



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Criterion I

Curricular Aspects

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

1.3 Curriculum Enrichment

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values and Environment and Sustainability in transacting curriculum

Courses addressing Gender issues in Curriculum

Submitted to





INDEX

Sl. No.	Item	Page No.
1	Courses in Curriculum addressing Gender	3
2	Gender issues addressed in Curriculum - Syllabus	4-10

Legal



List of Courses addressing issues relevant to Gender into the Curriculum

Name of Programme	Name of Course	Course Code	Course Description
B.A English Literature, Communication and Journalism Model III (Triple Main)	Women Writing	EN6CRT11	This course explore the works of female authors, analyzing their perspectives on gender roles and representation. Delve into the world of feminist literature, where you'll learn to analyze texts with a gendered lens, exploring representation, power dynamics, and the challenges of patriarchy.
Bachelor of Computer Application	IT & Environment	CA5CRT15	Examining the digital divide and IT development, the course explores how IT can be leveraged to empower women, reduce gender disparities, and support inclusive development, highlighting the role of women in the IT industry and related opportunities and threats
B.Com	Entrepreneurship Development and Project Management	CO4CRT13	This course explores entrepreneurship and project management, focusing on ideation, business planning, financial management, leadership, and human values. Highlighting the role of women entrepreneurs, students will develop innovative business plans and apply project management techniques. Ideal for aspiring entrepreneurs, the course includes lectures, interactive activities, and a final team project to pitch a comprehensive business plan.

Legnd



MAHATMAGANDHIUNIVERSITY
SYLLABIFORCORECOURSES-UGPROGRAMMES
2017ADMISSIONSONWARDS
COURSE11–WomenWriting

Course Code	EN6CRT11
Title of the course	WomenWriting
Semesterinwhichthecourseistobe taught	6
No. of credits	4
No. of contact hours	90

AIMOFTHECOURSE

To introduce the theoretical and literary responses by women and the concerns that govern feminist literature.

OBJECTIVESOFTHECOURSE

On completion of the course, the students will be able to:

1. critically respond to literature from a feminist perspective.
2. realize how the patriarchal notions pervade in the social and cultural scenario and how feminism exposes these notions.
3. identify how stereotypical representations of women were constructed and how these are subverted by feminist writing

COURSEOUTLINE

Module1[Essays]

(36hours)

Betty Friedan: *The Problem that has No Name* (Chapter 1) of *The Feminine Mystique*
Elaine Showalter: *Towards a Feminist Poetics*
Patricia Hill Collins: *Mammies, Matriarchs and Other Controlling Images* (Chapter 4) of *Black Feminist Thought* pp. 79-84



Legal

Module2[Poetry]

(18hours)

Anna Akhmatova: Lot's Wife
MamtaKalia: After Eight Years of Marriage
Julia Alvarez: Women's Work
MeenaAlexander: House of a Thousand Doors
SutapaBhattacharya: Draupadi
Kristine Batey: Lot's Wife
Vijayalakshmi: Bhagavatha

Module3[ShortFiction]

(18hours)

Charlotte Perkins Gilman: The Yellow Wallpaper
Willa Cather: A Wagner Matinee
IsabelAllende: And of the Clay We Created
Sara Joseph: The Passion of Mary

Module4[Fiction]

(18hours)

AliceWalker: *TheColorPurple*

Core Text: Women Writing



Legend

CASCR15 - IT & Environment (Core)

Theory: 4 hrs. per week

Credits: 4

Unit 1 : (18 hrs.)

Multidisciplinary nature of environmental studies : Definition, scope and importance, Need for public awareness. (2 hrs)

Natural Resources: Renewable and non-renewable resources: Natural resources and associated

problems. a) **Forest resources**: Use and over-exploitation, deforestation, case studies. Timber extraction,

mining, dams and their effects on forest and tribal people. b) **Water resources**: Use and over-utilization

of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c)

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral

resources, case studies. d) **Food resources**: World food problems, changes caused by agriculture and

overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case

studies. e) **Energy resources**: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, Case studies. f) **Land resources**: Land as a

resource, land

degradation, man induced landslides, soil erosion and desertification. Role of individual in conservation

of natural resources. Equitable use of resources for sustainable life styles. (10hrs)

Ecosystems : Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers

and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and

ecological pyramids., Introduction, types, characteristic features, structure and function of the given

ecosystem:- Forest ecosystem

(6 hrs)

Unit 2: (26 hrs)

Biodiversity and its conservation: Introduction, Biogeographical classification of India.

