



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
KAKKANAD, KERALA

Criterion I **Curricular Aspects**

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY PO, 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

Human Values addressed in the Curriculum

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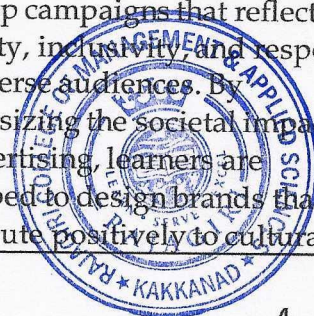
List of Courses addressing issues relevant to Human Values into the Curriculum

Name of Programme	Name of Course	Course Code	Course Description
B.A Animation and Graphic Design	History of Art and Design	AG1CRT01	Incorporating human values into the curriculum of History of Art and Design enriches students' understanding of art's impact on society and culture, fostering empathy, ethical awareness, and cultural sensitivity. This integration promotes a holistic educational experience, encouraging a deeper, values-driven engagement with art and design.
B.A Animation and Graphic Design	History of Animation And Visual Effects	AG2CRT04	Integrating human values into the History of Animation and Visual Effects curriculum deepens students' appreciation for the ethical dimensions and societal impact of their work, promoting empathy, diversity, and ethical storytelling. This approach fosters responsible and reflective practices, encouraging the creation of content that respects and reflects varied cultural narratives.
B.A Animation and Graphic Design	Branding Design	AG3CRP10	Incorporating human values into Branding System Design cultivates a conscientious approach to creating ethical and culturally resonant brand identities, prioritizing integrity, inclusivity, and social responsibility. This focus encourages students to design systems that align with ethical standards and promote positive societal change.
B.A Animation	Environmental Studies And Human	AG5CRT14	Incorporating human values into the curriculum of Environmental Studies And Human

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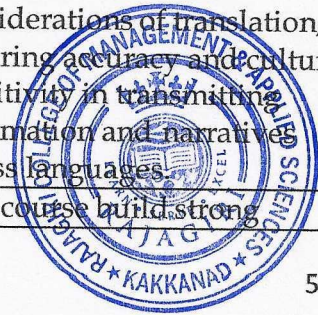
and Graphic Design	Rights		Environmental Studies and Human Rights fosters a holistic understanding of the interconnectedness between ecological sustainability and social justice. This approach emphasizes the ethical responsibility to protect the environment while advocating for human dignity and equality. By integrating these values, students are equipped to address global challenges with empathy, integrity, and a commitment to creating a just and sustainable future.
M.A Graphic Design	Introduction to art: Theory and Criticism	MM500102	Incorporating human values into the curriculum of Introduction to Art: Theory and Criticism fosters a deeper understanding of the ethical and societal implications of art. This approach encourages students to critically engage with diverse perspectives and cultural contexts, promoting empathy and ethical awareness. By examining art through the lens of justice, freedom, and human dignity, learners gain a more nuanced and values-driven appreciation of artistic expression.
M.A Graphic Design	Advertising Design and Branding	MM040304	Integrating human values into the curriculum of Advertising Design and Branding promotes ethical awareness and social responsibility in creating impactful brand messages. This approach encourages students to develop campaigns that reflect integrity, inclusivity, and respect for diverse audiences. By emphasizing the societal impact of advertising, learners are equipped to design brands that contribute positively to cultural

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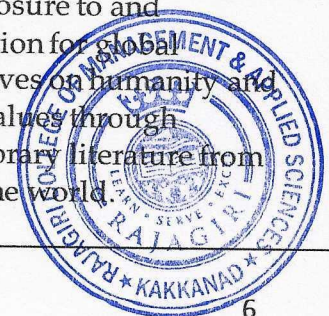


			and ethical standards.
M.A Graphic Design	Ethics and Laws for Media	MM500303	This approach emphasizes integrity, fairness, and respect for privacy, encouraging students to navigate media practices with a strong ethical compass. By exploring real-world dilemmas and ethical standards, learners are prepared to contribute to a media landscape that upholds justice, truth, and human dignity.
B.A English Literature, Communica tion and Journalism Model III (Triple Main)	Methodology of Literary Studies	EN1CRT01	This course explores how literary analysis has evolved to reflect changing human values, fostering empathy, justice, and understanding of diverse perspectives. Develop critical thinking skills through in-depth literary analysis, fostering a deeper understanding of text and its reflection of human values.
B.A English Literature, Communica tion and Journalism Model III (Triple Main)	English Literature from the Old English Period to the Romantic Age	EN1CET01	Explore historical and cultural values in English literature from various periods, examining changing perspectives on humanity.
B.A English Literature, Communica tion and Journalism Model III (Triple Main)	Conversational Skills	EN1CET02	This course enhance your ability to communicate effectively in spoken English, promoting active listening and understanding in diverse settings.
B.A English Literature, Communica tion and Journalism Model III (Triple Main)	Issues that Matter	EN2CCT03	Translation: Theoretical and Literary Perspectives: Understand the ethical considerations of translation, ensuring accuracy and cultural sensitivity in transmitting information and narratives across languages.
B.A English	Interpersonal Skills	EN2CET06	This course build strong

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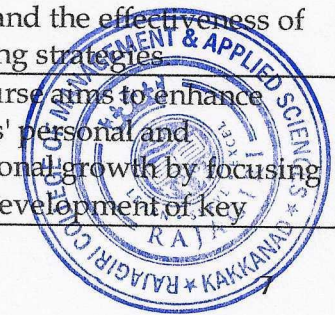


Literature, Communication and Journalism Model III (Triple Main)			interpersonal skills for positive and respectful interactions, fostering empathy and collaboration.
B.A English Literature, Communication and Journalism Model III (Triple Main)	Literary Criticism and Theory	EN5CRT08	This course Analyze how power dynamics, societal structures, and representation are reflected in literature, fostering critical thinking and a nuanced understanding of human experience.
B.A English Literature, Communication and Journalism Model III (Triple Main)	Postcolonial Literatures	EN6CRT10	Examine issues of justice, equality, and the legacy of colonialism in postcolonial literature.
B.A English Literature, Communication and Journalism Model III (Triple Main)	Women Writing	EN6CRT11	This course dives into powerful literature by women, examining themes like justice, identity, and resilience. Analyze diverse texts, discuss, and write, gaining a new perspective on humanity and the female voice.
B.A English Literature, Communication and Journalism Model III (Triple Main)	American Literature	EN6CRT12	This course develop an understanding of cultural diversity within the United States through analysis of American literature.
B.A English Literature, Communication and Journalism Model III (Triple Main)	Modern World Literature	EN6CRT13	Gain exposure to and appreciation for global perspectives on humanity and human values through contemporary literature from around the world.



