

# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## SVISSHA

### B.A. V 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*				
BA501	SOC. SC., ARTS& HUM	Communication Skills	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

- use the English Language accurately and appropriately for different purposes in business; interpret various texts critically;
- communicate orally with confidence in various academic, social, professional and other situations;
- distinguish between fact and opinion; write with clarity, accuracy and relevance for various purposes,
- participate actively in discussions, debates and other oral activities;
- develop academic writing skills in order to present reasoning with mature arguments.

### Course Outcomes (COs):

After completion of this course the students will be able to

- develop in them vital communication skills which is integral in all personal, social and professional interactions
- share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.

  
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**PAPER I**

**BA501**

**Communication Skills**

**UNIT I**

Communication: Nature and process, forms of communication, Channels of Communication, Role of communication skills, Communication networks, Barriers to communication

**UNIT II**

Listening skills, cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language

**UNIT III**

Oral Presentation, Group Discussion, Debate, Extempore, JAM.

**UNIT IV**

Importance of Reading, Definition of Reading, Levels of Reading, Requirements of Reading, Types of Reading, Techniques of Reading, Active Reading Modules.

**UNIT V**

Paragraph Writing, Translation, Precis Writing, Writing Summary, Note-making, Formal and informal letter writing, CV, Resume, Writing Book and Film reviews

**Suggested Readings**

- Koneru, Arun, **Professional Communication**, Tata McGraw Hill, New Delhi
- Monipally, M.M., **Business Communication Strategies**, Tata McGraw Hill, New Delhi
- Das, Biswajit and Ipseeta Satpathy, **Business Communication and Personality**
- Development, Excel Books, New Delhi

  
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- McGrath, E.H., **Basic Managerial Skills for All**, Prentice Hall of India, New Delhi
- Rai, Urmila and S.M. Rai, **Business Communication**, Himalaya Publishing House, Mumbai

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BA 502	SOC. SC., ARTS& HUM	Methods in Social Research	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

- Students will be able to select appropriate quantitative methodologies for use in study to be performed.
- Students will be able to describe basic approaches to qualitative research.
- Students will be able to identify and critique articles based on different research methods

### Course Outcomes (COs):

After completion of this course the students will be able to

- To construct a questionnaire relying on several types of questions.

  
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- To write an effect research proposal

**PAPER II**

**BA502**

**Methods in Social Research**

**UNIT I**

Social Research: Definition, Nature and purpose; Steps in Social Research; Problem of Objectivity and Subjectivity in Social Research

**UNIT II**

Research Method: Research Designs; Social Survey; Hypothesis- Types & significance; Sampling and

Sampling Procedure

**UNIT III**

Techniques of Data Collection: Types of Data; Techniques- Observation, Interview, Questionnaire,

Schedule and Case Study

**UNIT IV**

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Statistical Analysis and Use of Computer in Social Research: Classification and Tabulation of data;

#### **UNIT V**

Measures of Central Tendency: Mean, Median and Mode; Use of Computers in Social Research

#### **Suggested Readings:**

- Ahuja, Ram (2001): **Research Methods**, New Delhi: Rawat Publication.
- Goode, W.J. and P.K.Hatt (1952): **Methods in Social Research**, New York: McGraw International.
- Seltiz, Claise et al; (1959): **Research Methods in Social Relation**, New York: Henry Holt and Co.
- Srivastava, Prakash G.N. (1994): **Advances Research Methodology**, Delhi: Radha Publication.
- Thakur, Devender (2003): **Research Methodology in Social Science**, Delhi: Deep and Deep Publication.
- Young, P.V. (1988): **Scientific Social Survey and Research**, New Delhi Prentice Hall

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BA-(Hon) 503	SOC. SC., ARTS& HUM	INDUSTRIAL PSYCHOLOGY	60	20	0	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:

- To understand the concepts, nature and principles of Organizational Behavior and Positive Organizational Behavior.
- To develop the awareness of the concepts related to industrial environment.
- To develop the connectivity between concepts and practices of industry/ organization.

**Course Outcomes:** The student should be able:

  
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- To develop an understanding of Motivation, Leadership Organizational Culture
- To become Organizational Behavior Practitioner.

#### **UNIT I**

Brief history of Industry Psychology. Current status of Industrial psychology; Industrial psychology in the Indian context; Organizational structure; Organizational climate and culture

#### **UNIT II**

Introduction to Work Related Attitudes & Work Motivation (a) Job satisfaction; Job involvement; Psychological Contract; Work Engagement (b) Work Motivation: Theories and applications in Indian perspective.

#### **UNIT III**

Leadership: approaches and contemporary issues : Trait theories, behavior theories of leadership; contingency theories: Fiedler model and situational leadership theory; path goal theory

#### **UNIT IV**

Leader – member exchange (LMX) theory, Inspirational approaches to leadership: charismatic leadership; transformational leaders , Authentic leadership: ethic and trust are the foundation of leadership, Contemporary leadership roles: mentoring, self-leadership.