Value of

biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.,

India as a

mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity: habitat loss,

poaching of

wildlife, man-wildlife conflicts, Endangered and endemic species of India

(8 hrs)

Environmental Pollution :Definition, Causes, effects and control measures of: - Air

pollution, Water

pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear

hazards, Solid

waste Management: Causes, effects and control measures of urban and industrial wastes.,

Role of an

individual in prevention of pollution, Pollution case studies, Disaster management, floods,

earthquake,

cyclone and landslides. (8 hrs)



Legal

Social Issues and the Environment :Urban problems related to energy, Water conservation, rain water

harvesting, watershed management, Resettlement and rehabilitation of people: its problems and concerns,

49

Case studies, Environmental ethics: Issues and possible solutions, Climate change, global warming, acid

rain, ozone layer depletion, nuclear accidents and holocaust, Case studies, Consumerism and waste

products, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water

(Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues

involved in enforcement of environmental legislation, Public awareness. (10hrs)

Unit 3: (10 hrs.)

Internet as a knowledge repository, academic search techniques, creating cyber presence, Academic

websites, open access initiatives, opens access publishing models, Introduction to use of IT in

teaching and learning -Educational software, Academic services-INFLIBNET, NPTEL, NICNET,

BRNET. (10hrs)

Unit 4: (10 hrs.)

IT & Society- issues and concerns- digital divide, IT & development, the free software movement, IT

industry: new opportunities and new threats, software piracy, cyber ethics, cyber crime, cyber threats,

cyber security, privacy issues, cyber laws, cyber addictions, information overload, health issues- guide

lines for proper usage of computers, internet and mobile phones, e-wastes and green computing, impact

of IT on language & culture-localization issues- Unicode- IT and regional languages, Green Computing

Concept. (10hrs)

Unit 5: (8 hrs.)

Human Rights- An Introduction to Human Rights, Meaning, concept and development, Three

Generations of Human Rights (Civil and Political Rights: Economic, Social and Cultural Rights).

Human Rights and United Nations - contributions, main human rights related organs - UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of

Human Rights, **Human Rights in India** - Fundamental rights and Indian Constitution, Rights for

children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

Environment and Human Rights - Right to Clean Environment and Public Safety- Issues of

Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical

and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment



Legal

Conservation of natural resources and human rights: Reports, Case studies and policy formulation.
Conservation issues of western ghats- mention Gadgil committee report, Kasthurirangan report. Over exploitation of ground water resources, marine fisheries, sand mining etc. (8 Hrs)

Internal: Field study

- Visit to a local area to document environmental grassland/ hill /mountain
 - Visit a local polluted site – Urban/Rural/Industrial/Agricultural Study of common plants, insects, birds etc
- 50
- Study of simple ecosystem-pond, river, hill slopes, etc
(Field work Equal to 5 lecture hours)

References:

1. "Technology in Action" Alan Evans, Kendall Martin, Mary Anne Poatsy, Pearson
2. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses, University Press, IInd Edition 2013 (TB)
3. Clark R.S., Marine Pollution, Clarendon Press Oxford (Ref)
4. Cunningham, W.P Cooper, T.H.Gorhani, E & Hepworth, M.T. 2001 Environmental Encyclopedia, Jaico Publ House, Mumbai, 1196p (Ref)
5. De A.K Environmental Chemistry, Wiley Eastern Ltd (Ref)
6. Down to Earth, Centre for Science and Environment (Ref)
7. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment, Cambridge University Press 1140pb (Ref)
8. Jadhav H & Bhosale, V.M. 1995. Environmental Protection and Laws, Himalaya Pub. House, Delhi 284p (Ref)
9. Mekinney, M.L & Schock R.M. 1996 Environmental Science Systems & Solutions, Web enhanced edition 639p (Ref)
10. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
11. Odum E.P 1971. Fundamentals of Ecology, W.B. Saunders Co. USA 574p (Ref)
12. Rao M.N & Datta A.K. 1987 Waste Water treatment Oxford & IBII Publication Co Pvt Ltd 345p (Ref)
13. Rajagopalan, R. Environmental Studies from crisis and cure, Oxford University Press, Published: 2016 (TB)
14. Sharma B.K., 2001. Environmental Chemistry, Geol Publ. House, Meerut (Ref)
15. Townsend C., Harper J. and Michael Begon, Essentials of Ecology, Blackwell Science (Ref)
16. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (Ref)
17. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (Ref) 51
18. Wanger K.D., 1998 Environmental Management, W.B. Saunders Co. Philadelphia, USA 499p (Ref)
19. M-Magazine, R-Reference TB- Text Book