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Main)			
Bachelor of Business Administration	Principles and Methodology of Management	BA1CRT01	The course usually delves into topics such as planning, organizing, leading, and controlling within an organizational setting. Students will likely learn about different management theories, decision-making processes, communication strategies, leadership styles, and how to effectively manage resources and people within an organization.
Bachelor of Business Administration	Human Resource Management	BA3CRT11	This course provides a comprehensive introduction to Human Resource Management (HRM), focusing on the theories, practices, and strategic importance of managing people in organizations. Students will explore various HRM functions, including recruitment, selection, training, performance management, compensation, and employee relations, while understanding the legal and ethical considerations in HR practices.
Bachelor of Business Administration	Marketing Management	BA3CRT12	This course provides a thorough grounding in the principles and practices of marketing research, equipping students with the skills needed to collect, analyze, and interpret data to make informed marketing decisions. Students will learn various research methodologies, data collection techniques, and analytical tools to understand consumer behavior, market trends, and the effectiveness of marketing strategies.
Bachelor of Business Administration	Personality Development and Management Skills	BA3PRP15	This course aims to enhance students' personal and professional growth by focusing on the development of key

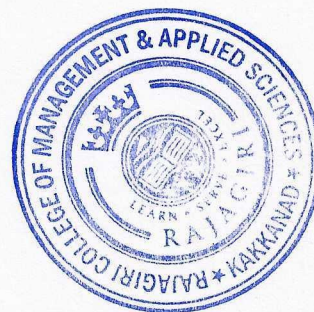


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			personality traits and essential management skills. Through a combination of theoretical knowledge and practical exercises, students will gain insights into their own personalities, improve their interpersonal skills, and learn effective management techniques.
Bachelor of Business Administration	Environment Science and Human Rights	BA5CRT23	This interdisciplinary course explores the intricate relationship between environmental science and human rights, emphasizing the impact of environmental issues on human well-being and rights. Students will examine the scientific basis of environmental challenges and their socio-economic and political implications, focusing on how environmental degradation affects human rights and exploring solutions to promote sustainability and justice
Bachelor of Business Administration	Organisational Behaviour	BA5CRT21	Organizational Behavior is an interdisciplinary field that explores the behavior of individuals and groups within organizational settings. This course delves into various aspects of human behavior, communication, motivation, leadership, and group dynamics, as they relate to organizational performance and effectiveness
Bachelor of Computer Application	IT & Environment	CA5CRT15	Providing a comprehensive overview of human rights, including their development, enforcement, and specific rights for marginalized groups, the course underscores the importance of dignity, equality, and justice. It discusses the role of international organizations and the Indian Constitution in

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			protecting these rights
B.Com	Business Management	CO2CRT06	It embodies human values through its emphasis on ethical leadership, cultivation of interpersonal skills, and promotion of inclusive decision-making, fostering a corporate culture rooted in respect, empathy, and integrity.
M.com Finance and Taxation(SF)	Organisational Behaviour	CM010102	This course delves into organizational behavior, emphasizing the importance of human values such as empathy, ethics, and effective communication in building a supportive and productive workplace.



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COURSE 1-2: HISTORY OF ART AND DESIGN (THEORY)

OBJECTIVE

The course will examine the role and development of the visual arts in past and present cultures throughout the world. This is designed to help students to develop art application, aesthetic judgment, and to increase visual perception and critical thinking skills.

MODULE1

Prehistoric visual representations -Paleolithic to the Neolithic Period-Lascaux, Altamira, Indian evidences.The earliest writing-Mesopotamian visual identification,Egyptian hieroglyphs, Chinese calligraphy, Pictographs to Alphabets

MODULE2

Development of art from the time of Civilizations upto the age of enlightenment – Mesopotamian, Egyptian, Indian, Chinese, Greek & Roman civilizations, Byzantine, Gothic, Renaissance era and Baroque.

MODULE3

Development of the art of printing - theinvention of paper and discovery of printing, theinvention of movable type. Early European block printing, Copperplate engraving etc. Illuminated Manuscripts & German illustrated books. Graphic design of the Rococo Era

Development of art from imaginative to ideological – Romanticism, Impressionism, Expressionism and Cubism

MODULE4

Twentieth Century graphic design- Industrial Revolution-Impact of technology upon visual communication - revolution in printing-development of photography as a communication tool- Victorian era graphic design- development of Lithography

MODULE5

Art and Craft movements - Art Nouveau, Modernism, Art Deco, Bauhaus, Organic design, Minimalism, Pop art, Postmodernism, American Kitsch, Conceptual art.

Reference

1. A Concise History of Art: G.Buzin
2. Encyclopedia of World Art (Vol.I&II): McGraw Hill Publication
3. Necessity of Art : Ernest Fisher
4. Meggs' History of Graphic Design : Philip B. Meggs, Alston W. Purvis
5. Graphic Design History: A Critical Guide :Johanna Drucker, Emily Mcvarish
6. The Dictionary of Visual Language: Philip Thompson, Peter Davenport

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COURSE 2-2: HISTORY OF ANIMATION AND VISUAL EFFECTS (THEORY)

OBJECTIVE

This paper should enlighten the students on the advancement made in the field of animation and visual effects so as to appreciate and understand where the technology used today developed from. It also inspires students to experiment with different types of animation and visual effects techniques so as to think of process improvements ideas for animation and visual effects.

MODULE 1

Early attempts for Animation:- Early attempts to imitate and reproduce motion – Cave Paintings - Persistence of Vision and Phi Phenomenon - Early Animation Devices – Initial Attempts to Make Animation – Photography – Motion Picture

MODULE 2

Birth of Animation:- Experimental Animations (Drawn, Stopmotion) All Over the World – Pioneer Animators - Major Animation Studios

MODULE 3

Animation Techniques and Advancements:- Animation Techniques (Time lapse, Stopmotion, Cut-out, Silhouette, Cel etc.) - Inventions and Technical Advancements (Layer, Cel, Pegbar, Combining Live Action with Cartoon Characters, Synchronized Sound, Technicolor Process, Multi-plane Camera, CGI etc.)

MODULE 4

Visual Effects:- Use of Miniatures in Early Films - Use of Makeup, Rear Projections, Pyrotechnics and Matte Paintings Before the CGI Era – Stereoscopic 3D - Realistic Puppets and Stop Motion Photography – Split Screen Technology – Space Vision 3D – Stereovision 3D - Motion Controlled Camera – CGI Effects – Digital Compositing - Animatronics - Motion Capture – High Speed Cameras - The Fusion Camera System – Major Visual Effects Studios

MODULE 5

Animation & VFX Around the World:- American, Canadian, European, Indian, Japanese Studios.

Reference

1. Enchanted Drawings: The History of Animation: Charles Solomon
2. The World History of Animation: Stephen Cavalier
3. Cartoons: One Hundred Years of Cinema Animation: Giannalberto Bendazzi
4. Of Mice and Magic: Leonard Maltin
5. Before Mickey: The Animated Film, 1898-1928: Donald Crafton
6. The Anime Encyclopedia: A Guide to Japanese Animation Since 1917: Lowry
7. Special Effects: The History and Technique: Richard Rickitt
8. Special Effects: How They Are Done in Hollywood: Robert G Willard
9. Special Effects: An Oral History: Pascal Pinteau



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COURSE 3-5: BRANDING DESIGN (PRACTICAL)

OBJECTIVE

In this course, students develop creative strategies for problem solving and investigate design issues. The focus is on establishing effective design methods. To get thorough knowledge in branding and style guide preparation

MODULE1

Common terms in design: Measurements-Absolute and Relative. Standard Sizes: Paper Sizes-Book and Poster Sizes-Screen Sizes Etc. Page Layout: Working of a Grid System- Column, Margin, Gutter Spaces, Bleed, Registration and Trim. Paper: Paper Qualities, Paper Types and Print Quality. Binding/Folding: Types of Binding, Type of Folds.

MODULE2

Corporate Identity: Creation of corporate Logo, visual identity, Logo type: Style guide-importance of style guide, Selection of colours, typefaces, element placement etc. **stationary designs:** Letter head, business card, envelopes etc. -**Semiotic designs:** Symbols and Signage for various environments.

