. Salvatore, D. (1997), International Economics, Prentice-Hall, Upper Saddle River, N.J.
5. Sodersten, Bo and G. Reed (1994), International Economics, Macmillan Press Ltd. Delhi.
6. M. C. Vaish and Sudamasingh (2001), International Economics. Oxford and IBH Publishing Company, New Delhi.
7. H. G. Mannur(1996), International Economics. Vikash Publishing, New Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEEC03 - BANKING AND FINANCIAL SYSTEM
[4 Credits, 60 Hours]

UNIT-I Commercial Banking: [25 %]

1. Definition and Functions of commercial bank
2. Liabilities and assets of banks
3. Process of credit creation
4. Role of banks in Economic Development.

UNIT-II Central Banking [25 %]

1. Importance of Central Bank, Central Banking Principles,
2. Functions of Central Bank
3. Control of credit – Objective and Methods of Credit Control

UNIT –III: Monetary Policy [25 %]

1. Dear Money, Cheap Money, Neutral Money Policy
2. Monetary Policy for a developing Economy,
3. Role of Central Bank in Economic Development

UNIT IV: Financial System [25 %]

1. Organised Financial Institutions,
2. Non Bank financial Intermediaries (NBFI)
3. Unorganised Financial Institutions,
4. Financial Market Reforms,
5. Narsimham Committee Report.

References:

1. Dewet K K and M H Navalur (2009) Revised Edition, Modern Economic Theory, S. Chand & Co., New Delhi
2. Bhole, L. M. (2006), Financial Institutions and Markets- Structure, Growth and Innovations, Tata MacGraw Hill Publishing Company Ltd
3. Chandra Prasanna, (2000), Financial Management- Theory and Practice, Tata MacGraw Hill
4. Gupta, S.B. (1983), Monetary Economics, S. Chand & Co., New Delhi.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEPS01 - Experimental Psychology (Theory)-II
(4 Credits, 60 Hours)

Unit I Creativity

What is creativity?

Stages of creative process

Measurement of creativity

Unit II Reaction time

Reaction time

Judgment time

Determinants of reaction time

Unit III Association

The concept of association

Types of association

Classification of Association

Clinical and diagnostic use of association

Unit IV Intelligence

Definition of intelligence

Concept of Intelligence & aptitude, nature & theories of intelligence -- Spearman, Thurstone, Gullford
Vernon & J.P. das

Emotional intelligence, social intelligence,

Measurement of intelligence & aptitudes,

Reference:

L. Postman and J.P.Egan – Experimental psychology: an introduction – Harper and Row New York
Underwood - Experimental Psychology

R.S.Woodworth H.Schlosberg –Experimental Psychology

Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India

Robert A. Baron, Psychology, III edition (1995) Prentice Hall India.

Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India

Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.

Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers.

Fernald and Fernald

Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.

Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Publishers & Distributors Pvt Ltd

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEPS02 - Experiments in Psychology-II (Practical)
(4 Credits, 60 Hours)

Objectives: To provide training to the students in conducting experiments.

Experiments in course (Any Six):

- Memory span
- Concept formation
- Fluctuation of attention
- Suggestion by progressive weight method
- Influence of repetition of task on memorizing
- Problem solving by Pyramid
- Free association

References:

1. L. Postman and J.P.Egan – Experimental psychology: an introduction – Harper and Row New York
2. Underwood - Experimental Psychology
3. R.S.Woodworth H.Schlosberg –Experimental Psychology
4. Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India
5. Robert A. Baron, Psychology, III edition (1995) Prentice Hall India.
6. Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India
7. Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.
8. Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers. Fernald and Fernald
9. Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.
10. Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Publishers & Distributors Pvt Ltd

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEPS03 - Fields of Psychology-II
(4 Credits, 60 Hours)

Objectives:

To acquaint students with knowledge of concept and application of various fields of psychology.

Course content:

Unit I: Forensic Psychology

Introduction to Forensic Psychology

Polygraph Testing, Narco-analysis, Brain electrical oscillation signature profile, Interviewing techniques, Offender profiling, Informed consent.

Unit II Rehabilitation psychology:

Meaning of rehabilitation

Steps of rehabilitation

Organizing of service for rehabilitation of physically, mentally & socially challenged persons including old persons

Rehabilitation of persons suffering from substance abuse

Juvenile delinquency

Unit III Application of psychology to environment & related fields:

Environment psychology-effects of noise, pollution & crowding

Population psychology

Psychological consequences of population explosion & high population density

Unit IV Application of psychology in other fields:

Sports psychology: psychological interventions in improving performance of athletes & sports

Psychology of terrorism

References:

1. Ram Nath Sharma, Rachana Sharma-Advanced Applied Psychology: Atlantic Publishers & Distributors Pvt Ltd
2. Coleman R. Griffith - 2005 An Introduction to Applied Psychology by McMillan co.
3. Rowan Bayne, Ian Horton- Applied psychology: current issues and new directions- sage pub.
4. M. Rajamanickam, Contemporary Fields Of Psychology and Experiments- Concept Pub.Co. Delhi

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEEN01 - Reading and Understanding Fiction
(4 Credits, 60 hours)

The objective of this paper is

- To introduce the student to literary genre Fiction
- To inspire love for fiction and stimulate imagination
- To develop critical understanding of fiction
- To familiarize students with the cultural diversity of the world
- To provide them a meaningful context for acquiring new language
- To make them aware of the various types of fiction.

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
1.	Understanding fiction	Short Answer Questions and /or objective	10 Hours	1. Prasad, BA, Background to the Study of English Literature (Macmillan), Section III Novel 2. Rees, RJ, English Literature: An Introduction for Foreign Readers (Macmillan), Chapters I, V & VII
2.	Satirical Novel	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	Hard Times by Charles Dickens
3.	Feminist Novel	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	That Long Silence by Shashi Deshpande
4.	Popular Literature	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	The Alchemist by Paulo Coelho
5.	Self Study Show your acquaintance with	Short Answer Questions and/or objective questions	5 Hours	1. Jane Eyre by Charlotte Bronte 2. Vicar of Wakefield by Goldsmith 3. No Longer at Ease by Chinua Achebe 4. A Tale of Two Cities by Charles Dickens 5. The Guide by R .K Narayan

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEEN02 - English Literary Criticism II
(4 Credits, 60 hours)

The objectives of this course are

- To familiarize the students with the various streams in literary criticism
- To make them aware of the inter-disciplinary nature of contemporary criticism
- To develop skills for literary criticism by familiarizing them with the factors involved in criticism like interpretation, elucidation, judgement and appreciation
- To introduce them to basic texts in criticism, relating to various schools of thought
- To develop critical thinking by introducing various tools of criticism – analysis, comparison and theoretical approaches.

Text Recommended:

1. Prasad B, An Introduction to English Criticism, Macmillan, India
2. Hudson W H, An Introduction to the Study of Literature
3. Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
4. Das, BB, Literary Criticism; A Reading, OUP, Delhi
5. Bertens, Hans, Literary Theory: The Basics , Routledge
6. Klages, Mary, Literary Theory for the Perplexed, India: Viva Books
7. Peck, John Literary Terms and Criticism, Macmillan
8. Sethuraman, VS, Indian Aesthetics: An Introduction, Macmillan

Note: The concerned teacher is to select the topics from the text recommended

For Further Reading

1. Rene Wallek Theory of Criticism
2. Leavis FR Literature and Philosophy
3. Showalter Towards Feminist Criticism
4. Terry Egleton Literary Theory; An Introduction Oxford: Blackwell
5. Peter Widdowson, Literature Routledge London 1999

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEEN03 - History of Indian Writing in English II
(4 Credits, 60 hours)

Objectives of the course are

- To provide an overview of the various phases of the evolution of Indian Writing in English
- To generate discussions on the constraints and challenges encountered in articulating Indian sensibility in English
- To motivate students for a critical and comparative study of other literatures in English and to examine the similarities and differences in attitudes, vision and idiom of expression

Texts recommended:

1. Indian Writing in English by KR Sreenivasa Iyengar, Sterling, Delhi
2. A History of Indian English Literature by MK Naik, Sahitya Academi
3. A Concise History of Indian Literature in English by AK Mehrotra, Permanent Black, Delhi
4. Reworlding: The Literature of Indian Diaspora by ES Nelson, New York, Permanent Black
5. Indo-Aglican Literature 1800-1970 by HM Williams, Orient Longman
6. Indian English Fiction 1980-1990: An Assessment by Bhariya NV & V Sarang, Permanent Black

Note: The concerned teacher is to select the topics from the text recommended and should provide a list of literary works students should be acquainted with. This should be done keeping in mind the topics discussed in the previous semester.

