



REVA
UNIVERSITY

Bengaluru, India

SCHOOL OF ARTS AND HUMANITIES

BA - Political Science, Economics & Journalism, (PEJ) Handbook

2019-20

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Chancellor's Message

“Education is the most powerful weapon which you can use to change the world.”

- Nelson Mandela.

There was a time when survival depended on just the realization of physiological needs. We are indeed privileged to exist in a time when ‘intellectual gratification’ has become indispensable. Information is easily attainable for the soul that is curious enough to go look for it. Technological boons enable information availability anywhere anytime. The difference, however, lies between those who look for information and those who look for knowledge.



It is deemed virtuous to serve seekers of knowledge and as educators it is in the ethos at REVA University to empower every learner who chooses to enter our portals. Driven by our founding philosophy of ‘Knowledge is Power’, we believe in building a community of perpetual learners by enabling them to look beyond their abilities and achieve what they assumed impossible.

India has always been beheld as a brewing pot of unbelievable talent, acute intellect and immense potential. All it takes to turn those qualities into power is a spark of opportunity. Being at a University is an exciting and rewarding experience with opportunities to nurture abilities, challenge cognizance and gain competence.

For any University, the structure of excellence lies in the transitional abilities of its faculty and its facility. I’m always in awe of the efforts that our academic board puts in to develop the team of subject matter experts at REVA. My faculty colleagues understand our core vision of empowering our future generation to be ethically, morally and intellectually elite. They practice the art of teaching with a student-centered and transformational approach. The excellent infrastructure at the University, both educational and extra-curricular, magnificently demonstrates the importance of ambience in facilitating focused learning for our students.

A famous British politician and author from the 19th century - Benjamin Disraeli, once said ‘A University should be a place of light, of liberty and of learning’. Centuries later this dictum still inspires me and I believe, it takes team-work to build successful institutions. I welcome you to REVA University to join hands in laying the foundation of your future with values, wisdom and knowledge.

Dr. P. Shyama Raju

The Founder and Hon'ble Chancellor, REVA University

Vice-Chancellor's Message

The last two decades have seen a remarkable growth in higher education in India and across the globe. The move towards inter-disciplinary studies and interactive learning have opened up several options as well as created multiple challenges. India is at a juncture where a huge population of young crowd is opting for higher education. With the tremendous growth of privatization of education in India, the major focus is on creating a platform for quality in knowledge enhancement and bridging the gap between academia and industry.



A strong believer and practitioner of the dictum “Knowledge is Power”,

REVA University has been on the path of delivering quality education by developing the young human resources on the foundation of ethical and moral values, while boosting their leadership qualities, research culture and innovative skills. Built on a sprawling 45 acres of green campus, this ‘temple of learning’ has excellent and state-of-the-art infrastructure facilities conducive to higher teaching-learning environment and research. The main objective of the University is to provide higher education of global standards and hence, all the programs are designed to meet international standards. Highly experienced and qualified faculty members, continuously engaged in the maintenance and enhancement of student-centric learning environment through innovative pedagogy, form the backbone of the University.

All the programs offered by REVA University follow the Choice Based Credit System (CBCS) with Outcome Based Approach. The flexibility in the curriculum has been designed with industry-specific goals in mind and the educator enjoys complete freedom to appropriate the syllabus by incorporating the latest knowledge and stimulating the creative minds of the students. Bench marked with the course of studies of various institutions of repute, our curriculum is extremely contemporary and is a culmination of efforts of great think-tanks - a large number of faculty members, experts from industries and research level organizations. The evaluation mechanism employs continuous assessment with grade point averages. We believe sincerely that it will meet the aspirations of all stakeholders – students, parents and the employers of the graduates and postgraduates of REVA University.

At REVA University, research, consultancy and innovation are regarded as our pillars of success. Most of the faculty members of the University are involved in research by attracting funded projects from various research level organizations like DST, VGST, DBT, DRDO, AICTE and industries. The outcome of the research is passed

on to students through live projects from industries. The entrepreneurial zeal of the students is encouraged and nurtured through EDPs and EACs.

REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students. REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students become skilled with relevant to industry requirements. Structured training programs on soft-skills and preparatory training for competitive exams are offered here to make students more employable. 100% placement of eligible students speaks the effectiveness of these programs. The entrepreneurship development activities and establishment of “Technology Incubation Centers” in the University extend full support to the budding entrepreneurs to nurture their ideas and establish an enterprise.