MODULE3

Posters and promotional designs: Concept creation, application of various design principles such as emphasis, hierarchy etc. Campaign posters - event posters. Advertising technique - Advertisement-Objectives, Creative strategy, message appeals, target market, creative use of images or illustrations. Advertisement for newspaper- magazine - online promotion etc.

Pamphlets and brochures: What is a Brochure? - Content management, Design Concepts, Selection of typefaces, Page Size, different methods of folding.

MODULE4

Package Design: 3D Forms and Surface Graphics, Create Cartons, Containers and Wrappers for Variety of products.

MODULE5

Reproduction Techniques: History of Printing, Different Printing and Printmaking Techniques.

Exercise: - Visualize a comprehensive style guide, stationeries, campaign posters, advertisements and package for a particular brand.

Reference

1. Layout: Design of the Printed Page: Allen Hurlburt
2. Layout Workbook: A Real-World Guide to Building Pages in Graphic Design: Kristin Cullen
3. The Big Book of Layouts: David E. Carter
4. The Definitive Book of Branding: KartikeyaKompella
5. Brands and Branding: Rita Clifton Et Al
6. Graphics: A Century of Poster and Advertising Design: Alain Weill
7. Poster Design: Big Size Visuals: Marc Gimenez
8. Package Design Workbook: The Art and Science of Successful Packaging: Steven Duenes



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COURSE 5-1: ENVIRONMENTAL STUDIES AND HUMAN RIGHTS (THEORY)

OBJECTIVE

Environmental Education helps students to understand how their decisions and actions affect the environment, builds knowledge and skills necessary to address complex environmental issues, as well as ways we can take action to keep our environment healthy and sustainable for the future. It encourages character building, and develop positive attitudes and values.

MODULE 1

Multidisciplinary nature of environmental studies: Definition, scope and importance - Need for public awareness.

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.

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

MODULE 2

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

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.

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, 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

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MODULE3

Sound pollution: Dynamic range of hearing– Amplitude, frequency, Threshold of hearing, threshold of pain. **Causes of Sound pollution** – Industrialization, poor urban planning, social events, Transportation, Construction activities, Household chores, **Effect of Sound pollution** - Hearing problem, Health issue, Sleeping disorder, Cardiovascular issues, Trouble communicating, Effect on wild life. Prevention of Sound pollution

MODULE4

Media and environment: Media coverage of environmental issues; Agenda setting of environmental risks and its presentation, Role of various media in establishing and maintaining perspectives on environment; Tendencies and limitations of green Journalism; Media as bridge between science and public.

MODULE5

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

Conservation of natural resources and human rights: Reports, Case studies and policy formulation. Conservation issues of Western Ghats- mention Gadgil committee report, Kasthuriangan Report. Over exploitation of ground water resources, marine fisheries, sand mining etc.

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
- Study of simple ecosystem pond, river, hill slopes, etc

Reference

1. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses. University Press, 11th Edition 2013 (TB)
2. Clark.R.S., Marine Pollution, Clarendon Press Oxford (Ref)
3. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p.(Ref)
4. Dr A.K.Environmental Chemistry, Wiley Eastern Ltd.(Ref)



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COURSE 1-2

MM500102: INTRODUCTION TO ART: THEORY AND CRITICISM

(Theory)

Total Credits: 4

Total Hours per month: 20

OBJECTIVE

Introduction to Art Theory & Criticism aims to shed light on some aspect of the project of defining art or to theorize about the structure of our concept of art. This course allows students to explore the various dimensions and forms of art as practiced today.

Unit I Concepts of ART:

- 1.1 What is art?
- 1.2 Concepts of the West & Indian view-Introduction to basic Theories of Art-Imitationalism, formalism, emotionalism
- 1.3 Various Functions of Art
- 1.4 Art as social phenomena and art as object of perception
- 1.5 Diversity of form and design
- 1.6 Analysis of various art work citing examples from Sculpture, Painting, Photography, Films, Performing art forms, Music etc.
- 1.7 Aesthetic creation theories

Unit II Exploring Art Criticism:

- 2.1 Description, Analysis, Interpretation and Judgment of different art forms/works
- 2.2 Taking examples from various forms of art-Aesthetic qualities, literal qualities, formal qualities and expressive qualities
- 2.3 Establishing personal style of art criticism citing examples from Sculpture, Painting, Photography, Films, Performing art forms, Music etc.

Unit III Art and Indian Philosophy:

- 3.1 Ideas of life and art according to Indian philosophy
- 3.2 Early reference to art and beauty
- 3.3 Indian aesthetics and relation to philosophy
- 3.4 Indian aesthetics and theory of Rasa- Alankara, Guna, Riti, Dwani, Vakrokti, Auchithya, Rasa...
- 3.5 Rasa and its application in various art forms.

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Unit IV Introduction to modern art forms:

- 4.1 Films & Animations
- 4.2 Modern theories of authorship
- 4.3 Auteur theory
- 4.4 Theory of Montage

Unit V Modern art forms:

- 5.1 Time, Space and other formal elements of art
- 5.2 New Media art forms
- 5.3 Site Specific Works and Issue based Art
- 5.4 Environmental Art and Installations
- 5.5 Digital works
- 5.6 AR/VR and Emerging New forms.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Define, discuss and develop critical writings on art.
- Understand and elaborate on various art forms
- Will have an idea of theories related to art and will be able to develop further on it
- Demonstrate an understanding on the emerging new forms of art.

REFERENCE BOOKS

- | | |
|--|---------------------|
| 1. The Story of Art | : E H Gombrich |
| 2. Ways of Seeing | : John Berger |
| 3. Theories of Modern Art | : B Chipp |
| 4. The Power of Art | : Eric Fernie (ed.) |
| 5. Women, Art and Power | : Linda Nochlin |
| 6. The Art-Architecture Complex | : Hal Foster |
| 7. History of Beauty | : Umberto Eco |
| 8. The Art Instinct: Beauty, Pleasure, and Human Evolution | : Denis Dutton |
| 9. Art and Visual Perception: A Psychology of the Creative Eye | : Rudolf Arnheim |
| 10. A short Guide to Writing about Art | : Sylvan Barnet |
| 11. Contemporary Art: World Currents | : Terry Smith |
| 12. Indian Aesthetics An Introduction | : V S Sethuraman |
| 13. Engaging Cinema : An Introduction to Film Studies | : Bill Nichols |
| 14. How to Read A Film: Movies, Media and Beyond | : James Monaco |
| 15. The Major film Theories | : Dudley Andrew |



Legal

COURSE 3-5

MM040304: ADVERTISING DESIGN AND BRANDING
(Project)

Total Credits: 5

Total Hours per Month: 20

OBJECTIVE

The objective of this course is to understand the process to develop a brand and the different brand promotion methods, recent promotional trends through various advertising designs.

- Unit I** A short brief about branding. Recent branding aspects. Different type of papers. Cool and warm paper, Quality and GSM of printing papers-. Different types of print forms and Binding .How to choose appropriate papers for different print purposes.
- Unit II** The visual tool of brand is a unique logo. Different type of logos. Brain storming, mind mappings, mood board. Logo design tips. Logo design process. Essentials of Logo. Identity manual Variations and evolution of a logo corporate colours.
- Unit III** Brand promotional designs. Spot colours, dominant visual colours in design. Stationary (business card, Letter head, Envelope) brochure and it's different folding methods. News advertisement, poster. Hording, Big standee, Table standee, pamphlet, flyer, etc.
- Unit IV** Visualization of design, Prototype (Handmade rough designs) Importance of negative space. Dummy designs for branding. Ethics of Branding.
- Unit V** Create different promotional elements for a selected Brand and submit it for assessment. Promotional aids must include Logo, stationary, Boucher, News advertisement, poster, Hording, Big standee, Table standee, pamphlet, flyer, etc.

