

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

SUBJECT CODE	Category	SUBJECT NAME	TEACHING &EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
HU201	SOC. SC., ARTS& HUM	Foundation English II	60	20	20	0	20	3	0	2	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\*Teacher's Assessment shall be based upon following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Educational Objectives (CEOs): The students will be able to:

- Participate in seminars, group discussions, paper presentation and general personal interactions at the professional level.
- Have adequate mastery over communicative english, reading and writing skills, secondarily listening and speaking skills.

### Course Outcomes (COs): The students should be able to:

- Improve their language skills, oral communication skills, group discussion skills, personal skills and confidence level.
- express his /her ideas and thoughts in speech or writing,
- Bridge the language gap vital to their success.
- Communicate effectively.

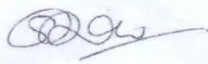
## COURSE CONTENTS:

### UNIT I

Communication: Objectives of Communication, Formal and Informal Channels of Communication, Advantages and Disadvantages, Extrapersonal communication, Interpersonal communication, Intrapersonal communication, Principles of communication.

### UNIT II

Developing Reading Skills: Reading Comprehension, Process, Active & Passive reading, Reading speed Strategies, Benefits of effective reading, SQ3R Reading technique.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

### UNIT III

Vocabulary Building: Using Dictionaries and Thesaurus, Synonyms, Antonyms, Homophones, One Word Substitution, Affixation: Prefixes & Suffixes, Derivation from root words, Jargon, Scientific Jargon, Word Formation.

### UNIT IV

Developing Writing Skills: Planning, Drafting and Editing, Developing Logical Paragraphs, Report Writing: Importance of Report, Characteristics of Good Report, Types of Report, Various Structures of a Report.

### UNIT V


Professional Skills: Negotiation Skills, Telephonic Skills, Interview Skills: Team building Skills and Time management

#### Practical:

- Listening
- Linguistics and Phonetics
- Telephonic Conversation
- Mock Interviews
- Group discussions
- Extempore
- Debate
- Role Plays

#### Suggested Readings

- Ashraf Rizvi.(2005).*Effective Technical Communication*. New Delhi:Tata Mc Graw Hill
- Prasad, H. M.(2001) *How to Prepare for Group Discussion and Interview*. New Delhi: Tata McGraw-Hill.
- Pease, Allan. (1998).*Body Language*. Delhi: Sudha Publications.
- Morgan, Dana (1998).*10 Minute Guide to Job Interviews*. New York: Macmillan.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			SEM	University Exam	Term Exam	Assessment*	SEM				
BA 202	SOC. SC., ARTS & HUM	Sociology of India	60	20	20	0	0	5	0	0	5

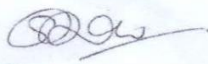
Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

**Course Educational Objectives (CEOs):** The students will be able:

The student will be able to:

- To acquaint Students with Sociological development and significance. —
- To highlight about the emergence of sociology.
- To provide an outline of the institutions and processes of Indian society. The central objective is to encourage students to view the Indian reality through a sociological lens.

**Course Outcomes (COs):** The student should be able:

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

- Apply the sociological imagination and sociological concepts and principles to her/his own life. Participate actively in civic affairs.
- Demonstrate how social change affects social structure and individuals and show how structure is constantly in a process of becoming.

### Sociology (core) BA 202 Sociology of India

#### Unit I

**India as a Plural Society:** Pluralism in India: Unity in Diversity, Diversities in Respect of Language, Caste, Race and Religion, Region, Factors of Unity.

#### Unit II

Diversity Problems: Communalism, Regionalism, Casteism, Lingusim, Naxalism, Cross- Border Terrorism.

#### Unit III

**Social Institutions and Practices:** Social Institutions: Economic; Concept of Property and Division of labour. Political – Power, Authority; Educational – Education and Society, Educational and Social.

#### Unit IV


**Identities and Change:** Factors of Social Change: Technological, Economic, Cultural, Demographic and Psychological Factors; Communication and Social Change.

#### Unit V

**Challenges to Indian State and Society:** Disadvantaged in India: Women, Children, Scheduled Castes, Scheduled Tribes: problems and Prospects, Other Backward classes.

Suggested Readings:

- Alavi, Hamaza and Harriss, John (eds.) (1980). *Sociology of Developing Societies: South Asia*. London: Macmillan.