With firm faith in the saying, “Intelligence plus character –that is the goal of education” (Martin Luther King, Jr.), I strongly believe REVA University is marching ahead in the right direction, providing a holistic education to the future generation and playing a positive role in nation building. We reiterate our endeavor to provide premium quality education accessible to all and an environment for the growth of over-all personality development leading to generating “GLOBAL PROFESSIONALS”.

Welcome to the portals of REVA University!

Dr. S. Y. Kulkarni
Vice-Chancellor, REVA University

PREFACE

“For last year’s words belong to last year’s language/ And next year’s words await another voice/ and to make an end is to make a beginning.” (T.S. Eliot)

A hearty welcome to this ‘new beginning’!

The School of Arts and Humanities at REVA University, one of the most sought after schools, has cut a niche for itself by building a prominent academic record. The School offers Undergraduate, Postgraduate, and Ph.D programs to scholars from all over the world, initiating in them the continuous urge to delve into the vast arena of creative and critical thinking.

The programs of study offered foster cultural, social and political understanding and hone the creative abilities of the scholars. Here, students not only develop knowledge in their area of specialization but also acquire practical skills useful for their future careers. We take great pride in our students who have been performing exceedingly well in the field of academics and co-curricular activities and have been bringing laurels to the University every year.

We are at a wonderful phase when the domain of Arts and Humanities all over the world is taking very meaningful and innovative turns. With various new career opportunities and specializations coming to the forefront, young enthusiasts have the boon of limitless career choices.

We, at REVA University, deem it fit to channelize the potential of the young minds towards newer horizons. With the expertise of the highly qualified and committed teaching faculty of the School, we continuously strive to provide the best practical knowledge to our students.

This academic year, keeping in mind our trend, our goals are set very high. Focusing primarily on Research and Development, the School will initiate every scholar under our wings to take a step forward in their specialized areas by engaging in collaborative and individual research projects. Research collaboration with other prestigious organizations is also in the pipeline. Many external subject specialists from the teaching fraternity as well as industry will bring in their expertise to our scholars, providing them with current scenarios of the entire world.

I invite you to participate in the many opportunities offered by the School of Arts and Humanities and join our hands to strengthen our participation in the international global Humanities forum.

The curriculum caters to and has relevance to Local, Regional, National, and Global developmental needs. Maximum number of courses are integrated with cross-cutting issues with relevant to professional ethics, gender, human values, Environment & Sustainability.

With Best Wishes,

Dr. Payel Dutta Chowdhury
Director, School of Arts & Humanities

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RUKMINI EDUCATIONAL CHARITABLE TRUST

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. Rukmini Educational Charitable Trust (RECT) is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Legal Studies, Management and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfil its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Legal Studies, Management and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top notched educational institutions was born of the philanthropic instincts of Dr. P. Shyama Raju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 15,000+ students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

ABOUT REVA UNIVERSITY

REVA University has been established under the REVA University Act, 2012 of Government of Karnataka and notified in Karnataka State Gazette dated 7th February, 2013. The University is recognised by UGC under Sec 2 (f) and empowered under Sec.22 of the UGC Act, 1956 to award degrees in any branch of knowledge. The University is a Member of Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University located in between Kempegowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provide conducive environment for higher learning and research. The REVA campus has well equipped laboratories, custom-built teaching facilities, fully air-conditioned library and central computer centre, the well planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 27 Post Graduate Degree programs, 29 Degree and PG Degree programs in various branches of studies and has 15000+ students studying in various branches of knowledge at graduate and post graduate level and 494 Scholars pursuing research leading to PhD in 18 disciplines. It has 900+ well qualified, experienced and committed faculty members of whom majority are doctorates in their respective areas and most of them are guiding students pursuing research leading to PhD.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and

build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

REVA University recognizing the fact that research, development and innovation are the important functions of any university has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. The interdisciplinary-multidisciplinary research is given the top most priority. The division continuously liaisons between various funding agencies, R&D Institutions, Industries and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano-Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano-materials, Photonics, Nano Tribology, Fuel Mechanics, Operation Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

The REVA University has also given utmost importance to develop the much required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counsellors and Placement Officers.