For Further Reading:

1. Modern Indian Poetry in English by RD King, Permanent Black
2. Perspective on Indian Drama in English by MK Naik & SM Punekar, Permanent Black
3. Patterns of Feminist Consciousness in Indian Women Writers: Some Feminist Issues by Anuradha Roy, Prestige Books

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEJM01 - INTRODUCTION TO ADVERTISING
(4 Credits, 60 hours)

Objective: To give a brief insight about advertising & its different aspects to the students of Media.

Course Content

1. Advertising - its meaning, definition and functions
2. Relationship with public relations and marketing
3. Need for advertising
4. History of advertising - at national and international level
5. Various advertising media and their developments from print to broadcast to internet
6. The structure of an ad agency and the role of each department
7. Basic relationship between the players (client, agency, media, consumer)
8. The advertising industry - advertisers, advertising agencies, media etc..
9. Need for research in advertising
10. Types of advertising
 - Consumer advertising
 - Industrial advertising
 - Classified advertising
 - Retail advertising
 - Financial advertising
 - PR advertising
 - Business to business advertising
 - Political advertising
 - Image advertising
 - Lifestyle advertising
 - Internet advertising
 - The WWW as an advertising medium
 - How it differs from the traditional media
 - Techniques and strategies of web advertising
 - Current trends in online advertising
11. Introduction to advertising strategies - AID A, DAGMAR, information processing model

Reference:

- Handbook of Advertising ; Herschel Gordon Lewis and Carol Nelson ; NTC Business books 2000
- Advertising - principles and practice - William Wells, John Burnett and Sandra Moriarty - Prentice Hall 1995
- Contemporary advertising ; William F Adrens and Courtland L Bovee; Irwin 1994
- Kleppner's advertising procedure ; Thomas Russell and Ronald lane - Prentice Hall, 1999.
- Gelling your message across the World Wide Web - Neil Barren.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEJM02 - NICHE AND MAGAZINE JOURNALISM
(4 Credits, 60 hours)

Syllabus:

- 1) Definition and types of magazines - news, special interest, general, lifestyle, glamour, gossip
- 2) Brief history of the development of the magazine, reasons for its success internationally and in India, the magazines boom in India and the glorious years of the news magazine.
- 3) Magazine formats and their difference from other media, magazine formats within a genre and unique features that are developed.
- 4) Writing for the magazine
- 5) Overview of English and other Indian language magazines today
- 6) Writing for a magazine,
- 7) Editing for a magazine
- 8) For each of the following niche areas, need to explore not only the print media programmes but also important broadcast and internet components
- 9) Sports
 - The media vehicles devoted to the niche
 - Most dominant sports and some background about them
 - Pre-contest coverage
 - The complete game story-preparation, watching the game, important aspects to cover, using significant statistics
 - Columns-speculation, post-contest analysis, personal reflections
 - Covering a game for TV / radio
 - Comparing coverage in different media
- 10) Health as a niche-areas usually covered
 - Different media vehicles
- 11) Entertainment and lifestyle
 - Examining different kinds of magazines in this wide category
 - Importance of style and kinds of matter that makes stories
- 12) Travel

References-

1. Davis, Anthony; Magazine Journalism Today; (1988); Heinemann
2. Baird, Click; Magazine Editing and Production; 4* edition
3. Mogel; The Magazine
4. Anderson, Douglas; Contemporary Sports Reporting; (1985); Nelson - Hall
5. Melkote, Srinivas; Communication for the development in the third world; (1991); Sage
6. Ed. Glasser, Theodore; The idea of Public Journalism; (1999); Guilford Press

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EEJM03 - ADVERTISING AND MARKETING RESEARCH
(4 Credits, 60 hours)

Objective: To discuss the foundations of research and audience analysis that is imperative to successful advertising

Syllabus:

1. Fundamental marketing research skills

- Research techniques I
- Sampling methods
- Research design
- Steps in the research process

2. Product Research

- New product research
- Product specifications
- Branding Research
- Pricing Research
- Packaging research
- Product testing
- Comparison tests
- Analysis of trends, competition
- Searching for and analyzing the Competitive Advantages

3. Copy research

- Objectives and product appeals
- Creative strategy research
- Message element selection
- Consumer attitude and usage studies
- Concept testing
- Name testing
- Slogan testing

4. Copy testing - different measures and methods

- Free association tests
- Direct questioning
- Direct mail tests
- Statement - comparison tests

- Qualitative interviews
- Focus groups
- Focus Group Moderating
- Motivational research

5. Broadcast pretesting

- Trailer tests
- Theatre tests
- Live telecast tests
- Clutter tests
- Television storyboard pretesting
- Radio commercial pretesting

6. Post testing

- Measuring advertising effectiveness
- Attitude change
- Recognition test
- Aided recall
- Sales tests
- Inquiry tests
- Measurements of perception, communication, influence
- Customer Satisfaction Research

References-

1. Harper W Boyd, Ralph Westlall and Stanley I' Stasch, Marketing Research - Text ami Cases - Irwin 2000
2. Alan D Fletcherand Tomas A Rower, Fundamentals of Advertising Research - Wadsworth Publishing 1991.

B.A. (Advanced) – English Medium
SEMESTER 4
BA (Advanced) UA04EERM04 – Research Methodology
(4 Credits 60 Hrs)

Unit 1 - Introduction of research (25%)

- Types of research – Exploratory, Descriptive, experimental, Field research, survey
- Variable – types of variable
- Control

Unit 2 -Steps in research (25%)

- Problem formulation
- Sampling
- Objectives and Hypothesis

Unit 3 - Tools for data collection (25%)

- Questionnaire
- Observation
- Interview
- Testing

Unit 4 – Statistics (25%)

- Types of Data and scales for obtaining them
 - Nominal- ordinal- interval-ratio
- Measures of central tendency – mean, mode, median
- Measures of variability – range mean deviation- quartile deviation- standard deviation
- Concept of co-relation

Annexure III
Sardar Patel University
B A Advanced (Eng Med) Program – Choice Based Credit System
Courses of Study

	SEMESTER 5	SEMESTER 6
Foundation (1 course = 4 Credits)	1. Personality Development And Soft Skills - I	1. Personality Development And Soft Skills – II
Core Course (Any 2) (2 Courses X 4 credits = 8 Credits)	1. Theory of International Politics 2. Economic Environment-I 3. Health Psychology 4. Introduction to Postcolonial Literature 5. Transcreation	1. India in World Politics 2. Economic Environment-II 3. Health Psychology 4. The Study of Discourse 5. Understanding Cinema
Elective (Any One Group + Project) (3 Courses X 4 credits = 12 Credits + 6 credits =18 Credits)	<p>Modern Western Political Thought- I State and Local Government India's Foreign Policy</p> <p style="text-align: center;">OR</p> <p>Economic Analysis – I Economic Systems Industrial Economics</p> <p style="text-align: center;">OR</p> <p>Psychopathology-I Industrial Psychology-I Psychological Testing-I (PRACTICAL)</p> <p style="text-align: center;">OR</p> <p>Reading and Understanding Drama Literary Criticism III Introduction to English Language Teaching-I</p> <p style="text-align: center;">OR</p> <p>Brand Building Broadcast Journalism Consumer Behaviour</p> <p style="text-align: center;">& Project I (In the Area of Specialization)</p>	<p>Modern Western Political Thought-II Post Cold War International Relations Politics in South Asia</p> <p style="text-align: center;">OR</p> <p>Economic Analysis-II Labour Economics Introduction To Econometrics International Economic Organisations</p> <p style="text-align: center;">OR</p> <p>Psychopathology - II Industrial Psychology - II Psychological Testing - II (PRACTICAL)</p> <p style="text-align: center;">OR</p> <p>Reading and Understanding Postmodern Literature Literary Theories and Criticism Introduction to English Language Teaching- II</p> <p style="text-align: center;">OR</p> <p>Agency and Media Management Media Planning and Buying Media Laws and Ethics</p> <p style="text-align: center;">& Project II (In the Area of Specialization)</p>

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

BA (Advanced) UA05FEPD01 - Personality Development and Soft Skills - I
(4 Credits 60 Hrs)