  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

- *Deshpande, Satish, (2003). Contemporary India: A Sociological View. New Delhi; Viking.*
- *Dumont, L. (1997). Religion, Politics and History in India. Paris: Mouton,*
- *Haimendorf, C.V.F., (1967). The Position of Tribal Population in India", in Philip Mason (ed.), India and Ceylon : Unity and Diversity. New York: Oxford University Press*
- *Karve, Iravati. (1994). The Kinship map of India", in Patricia Uberoi(ed.) Family, Kinship And Marriage In India. Delhi: Oxford*

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			SEM	University Exam	Term Exam	Assessment*	SEM				
BA 203	SOC. SC., ARTS & HUM	Introduction to Social Psychology	60	20	-	0	20	4	0	2	5

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

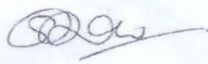
**Course Educational Objectives (CEOs):** The student will be able to:

- Impart Social psychologists study society and individuals' thoughts, feelings and behaviors.
- Define social psychology and its core concerns compared to other disciplines.
- Describe some of the major research methods and theories.
- Describe the process of sampling and measurement.
- Distinguish good research from bad research.
- Apply social psychological understandings of ourselves and society in order to better understand both.

**Course Outcomes (COs):** The student should be able to:

- Describe key concepts, principles, and overarching themes in social psychology.
- Describe applications of social psychology

### BA 203 Psychology (core) Introduction to Social Psychology

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

### Unit I

**Introduction:** Brief history of social psychology (special emphasis on India), Scope of social psychology, levels of social behaviour, approaches towards understanding social behavior

### Unit II.

**Individual level processes:** Person perception: attribution-theories, biases and errors ,

### Unit III

Attitude: formation, change and resistance to change Interpersonal processes: Interpersonal attraction, prosocial behaviour, aggression

### Unit IV

**Group dynamics:** Key aspects of groups, cooperation and conflict, group decision making.

### Unit V


**Stress** The significance of stress, what is stress effect of stress prolonged stress, social & individual factors

#### List of practicals:

- Self perception
- Attitude measurement scale
- Aptitude test
- Aggression scale
- Social conformity scale

#### Recommended Readings:

- *Baron, R.A., Byrne, D. & Bhardwaj. G (2010). Social Psychology (12th Ed). New Delhi: Pearson.*
- *Chadha, N.K. (2012). Social Psychology. MacMillan.*
- *Myers, D.G. (2008). Social psychology. New Delhi: Tata McGraw-Hill.*

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

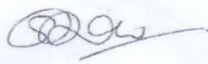
SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			SEM University Exam	Term Exam	Assessment*	SEM University Exam	Assessment*				
BA 204	SOC. SC., ARTS & HUM	Prose	60	20	20	0	0	5	0	0	5

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

**Course Educational Objectives (CEOs):** The student will be able to:

- Read complex texts actively: recognize key passages; raise questions; appreciate complexity and ambiguity; comprehend the literal and figurative uses of language.
- Appreciate literary form: recognize how form and structure shape a text's meaning; appreciate how genre generates expectations and shapes meanings.
- Interpret texts with an awareness of and curiosity for other viewpoints.

**Course Outcomes (COs):** The student should be able to:

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

- Practice writing as a process of motivated inquiry, engaging other writers' ideas through the use of quotations, paraphrase, allusions and summary. Use sources well and cite them correctly.
- Increase confidence in speaking publicly: articulate clear questions and ideas in class discussion; listen thoughtfully and respectfully to others' ideas; and prepare, organize, and deliver engaging oral presentations.

### Paper 204 Prose

#### Unit I

Types of Prose and Style, Autobiography, Biography and Memoir, Travelogue

#### Unit II

Types of Essay: Periodical Essay, Formal Essay, Personal Essay

#### Unit III

Bacon: Of Studies, Richard Steele : Recollection of Childhood, Joseph Addison : Sir Roger at Church, Charles Lamb: The Convalescent

#### Unit IV

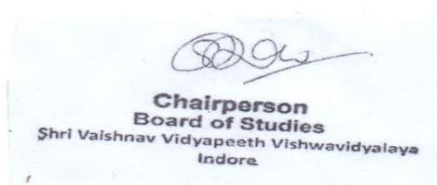
Dr. Johnson: Letter to Lord Chesterfield, G.K. Chesterton: On Running after One's Hat  
A.G. Gardiner: On Shaking Hands