The University also has University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director facilitating skill related training to REVA students and other unemployed students. The University has been recognized as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Okalahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC², VMware, SAP, Apollo etc, to facilitate student exchange and teacher–scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitates students to study some of the programs partly in REVA University and partly in foreign university, viz, M.S in Computer Science one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also given greater importance to quality in education, research, administration and all activities of the university. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division works on planning, designing and developing different quality tools, implementing them and monitoring the implementation of these quality tools. It concentrates on training entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms. To motivate the youth and transform them to become innovative entrepreneurs, successful leaders of tomorrow and committed citizens of the country, REVA organizes interaction between students and successful industrialists, entrepreneurs, scientists and such others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director IISc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defence Dr. Sathish Reddy, Scientific Advisor, Ministry of Defence, New Delhi and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As a part of our effort in motivating and inspiring youth of today, REVA University also has instituted awards and prizes to recognize the services of teachers, researchers, scientists, entrepreneurs, social workers and such others who have contributed richly for the development of the society and progress of the country. One of such award instituted by REVA University is ‘Life Time Achievement Award’ to be awarded to successful personalities who have made mark in their field of work. This award is presented on occasion of the “Founders’ Day Celebration” of REVA University in presence of dignitaries, faculty members and students gathering and the first “REVA Life Time Achievement Award” for the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO on the occasion of Founder’s Day Celebration, 6th January, 2016 and the second “REVA Life Time Achievement Award” for the year 2016 has been awarded to Shri. Shekhar Gupta, Renowned Journalist on the occasion of Founder’s Day Celebration, 6th January, 2017.

REVA organises various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vedaaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities. During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural and sports activities are also recognised by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes everyday to students, faculty members, administrative staff and their family members and organises yoga camps for villagers around.

Within short span of time, REVA University has been recognised as a fast growing university imparting quality higher education to the youth of the country and received many awards, ranks, and accolades from various agencies, institutions at national and international level. These include: Asia's Greatest Brand and Leaders, by Asia One, National Award of Leadership Excellence, by ASSOCHAM India, Most Promising University, by EPSI, Promising Upcoming Private University in the Country, by The Economic Times, Best University of India (South), by Dialogue India, Gold Brand by QS University Ranking, placed under 151-200 band by NIRF, 6TH Rank in the Super Excellence category by GHRDC, 6TH Rank in All India Law School Survey, ranked among Top 30 Best B Schools by Business World, India's Best Law Institution by Careers 360, to mention a few.

SCHOOL OF ARTS & HUMANITIES

Introduction:

The School of Arts & Humanities, established in the year 2014, is one of the most sought-after schools for Humanities programs. At present the school offers an under-graduate program - B.A.- JEP (Journalism, English, and Psychology) and B A – JPE (Journalism, Political Science, and English); two post-graduate programs – M.A. in English and M.A. in Journalism and Communication; and Ph.D. programs in English, Hindi and Kannada.

Why Arts & Humanities @ REVA University?

The UG and PG programs offered by the School are designed with an extremely contemporary curriculum, where learners get a variety of choices to select electives and specializations that they desire.

In **B.A. (JEP)** program, the focus is on equipping learners with various journalistic skills as well as creating a strong foundation of Psychology. The courses in English enable them to hone their communication which is the very basis of any career that they may choose in future. The triple combination opens wider avenues of career choices and ensures that students can decipher their own specialties in each stream. The needs of employers today are very global and intersperse different areas. Journalism provides opportunities in content writing, editing, filmmaking, photography, animation, print media, advertising, public relations etc. Psychology opens new areas in mental health such as counseling, clinical psychology, criminal psychology, human resources, personnel training etc. English is rudimentary to every aspect of the media field, particularly to writing, editing, publishing, content development, communication and teaching. The opportunities provided are limitless and with the emergence of New Media various individuals and associations are making their foray into blogging, vlogging, webcasting, podcasting and digital media marketing. The needs of employers today are very global and intersperse different areas. Journalism provides opportunities in content writing, editing, filmmaking, photography, animation, print media, advertising, public relations etc. Psychology opens new areas in mental health such as counseling, clinical psychology, criminal psychology, human resources, personnel training etc. English is rudimentary to every aspect of the media field, particularly to writing, editing, publishing, content development, communication and teaching.