Student Learning Outcomes

- Students will learn about different promotional aids, their role and importance in promoting a brand.
- This course will help the students to identify the aesthetical and ethical perspectives of promotional designs.

REFERENCE

1. Designing Brand Identity: An Essential Guide for the Whole Branding Team : Alina Wheeler
2. Branding: In Five and a Half Steps : Michael Johnson
3. The Definitive book of Branding : KartikeyaKompella
4. Brands and Branding : John Simmons
5. Designing Brand Identity : Alina Wheeler
6. LOGO: The reference guide to Symbols & Logotypes : Michael Evamy
7. What is Branding : Matthew Healey



Legend

COURSE 3 -4

MM500303: ETHICS AND LAWS FOR MEDIA

(Theory)

Total Credits: 5

Total Hours per Month: 20

OBJECTIVE

Study media laws and learn about their legal rights and obligations. Provide students with the knowledge of the basic concepts of ethics and its practical application to the field of media.

UNIT I Introduction to Indian Constitution

- 1.1 A brief introduction to Indian Constitution-Salient features,
- 1.2 Fundamental Rights, Freedom of Press
- 1.3 Concept of Freedom of Speech & Expression
- 1.4 Democracy & Media as Fourth estate,
- 1.5 Press Council of India- Its organizational structure, functions, history and rationale behind its establishment, its powers; Code of conduct for journalists

UNIT II Media Regulations in India

- 2.1 History of Laws regulating the media in India:
- 2.2 Defamation clauses, Right to privacy, Right to Know, Laws related to Sedition, Obscenity
- 2.3 Contempt of Court Act 1971, Information Technology Act 2000 and the amendment Act of 2008, Right to Information Act 2005, Contempt of Parliament, Working Journalists Act, Cyber Laws etc.
- 2.4 Laws related to Broadcasting media, Advertising, Advertising Council of India
- 2.5 Copyright Act 1957, International Copyright laws, Concept of authorship

UNIT III Moral Ethics and Media

- 3.1 An Introduction to the Terms and Concepts of Ethics: Definition of Ethics and its branches, stages of ethical development
- 3.2 Major theories in Ethics
- 3.3 Role of conscience in ethical decision making; code of ethics
- 3.4 Moral relativism and ethno centism
- 3.5 Principles of Ethical journalism
- 3.6 Public relations and Ethics

UNIT IV Ethics in Media

- 4.1 Media ethics as applied ethics; ethics in changing media environment.
- 4.2 Media Ethics: Why Ethics Matters in the Field of Media, Ethical perspectives of print, audio and visual media; ethical values
- 4.3 Ethical issues in the field of Advertisements
- 4.4 Advertorials, Paid News, and News as a product
- 4.5 Social Media and Fake news



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UNIT V Media and Society

- 5.1 Mass Media as the Mirror of society and Promoter of Social Change: Mass media and its impact on society
- 5.2 Transmission of culture and values through media; media and public opinion; media and family; social media addiction
- 5.3 Sex and violence in media; media and de-humanization; media and consumerism; media as the trend setter; media and imperialism; cultural erosion and mental colonization.
- 5.4 Media as a business enterprise with profit motives
- 5.5 Merger of news and entertainment

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Articulate and defend legal rights and obligations in the field of media.
- Equipped to recognize best contemporary ethical and professional practices in the digital space, as dictated by legal standards.
- Create a profound understanding of the possibilities and challenges of media enabling them to approach media critically and creatively.

REFERENCE

1. Introduction to the Constitution of India : Durga Das Basu
2. Press Laws and Ethics of Journalism : P.K. Ravindranath
3. Introduction to Media Laws and Ethics : Juhi P Pathak
4. Mass Media and the Moral Imagination : Philip J Rossi
5. Media Education in India : Jacob Srarnbiekal
6. Media Ethics : Bart Pattyn
7. Digital Media Ethics : Charles Ess
8. The Ethical Journalist : Gene Foreman

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Core Courses

MAHATMA GANDHI UNIVERSITY
SYLLABUS FOR CORE COURSES - UG PROGRAMMES
2017 ADMISSIONS ONWARDS

COURSE 1 - Methodology of Literary Studies

Course Code	ENICRT01
Title of the course	Methodology of Literary Studies
Semester in which the course is to be taught	I
No. of credits	4
No. of contact hours	108

AIM OF THE COURSE

The course seeks to introduce the student to the major signposts in the historical evolution of literary studies from its inception to the current postcolonial realm.

OBJECTIVES OF THE COURSE

On completion of the course, the student should be able to discern the following:

1. The emergence of literature as a specific discipline within the humanities.
2. The tenets of what is now known as 'traditional' approaches and also that of 'formalism.'
3. The shift towards contextual-political critiques of literary studies.
4. The questions raised by Cultural Studies and Feminism(s)
5. The issues of subalternity and regionality in the literary domain.

COURSE OUTLINE

Module I

(18 hours)

Part A: W. H. Hudson: —Some Ways of Studying Literature from
An Introduction to the Study of Literature.

Part B: William Shakespeare: Sonnet 116 — —Let Me Not to the Marriage of True Minds I



Legal

Module2

(18hours)

PartA: Cleanth Brookes: —The Formalist Critics from the *My Credo* series: *The Kenyon Review* **PartB:** Emily Dickinson: —Because I could not stop for Death! (poem 479)

Module3

(18hours)

PartA: Terry Eagleton: —What is Literature? from *Literary Theory: An Introduction*.
PartB: Mahasweta Devi: —Kunti and the Nishadin!

Module4

(18hours)

PartA: Lois Tyson: —Feminist Criticism I
PartB: Sara Joseph: —Inside Every Woman Writer I

Module5

(18hours)

PartA: Peter Barry: Postcolonial Criticism
PartB: 2 Poems in tandem: Mahmoud Darwish: —Identity Card and S. Joseph: —Identity Card I

Module6

(18hours)

PartA: Pradeepan Pampirikunnu: —What did Literary Histories Say to You?
PartB: Poikayil Appachan: —No Alphabet in Sight I

Approaching the Course:

Ideally this paper should have a consistent linearity from Module 1 to 6; such a step-by-step progression will help trace the following trajectory effectively: **Traditional to Formalist to Political-Contextual to Feminist to Postcolonial to Regional-Subaltern** methodologies.

Core Text: *Nuances: Methodology of Literary Studies*. Macmillan and Mahatma Gandhi University



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Model III CORE COURSES

Semester I

English Literature from the Old English Period to the Romantic Age

Course Code	EN1CE101
Title of the Course	English Literature from the Old English Period to the Romantic Age
Semester	1
Credits	4
Contact Hours	90

OBJECTIVE OF THE COURSE

To give the students an overview of the historical development of English Literature from the Old English Period to the Romantic Age.

