

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

SVISSHA

B.A. VI SEM

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*				
BA601	SOC. SC., ARTS& HUM	Business Communication	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 to

- deliver well-crafted business communication
- know the theories, fundamentals and tools of business communication
- communicate effectively in business situations
- introduce students to the theory, fundamentals and tools of business communication.

Course Outcomes (COs):

After completion of this course the students will be able to

1. develop in them vital communication skills which are integral to personal, social and professional interactions
2. share thoughts, emotions and ideas through various means of communication, both verbal and non-verbal.

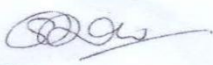
Paper I

BA 601

Business Communication

UNIT I

Introduction to Business Communication, Basic forms of Communication – Downward, upward and Horizontal communication, Process of communication, Corporate Communication – Formal and informal


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UNIT II

Communication Network, Grapevine, Importance of Grapevine, Miscommunication or Barrier to different Comprehensions of reality, Socio psychological barriers. Principles of Communication - 7c's of Communicating.

UNIT III

Writing Skills –Written Communication: Types, structures and layout of Business letters; Enquiry letters, Quotation, Complaint letters, Sales letters, Claim letters, Employment letters, Writing memos, Notice and Circular.

UNIT IV

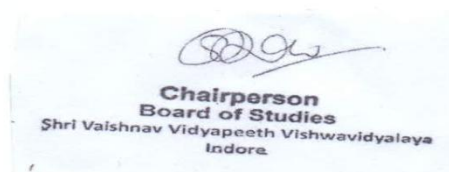
Oral Presentation – Principles of oral presentations, Factors affecting presentations, Non – Verbal communication – Appearance, Body language, Para language, Time, Space, Silence. Effective Listening – factors affecting listening, Improving listening skills.

UNIT V

Interviewing Skills – Interviewer's preparation, Interviewee's preparation, Types of interviews International Communication – Cultural sensitiveness, Cultural context, Negotiation Skills – Process, Strategies, Issue in Negotiation – Collective bargaining, Process & Essentials of effective Business Communication.

Suggested Readings

- Ronald E. Dulek, John S. Fielden, **Principles of Business Communication**, Macmillan Publishing Co., Latest Edition
- Murphy, Hiderbrandt and Thomas, “Effective Business Communication”, Tata McGraw Hill. Latest Edition.
- Bovee Thill, **Business communication Today**, Mc Graw Hill, Latest Edition
- Malra Treece, , **Successful communication**, Allyn and Bacon, Latest Edition.



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- Randall E. Majors, **Business communication**, Harper & Rom Pub. Latest Edition. Persing, Business communication dynamics”, St. Paul: West Publishing Co. Mary Ellen Guffey,
- Fred Luthan, **Organizational Behavior**, Tata Mcgraw Hill, Latest Edition (For Negotiation Skills)
- C.B Mmoria, “Industrial Relation”, Himalaya Publishing Co., Latest Edition. (For the topic of collective bargaing)

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BA 602	SOC. SC., ARTS& HUM	Population Studies	60	20	20	0	0	5	-	0	5

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

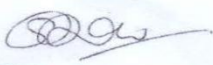
Course Educational Objectives (CEOs):

The students will be able to

- Basic idea on the population is provided to understand the society and the relationship between population growth and the development of the country.
- Population studies, one of the specializations of sociology, being a multidisciplinary course attracts the interest of all the social sciences and sometimes biological sciences too and thus overview knowledge on it helps the student in furthering their specialization.
- To offer the basis of population studies and covers the issues like sources of population data, composition of population data, theories on population, determinants of population, population policy and need for population education.

Course Outcomes (COs):

After completion of this course the students will be able to


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- Help the learners to understand the population information and its sources, composition, components etc.
- Assist the students to further their specialization in the field of Population Studies or Social Demography.

PAPER II

BA602

Population Studies

UNIT I

Population Studies: Meaning, Scope and Significance; Demographic Processes:

Fertility, Mortality and Migration

UNIT II

Population Theories: Malthusian, Demographic Transition and Optimum Population Theory

UNIT III

Population Composition in India: Age Structure, Sex-Ratio, Rural-Urban Composition, Literacy in India

UNIT IV

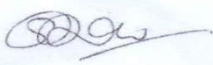
Population Planning and Control: Needs and Objectives; Population Policy of India, National Rural Health Mission

UNIT V

History of World Population: World, Continents, Regions, Developed and Developing Countries

Suggested Readings:

- Agarwal, S.N. (1989): Population Studies with Special Reference to India, New Delhi: Lok Surjeet
- Publication.
- Bose, Ashish (1991): Demographic Diversity in India, Delhi: B.R. Publishing Corporation.