	Module	Topic/subtopic
1.	Communication	Communication theories Types of Communication (Vertical – Upward, Downward / Horizontal / Consensus / Grapevine) Communication models Audience Analysis Types of audience
2.	Self Development and Communication	Self Development – its objectives Self Development and communication Development of positive personal attitudes SWOT analysis Time Management Stress Management Creating Positive Attitude
3.	Group Discussion	Definition Formulation Purpose Group Discussion for Decision-making Feature of successful Organizational GDs Effective Communication Skills <ul style="list-style-type: none"> - Equal role of participants - Shared Leadership - Feature <ul style="list-style-type: none"> Different from Debate Form of conversation Examiner is observer Cordial Audience Traits for Evaluation - Group behaviour Steps in Group Discussion
4.	Means of communication	Telex Fax E-mail Video Conferencing Internet Voicemail
5.	Vocabulary Building	Root Words, Confusing Words, Personality types

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05CEPL01 – Theory of International Politics
(4 Credits 60 Hrs)

Course Outline

Positivist Theories:

Unit 1 Realism (15 Hours)

- Classical Theory
- Neo-Realism
- Structural Realism

Unit 2 Liberalism & Neo- Liberalism (15 Hours)

- Origin & Nature of Liberalism
- Neo-Liberalism – Thought of Milton, Friedman, Friedrich Hayek.
- Criticism

Post-Positivist Theories

Unit 3 International Society (15 Hours)

- Rationalist Theories- Environmental & Geo-Political Theories
- Nature and Objectives

Unit 4 New Political Issues (15 Hours)

- Global Warming
- Sovereignty
- Security Challenges

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

References:

1. Baylis John and Steve Smith, 2005, *Globalization of World Politics*, London, OUP
2. Dougherty James. E. and Robert L. Pfaltzgraff, 1999, *Contending Theories of International Relations: A Comprehensive Survey*, New York, Longman
3. Jackson Robert and George Sorensen, 2005, *Introduction to International Relations*, New Delhi, OUP
4. Mingst Karen, 2005, *Essentials of International Relations*, New York, W. W. Norton and Co.
5. Walker R.B.J., 2004, *International Relations as Political Theory*, Cambridge, CUP

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05CEEC02 – 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- Current year.

Export -Import policy

Subsidies in India

Reference Books:

Adhikary M. Economic Environment Of Business

Agrawal A.N. Indian Economy

Aswathappa K. Essentials Of Business Environment

Cherunilam F. Business And Government

Cherunilam F. – Business Environment

Data And Sundurum – Indian Economy

Jain And Jain – Business Environment

Kuchal S.C. – The Industrial Economy

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05CEPS03 – Health Psychology
(4 Credits 60 Hrs)

Unit 1: Introduction to health psychology

The field of health psychology

Definition of health psychology

The mind-body connection

Body functions: nervous system, Immune system, Endocrine system, Respiratory system

Unit 2: Illness cognitions

Meaning of Health

Meaning of Illness

Illness cognitions

Measuring illness cognition

Self-regulatory model

Unit 3: Chronic illness and aging

Meaning of chronic illness

Dealing with illness

Chronic illness in children and adolescent

Chronic illness in adulthood

Chronic illness in aged person

Unit 4: Pain

Meaning of pain

Pain perception

Theories of pain

Acute Vs chronic pain

Psychological factors and pain

Individual differences in reactions to pain

Cognitive behavioral methods in pain control

References:

1. Jane Ogden (2010), Health psychology: a textbook, Tata McGraw hill pvt. Limited, New Delhi
2. M. Robin Dimatteo & Leslie R. Martin (2011), Health psychology, Pearson publication, New Delhi
3. Aboud, F.E. (1998). Health Psychology in Global Perspective. Thousand Oaks, C.A. Sage.
- Brannon, L. & Feist J. (2000). Health Psychology, U.S.A. Brooks/Cole.
4. Friedman, D.N. (1989). Health Psychology. New York: Prentice-Hall
5. Sarafino, E.P. (1994). Health Psychology: Bio-Psychosocial Interactions. New York: Wiley.
6. Shelley E Taylor *Health Psychology*, 6th Edition McGraw Hill India

6. Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05CEEN04 – Introduction to Postcolonial Literature
(4 Credits 60 Hrs)

The objective of this paper is

- To introduce the student to Postcolonial Theories and Literature
- To inspire love and understanding for Postcolonial Theories and Literature and stimulate imagination
- To develop critical understanding of Postcolonial Literature
- To familiarize students with the cultural diversity of the world through the Postcolonial writings
- To provide them a meaningful context for acquiring new language
- To make them aware of the various types of Postcolonial Literature.

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
01	Theoretical Background to the Postcolonial Literature in English	Short Answer Questions and /or objective	15 Hours	<i>Introduction</i> from Ania Loomba's <i>Colonialism / Postcolonialism</i>
02	Postcolonial writing in India	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>Midnight's Children</i> by Salman Rushdie
03	Postcolonial Writing in Nigeria	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>Things Fall Apart</i> by Chinua Achebe
04	Postcolonial writing in South Africa	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>Foe</i> 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
BA (Advanced) UA05CEJM05 – Transcreation
(4 Credits 60 Hrs)

Unit - 1 :

Qualities of good writing : clarity, brevity, sincerity, flow, readability, style

Unit - 2 :

Transcreation and Translation

Hindi to English

English to Hindi

Translation of on the spot coverage, letters to editor, simple news, rewrites, additions, alterations giving headlines, today's engagements etc.

Unit – 3:

Transcreation of categorized news: follow-ups, post event coverage, analytical coverage.

Translation of types of Stories

1. General : Speeches, conferences, personal briefs, community activities, community grievances, events : deaths, births, marriages, crime, disaster, epidemics, seasons and weather, natural calamities, human interest stories.

Unit – 4

Avoiding the Pitfalls of Cross-Cultural, Global vs. Local

Advertising, Television, Fashion, Music, Lyrics, paintings,

Unit - 5 :

Preparing press releases and press notes, converting press releases into news.

Note:

Reporting press conferences. Students will be given assignments for translation from English to Hindi and Vice-versa. The assignments will be checked and assessed by teaching member. News sense, news language and writing skill will be treated as three separate qualities for overall assessment.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEPL01 – Modern Western Political Thought- I
(4 Credits 60 Hrs)

Course Outline

Unit 1 Machiavelli (15 Hours)

- Human Nature, Notions of Liberty
- Attitude towards Religion and Morality
- Views on State

Unit 2 Hobbes

- Hobbes's Metaphysics
- Hobbes: Morality and Politics
- Hobbes's Social Contract Theory

Unit 3 John Locke(15 Hours)

- Human Nature, Natural Rights
- Social Contract Theory
- Theory of Political Obligation

Unit 4 Rousseau (15 Hours)

- Social Contract Theory
- Views on Sovereignty
- The Notion of General Will & Popular Democracy
- Critique of Liberal Representative Government

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

References:

1. Adams Ian and R. W Dyson., 2004, *Fifty Great Political Thinkers*, London, Routledge
2. Bhole Bhaskar, 1995, *Paschimaty Rajakiya Vicharvanta*, Nagpur, Pimpalapur
3. Boucher David and Paul Kelly, 2003, *Political Thinkers*, Oxford, Oxford University Press.
4. Jones W. T. (series editor), 1959, *Masters of Political Thought*, (Vols.2 & 3), London, George Harrap & Co
5. Mehta V. R., 1996, *Foundations of Indian Political Thought*, New Delhi, Manohar
6. Nelson Brian, 2004, *Western Political Thought*, Pearson Education
7. Parekh Bhikhu and Thomas Pantham, *Political Discourse: Explorations in Indian and Western Political Thought*, 1987, New Delhi, Sage
8. Rege, M. P., 1974, *Pashchatya Nitishastracha Itihas*, Pune, Samaj Prabodhan Sanstha

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEPL02 – State and Local Government
(4 Credits 60 Hrs)

Course Outline

Unit 1 Structure of State Government (15 Hours)

- Governor
- Chief Minister & Council of Ministers
- Secretariat and Directorates

Unit 2 Development of Welfare Responsibilities at State Government (15 Hours)

- Embodiment of Welfare Provisions at State Level
- Local Government
 - a) Constitutional Provisions
 - b) 73rd & 74th Amendment

Unit 3 Urban Government (15 Hours)

- Municipalities
- Municipal Corporation
- Cantonment Board

Unit 4 Accountability (15 Hours)

- Legislative & Executive Control
- Lokpal & Lokyukt
- Right to Information

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

References:

1. Arora Ramesh K 1996, *Indian Public Administration: Institutions and Issues*, New Delhi, Vishwa Prakashan
2. A. Chandra, *Indian Administration*, London, Allen and Unwin, 1968
3. Debroy Bibek (ed.), 2004, *Agenda for Improving Governance*, New Delhi, Academic Foundation
4. Jain L.C. (ed.), 2005, *Decentralisation and Local Governance*, New Delhi, Orient Longman
5. Kapur Devesh and Pratap Bhanu Mehta (eds.) 2005, *Public Institutions in India*, New Delhi, OUP
6. Maheshwari S.R., 2001, *Indian Administration*, New Delhi, Kitab Mahal.
7. Prasad Kamala, 2006, *Indian Administration: Politics, Policies and Prospects*, Delhi, Dorling Kindersley India Pvt Ltd.
8. Singh Hoshiar, 2001, *Indian Administration*, New Delhi, Kitab Mahal

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEPL03 – India's Foreign Policy
(4 Credits 60 Hrs)

Course Outline

Unit 1 India's Foreign Policy (15 Hours)

- Principles of Indian Foreign Policy
- Objectives
- Domestic Determinants- Geographical, Historical, Cultural & Social

Unit 2 Non – Alignment Movement (15 Hours)

- Historical Background
- Its Relevance after 1991

Unit 3 External factors of India's Foreign Policy (15 Hours)

- Global
- Regional

Unit 4 Continuity and Change in India's Foreign Policy (15 Hours)

- Dynamics of Indian foreign policy
- Challenges to Indian foreign policy

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

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
BA (Advanced) UA05EEEC01 – 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
Labour supply and Income tax
Edgeworth Box and contraction (negotiation curve) negotiation principle.
Revealed Preference Theory

Unit IV: Demand forecasting [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.

Reference Books :

Economic Theory And Operation Analysis – W.J. Baumol
Managerial Economics – Samuel Paul
Managerial Economics – Coyne
Introduction To Managerial Economics – Savage And Small
Managerial Economics – D.C. Hague
Economic Theory – Stonier Hague
Advance Economic Theory – H.L. Ahuja
Managerial Economics – Gopal Krishna
Managerial Economics – G.S. Gupta

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEEC02 – Economic Systems
(4 Credits 60 Hrs)

Unit I: Introduction [15 Hours]

The economy as a system
Forms of property
Modes of production

Unit II: Capitalism [15 Hours]

Meaning and features of capitalism
Functioning of capitalism
Strength and defects of capitalism

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

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

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEEC03 – 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 Organization and Ownership Structure [15 Hours]

Public, Private, Joint and Co-operative sectors, private corporate sector, MNCS and their Role.

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 and Rural Industrialization. Emerging Global competition and Indian Industry. Impact of Liberalization and Privatization on SSI Sector.

Reference:

- 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.
- Desai, B. (1999), Industrial Economy in India, (3rd Edition), Himalaya Publishing House, Mumbai.
- Kuchhal, S.C. (1980), Industrial Economics, Himalaya Publishing House, Mumbai.
- Ahluwalia I.J. (1995), Industrial Growth in India, Oxford University Press, New Delhi.
- Brahmananda, P.R. and V.R. Panchamukhi (Eds) (1987), The Development Process of the Indian Economy, Himalaya Publishing House, Mumbai.
- Clarkson, K.W. and R Miller (1985), Industrial Organization : Theory, evidence and Public policy, McGraw Hill, Kogakusha, Tokyo.
- Devine, P. J. et. al. (1978), An Introduction to Industrial Economics, (3rd edition), George Allen and Unwin, London.
- Government of India, Economic Survey (Annual), New Delhi.
- 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.
- Naidu, K.M. (1999), Industrialization and Regional Development in India, Reliance publishing House, New Delhi.
- Reserve Bank of India; Report on Currency and Finance (Annual), Mumbai.

Sardar Patel University
B.A. (English) – English Medium
SEMESTER 5
B A (ENG) UA05EEPS01-Psychopathology-I
(4 Credits, 60 Hours)

Unit 1: Introduction to Psychopathology

Definition

Different criteria for abnormality

Importance of Psychopathology

Classification in Psychopathology: DSM & ICD

Unit 2: Theories of Psychopathology

Psychodynamic theory

Behavior theory

Humanistic & existential theory

Cognitive theory

Socio-cultural theory

Unit 3: Mental Mechanisms and Symptoms

Mental Mechanism

Mental Symptoms:

Delusion

Hallucination

Regression

Psychological Ailments

Memory disorder

Emotional disorder

Unit 4: Anxiety disorders and somatoform disorder

Types of anxiety disorder

Symptoms of anxiety disorder

Etiology for anxiety disorder

Types of somatoform disorder

Etiology of somatoform disorder

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. (English) – English Medium
SEMESTER 5
B A (ENG) UA05EEPS02 – 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
- Hurdles in the way of Industrial Psychology
- Group phenomena in Industry
- Industrial Psychology in India

Unit II PERSONNEL SELECTION AND TRAINING

- Difficulty in the selection of workers
- Essentiality of personnel selection
- Job Analysis: Meaning, advantages, methods of job analysis
- Job description: meaning, contents, uses, characteristics of good job description
- Definition of training
- Importance of training
- Objectives of training

Unit III JOB SATISFACTION

- Definition
- Factors related to Job-satisfaction
- Advantages of job satisfaction study
- Measures to create Job satisfaction

Unit IV ENGINEERING PSYCHOLOGY [14 periods]

- History and scope of engineering psychology
- Time and Motion Study
- Contributions of the Time and Motion Study
- New trends in Human Engineering

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 Publishing 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. (English) – English Medium
SEMESTER 5
B A (ENG) UA05EEPS03 – 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 Scholberg, 1981, Experimental Psychology, New Delhi, Taa McGraw Hill Co. Ltd.,
3. Udaipreek, 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
BA (Advanced) UA05EEEN01 – Reading and Understanding Drama
(4 Credits 60 Hrs)

The objective of this paper is

- To introduce the student to literary genre Drama
- To inspire love for drama and stimulate imagination
- To develop critical understanding of drama
- To familiarize students with the cultural diversity of the world
- To provide them a meaningful context for acquiring new language
- To make them aware of the various types of drama.

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
01	Understanding the Form of Drama	Short Answer Questions and /or objective	10 Hours	From <i>A Background to the Study of English Literature</i> by Birjadish Prasad From <i>An Introduction to English Literature</i> , R J Rees
02	Greek Tragedy	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>Antigone</i> by Sophocles;
03	Shakespearean Comedy	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>Merchant of Venice</i> by William Shakespeare
04	Modernist Play	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>A Doll's House</i> by Ibsen
05	Self-Study Show your acquaintance with	Short Answer Questions and/or objective questions	5 Hours	<i>Nekrassov</i> by Jean Paul Sartre <i>Arms and the Men</i> by Bernard Shaw

Text Recommended:

1. H.D.F. Kitto, *Greek tragedy : A Literary Study*, Matthew, 1984.
2. Birjadish 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
BA (Advanced) UA05EEEN02 – Literary Criticism III
(4 Credits 60 Hrs)

The objectives of this course are

- To familiarize the students with the various streams in literary criticism
- To make them aware of the inter-disciplinary nature of contemporary criticism
- To develop skills for literary criticism by familiarizing them with the factors involved in criticism like interpretation, elucidation, judgment and appreciation
- To introduce them to basic texts in criticism, relating to various schools of thought
- To develop critical thinking by introducing various tools of criticism – analysis, comparison and theoretical approaches.

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
01	Victorian Criticism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	10 Hours	From <i>The Function of Criticism at the Present Time</i> by Matthew Arnold
02	Modernist Criticism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	From <i>Tradition and Individual talent</i> by T S Eliot
03	Practical Criticism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	From <i>The Four Kinds of Meaning</i> by I A Richards
04	New Criticism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	From <i>Criticism as Pure Speculation</i> by J C Ranson
05	Project Work	Short Answer Questions and/or objective questions	5 Hours	<i>Practical Analysis of a Text – Prose/Poetry</i>

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

BA (Advanced) UA05EEEN03 – Introduction to English Language Teaching-I
(4 Credits 60 Hrs)

The objective of this paper is

- To introduce the student to English Language Teaching
- To inspire love for English Language Teaching and stimulate imagination
- To develop critical understanding of English Language Teaching
- To familiarize students with the various techniques of teaching
- To provide them a meaningful context for acquiring new language
- To make them aware of the various types of techniques.