Legal



Core Course -13

**ENTREPRENEURSHIP DEVELOPMENT AND
PROJECT MANAGEMENT**

Instructional Hours: 90

Credit: 4

Objectives:

- To develop entrepreneurial spirit among students
- To empower students with sufficient knowledge to start up their venture with confidence
- To mould young minds to take up challenges and become employer than seeking employment and to make them aware of the opportunities and support for entrepreneurship in India

Module I

Introduction to Entrepreneurship- Definition and Meaning- Distinction between entrepreneur and manager- Characteristics and traits of an entrepreneur- Skills - Motivation of Entrepreneur- -Functions of an Entrepreneur- Role and importance of Entrepreneurship in economic development- Factors affecting growth of entrepreneurship
(10 Hours)

Module II

Classification of entrepreneurs- Dimensions of Entrepreneurship-Intrapreneurship-Techopreneurship- Cultural Entrepreneurship- International Entrepreneurship-Ecopreneurship- Social Entrepreneurship and Women Entrepreneurship- Problems faced by Women Entrepreneurs-Entrepreneurship in Agriculture



Legal

sector and service sectors- New avenues- Dealership, Networking and Franchising- Entrepreneurship in MSME- Micro Small Medium Enterprises-Definition- Role of MSME- Steps to establish an enterprise.

(25 Hours)

Module III

Project Identification-Project- Meaning- Types- Project Management- Project life Cycle- Project identification- Sources of Project idea- Constraints in a project- Sources of Business idea-Protecting the Idea-Legal Protection in India-Trademarks- Copyright- Patent- Geographical Indication- Designs-Plant and Farmer Rights-

(15 Hours)

Module IV

Project Formulation and Report- Formulation of a project- Stages in project formulation- - preparation of a project report- contents- project appraisal- various aspects of appraisal (Problems of appraisal techniques excluded)

(20 Hours)

Module V

Entrepreneurial Support in India- Entrepreneurial Education and training- Entrepreneurship Development Programmes- Objectives and Methodology- The Concept, Role and Functions of Business Incubators- Start-Ups- Govt. of India Funding and Support for Start-Ups- Cluster Development Schemes- Pradhan Mantri Mudra Yojana- Industrial Estates- Special Economic Zones- Other initiatives and assistance- Green Channel clearances- Bridge Capital- Seed Capital Assistance- Special Institutions for Entrepreneurial Development and assistance in India-Functions of EDII, NIESBUD, NSIC, SIDBI and DIC

(20 Hours)

Suggested Readings

1. Anjan, R. *Managing New Ventures, Concepts and Cases in Entrepreneurship*, New Delhi, PHI Learning Private limited.
2. Bhide A. *The Origin and Evolution of New Businesses*, New York, Oxford University Press.
3. Brandt, S. C. (1997). *Entrepreneurship: The 10 Commandments for Building a Growth Company*, New Delhi: Mc Millan Business Books.
4. Manjunath, N. (2008). *Entrepreneurship & Management*. Bangalore: Sanguine Technical Publishers.
5. Khanka S S- *Entrepreneurial Development*- S Chand and Sons
6. Desai, Vasant- *Small Scale Business and Entrepreneurship*- Himalaya Publications
7. AP Padnekar, *Entrepreneurship, Himalaya Publishing House, Mumbai*.
8. Rao, V S P- *Business, Entrepreneurship and Management*- Vikas Publishing House
9. Pandya, Rameswary- , *Skill Development and Entrepreneurship in India*, New Century Publications



Legal