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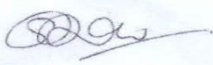

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- Banarjee, D. (1985): Health and Family Planning Services in India, New Delhi: Lok Parkshan.
- Chandrasekhar, S. (ed.) (1974): Infant Mortality, Population Growth and Family Planning in India, London: George Alen and Unwin Ltd.
- Dubey, Surendra Nath (2001): Population of India, Delhi: Authors Press.
- Kohli, S. (1977): Family Planning in India, New Delhi.
- Malthus, T.R. (1986): An Essay on the Principle of Population, London: William Pickering.
- Premi, M.K. (2004): Social Demography, Delhi: Jawahar Publishers and Distributors.
- Sharma, Rajendra (1997): Demography and Population Problems, New Delhi: Atlantic Publishers.
- Srivastava, O.S. (1998): Demography and Population Studies, New Delhi: Vikas Publishing House.
- National Rural Health Mission (2006), Govt. of India, New Delhi.


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BA603	SOC. SC., ARTS& HUM	Psychological Assessment	60	20	0	0	20	5	0	2	5

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

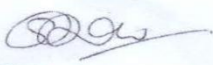
BA603

Psychological Assessment

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

- To understand the basic psychological processes and their applications in everyday life.
- To study the recent theoretical advancements and promote practical applications of the same.
- To acquaint learners with methodology of quantitative and qualitative psychological research.

Course Outcomes (Cos): The student should be able:


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- To acquaint learners with methodology of quantitative and qualitative psychological research.
- To help students learn the scientific approach to assessment of Individual differences through psychological testing.
- Develop Competence in Test Construction scientific manner and taking appropriate decisions based on test scores.

PAPER III

BA 603

Psychological Assessment

UNIT I

Introduction to Psychological Assessment, Theory and Practice challenges of Psychological measurement. Test construction: Steps in test development and standardization.

UNIT II

Methods of Data Collection: Sampling, Probability Sampling Methods, Non Probability Sampling Methods

UNIT III

Non Experimental Methods: Case Study, Observation, Survey

UNIT IV

Psychological Testing: Standardization, Reliability, Validity, Norms

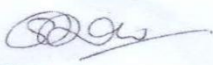
UNIT V

Assessment of Personality, Intelligence and Achievement Test Batteries.

List of Practical

- Locus of Control
- General Mental Ability Test
- Achievement Test
- Seguin Form Board
- Malin
- WIAS
- 16PF

Recommended Readings:



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- Dyer, C. (2001) **Research in Psychology: A Practical Guide to Research Methodology and Statistics (2nd Ed.)** Oxford: Blackwell Publishers
- Gregory, R.J. (2006). **Psychological Testing: History, Principles, and Applications (4th Ed.)**. New Delhi: Pearson Education.
- Murphy, K.R. & Davidshofer, C.O. (2004). **Psychological Testing: Principles & Applications (6th Ed.)** New Jersey: Prentice Hall.
- Neuman, W.L. (2006). **Social Research Methods: Qualitative and Quantitative Approaches (6th Ed.)** Boston: Pearson Education.

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BA 604	SOC. SC., ARTS& HUM	Indian Writings in English	60	20	20	0	0	5	-	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):

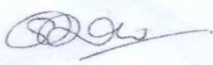
The students will be able to

- provide the students a perception into the diverse aspects of Indian writings in English down the ages

Course Outcomes (COs):

After completion of this course the students will be able to

- acquire knowledge of various genres and discourse of high order in Indian writings in English.


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UNIT I

Tagore : Songs 1 to 15 from Gitanjali

UNIT II

Jayanta Mahapatra : Indian Summer, A Missing Person, Hunger.

Nissim Ezekiel : Enterprise, Poet Lover and Birdwatcher, Night of Scorpion.