OUTLINE OF THE COURSE

MODULE ONE: Medieval to Seventeenth Century

(36 hours)

Old English Literature
Middle English Literature- Medieval Romances - Allegories
Renaissance
Characteristics of the Elizabethan Age
Prose: Sir Thomas More, Sir Philip Sidney, Francis Bacon, Sir Thomas Browne, Raleigh,
The Authorized Version of the Bible
Poetry: Geoffrey Chaucer, Edmund Spenser, Sir Philip Sidney, Shakespeare, the
Metaphysical Poets- John Donne, Cavalier Poets
Drama: Mystery Plays, Miracle Plays, Morality Plays, Interludes, The University
Wits, Elizabethan and Jacobean Drama, William Shakespeare, Christopher
Marlow, Revenge Tragedy: Thomas Kyd, John Webster, Theory of Humors: Ben Jonson
Novel: Thomas Nash

MODULE TWO: Restoration to the Enlightenment

(36 hours)

Characteristics of the Restoration and Neo- Classical Ages



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Prose: Isaac Walton, John Dryden, Thomas Hobbes, John Locke, Samuel Pepys, John Bunyan, Jonathan Swift, Joseph Addison, Richard Steele, Dr. Johnson, Edward Gibbon, Edmund Burke
Poetry: John Milton, John Dryden, Alexander Pope (Mock Epic), Pre-Romantics: Thomas Gray, William Cowper, William Collins, William Blake, and Robert Burns
Drama: Restoration Drama, Drama of Manners, William Wycherley, William Congreve, John Dryden, Oliver Goldsmith, Richard Sheridan
Novel: Daniel Defoe, Samuel Richardson, Henry Fielding, Lawrence Sterne, Smollet

MODULE THREE: Romantic period

(18 hours)

Precursors of Romanticism – Romantic Revival
Characteristics of the Romantic Period
Prose: William Hazlitt, Charles Lamb, De Quincey
Poetry: William Wordsworth, Samuel Taylor Coleridge, P. B. Shelley, John Keats, Lord Byron, Robert Southey
Novel: Gothic Novel: Horace Walpole, Mrs. Ann Radcliffe, Historical Novel: Sir Walter Scott, Realistic Novel: Jane Austen

Books for Reference

Alastair Fowler, *A History of English Literature* (Blackwell)
The Cambridge Guide to Literature in English (CUP)
M. H. Abrams, *A Glossary of Literary Terms*, (Revised Edition)



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Conversational Skills

Course Code	ENICET02
Title of the Course	Conversational Skills
Semester	I
Credits	4
Contact Hours	90

OBJECTIVES OF THE COURSE

1. To sensitize students to the nuances of spoken forms of English
2. To familiarize students with the speech sounds and the phonological aspects of the English language
3. To develop a neutral accent and improve the general standard of pronunciation
4. To develop the conversational skills of the learners in various situations

OUTLINE OF THE COURSE

Module I: Phonetics

(30 hours)

- A. Phonetics – Air-Stream Mechanism – Organs of Speech – Respiratory System, Phonatory System, Articulatory System.
- B. Classification and Description of Speech Sounds – Vowels – Cardinal Vowels – Vowels of English RP – Diphthongs – Diphthongs of English RP.
- C. Consonants – Points of Articulation – Manner of Articulation – Consonants of English RP.

Module II: Phonology

(30 hours)

- A. Phonology – Phoneme – Contrastive and Non-Contrastive Distribution – Minimal Pairs – Allophones – Free Variation – Phonotactics – English RP – Consonants – Linking /r/ – Intrusive /r/ – Pure Vowels and Diphthongs.
- B. Syllable – Syllabic and Nonsyllabic Sounds – Releasing and Arresting Consonants – Open and Closed Syllable – Consonant Clusters in English.
- C. Suprasegmentals – Word Stress – Sentence Stress – Rhythm – Strong and Weak Forms – Juncture or Transition.

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- D. Pitch and Intonation - Tone or Tonic - Falling Tone - Rising Tone - Fall Rise Tone - Assimilation - Elision - Phonetic Transcription - Phonemic and Allophonic Transcription - International Phonetic Alphabet - Standard English - Received Pronunciation.

Module III: Conversation Practice

(30 hours)

A. Discourse Events in Life Situations.

Introducing oneself and one's friends to others - Inviting someone to an important event - Making a request - Asking for help and refusing help politely - Expressing one's gratitude - Persuading someone to do something - Complimenting and congratulating people - Expressing sympathy - Apologizing - Giving a fair warning - Intimating a conversation with a total stranger - Complaining effectively - Making suggestions - Carrying on a telephone conversation.

B. English in Situations

Receiving and seeing off a guest - at the travel agency - at the airport - at the police station - at the restaurant - at the hospital - at the railway station - at the bank - at the information bureau

Books Recommended

- Broughton, Geoffrey. Success with English, Penguin Books.
O'Neil, R. English in situation, Oxford University Press.
Syamala, V. A Textbook of English Phonetics and Structure for Indian Students, Sharada Ganga Publications, 1992
Taylor, Grant. English Conversation Practice, McGraw Hill, 1975



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COURSE3-IssuesthatMatter

Course Code	EN2CCT03
Title of the course	IssuesthatMatter
Semester in which the course is to be taught	2
No. of credits	4
No. of contact hours	90

1.AimoftheCourse:

To sensitize the learners about contemporary issues of concern; to enhance their linguistic skills in English language.

Objectives:

By the end of the course, the learner is able to

- identify major issues of contemporary significance
- respond rationally and positively to the issues raised
- internalise the values imparted through the excerpts
- re-orient himself/ herself asconscious, cautious, concerned, conscientious and concerned human being and
- articulate these values in error free English.

2.CourseOutline:

Module1

(18hours)

1. TheUnsurrendered People - Kenzaburo Oe
2. The Old Prison – Judith Wright
3. War– Luigi Pirandello

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Module2

4. Persuasions on the Power of the Word - Salman Rushdie

(18hours)

Peril - Toni Morrison

5. The Burning of the Books- Bertolt Brecht

6. The Censors - Luisa Valenzuela

Module3

(18hours)

7. "The Poisoned Bread" – Bandhumadhav

8. *A Westward Trip-ZitkalaSa*

9. "The Pot Maker" – TensulaAo

Module4

(18hours)

10. Does it Matter – Richard Leaky

11. On Killing A Tree - Gieve Patel

12. Hagar: A Story of a Woman and Water (Gift in Green [chapter 2]) – Sarah Joseph

Module5

(18hours)

13. Understanding Refugeeism: An Introduction to Tibetan Refugees in India

14. Refugee Blues – W. H. Auden

15. The Child Goes to the Camp (from Palestine's Children) Ghassan Kanafani

Core Text: ISSUES THAT MATTER

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Interpersonal Skills

Course Code	EN2CET06
Title of the Course	Interpersonal Skills
Semester	2
Credits	4
Contact Hours	90

OBJECTIVES OF THE COURSE

1. To help students develop effective and meaningful interpersonal skills
2. To enable students to acquire self-awareness and emotional maturity

OUTLINE OF THE COURSE

MODULE ONE:

(30 hours)

- A. What are interpersonal skills - their relevance today - Becoming aware of how you communicate - prejudice as a barrier. Steps to improve your understanding of others, communication is more than words - body language, culture - a source of miscommunication, proxemics - Not what you say but the way you say - sending message effectively - behavior breeds behavior - Transactional Analysis
- B. Developing Assertive Style - Assertive responses - Assertive techniques - thinking positively - active listening - ways to improve listening skills - feelings behind words - asking right questions
- C. Building Rapport: Selecting right response, ways to maximize a favourable response
- Emotional Intelligence: characteristics - cultivating your EQ

MODULE TWO:

(30 hours)

- A. Group Discussion
- The formal discussion on given topics
 - The panel discussion
- B. Conducting a formal Meeting
- C. Public Speaking
- D. The Debate

MODULE THREE:

(30 hours)

- A. Interview: how to conduct an interview and how to face an interview
- B. The Symposium
- C. Compeering
- D. Declamation - Selections from World Famous Speeches: to reproduce famous speeches

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giving attention to rhetoric

Books Recommended

Alger, Ralph K. *Mechanics of Communication*, Cambridge University Press, 1959

Alger, Ralph K. *Good Speaker and Good Speeches*, Cambridge Uni. Press, 1964.