In **B.A. (PsEJ)** program, the focus apart from equipping learners with various journalistic & communication skills, facilitating with a strong foundation of Political Science and Economics. The courses in Economics provide basic knowledge of Indian economy, financial economics, application of economics to managerial issues, and entrepreneurial development and thus enable students to understand the significance economics in national development. The courses in Political Science equip students with the knowledge of Indian constitution, western and eastern political thought, international relations, comparative government and

politics, personnel and financial administration etc., The triple combinations in both programs open wider avenues of career choices and ensure that students can decipher their own specialties in each stream.

In order to give ample scope for bringing out various innate talents in students, both programs also give a choice to students to select a 2-credit course where they may choose any area of their interest (music, dance, sports, yoga or theatre). Internships, research projects and placement trainings are integrated with respective programs to make it a full-fledged one.

The PG programs in English and Journalism and Communication are designed to make students ready for their future career. The focus in **M.A. English** program is to equip students with a complete knowledge of recent trends and concerns in literature and language in a global context. Emphasis is on building up research skills in the learners and the courses are also exposed from that perspective. Learners are mentored and guided to take up various MOOC and other certification programs in their areas of interest. A compulsory research project is carried out by all students which is a preparation for serious research in the future. Various placement trainings in content writing, teaching pedagogy, etc. are designed within the curriculum. The **M.A. in Journalism & Communication** at REVA University is outlined with subtle observation on the contemporary advancements in the field of journalism and mass communication. The curriculum is precisely refined to promote an innovative learning platform to assimilate the fundamentals of journalism & communication aspects. Students studying this influential discipline learn the usage of the various media i.e. print, radio, television, internet, photography, visual communication, graphics and animation, content writing, technical writing, media research and so on. They gain an insight into the history and organizational structure of these media which in turn aids them in evaluating the policies of media and how they are affecting and influencing the masses. The students of this program gain a firsthand knowledge of all such skills through real-life experiences, internships, projects, and so on.

USP of the Programs run by the School of Arts & Humanities:

- Hi-tech State of the Art Media Lab and Studio with recording facility, radio room and editing room
- Well-equipped Psychology Labs
- Language Labs
- Contemporary curriculum
- Ample scope to gain practical exposure through internships. Present batch students are undergoing internships at Star Sports, Adzu Advertising, Red Advertisement, and so on.
- Academia-industry interface – expert lectures and workshops by resource persons from various industries, media houses, authors and academicians.
- Student-run and student-managed quarterly newsletter of the University, **REVA Insight**, which gives them scope to learn the skills of news gathering, editing, and designing.
- Weekly school newsletter, **REVA Suchi**, run by the students.

- Annual students' magazine managed by students
- Chance to participate in Vox Pops conducted by various TV Channels
- Chance to participate in various extension activities, such as, road shows, street theatre, educative programs, etc. in association with newspapers like *The Hindu* and other media houses.
- Training in event management – both in-house events and outside events, such as, International Film Festival conducted by Innovative Film City
- Training in anchoring for in-house events and outside events, such as, the Edu Expo by *The Hindu*
- Practical exposure through visits to various news channels, High Court, Press Clubs, etc.
- Certification programs, such as, Pearson Global English, Certification in Animation, Certification in Photography, etc.
- Certificate programs in foreign languages – French, German, Mandarin and Japanese
- Certification and training program for CBSE UGC NET exam
- Demo classes in teaching
- Training in placement/ employability skills integrated within the curriculum
- Complete guidance in research activities – students are trained by their mentors on presenting their research papers in conferences and seminars. They are also trained to publish their research papers in reputed journals. Many students have received “Best Paper” awards during conferences.
- Compulsory research project with complete guidance by teachers; deserving projects are published in the form of book or papers in journals.