Unit No.	Topic	Evaluation Pattern	Teaching Hours	Sub Topic
01	English Language Teaching: Principles & Concepts	Short Answer Questions and /or objective	10 Hours	a. Second Language Learning Theories i. Acquisition and Learning ii. Differences between L1 and L2 acquisition
02	Introduction to English Language Teaching: Methods & Approaches	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	a. Communicative Language Teaching-I i. The concept of communicative competence ii. Designing communicative tasks
03	b. Communicative Language Teaching –II	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	Language Games Songs and Rhymes
04	English for Specific Purpose	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	a. Needs Analyses i. Identifying needs of the learners ii. Techniques of needs analyses
05	Practicum : Project work	Presentation skills, viva-voce	05 Hours	

Text Recommended:

- i) Aggarwal, J.C. *Landmarks in the History of Modern Indian Education*. New Delhi: Vikas Publishing House Pvt. Limited.
- ii) Agnihotri, R.K. & A.L. Khanna. 1997. *Problematizing English in India*. New Delhi: Sage Publications.
- iii) Chaudron, C. 1988. *Second Language Classrooms: research on teaching and learning*. Cambridge: Cambridge University Press.
- iv) Huda, N. 1992. *Teaching English to Indian Pupils*. New Delhi: Commonwealth Publishers.
- v) Kachru, B.B. 1983. *Indianisation of English: the English language in India*. Delhi: Oxford University Press.
- vi) Kachru, B.B. 1989. *The Alchemy of English: the spread, function and models of non-native Englishes*. Delhi: Oxford University Press.
- vii) King, R.D. 1998. *Nehru and the Language Politics of India*. Delhi: Oxford University Press.
- viii) Krishnamurti, B.H. 1998. *Language, Education and Society*. New Delhi: Sage Publications.
- ix) Rajendra Singh (ed) 1997. *Grammar, Language and Society: contemporary Indian contributions*. New Delhi: Sage Publications.
- x) Singh, R.P. (ed) 1993. *Indian Education: in-depth studies*. New Delhi: Commonwealth Publishers
- xi) Verma, M.K. (ed) 1998. *Sociolinguistics, Language and Society*. New Delhi: Sage Publications

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEJM01 – Brand Building
(4 Credits 60 Hrs)

Objectives

- To provide an introduction to the concepts and practices of modern brand management
- To understand the appropriate strategies and tactics to build, measure and manage brand equity
- To learn to plan an effective advertising campaign
- To develop a basic understanding of promotional concepts

What is Brand?

- What is a Brand?
- Brand vs. product
- Why brands matter
- Can anything be branded? Brand image and positioning
- Social and psychological dimensions
- Cognitive and emotional benefits
- Developing brand identity and personality
- Brand personality research
- Brand personality vs. user imagery
- Exercises in brand personification
- Brand theme
- Brand definition-creating and refining the essence of the brand
- Brand Building Blocks
- Perceptions of quality
- Branding as a value-adding process
- Value Pricing
- Brand positioning criteria
- Planning and marketing of brand's personality
- Brand vision
- Brand loyalty

Corporate branding

- Product vs. corporate branding
- Visual and verbal identities:- Name, tenn, sign, symbol, design, phrase, slogan or combination of these
- More visual outputs - logos, packaging, showroom, employee uniforms, advertising
- The company's reputation through publicity

Brand Equity

- Concept of brand equity
- Sources of brand equity

- Benefits of brand equity
- Choosing brand elements to build equity
- Managing brand

Branding strategies

- Manufacturer branding (national brand)
- Multi product branding strategy
- Multi branding strategy
- Private distributor branding (store brand)
- Generic branding
- Licensing
- Brand-product matrix
- Brand hierarchy

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEJM02 – Broadcast Journalism
(4 Credits 60 Hrs)

Objectives :

- (1) To understand the development of broadcast journalism in India
- (2) Learn skills and techniques required for broadcast journalism
- (3) To learn how to handle equipment - a camcorder and recorder - for a story
- (4) Regional language broadcast journalism to be examined as a growing and nourishing field

Syllabus:

- Radio news formats - the spot, the report, feature, documentary, docudrama, talk show, interview
- Writing news for radio
- Skills of speaking over the radio as reporter, presenter, Interviewing, Narrating, Conversation; Outside broadcasts and radio conferencing
- Principles of sound and production techniques in radio journalism
- History of the development of TV journalism - internationally and in India
 - • DD and the satellite revolution
 - • Prasar Bharati and broadcast regulations
 - • The proposed convergence bill
- TV news in the regional languages - reach, popularity, special coverage
- TV journalism formats; evolution and popularity of new forms on TV; the long feature or documentary, the panel discussion and its functions, the news talk show
- Scripting news for TV
- Principles of video camera use
- Skills of anchoring or presenting - voicing and delivery, on camera delivery
- Videotape editing
- Examining Broadcast journalism and allegations of 'dumping down' of news as a whole; impact on print journalism
- Understanding the power of the image and therefore the ethical considerations of broadcast coverage in times of conflict and disaster stories

Booklist:

1. MacGregor, Brent; *Live, Direct and Biased: Making TVNews in the Satellite Age*; (1997); Arnold
2. Parthasarthy, Ramaswamy; *Here is the News*; (1994); Sterling
3. Beaman, Jim; *Interviewing for Radio*; (2000); Routledge
4. Chatterji, PC; *Broadcasting in India*; (1987); Sage
5. Hebert, John; *Journalism in the Digital Age*; (2000); Focal Press
6. Brittner and Brittner; *Radio Journalism*; (1997); Prentice Hall
7. Ahuja; *Audiovisual Journalism*; (1988); Surjeet
8. Milliard; *Writing for TV, Radio and New Media*; 7th edition; Wadsworth

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEJM03 – Consumer Behaviour
(4 Credits 60 Hrs)

Objective:

To introduce students to the complexities of consumer behaviour

The consumer as an individual

- Consumer Needs and Motivation
- Maslow's hierarchy of needs, positive versus negative motives, needs and goals, measurement of motives (motivational research)
- Personality and Consumer Behaviour
- Theories of personality, linking personality to market segmentation
- Consumer psychographics and attitudes
- Psychographics versus demographics, the VALS framework for psychographic segmentation
- Understanding and measuring consumer attitudes
- Communication and Consumer Behaviour
- The structure and process of communication, understanding the audience, the source and the message

Consumers in a Social and Cultural Setting

- Group Dynamics
- Type of groups, reference groups (celebrities, expert, common man)
- The family
- The function of family, family decision making processes, the family life cycle.
- The influence of social class and culture on consumer behaviour
- Measurement of social class, lifestyle profiling of social classes, characteristics of culture and the measurement of culture.

The Consumers Decision Making Process

- Persona! Influences versus opinion leadership
- Dynamics of the opinion leadership process and its measurement.
- How do consumers make decisions about brand/products?
- Understanding the adoption process, factors influencing decision making, models of decision making

Influence of culture and subculture on consumer behaviour

- What is culture and subculture?
- Characteristics
- Indian core values
- Nationality and subculture, religious, regional, racial and age subcultures sex as a subculture
- Subculture interaction and the psychology of advertising
- Psychological appeals and their application to advertising as persuasive communication
- Theories of persuasion on

- Systematic routes to persuasion
- Motivational factors
- Types of appeals,
- Rational appeals
- Emotional/transformational appeals
- Subliminal persuasion

Book List:

1. Leon G. Schiffman, *Consumer Behaviour* - Leslie Lazar Kanuk
2. Loudon, David and Dela, *Consumer Behaviour* - Bitu Albert
- 3 Max Sutherland and Alice K Sylvester, *Advertising and the Mind of the Consumer* - Kogen 2000

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 5
BA (Advanced) UA05EEPW04 - Project I
(6 Credits 90 Hrs)

Objective:

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

Types of Project (any of These)

Case study of any organization

Field study (Empirical Study)

Survey

Experiment

Qualitative and/or Quantitative study

Selection of project:

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

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:

One external examiner and one internal examiner will be evaluating the project for a maximum of 100 marks.