Anilha, Ed. *Soft Power, An Introduction to Core and Corporate Skills*, The Icfa University Press, India: 2008

Astrid, French. *Interpersonal Skills*, Sterling Publishers, SIT Management Series, New Delhi: 1998

Huggins, Viola ed. *What to say and When*, BBC, London. Goleman,

Daniel. *Emotional Intelligence*, Bantam Books, U.S.: 1996

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MAHATMA GANDHI UNIVERSITY
SYLLABUS FOR CORE COURSES - UG PROGRAMMES
2017 ADMISSIONS ONWARDS

COURSE 8 – Literary Criticism and Theory

Course Code	EN5CRT08
Title of the course	Literary Criticism and Theory
Semester in which the course is to be taught	5
No. of credits	4
No. of contact hours	90

AIM OF THE COURSE

The course seeks to introduce students to the major signposts in Literary Criticism, Literary Theory and Indian Aesthetics.

OBJECTIVES OF THE COURSE

On completion of the course, the student:

1. will have awareness about the major developments in literary criticism from the ancient times to the twentieth century.
2. will be initiated to the realm of literary theory and major theoretical schools.
3. will have awareness about the chief strains of Indian literary criticism.
4. will be able to analyse short poetical pieces critically.

COURSE OUTLINE

Module I [Literary Criticism]

(36 hours)

- A. Classical Criticism
Plato - Aristotle
- B. Neoclassical Criticism
Neoclassicism in England- Dryden, Pope, Aphra Behn, Samuel Johnson
- C. Romantic criticism



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- German Idealism - British Romantic criticism: Wordsworth, Coleridge
- D. Victorian Criticism**
Matthew Arnold
- E. From Liberal Humanism to Formalism**
The poetics of Modernism: Yeats, Pound, Eliot
Formalism - Russian Formalism: Boris Eichenbaum, Mikhail Bakhtin, Roman Jakobson-
New Criticism: John Crowe Ransom, Wimsatt and Beardsley
- F. Early 20th Century Criticism**
F. R. Leavis - Marxist and Left Wing critics - Early feminist critics: Virginia Woolf,
Simone de Beauvoir

From M. A. R Habib: *Literary Criticism from Plato to the Present: An Introduction*. Oxford:
Wiley Blackwell, 2011

Module 2 [Literary Theory]

(36 hours)

- A. Structuralism - Poststructuralism - Deconstruction - Psychoanalysis
B. Ideology and Discourse
C. Postmodernism

From Mary Klages: *Literary Theory: A Guide for the Perplexed*. London: Continuum, 2008.

Module 3 [Indian Aesthetics & Practical Criticism]

(18 hours)

- A. Indian Aesthetics
Rasa - Dhvani - Vakrokti

From G. Balaramohan Thampi: *Essay on Eastern Aesthetics*

B. Practical Criticism

Critical analysis of poetry

Based on Neil McCaw: *Close Reading* (Chapter 3

of *How to Read Texts: A Student Guide to Critical Approaches and Skills*. London: Viva Continuum,
2008.)

Note: A compulsory question on practical criticism to be included in Section B (5 Marks) of the
Question Paper

Core Text: *Literary Criticism and Theory*



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COURSE10-PostcolonialLiteratures

Course Code	EN6CRT10
Title of the course	PostcolonialLiteratures
Semesterinwhichthecourseistobe taught	6
No. of credits	4
No. of contact hours	90

AIMOFTHECOURSE

To familiarize the students the varied dimension s of postcolonialsubjectivitythrough theory and literature.

OBJECTIVESOFTHECOURSE

On completion of the course, the student will:

1. be awareof the social,political, cultural aspectsof postcolonial societies.
2. realise the impact of colonialism and imperialism on native cultural identities.
3. getan insight into the links between language, historyand culture.

COURSEOUTLINE

Module1[TheDomain]

(36hours)

Bill Ashcroft, Gareth Griffiths and Helen Tiffin:Introduction of *TheEmpireWritesBack*
Edward Said: Orientalism [an excerpt]
Frantz Fanon: The Fact of Blackness

Module2[Poetry]

(18hours)

FaizAhammedFaiz: A Prison Evening
A. K. Ramamujan: Small Scale Reflections on a Great House



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David Malouf: *Revolving Days*
Wole Soyinka: *Civilian and Soldier*
Margaret Atwood: *Journey to the Interior*

Module 3 [Fiction]

(18 hours)

Peter Carey: *Jack Maggs*

Module 4 [Drama]

(18 hours)

Ngugi wa Thiong'o: *The Trial of Dedan Kimathi*

Core Text: *Postcolonial Literatures*

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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 introducethe theoretical and literaryresponsesbywomen 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. identifyhow stereotypical representations of women were constructed and how theseare subverted byfeminist writing

COURSEOUTLINE

Module1[Essays]

(36hours)

BettyFriedan: TheProblem that has No Name (Chapter1 of *TheFeminineMystique*)

ElaineShowalter: Towards a Feminist Poetics

PatriciaHill Collins:Mammies, Matriarchs and Other Controlling Images (Chapter 4 of *BlackFeministThought* pp. 79-84

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Module2[Poetry]

(18hours)

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

Modnle3[ShortFiction]

(18hours)

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

Modnle4[Fiction]

(18hours)

AliceWalker: *TheColorPurple*

Core Text: *Women Writing*



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2017ADMISSIONSONWARDS
COURSE12–AmericanLiterature

Course Code	EN6CRT12
Title of the course	AmericanLiterature
Semesterinwhichthecourseisobe taught	6
No. of credits	4
No. of contact hours	90

AIMOFTHECOURSE

To enable the students to have a holistic understanding of the heterogeneity of American culture and to study works of prose, poetry, drama, and fiction in relation to their historical and cultural contexts.

OBJECTIVESOFTHECOURSE

At the end of the course, the student shall be:

1. familiar with the evolution of various literary movements in American literature.
2. acquainted with the major authors in American literary history.

COURSEOUTLINE

Module I [Prose]

(18 hours)

M. H. Abrams: Periods of American Literature in *A Handbook of Literary Terms*
Robert E. Spiller: The Last Frontier in *The Cycle of American Literature*
Ralph Waldo Emerson: Gifts
James Baldwin: If Black English isn't Language, then Tell me, What is?

Module II [Poetry]

(18 hours)



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Walt Whitman: I Hear America Singing
Emily Dickinson: I dwell in Possibility
Robert Frost: Love and a Question
e e cummings: Let's Live Suddenly Without Thinking
Langston Hughes: Let America be America Again
Allen Ginsberg: A Supermarket in California
Adrienne Rich: In A Classroom
Marianne Moore: Poetry

Module III [Short Story]

(18 hours)

Nathaniel Hawthorne: My Kinsman, Major Molineux
Edgar Allan Poe: The Purloined Letter
Mark Twain: How I Edited an Agricultural Paper
Leslie Marmon Silko: Lullaby
Kate Chopin: A Respectable Woman

Module IV [Drama]

(18 hours)

Arthur Miller: *The Crucible*

Module V [Novel]

(18 hours)

Harper Lee: *To Kill a Mockingbird*

Core Text: American Literature



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FIRST SEMESTER

BA1CRT01. PRINCIPLES AND METHODOLOGY OF MANAGEMENT

Core Course	
No. of credit	: 4
No. of contact hour	: 6

Aim of the course

Principles and Methodology of Management are the basic foundation for management studies. This course offers a methodological perspective about this subject.