Vision

- To promote excellence in advancement of communication, journalism and psychology disciplines, professions, and services through education, research, innovation, extension and collaboration

Mission

- Impart quality education to meet the needs of profession and society, and achieve excellence in teaching-learning and research in the area of communication, journalism and psychology through student centric learning, interdisciplinary approach and innovative pedagogies;
- Attract and develop talented and committed human resource, and provide an environment conducive to research, innovation, creativity, and team-spirit;
- To establish collaborations, promote industry- university partnership, encourage entrepreneurship, and involve in community development services;
- Develop excellent infrastructural facilities, facilitate effective interaction among faculty and students with other schools, and foster networking with alumni, industries, institutions and other stake-holders; and

- To practice and promote high standards of professional ethics, enrich personality traits, promote patriotism and moral values.
-

Seven Deadly Sins

“Wealth without work
Pleasure without conscience
Science without humanity
Knowledge without character
Politics without principle
Commerce without morality
Worship without sacrifice.”

— **Mahatma Gandhi**

“Education is the manifestation of the perfection already in man”

- Swami Vivekananda

The ladder of success is best climbed by stepping on the rungs of opportunity.

- Ayn Rand

I think of science fiction as being part of the great river of imaginative fiction that has flowed through English literature, probably for 400 or 500 years, well predating modern science.

- J. G. Ballard

Literature adds to reality, it does not simply describe it. It enriches the necessary competencies that daily life requires and provides; and in this respect, it irrigates the deserts that our lives have already become.

- C. S. Lewis

Literature is the art of discovering something extraordinary about ordinary people, and saying with ordinary words something extraordinary.

- Boris Pasternak

BA (Journalism, Political Science, Economics – JPE) Program

Programme Overview

Humanities deals with human life and human experience qualitatively. Humanities investigates how do human beings behave? Why do they behave this way? How do human beings interact with each other? How do human beings interpret the world around them? And What kind of political, social and cultural institutions do they form?

The field of humanities include Modern languages, Classical languages, Linguistics, Literature, History, Jurisprudence, Philosophy, Archaeology, Comparative religion, Ethics, History, criticism and theory of the arts, Journalism, Psychology, Political science and such subject areas.

Bachelor of Arts programme in Journalism, English and Psychology offered by School of Arts and Humanities at REVA UNIVERSITY intends to develop English language skills and Journalism as a profession amongst its students.

Journalism is all about collecting information and disseminating the facts and figures to the public via print, television and Internet. Journalists present the news in a manner that is useful, informative and thought-provoking. Journalism careers include reporter, feature writer, intern, sub editor, designer, proof reader, news reader, news presenter, news analyst, news editor, editor and many such. The language skills and understanding psychology of people helps a Journalist to gain expertise in his/her profession.

As per the data available with the Government, a total of 1, 05,443 newspapers/periodicals are registered with the Registrar of Newspapers for India as on 31st March, 2015. There are more than 120 TV News channels and in addition there are huge opportunities to write blogs and news on internet. There are thousands of opportunities in corporate sector for compiling corporate news and publication. The media and entertainment sector is expected to cross Rs. 2 trillion by 2020 at a CAGR of 11.6%.

In this context, an undergraduate University Programme offered by **REVA UNIVERSITY** in Journalism, English and Psychology is relevant to meet the future human resources requirement of News and Media enterprises.

The programme focusses on Journalism, media studies, psychology, critical theory, English language and literature, in addition to various transferable skills particularly writing skills that are required for successful career development in Journalism.

Programme Educational Objectives

After few years of graduation, the graduates of B.A. (Political Science, Economics, Journalism) will be able to:

PEO-1: Pursue Higher Education and carry out research in Universities at national and international level.

PEO-2: Occupy a position and work as a team member in Public, Private, Corporate and Government Sector as techno managers, academicians, administrators or entrepreneurs, investigative agencies with effective Communication and moral principles.

PEO-3: Start own enterprise and communicate with customers effectively and adopt lifelong learning Skills for magnifying Business.

Program Specific Outcomes

On successful completion of the program, the graduates of B.A. (Political Science, Economics, Journalism) will be able to:

PSO 1: Demonstrate the Knowledge in Political Science, Economics and Journalism.

PSO 2: Analyze and report the problems in political science by understanding the economical situation of the country.

PSO 3: Use different techniques to gather information in Journalism and report effectively.

Program Outcomes

On successful completion of the program, the graduates of B.A. (Political Science, Economics, Journalism) will be able to:

PO 1: Disciplinary knowledge: Demonstrating comprehensive knowledge and in understanding Political, Journalism and Economics study.

PO 2: Reasoning: Analyze, interpret and draw conclusions from evidence and experiences from an open-minded and reasoned perspective.