#### **UNIT V**

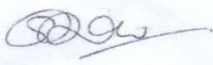
Positive Organizational Behavior Optimism, Emotional Intelligence; Self-Efficacy; Work-Life balance

#### **List of Practical-**

- Work Motivation
- Job Satisfaction
- Leadership Effectiveness Scale
- Job Involvement Scale
- Perceived Work Environment Scale
- Organisational Culture Scale

#### **Recommended Readings:**

- Aamodt, M. G. (2001) **Industrial Organizational Psychology**. India: Cengage
- Learning
- Greenberg, J. & Baron, R.A. (2007). **Behaviour in Organizations** (9th Ed.). India: Dorling Kindersley.
- Luthans, F. (2009). **Organizational behavior**. New Delhi: McGraw Hill.
- Muchinsky, P.(2006). **Psychology applied to work: An introduction to industrial and**

  
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- **organizational psychology.** NC: Hypergraphic Press.
- Pareek, U.(2010). **Understanding organizational behaviour.** Oxford: Oxford University Press.
- Prakash, A. (2011). **Organizational behaviour in India: An indigenous perspective.** In G. Misra (Ed.), **Handbook of Psychology.** New Delhi: Oxford University Press.
- Singh, K. (2010). **Organizational Behaviour: Texts & Cases.** India: Dorling Kindersley.

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BA 504	SOC. SC., ARTS& HUM	American Literature	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



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- To strengthen students' understanding of author's purpose and content, both as critical readers and thoughtful writers
- To improve reading, writing, and grammar skills.
- To analyze the importance of historical events through the relationships between authors and the historical contexts
- To strengthen student analysis, evaluation and critique of complex works of literature, both as critical readers and thoughtful writers

#### **Course Outcomes( Cos)**

After completion of this course the students will be able to

- Identify key ideas, representative authors and works, significant historical or cultural events, and characteristic perspectives or attitudes expressed in the literature of different periods or regions.
- Analyze literary works as expressions of individual or communal values within the social, political, cultural, or religious contexts of different literary periods.

#### **Paper IV**

##### **BA504**

#### **American Literature**

##### **UNIT I**

Literary Terms Imagism in American Poetry, Beat Poetry, Confessional Poetry, Expressionism in American Drama, and Harlem Renaissance

##### **UNIT II**

Play Lorraine Hansberry—A Raisin in the Sun or Eugene O'Neill: Emperor Jones

##### **UNIT III**



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Poems Langston Hughes : “Mother to Son”; “I, Too, Sing America”

#### **UNIT IV**

Robert Frost : “Mending Wall” Carl Sandburg : ‘Happiness’, ‘Fog’ Sylvia Plath : ‘Mirror’

#### **UNIT V**

“War Is Kind” by Stephen Crane, “Lady Lazarus” and “Mirror” by Sylvia Plath

#### **Suggested Readings**

- Abrams, M. H.; A Glossary of Literary Terms; (8th Edition) New Delhi: Akash 6 Press, 2007.
- Baldick, Chris. (2001). The Oxford Dictionary of Literary Terms. Oxford: Oxford University Press,
- Bloom, Harold, ed. Short Story Writers and Short Stories(2005). New York: Chelsea House.
- Boyars, Robert, (1974). ed. Contemporary Poetry in America. New York: Schocken,
- Cook, Bruce. (1971). The Beat Generation. New York: Scribners.
- Gould, Jean. (1966). Modern American Playwrights. New York: Dodd, Mead.
- Drabble, Margaret and Stringer, Jenny(2007).. The Concise Oxford Companion to English Literature. Oxford: Oxford University Press.
- Fowler, Roger. (1987).
- Ed. A Dictionary of Modern Critical Terms. (1996.) Rev. ed. London: Routledge & Kegan Paul, Harmon, William;
- Holman, C. Hugh. A Handbook to Literature. 7th ed. Upper Saddle River, NJ: Prentice-Hall.
- Hassan, Ihab. (1973). Contemporary American Literature, 1945-1972: An Introduction. New York: Ungar.
- Hassan, Ihab. (1961). Radical Innocence: Studies in the Contemporary American Novel. Princeton, N. J: Princeton University Press.

  
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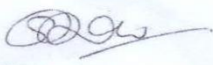
  
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- Hudson, William Henry. (2007.)An Introduction to the Study of Literature. New Delhi: Atlantic,

  
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BA 506	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):

After the completion of this course the students will be able to

- acquire speaking skills and capabilities to demonstrate the subject knowledge.

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BA 507	SOC. SC., ARTS& HUM	Minor Research Project I	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

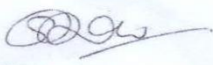
- check the ability of students in terms of their writing
- identify the problems of students' in developing their writing
- skills
- gather the opinion of the teachers on their students' writing performance
- improve the writing skills of students' by suggesting some remedial measures

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