Objective of the course

- Methodological Perspective of Management as a discipline
- Principles and functions of Management
- Process of decision making
- Modern trends in management process

MODULE I:

Nature and scope of management process, definition of management-management: a science, an art or profession?, scientific management, administrative management, human relations management. Contributions of Taylor, Fayol, Max Webber, Gilberth, Gantt, Chester Bernard, Elton Mayo, Peter Drucker

MODULE II: Planning

Definition, meaning, Importance, steps in planning, characteristics types of plans - objectives, strategies, policies, procedures, rules, programmes and Budgets, Relationship between planning and controlling, limitations of planning.

Decision making - definition, meaning, objectives, steps in rational decision making, Types of decisions, Difficulties in decision making

MODULE III: Organizing

Meaning importance, process of organizing, organizations structure, Types of organization structure - line organizations, line and staff organizations, Functional organization, committees.

Delegation of authority, significance of delegation, process of delegation. Centralisation & decentralisation of authority.

MODULE IV: Staffing

Meaning and importance only (This topic is covered in detail in HRM) Directing - Meaning, importance, elements of directing.

MODULE V: Controlling

Co-ordination, need for co-ordination, meaning and importance of controls, control process, budgetary and non-budgetary controls



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THIRD SEMESTER

BA3CRT11 HUMAN RESOURCE MANAGEMENT

Core Course	
No. of credit	: 4
No. of contact hour:	5

MODULE- I

Definition, Nature, scope, role, objective of Personnel management, level of management, Organisation of Personnel Dept. its functions, Ergonomics, Challenger and relevance of HRM. Manpower planning.

MODULE- II

Recruitment - Sources of recruitment, Selection- Selection process, Training - Definition. Types of training Executive Development.

MODULE- III

Performance Appraisal, techniques Promotion, Career Planning.

MODULE- IV

Job analysis, Job Design, Job Evaluation Wage. Definition, Factors affecting wage policy, Wage Boards Fringe Benefits, Prerequisites, Incentives, Bonus, Profit sharing, VRS, Maintenance of service files pension.

MODULE- V

Drafting charge sheets, Model standing orders, code of conduct, Bond of service, wage & salary records, E.S.I, P.F. Gratuity, pension and bonus records.



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BA3CRT12 MARKETING MANAGEMENT

Core Course
No. of credit : 4
No. of contact hour: 5

Aim of the course

The aim of this course is to provide the students with a conceptual base on marketing management and also to equip them with the necessary skills for employment in the middle level cadre.

Objective of the course

On completion of the course students should be able:

- To have an awareness on market , market segments and consumer behaviour
- To know the meaning and importance of product mix.
- To understand pricing policies and the applicability of different pricing strategies
- To know the scope of advertising and sales promotion
- To identify and develop salesmanship in them

Course Outline

MODULE I

Introduction

Meaning and definition of different marketing concepts ♦ functions of marketing - environmental factors - market segmentation - buying motive and process ♦ consumer and customer - factors affecting consumer behaviour - marketing plan

MODULE II

Marketing mix

Marketing mix: meaning - product, product mix- - product life cycle - importance of branding - packaging and labelling

MODULE III

Pricing

Pricing policies ♦ objectives ♦ factors influencing pricing decisions - different pricing strategies: skimming- penetration
Market structure ♦ channel of distribution and its importance

MODULE IV

Promotion

Advertising ♦ objectives and functions - types of advertising - personal selling and direct marketing - sales promotion

MODULE V

Marketing research ♦ definition, scope and process.
Marketing risk and marketing audit



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BA3PRP15 PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS

(Minor Project)

Core Course
No. of credit : 4
No. of contact hour: 5

Objectives:

The students will have the opportunity to explore current management literature so as to develop an individual style and sharpen his skills in the area of leadership, communication, decision making, motivation and conflict management.

Minor Project and Presentation

Minor projects are taken that added to the knowledge of the students. A topic shall give each student in the beginning of the semester in various areas of management. The presentation Project either comprises of either the following.

Project Presentation

OR

Case study Presentation*

Suggested Topics for Minor Projects:

1. Goals of an Organization
2. Work values
3. Character Ethics
4. Working Conditions
5. Decision Making Strategies
6. Goal Setting
7. Customer Satisfaction and
8. Any other relevant topic chooses by the student or assigned by the college.

* Case study can be chosen by the students in this respective area of interest.

Text Books

1. Lather, A.S. Handa, M (2009). Cases in Management. Wisdom Publications.
2. M C Garth (2009). Basic Managerial skills for All, 5thed. Prentice Hall India.

Reference Book

1. Ellis (2009). Management Skills for New Managers.

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BASCR23 ENVIRONMENT SCIENCE AND HUMAN RIGHTS

Core Course
No. of credit : 4
No. of contact hour: 5

MODULE I

Multidisciplinary nature of environmental studies

Definition, scope and importance Need for public awareness.

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.

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

MODULE II

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



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Environmental Pollution

Definition, Causes, effects and control measures of:-

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. 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

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, 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

MODULE III

Introduction to Environment and Business

Introduction of ways in which business has and is responding to environmental and business issues; business and sustainable development; issues of corporate/business greening.

MODULE IV

Green entrepreneurship

What is green entrepreneurship, definition, meaning, scope, nature and characteristics. Green entrepreneurship in India. Difference between conventional and green entrepreneurship.

MODULE V

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 - UNFSCO, 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



Legend

FIFTH SEMESTER

BA5CRT21 ORGANISATIONAL BEHAVIOUR

Core Course
No. of credit : 4
No. of contact hour: 6

Course Objectives

- Understand the implications of individual and group behaviour in organisational context.
- Understand the concept of organisational behaviour, social organisation and the diverse environment alongside with the management of groups and teams
- Appreciate the culture of organisational culture

Learning Outcome

- Manage conflict amongst groups in business environment
- Comprehend and apply motivational theories in the workplace
- Identify changes within organisations and power and politics in organisations

MODULE - I:

Introduction to Organisational Behaviour- Various discipline contributing to OB- Hawthorne experiment- foundation of individual behaviour- need and importance of organisational behaviour-nature and scope- framework of organisational behaviour

MODULE - II:

Personality-types factors affecting personality-perception-importance factors influencing perception-learning-types of learning styles-the learning process

MODULE - III:

Motivation-theories-importance -types-values and attributes-characteristics-components-formation and measurement-group dynamics group behaviour-formation-types of groups-stages of group development-conflict management-nature of conflict types of conflict

MODULE - IV:

Leadership-meaning importance leadership styles leaders vs. managers power and politics sources of power

MODULE - V:

Organisational structure and design-organisational climate- factors affecting organisational climate- organisational development-organisational culture-organisational change- current trend in OB



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CA5CRT15 - 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 waste

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

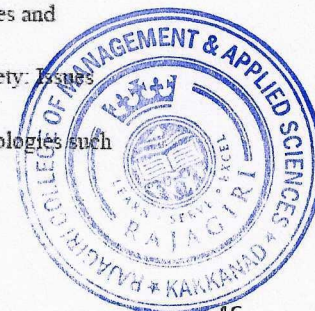
Human Rights, **Human Rights in India** - Fundamental rights and Indian Constitution, Rights for

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, Kasthuriengan 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. McKinney, 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 -6: BUSINESS MANAGEMENT

Instructional Hours: 54

Credit: 3

Objectives: To familiarise the students with concepts and principles of management.