PO 3: Problem solving: Extrapolate and apply their competencies to solve different kinds of non-familiar problems and apply one's learning to real life situations using curriculum content knowledge.

PO 4: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO 5: Research-related skills: Recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

PO 6: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO 7: Cooperation/Team work: Work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO 8: Communication Skills: Express thoughts and ideas effectively in writing and orally; Communicate

with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO 9: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

BA (Journalism, Political Science, Economics, – JPE) Program

Scheme of Instruction

(Effective from Academic Year 2019)

Scheme of Instruction

Sl. No	Course Code	Title of the Course	HC/ SC/ CC/FC/	Credit Pattern				Contact Hrs
				L	T	P	Total	
FIRST SEMESTER								
1	B19JP1010	Environmental Science	FC	1	1	-	2	3
2	B19JP1011	Communicative English – I	CC	2	1	-	3	4
3	B19JP1012	Language – I Kannada	CC	2	1	-	3	4
4	B19JP1013	Language – I: Hindi						
5	B19JP1014	Language – I: Additional English						
6	B19JP1020	Political Science - I Core Concepts of Political science	HC	4	0	0	4	5
7	B19JP1030	Journalism - I (Introduction to Media & Communication)	HC	2	0	2	4	4
8	B19JP1040	Economics - I (Principles of Micro Economics)	HC	4	0	0	4	5
Total Credits				15	3	2	20	25
SECOND SEMESTER								
1	B19JP2010	Indian Constitution and Human Rights	FC	2	0	0	2	2
2	B19JP2011	Communicative English – II	CC	2	1	0	3	3
3	B19JP2012	Language – II: Kannada	CC	2	1	0	3	4
	B19JP2013	Language – II: Hindi						
	B19JP2014	Language – II: Additional English						
4	B19JP2020	Political Science- II (Understanding Political Theory)	HC	4	0	0	4	5

5	B19JP2030	Journalism - II (Reporting & Editing)	HC	2	0	2	4	4
6	B19JP2040	Economics - II (Principles of Macro Economics)	HC	4	0	0	4	5
7	B19JP2050	Music/ Dance/ Yoga/ Sports/ Theatre	RULO	0	0	2	2	4
8	B19JP2060	MOOC / SWAYAM	RULO	2	0	0	2	2
	B19JP2070	Internship / Certificate course*	HC	2	0	0	2	2
		Total Credits		18	2	4	24	30

Note: *Students have to undergo internship of 4 weeks duration after the Second Semester examination; the marks of internship are calculated in the Third Semester.

THIRD SEMESTER								
1	B19JP3010	Language – III: Kannada	CC	2	1	0	3	3
	B19JP3011	Language – III: Hindi						
	B19JP3012	Language – III: Additional English						
2	B19JP3013	Political Science - III (Indian Constitutions and Institutional framework)	HC	4	0	0	4	5
3	B19JP3020	Journalism - III (Audio-Visual Production)	HC	2	0	2	4	4
4	B19JP3030	Economics - III (Economic Growth and Development)	HC	4	0	0	4	5
5	B19JP3041	Media Studies**	OE	4	0	0	4	4
	B19JP3042	Political Communication**						
6	B19JP3050	Employability Skills – I (placement)	RULO	2	0	0	2	2
7	B19JP3060	MOOC / SWAYAM	RULO	2	0	0	2	2
8	B19JP3070	Internship/ Certificate Courses	HC	2	0	2	4	0
		Total Credits		22	1	4	27	25
Note: ** Two Open Electives, namely Media Studies and Guidance and Counseling are offered for students other than BA-JEP; the students of BA-JEP will have to choose one of the Open Elective offered by other Schools.								