60 Marks for the dissertation

40 Marks for the Viva-voce

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

BA Advanced(Eng Med) UA06FEPD01-Personality Development and Soft Skills - II
(4 Credits 60 Hrs)

	Description	Texts And/Or Topics
1	International Communication	Meaning and significance Cultural sensitiveness Cultural context and cultural differences International factors in Interaction
2	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
3	Interview Skills	Interview- its meaning Types of Interview Planning a Interview Attending the Interview How to conduct yourself during the Interview Interview Process Objectives of conducting an Interview
4	Negotiation Skills	Process and Definition The fact about the Negotiation Negotiation Situations Types of Negotiation: Formal and Informal Qualities of a Negotiator Negotiation stages Preparation Meeting The Negotiation phase Implementation style Negotiation style
5	Vocabulary Building	Foreign words, Phobia, Mania

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06CEPL01 – India in World Politics
(4 Credits 60 Hrs)

Course Outline

Unit 1 India's Security Concerns (15 Hours)

- Nuclear Issue
- Indian Ocean
- Terrorism

Unit 2 India and the World (15 Hours)

- India and Europe
- India & USA
- India & Russia

Unit 3 India and the Asia (Regional) (15 Hours)

- India & China
- India & Pakistan
- India & Bangladesh

Unit 4 Impact of Globalization (15 Hours)

- Impact of Globalization on India
- Challenges of Globalization for India

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

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
5. Sharma Shri Ram, 1980 *Indian Foreign Policy*, Sterling Publishers Pvt. Ltd.
6. Bidwai Praful, 1999, *Vanaik Achin, South Asia On A Short Fuse*, Oxford.
7. Mooze John alptn and Pubaniz Jerry ,208, *The New United Nation International Organization in the Twenty First Century*, Person Education, New Delhi

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06CEEC02 – Economic Environment-II
(4 Credits 60 Hrs)

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: Political and Regulatory Environment [15 Hours]

Economic roles of government – regulatory environment – International legal environment – Intellectual Property rights – Issues of Patenting – Legal Environment.

General Agreement on Trade and Tariffs (GATT)

World Trade Organization
Dispute Settlement Mechanism
Ministerial Conferences

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 Hempstead 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
BA (Advanced) UA06CEPS03 – Health Psychology
(4 Credits 60 Hrs)

Unit 1: stress

Concept & Meaning
Physiological reactions to stress
Coping with stress

Unit 2: HIV & Cancer

Meaning
Role of psychology in HIV study & Cancer
Attitudes to HIV/ AIDS
Psychology & the progression to AIDS
Psychological intervention techniques

Unit 3: Substance abuse & prevention

What is an addiction?
Who smokes & drinks?
The stages of substance use:
Initiating & maintaining an addiction behavior
The cessation of an addictive behavior
Relapse

Unit 4 Eating behavior

What is healthy diet?
How does diet affect health?
Developmental models of eating behavior
Dieting
Dieting & under eating
Dieting & overeating
The causes of overeating

References:

1. Jane Ogden (2010), Health psychology: a textbook, Tata McGraw hill pvt. Limited, New Delhi
2. M. Robin Dimatteo & Leslie R. Martin(2011), Health psychology, Pearson publication, New Delhi
3. Aboud, F.E. (1998). Health Psychology in Global Perspective. Thousand Oaks, C.A. Sage. Brannon, L. & Feist J. (2000). Health Psychology,. U.S.A. Brooks/Cole.
4. Friedman, D.N. (1989). Health Psychology. New York: Prentice- Hall
5. Sarafino, E.P. (1994). Health Psychology: Bio- Psychosocial Interactions. New York : Wiley

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06CEEN04 – The Study of Discourse
(4 Credits 60 Hrs)

The objectives of this course are

- To familiarize the students with the various streams in literary criticism
- To make them aware of the inter-disciplinary nature of contemporary criticism
- To develop skills for literary criticism by familiarizing them with the factors involved in criticism like interpretation, elucidation, judgment and appreciation
- To introduce them to basic texts in criticism, relating to various schools of thought
- To develop critical thinking by introducing various tools of criticism – analysis, comparison and theoretical approaches.

Unit No.	Description	Evaluation Pattern	Teaching Hours
01	Introduction to the Study of Discourse	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	10 Hours
02	Creativity and Language	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours
03	Creativity in Poetry	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours
04	Creativity and Representation : The Role of Language in Media Aesthetics	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours
05	Project Work	Short Answer Questions and/or objective questions	5 Hours

Text Recommended:

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

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06CEJM05 – Understanding Cinema
(4 Credits 60 Hrs)

Objective: To acquaint the students with the various styles and schools of cinema throughout the world.

- 1) A discussion of early narrative cinema (Screening of D.W. Griffith's Birth of a Nation)
- 2) A discussion of Soviet cinema (screening of Sergei Eisenstein's Battleship Potemkin)
- 3) A lecture, with clips, on the evolution of the Hollywood studio system.
- 4) A screening of a compilation of clips from Dadasaheb Phalke's films and Prabhat Talkies' Sant Tukaram, along with discussion of early Indian cinema, and the development of the studio system in India.
- 5) A discussion of Italian neo-realism, and its impact on the films of Satyajit Ray and Bimal Roy (Screening of The Bicycle Thief)
- 6) A discussion of the parallel cinema movement (Screening of Ray's Pather Panchali)
- 7) A discussion of Ghatak's films (Screening of Ritwik Ghatak's Subarnarekha)
- 8) A discussion of French New Wave cinema (Screening of Jean-Luc Godard's Breathless)
- 9) A discussion of Japanese cinema (Screening of Yasuiro Ozu's Autumn Afternoon)
- 10) A screening of Kurosawa's 'Seven Samurai' along with a discussion of his films, their impact on Hollywood westerns and on Sholay.
- 11) A discussion on classical narrative technique (Screening of Hitchcock's Rear Window)
- 12) A discussion of East European comic-political cinema (Screening of Jiri Menzil's 'Closed Observed Trains')
- 13) A discussion on the Star system and the Hindi formula film (Screening of Manmohan Desai's Amar Akbar Anthony)
- 14) A discussion on independent film-making in Hollywood (Screening of Quentin Tarantino's Pulp Fiction)
- 15) A discussion of Indian-global cinema (Screening of Mira Nair's Salaam Bombay)
- 16) A screening of one of Mohsen Makhmalbaf or Abbas Kiarostami's recent films along with discussion of contemporary Iranian cinema and art and censorship.
- 17) A visit to a shoot in Film City.
- 18) Lecture-demonstration on technical aspects of film: cinematography, editing, special effects, mise en scene, sound.

Booklist:

1. Ed. Bill Nichols; *Movies and Method*; 2 Volumes; University of California Press 1976
2. Gaston Roberge; *Chitra Bani; A Book on Film Appreciation* *
3. Cherry Potter, *Image. Sound and Story - The art of telling in Film*; Seeker & Warburg, 1990
4. Gaston Roberge; *The Ways of Film Studies*; Ajanta Publications; 1992
5. Gerald Mart; *A short history of the Movies*; The University of Chicago Press 1981
6. Erik Bamouw & S. Krishnaswamy; *Indian Film*; Oxford University Press 1980
7. Toren Grodal; *Moving Pictures*; Oxford University Press, 1997

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEPL01 – Modern Western Political Thought-II
(4 Credits 60 Hrs)

Course Outline

Unit 1 Marx (15 Hours)

- Dialectical Materialism, Historical Materialism, Theory of Surplus value, Doctrine of Class Struggle, Dictatorship of Proletariat & Withering away of State

Unit 2 Hegel (15 Hours)

- Hegel's Conception of Geist
- Hegel on Morality and Ethical Life
- Hegel on Family, Civil Society and State
- The Master-Slave dialectic

Unit 3 Kant (15 Hours)

- Kant's Moral Thinking : The Right and The Good
- Kant's Conception of Politics
- Kant on War and Peace
- Kant on the Enlightenment

Unit 4 J.S. Mill (15 Hours)

- Views on Liberty
- Feminism
- Utilitarianism

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

References:

1. Chan Gerald, *Chinese Perspective on International Relations*, New Zealand, Houndsmill, Macmillan University Press, 1999.
2. Cronin Patrick M. *From Globalism to Regionalism: New Perspectives on US Foreign and Defence Policies*, Washington, National Defence University Press, 1993.
3. Ellison Herbert J. *Japan and The Pacific Quadrille: The Major Powers in East Asia*, Boulder, Westview Press, 1987.
4. Epstein William, *The Last Chance: Nuclear Proliferation and Arms Control*, New York, Free Press, 1976.
5. Gaddis Johan Lewis, *Strategies of Containment: A Critical Appraisal of Post War American National Security Policy*, Oxford, Oxford University Press, 1990.
6. Gutjahr Lothar. *German Foreign and Defence Policy after Unification*, Pinter Publishers, 1994.