Module I

Introduction to Management - Meaning - Nature, Scope and Functional Areas of Management - Management as a Science, Art and Profession - Management & Administration - Principles of Management- Managerial roles: Mintzberg Model - Functions of Management - Contributions of F.W.Taylor and Henry Fayol.

(12 Hours)

Module II

Planning - Planning - Meaning - Nature - Importance - Types of Plans - Planning Process- Barriers to Effective Planning - M.B.O - Features - Steps - Coordination - Meaning and Importance - Techniques for Effective Coordination

(10 Hours)

Module III

Organizing - Meaning - Nature - Importance - Principles of Organisation - Types of Organisation - Organisation Chart - Organisation Manual - Centralization - Decentralization- Authority - Delegation of Authority -Responsibility and Accountability.

(10 Hours)

Module IV Direction and Control - Principles of direction- Leadership: Concept and Styles; Trait and Situational Theory of Leadership, Managerial Grid by Blake and Mouton . Likert's Four System Model - Motivation: Concept and Importance; Maslow's Need Hierarchy Theory; Herzberg's Two Factors Theory. Control: Concept and Process-Control Techniques.

(12 Hours)

Module V

Management Techniques - (Brief Study) Quality circle-Total Quality Management - Business Process Reengineering (BPR)- Six sigma-Kaizen

(10 Hours)

Suggested Readings

1. Koontz, O Donnell. Management. *McGraw-Hill*
2. Appuniah, Reddy, Essentials of Management. *Himalaya Publishing House.*
3. Prasad, L. M., Principles of management. *Sultan Chand and Sons.*
4. Srinivasan, Chunawalla, Management Principles and Practice, *Himalaya Publishing House.*
5. Tulsian, P.C., & Pandey, Vishal. Business Organization and Management, Pearson Education



Legal

Course Code	CM010102
Title of the Course	ORGANISATIONAL BEHAVIOUR
Semester	One
Type	Core
Credits	3
Hours	5 per week and Total 90

Objective of the Course

To understand human behaviour at Individual, Interpersonal, Group and Inter-Group levels and to recognise issues inherent in organisational change, growth, development and conflict

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Basic understanding about the concepts of organisation behaviour.	Understanding	PSO1
2	A very good understanding about individual behaviour, personality and motivation.	Understand and evaluate	PSO1
3	Imparting deep understanding about group behaviour and leadership related to organisational behaviour.	Understanding	PSO1
4	Add the knowledge base of the learner regarding change management and deal with stress.	Evaluate and Apply	PSO1
5	Impart knowledge about the role of organisational culture and conflict on organizational behavior.	Understand and Apply	PSO1

Unit wise arrangement of the course

Module No.	Unit No.	Contents	Remarks
Module 1- Introduction to Organisational Behaviour – 15 hours			
1	1.1	Meaning and definition of Organisation Behaviour – Scope – Basic concepts of OB – Foundations of OB- Challenges and Opportunities of OB.	Short questions
	1.2	Role of organisation behaviour – Determinants – Challenges and opportunities of OB – Contributing disciplines – Difference between organisational behaviour and organisation theory.	Short questions and short essays
	1.3	Models of OB – Autocratic model – Custodial model – Supportive model – Collegial model.	Short questions, short essays, and essay questions



Module 2- Individual Behaviour and Motivation – 25 hours			
2	2.1	Concept of Human Behaviour - Characteristics - Models of Man, Factors influencing Individual Behaviour.	Short questions and short essays
	2.2	Personality-Determinants - Personality Traits.	Short questions short essays and long essay questions
	2.3	Perception – Process of perception – Factors influencing Perception – Perceptual errors.	Short questions short essays and long essay questions
	2.4	Attitudes - values - Learning – Process of Learning - Reinforcement - Behaviour modification.	Short questions short essays and long essay questions
	2.5	Motivation – Concept - Theories or models of motivation- Need hierarchy, Theory X and Theory Y - Two factor theory.	Short questions short essays and long essay questions
	2.6	Contemporary theories of motivation –ERG - Cognitive evaluation - goal setting- equity- expectancy model.	Short questions short essays and long essay questions
Module 3- Group Behaviour and Leadership – 25 hours			
3	3.1	Transactional Analysis - Johari Window – Ego states -Life positions.	Short questions short essays and long essay questions
	3.2	Group - Factors influencing group behaviour- Norms-Cohesiveness.	Short questions short essays and long essay questions
	3.3	Stages of Group Development- Group Structure- Group Decision making.	Short answer and Short essays
	3.4	Teams- Types of teams- Group Vs Teams.	Short answer and Short essays
	3.5	Difference between Authority and Power – Sources of Power- Tactics used to gain power - Status -Problems caused by status system	Short questions short essays and long essay questions
	3.6	Leadership- features – concepts – qualities of good leaders – Leadership styles.	Short questions short essays and long essay questions
	3.7	Theories of Leadership - Behavioural approach - Situational approach – Transactional and transformational Leadership.	Short questions short essays and long essay questions
Module 4- Organisational Change, Development and Stress Management – 15 hours			
4	4.1	Organisational Change – Forces for change - Resistance to change- overcoming resistance to change.	Short questions and short essays
	4.2	Types of change – Revolutionary and evolutionary change.	Short questions and short essays
	4.3	Greiner's five stages of organisational growth- Organisational Development - concept - OD intervention techniques.	Short questions short essays and long essay questions

	4.4	Stress – Meaning –Types of stress- Causes of Stress- Consequences.	Short questions short essays and long essay questions
	4.5	Stress Management – Need- Techniques adopted for Stress Management in Organisations.	Short questions short essays and long essay questions
Module 5- Organisational Culture and Conflict - 10 hours			
5	5.1	Concept and determinants of organisational culture.	Short questions and short essays
	5.2	Conflict – concept – stages in organisational conflict - functional and dysfunctional aspects of conflict – levels of conflict - Stimulation and resolution of conflict.	Short questions short essays and long essay questions

Suggested Assignment:

1. Analysis of Case studies on individual and group behaviour in leading corporates
2. Evaluation of case studies on motivation and leadership in organisation
3. Case study on organisational change, resistance to change and organisational culture

Recommended Text Books

1. Robbins S.P., Organisational Behaviour (16th Ed.), Pearson.
2. Dwivedi R.S., Human relations and organizational behaviour, MacMillain Publishers
3. Organisational Behaviour, Aswathappa, Himalaya Publishing House
4. Gupta C.B., A Text Book of Organisational Behaviour, S Chand & Company
5. Jai B.P. Sinha, Culture and Organizational Behaviour, Sage India.
6. Kumar Parmit, Organisational Behaviour, Gen Next Publication.
7. King & Lawley, Organisational Behaviour, Oxford University Press.

References

1. Organisational Behaviour concepts and cases ,Ghanekar, Anjali ,Everest publisher
2. Human Relations and organisational behaviour : Global perspective, Dwivedi R.S. Macmillan
3. Organisational Behaviour: Foundations, Theories, and Analyses, John B. Miner, Oxford University Press.
4. Fred Luther, Organisational Behaviour, Pearson Education.
5. Sekaran Uma S, Organisational Behaviour, Tata McGraw Hill.