#### Unit V

**Robert Lynd:** A Disappointed Man, J.B. Priestly: On Doing Nothing, Hillarie Bellock :  
On Spellings, E.V. Lucas: Bores

### Recommended Readings:

- *The Earlier History of English Prose* by W. P. Ker
- *B.Prasad.(1999). A background to the History of English Literature .(Revised Edition). New Delhi: Trinity Press Publication*



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BA 205	SOC. SC., ARTS& HUM	Microeconomics-II	60	20	20	-	-	5	-	-	5

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;


**\*Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs): The students will be able to:**

- Understand and analyse the behaviour of individuals, firms and markets;
- Introduces students to models of how individuals and firms interact within markets, when markets fail, and how government policy may improve outcomes for society.

**Course Outcomes (COs): The students should be able to:**

- Know about how economic development is practiced in diverse nation..

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

- Know the incomes earned by the factors of production.
- Apply the concept and policy experiences to other developing countries.

### Paper -I BA Economics- 203 Microeconomics-II

#### COURSE CONTENTS

##### UNIT I Market Structures:

- Perfect Competition:** short run and long run equilibrium of the firm and industry, price and output determination, shutdown point for a firm.
- Theory of a Monopoly Firm** short run and long run equilibrium, degrees of price discrimination, welfare aspects, Price and output determination under monopoly and bilateral monopoly.
- Imperfect Competition** Monopolistic competition: Assumptions, Short Run & Long Run price and output determinations under monopolistic competition, Selling Cost, Ideal output and Excess capacity, Comparison with Perfect Competition.

##### UNIT II Product Pricing

Types of pricing strategy- Cost based, profit based, and competition based etc.

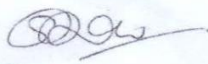
##### UNIT III Market Failure

Divergence between private and social costs; Externalities of production and consumption; Problem of public goods; Marginal cost pricing; Cost-benefit analysis.

##### UNIT IV Income Distribution and Factor Pricing

Wages: Meaning and Types of Wages. Real and Nominal Wage. Theories of Wages (Classical and Modern). Rent: Concept of Rent. Ricardian Theory of Rent, Loan able Fund Theory and Keynes's Liquidity Preference Theory.

##### UNIT V



Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore



Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore


# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

Profit: Gross Profit and Net Profit. Theories of Profit: Dynamic Theory of Profit, Innovation Theory of Profit and Uncertainty Bearing Theory of Profit.

### Suggested Readings

- Karl E.& Ray C. Fair (2007). *Principles of Economics*, Pearson Education Publications: New Delhi.
- H.L Ahuja (2016). *Principles of Microeconomics*, Sultan Chand and Company Ltd: New Delhi.
- Lipsey, Richard. & Chystal, Alec(2011).*Microeconomics*, Oxford Press Publications: New Delhi.
- Paul Samuelson and William Nordhas(2010), *Economics*.
- G Mankiw,(2012). *Principles of Economics (6th edition)*
- D Salvatore(2003).*Microeconomics ,Schaum 's Outline (4th edition)*
- R.Pindyck,and D Rubinfeld(2017). *Microeconomics (8th edition)*

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Indore

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## B.A. PASS COURSE

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL		Th	T	P	End Sem	CREDITS
			SEM University Exams	Term Exams	Assessm	SEM University Exams	Assessm					
BA206	SOC. SC., ARTS & HUM	Field Study/Book Review/Case Study	0	0	0	0	100	0	0	8	100	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; Q/A – Quiz/Assignment/Attendance, MST Mid Sem Test.

### Course Objectives:-

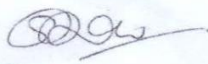
The student will be able to:

- To provide an opportunity for students to apply theoretical concepts in real life situations
- To enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks.
- To expose the students on various field study concepts

### Learning Outcome

- The student should acquire research skills and capabilities to take up the project work.

The work serves the twin purposes of providing critical insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.

  
**Chairperson**  
**Board of Studies**  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore

  
**Joint Registrar**  
 Shri Vaishnav Vidyapeeth Vishwavidyalaya  
 Indore