7. Haas Richard N, *Intervention: The Use of American Military Forces in the Post Cold War World*, New York, Carnegie Endowment of International Peace, 1998.
8. John Dumbrell, *American Foreign Policy: Carter to Clinton*, Houndsmill, Macmillan, 1997.
9. Kanet Roger E and Alexander V. Kozhemiakin. *The Foreign Policy of Russian Federation*, Houndsmill. Macmillan, 1997.
10. Larrabee Stephen. *The Two German States and European Security*, Houndsmill, Macmillan, 1999.
11. Masahide Shibusawa. edited, *Japan and the Asian Pacific Region*, London, Croom Helm, 1984.
12. McNamara Robert. *Out of the Cold*, Bloomsbury, 1990.
13. Mendelson Sarah E., *Changing Course*, New Jersey, Princeton University Press, 1998.
14. Sutter Robert G., *Shaping China's Future in World Affairs: The Role of U.S.* Boulder, Westview, 1996.
15. Whetten Lawrence L., *Germany East and West: Conflicts, Collaboration and Confrontations*, New Jersey, Princeton University. Press, 1980.
16. Zwick Peter. *Soviet Foreign Relations: Process and Policy*. New Jersey, Prentice Hall, 1990.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEPL02 – Post Cold War International Relations
(4 Credits 60 Hrs)

Course Outline

Unit 1 End of Bipolar International System (15 Hours)

- New World Order after Cold War
- UN Restructuring

Unit 2 New Security System (15 Hours)

- Traditional & Non- Traditional Threats
- World Terrorism
- Arms and Control disarmament

Unit 3 Foreign policy – Post-Cold War Era (15 Hours)

- Foreign Policy of USA & Russia
- Foreign policy of India & China

Unit 4 The Developing Countries and the World (15 Hours)

- Third World Movement
- Non-alignment Movement
- Oil Politics
- North-South conflict and NIEO

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

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 Pfaltzgauff 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 Waever, 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
BA (Advanced) UA06EEPL03 – Politics in South Asia
(4 Credits 60 Hrs)

Course Outline

Unit 1 South Asia: Conceptual Framework (15 Hours)

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

Unit 2 South Asian Political Economy (15 Hours)

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

Unit 3 Contextualizing the Foreign Policies of South Asian States (15 Hours)

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

Unit 4 Nuclear Issues & Bilateral Relations in South Asia (15 Hours)

- Nuclear Weapon's Programme in South Asia & Its Implications
- Bilateral relations
- Economic & Cultural relations

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

References:

1. Alavi Hamza and John Harriss. eds *The Sociology of Developing States: 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
10. Nizamani, Haider, K., *The Roots of Rhetoric: Politics of Nuclear Weapon in India and Pakistan*, New Delhi, India Research Press, 2001.

11. Shelton, Kodikara, U.. edited *South Asian Strategic Issues*, New Delhi, Sage, 1990. Stern Robert W. *Democracy and Dictatorship in South Asia*. New Delhi, India Research Press, 2001.
12. Basrur, Rajesh, M., edited, *Security in the New Millennium: Views from South Asia*, New Delhi, India Research Press, 2001.
13. Bhole, P.L., and Ramakant, edited. *Post Cold War Developments in South Asia*, Jaipur, RBSA Publisher, 1995.
14. Bidwai, P and A., Vanaik, *South Asia on a Short Fuse: Nuclear Politics and the Future of Global Disarmament*, Oxford, Oxford University Press, 2001.
15. Cohen, Stephen, P., *India: Emerging Power*, Washington D.C, Brookings Institution Press, 2001.
16. Hewitt, Vernon, *The New International Politics of South Asia*, Manchester, Manchester University Press, 1997.
17. Kothari, Smitu and Zia, Mian, edited, *Out of the Nuclear Shadow*, Delhi, Lokayan, 2001.

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEEC01 – Economic Analysis-II
(4 Credits 60 Hrs)

Unit I: Cost Analysis

Concepts of cost – money cost, economic, 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, Limitations.

Unit III: Pricing practices and Strategies

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

Economic theory and operation analysis- S.J. Baumol
Managerial economics- Samuel Paul
Managerial Economics- Coyne
Introduction to ME- Savage and Small
Managerial economics- D.C. Haque
Economic Theory – Stonier Haque
Advance Economic theory- H.L.Ahuja
Managerial economics- P.L.Mehta
Managerial Economics- Gopal Krishna
Managerial Economics- G.S. Gupta
Principles of Management- I.M.Pandey
Managerial Economics-Thomas Maurice

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEEC02 – Labour Economics
(4 Credits 60 Hrs)

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 Industriel 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
BA (Advanced) UA06EEEC03 – Introduction To Econometrics
(4 Credits 60 Hrs)

Unit I : Introduction [15 Hours]

Model- Meaning features and characteristics,
Variables – Meaning, and types
Types of equations
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 variable Regression Model [15 Hours]

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

Reference

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

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEEC04 –International Economic Organisations
(4 Credits 60 Hrs)

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 [15 Hours]

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 Organizations
As International Institutions, International Monetary Fund (IMF), International Bank for Reconstruction
and Development (IBRD) [15 Hours]

Unit IV: International Development Agency (IDA), International Finance Corporation (IFC), Multilateral
Investment Guarantee Agency (MIGA) International Labour Organisation (ILO). [15 Hours]

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, Macmillan India Ltd., 1998.
5. Surendra Bhandari, World Trade Organisations and developing countries, Deep & Deep, New
Delhi, 1998.

Sardar Patel University
B.A. (English) – English Medium
SEMESTER 6
B A (ENG) UA06EEPS01– Psychopathology-II
(4 Credits, 60 Hours)

Unit 1: Mood disorder (15 hours)

Classification of mood disorder:

- Depression
- Mania
- Dysthymia and Cyclothymia
- Other categories

Unit 2: Schizophrenia (15 hours)

Symptoms of schizophrenia

Types of schizophrenia

Theories of schizophrenia

Unit 3: Personality disorder (15 hours)

Types of personality disorder

- Eccentric cluster
- Fearful cluster
- Erratic cluster

Unit 4: Therapeutic Approaches to psychopathology (15 hours)

Definition

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. (English) – English Medium
SEMESTER 6
B A (ENG) UA06EEPS02– Industrial Psychology-II
(4 Credits, 60 Hours)

Unit I INDUSTRIAL MORALE

- Definition and characteristics
- Importance of Industrial Morale
- Measurement of Industrial Morale
- Determinants of workers Morale

Unit II INDUSTRIAL FATIGUE AND BOREDOM

- Definition of Fatigue
- Kinds of Fatigue
- Occupational conditions of Fatigue
- Measures to reduce Fatigue
- Meaning of Boredom
- Causative Factors of boredom

Unit III INDUSTRIAL ACCIDENTS AND REMEDIES

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

Unit IV HUMAN RELATIONS IN INDUSTRY

- Definition and characteristics of Human relations
- Objectives of Human relations
- Meaning of Industrial Relations
- Distinction between Industrial and Human relations
- Determinants of Industrial relations
- Objectives of good industrial relations

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 Publishing 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. (English) – English Medium
SEMESTER 6
B A (ENG) UA06EEPS03 – Psychological Testing-II (PRACTICAL)
(4 Credits, 60 Hours)

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 Scholberg, 1981, Experimental Psychology, New Delhi, Taa McGraw Hill Co. Ltd.,
3. Udaipreek, 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
BA (Advanced) UA06EEEN01 – Reading and Understanding Postmodern
Literature
(4 Credits 60 Hrs)

The objective of this paper is

- To introduce the student to Postmodernist Literature
- To inspire love and understanding of Postmodernist Literature
- To develop critical understanding of Postmodernist Literature
- To familiarize students with the cultural and ideological diversity of the world
- To provide them a meaningful context for acquiring new language
- To make them aware of the various types of postmodernist representation techniques

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
01	Introduction : Modernist and Postmodernist Literature	Short Answer Questions and /or objective	15 Hours	<i>Introduction</i> from <i>Postmodernism : A Reader</i> by Patricia Waugh
02	Fiction	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>A History of the World in 10½ Chapters</i> by Julian Barnes
03	Drama	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	<i>No Man's land</i> by Harold Pinter
04	Short Stories	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	4 titles to be selected by the concerned teacher from Gabriel Garcia Marquez's <i>Collected Short Stories</i>

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. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEEN02 – Literary Theories and Criticism
(4 Credits 60 Hrs)

The objectives of this course are

- To familiarize the students with the various streams in literary criticism
- To make them aware of the inter-disciplinary nature of contemporary criticism
- To develop skills for literary criticism by familiarizing them with the factors involved in criticism like interpretation, elucidation, judgment and appreciation
- To introduce them to basic texts in criticism, relating to various schools of thought
- To develop critical thinking by introducing various tools of criticism – analysis, comparison and theoretical approaches.