UNIT III

Girish Karnad: The Fire and the Rain

Vijay Tendulkar : Silence! The Court is in Session

UNIT IV

R. K. Narayan: Swami and Friends

UNIT V

Mahashweta Devi: Till Death Do Us Part

Bhabhani Bhattacharya : The Acrobats, The Quack

Suggested Readings

- H.M .Williams (1973). **Studies in Modern Indian Fiction in English**. Calcutta: WritersWorkshop.
- Saleem Peeradina, ed.(1972).**Contemporary Indian Poetry in English**. Chennai: Macmillan.
- Vasant Shahane.A, M. Sivaramakrishna, eds (1980).**Indian Poetry in English: A Critical Assessment**. Delhi: Macmillan.
- William Walsh (1990).**Indian Literature in English** .London: Longman.

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BA 605	SOC. SC., ARTS& HUM	International Economics	60	20	20	0	0	5	-	0	5

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

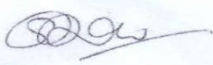
Course Educational Objectives (CEOs):

The student will be able to:

- enable the students to learn the fundamental theories of international economics
- understand the international trade system and their implications for the national economy in modern days.

Course Outcomes (COs):

After completion of this course the students will be able to


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- Understand the various reasons why countries engage in international trade, including the direction and volume of trade between nations.
- Understand how international factor mobility affects an economy.
- Analyze current issues and policies using the concepts of international economy

BA -405

International Economics

UNIT I

Introduction and Theories of International Trade

Meaning and Importance of International Economics; Distinction between Internal and International Trade; Theories of Absolute cost advantage and Comparative Cost; Heckscher-Ohlin model of trade; Leontief Paradox.

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UNIT II

Trade and Commercial Policy

Terms of Trade: Various concepts of terms of trade; Factors Affecting and Deterioration in Terms of trade; Gains from Trade; Free Trade v/s Protectionist Policy-Relative Merits and Demerits; Tariffs and Quotas – meaning, types, effects. Concept of optimum tariff; Offer curves.

UNIT III

Balance of Payment

Concepts and components of balance of trade and balance of payments-Consequences of disequilibrium and various measures to correct deficit in the balance of payments; Devaluation-Merits and Demerits.

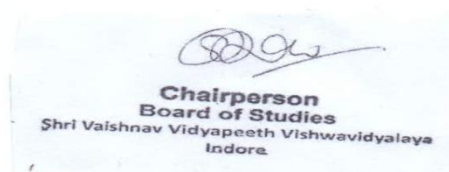
UNIT IV

India's Foreign Trade

Recent changes in the composition and direction of foreign trade; Causes and effects of persistent deficit in the balance of payments; Foreign Capital- Role and sources of foreign capital, FDI; Multinational Corporations (MNC's)-Role of multinational corporations in India.

Suggested Readings:

- Charles Van Marrewijk (2007), **International Economics: Theory, Application and Policy**, OUP. □ Elsevier Science B.V., (1997), Handbook of International Economics, Vol. 3, Amsterdam.
- Ethier W., (1997). **Modern International Economics**, 3rd edition. W.W. Norton & Co.
- Kenan, P.B. (1994). **The International Economy**, Cambridge University Press, London.
- Kindlberger, C.P. (1973). **International Economics**, R.D. Irwin, Homewood. □
Krugman P., Obstfeld M. (2003). **International Economics: Theory and Policy**, Addison Wesley.
- Mannur H.G (2003), **International Economics**. Vikas Publishing House Pvt. Ltd, New Delhi

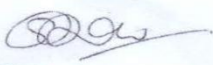


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- Mithani D.M (2003), **International Economics**, Himalaya Publishing House, Mumbai
- Salvatore, Dominick (2005), **International Economics**, John Wiley & Sons, Inc
- Sodersten, Bo (1991), **International Economics**, Macmillan Press Ltd., London.


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BA 606	SOC. SC., ARTS& HUM	Comprehensive Viva Voce	0	0	0	0	100	0	0	8	4

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 to

- provide an opportunity for students to apply theoretical concepts in real life situations
- enable students to manage resources, work under deadlines, identify and carry out specific goal oriented tasks

Course Outcomes (COs):

- The student should be able to acquire speaking skills and capabilities to demonstrate the subject knowledge.

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BA 607	SOC. SC., ARTS& HUM	Minor Research Project II	0	0	0	50	50	0	0	0	4

At the end of the semester the students who have opted for an honors degree have to submit a minor research project in the subject they wish to obtain an honors degree.

The objectives of the course is to

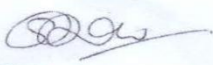
- check the ability of students in terms of their writing
- identify the problems of students' in developing their writing
- skills
- gather the opinion of the teachers on their students' writing performance
- improve the writing skills of students' by suggesting some remedial measures

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