Unit No.	Description	Evaluation Pattern	Teaching Hours
01	Background to Theories and Criticism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	10 Hours
02	Introduction to Structuralism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours
03	Introduction to Marxist Theory and Criticism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours
04	Introduction to Feminist Theory and Criticism	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours
05	Self-Study : <u>Introduction to Postcolonial Theories and Criticism</u>	Short Answer Questions and/or objective questions	5 Hours

Essays to be taken from Literary Theories Today by Pramod K Nayar, Prestige Publications, 2002.

Text 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

BA (Advanced) UA06EEEN03 – Introduction to English Language Teaching- II
(4 Credits 60 Hrs)

The objective of this paper is

- To introduce the student to English Language Teaching
- To inspire love for English Language Teaching and stimulate imagination
- To develop critical understanding of English Language Teaching
- To familiarize students with the various techniques of teaching
- To provide them a meaningful context for acquiring new language
- To make them aware of the various types of techniques.

Unit No.	Topic	Evaluation Pattern	Teaching Hours	Sub Topic
01	Teaching Language and Literature-I	Short Answer Questions and /or objective	10 Hours	a. Teaching Poetry i. Teaching the sound of poetry ii. Teaching rhyme and rhythm
02	Teaching Language and Literature-II	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	a. Teaching Fiction i. Teaching 'point of view' ii. Teaching 'narrative view'
03	English Language Teaching & Multimedia	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	a. Using Interactive Power point b. Benefits / Disadvantages of using multimedia
04	Web Tools for Language Development	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	15 Hours	a. Using web tools for language learning i. Using interactive platforms ii. Using specific software
05	Practicum : Project work	Presentation skills, viva-voce	05 Hours	

Text 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. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEJM01 – Agency & Media Management
(4 Credits 60 Hrs)

Objectives

- To expose students to the business of advertising
- To familiarize students with the different aspects of running an ad agency

Account management

- Role of account planning
- Account planning systems
- What makes an account executive?

Client servicing

- Stages in the client-agency relationship
- Issues in client service
- Understanding the client's business o Key success factors o Business model
- Understanding client behaviour
- Understanding client's business
- Understanding communication tasks
- Conflict resolution
- Accountability

Client's evaluation of the agency

- What makes a good agency
- Areas of evaluation
- Expertise
- Objectivity
- Dedication
- Staffing and Management

The marketing brief

- Understanding client's marketing strategy
- Marketing problem/opportunity definition
- Marketing and advertising objectives as stated by the client
- Constraints on strategy formulation and implementation
- Getting better brief from client

Setting objectives

- Profit objectives
- Sales and market share objectives
- Setting the overall advertising and promotion budget
- Setting evaluation criteria

Sales promotion management

- Importance and role in marketing
- Promotional objectives
- Profit objectives
- Sales objectives
- Market share objectives

Trade, retail and consumer promotion

Promotional tools

- POP Materials
- Samples
- Coupons
- Trade Promotions
- Rebates
- Premiums
- Combination Offers
- Contests
- Sweepstakes
- Games

Measuring the effectiveness

Agency finances

- Nature of the agency business
- Sources of income - the "15% system" and "pro-rating"
- Where the money goes
- Client profitability
- Financial planning
- Model system followed by a leading agency

Booklist:

1. Wes Perrin, *Advertising Realities: A Practical Guide to Agency Management*; Mayfield Publishing Co. 1992
2. C. Nugent Wedding and Richard S. Lesler, *Advertising Management*. Ronald Press 1962
3. Eric G. Morgan, *Choosing and Using Advertising Agencies* - Business Books 1974
4. M.N. Mishra - *Sales Promotion & Advertising* - Himalaya Publishing
5. George Belch & Michael Belch - *Advertising & Promotion* - McGraw Hill

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEJM02 – Media Planning & Buying
(4 Credits 60 Hrs)

Objectives

- To develop knowledge of major media characteristics and buying advertising space in them
- To develop an understanding of procedures, requirements, and techniques of media planning

Media planning

- The function of media planning in advertising
- Challenges in media planning
- Media Planning process
- Media Planning for Consumer Goods
- Media Planning for Industrial Goods
- Media objectives
- Media strategies ^
- Where, When and How long to advertise?
- Target audience
- Target market coverage

Sources of media research

- Press Audit bureau of circulation
- Press audits / National readership survey Businessmen's readership survey Television
- Audience research: TRP
- National television study ADMAR satellite cable network study Radio
- Reach and coverage study ', CBS listener ship survey

Specific Media Options:

Television

- Advantages of television .
- Disadvantages of television
- Television buying
- Cable Television
- Measuring TV audiences

Radio

- Advantages of radio
- Disadvantages of radio
- Radio buying
- Measuring radio audiences

Magazines

- Strengths of magazines
- Weaknesses of magazines
- Types of magazines
- Buying magazine space
- Measuring magazine readership

Newspapers

- Strengths of newspapers
- Weaknesses of newspapers
- Types of newspapers
- Buying newspaper space
- Measuring newspaper readership
- The Internet
- Billboards
- Yellow pages
- Direct response and direct mail
- Stadium
- In-store
- Types of out-of-home advertising
- Place-based media

Criteria for selecting the media vehicles

- Reach
- Frequency
- Cost efficiency
- Cost per thousand
- Cost per rating
- Waste
- Circulation
- Pass-along rate (print) Media timing
- Flight
- Pulsing
- Steady schedule

Evaluation of media option/choices

- The media mix
- The communications mix
- Media buying and negotiation
- The concept of aperture
- Scheduling and budgeting allocation
- Media plan evaluation
- Media presentations to the client

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEJM03 – Media Laws And Ethics
(4 Credits 60 Hrs)

Objectives:

Aware the students about media laws and media ethics

Media Laws

- History of press laws in India
- Contempt of courts Act, 1971
- Defamation
- Sedition
- Official secrets act, 1923
- Press and Registration of Books Act, 1867
- Working journalists and other newspaper, Employees (Conditions of service & miscellaneous provisions) Act, 1955
- Cinematography Act, 1953
- Copy right Act
- Intellectual property right Act
- Cyber Laws and cable television Act
- Laws related to women and children
- Prasar Bharti Act
- Right to Information Act
- Public Interest Litigation & Media
- BCCC (Broadcasting Content Complaints Council)
- Press council of India structure and its significance
- Broad guidelines for the press by the Press council of India
- Introduction to ASCI and AAAI code of conduct
- Drugs Control act
- Drugs and magic remedies (objectionable advertisement) Act
- Copyright Act
- Pharmacy Act
- Prize and Competition Act
- Emblems and Names (prevention of improper use) Act
- Obscenity Act
- Case studies of selected ads that violate legal and ethical concerns (4)
- Consumer guidance and protection (7)
- Consumer Protection Act 1986
- Essential Commodity Act
- Standard of Weights and Measures Act
- Packaged Commodities Act
- Prevention of Food Adulteration Act AGMARK, ISI
- Role of PDS and consumer co-operatives

- Consumer forums (2)
- CGSI, CFBP, CERC, Grahak Panchayats

References

1. Media Ethics, edited by Matthew Kieran, 1st published in 1998 by Rout ledge, London
2. Media Ethics: Cases and Moral Reasoning, Clifford G Christians, Mark Fackler
3. Kim BRotzell, Kathy Brittain Mckee, 5th Edition 1998, London, New York
4. Media Ethics in the 21st Century, MK Verma, Sumit Enterprises, New Delhi, 2006

Sardar Patel University
B.A. (Advanced) – English Medium
SEMESTER 6
BA (Advanced) UA06EEPW04 - Project II
(6 Credits 90 Hrs)

Objective:

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

Types of Project (any of These)

Case study of any organization

Field study (Empirical Study)

Survey

Experiment

Qualitative and/or Quantitative study

Selection of project:

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

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:

One external examiner and one internal examiner will be evaluating the project for a maximum of 100 marks.

60 Marks for the dissertation

40 Marks for the Viva-voce