FOURTH SEMESTER								
1	B19JP4010	Language IV: Kannada	CC	3	0	0	3	3
	B18BJ4011	Language IV: Hindi						
	B18BJ4012	Language IV: Additional English						
2	B19JP4020	Political Science – IV (Western and Eastern Political Thought)	HC	4	0	0	4	5
3	B19JP4030	Journalism – IV (Fundamentals of Media Research)	HC	2	0	2	4	4
4	B19JP4040	Economics - IV (International Economics)	HC	4	0	0	4	5
5	B19JP4050	Minor Research Project	HC	0	0	6	6	12
6	B19JP4060	Employability Skills – II (placement)	RULO	2	0	0	2	2
Total Credits				15	0	08	23	31
FIFTH SEMESTER								
1	B19JP5010	Political science -V (Public Administration and Core Concepts)	HC	4	0	0	4	4
2	B19JP5021	Political Science -VI (A) (International Relations)	SC	4	0	0	4	4
	B19JP5022	Political Science -VI (B) (Comparative government and Politics)						
3	B19JP5030	Journalism-V (Media Laws & Ethics)	HC	2	2	0	4	4
4	B19JP5041	Journalism VI (A) (Advertising & Corporate Communication)	SC	2	0	2	4	4
	B19JP5042	Journalism -VI (B) (Fundamentals of Photography)						
5	B19JP5050	Economics – V (Indian Economy -I)	HC	4	0	0	4	4
6	B19JP5061	Economics – VI (A) (Mathematical Method for Economics)	SC	4	0	0	4	4
	B19JP5062	Economics –VI (B) (Entrepreneurial Development- I)						
7	B19JP5070	Employability Skills – III	RULO	2	0	0	2	2
Total Credits				22	2	2	26	26

SIXTH SEMESTER								
1	B19JP6010	Political science -VII(Major Constitutional Systems)	HC	4	0	0	4	4
2	B19JP6021	Political Science -VIII (A) (International Institution and Foreign Policies)	SC	4	0	0	4	5
	B19JP6022	Political Science -VIII(B) (Personnel and Public Administration)						
3	B19JP6030	Journalism -VII (Media Management)	HC	4	0	0	4	4
4	B19JP6041	Journalism -VIII (A) (New Media)	SC	2	0	2	4	4
	B19JP6042	Journalism - VIII (B) (Development Communication)						
5	B19JP6050	Economics – VII(Indian Economy -II)	HC	4	0	0	4	5
6	B19JP6061	Economics VIII (A) Financial Economics	SC	4	0	0	4	5
	B19JP6062	Economics-VIII(B) Application of Economics to Managerial Issues						
		Total Credits		22	0	2	24	27
		Total Credits of All Semesters					144	

Semester-wise Summary of Credit Distribution

Semesters	No. of Credits	No. of Hours
First Semester	20	25
Second Semester	24	30
Third Semester	27	25
Fourth Semester	23	31
Fifth Semester	26	26
Sixth Semester	24	27
Total Credits	144	164

Distribution of Credits Based on Type of Courses

Semester	HC	SC	OE	RULO	FC	CC	TOTAL
I	12	0	0	0	2	6	20
II	12	0	0	4	2	6	24
III	16	0	4	4	0	3	27
IV	21	0	0	2	0	0	23
V	12	12	0	2	0	0	26
VI	12	12	0	0	0	0	24
Total	85	24	4	12	4	15	144

4

Distribution of Credits Based on L:T:P

Semester	L	T	P	Total	Total Hours
I	15	3	2	20	25
II	18	2	4	24	30
III	22	1	4	27	25
IV	15	0	8	23	31
V	22	2	2	26	26
VI	22	0	2	24	27
Total	114	8	22	144	164

BA (Journalism, Political Science, Economics,– JPE) Program

DETAILED SYLLABUS

(Effective from Academic Year 2019)

FIRST SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP1010	Environmental Science	FC	1	1	0	2	3

Prerequisites:

Basic knowledge of Environmental Science studied at higher secondary & school level.

Course Objectives:

- 1 Graduates will be familiar with current and emerging environmental trends and global issues, and have an understanding of ethical and societal responsibilities.
- 2 Graduates will have the ability to obtain the knowledge, and will recognize the need for engaging in life-long learning.
- 3 Will find the need of various types of energy(conventional & non-conventional) resources and natural resources.
- 4 Acquire knowledge with respect to biodiversity, threats, conservation and appreciate the concept of ecosystem.
- 5 Acquiring knowledge about environmental pollution-sources, effects and control measures of environmental pollution, degradation and waste management.
- 6 Explore the ways for protecting the environment.

Course Outcomes:

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

- 1 Analyze the environmental conditions and protect it.
- 2 Will observe the role of individual, government and NGO in environmental protection.

- 3 Get motivate to find new renewable energy resources with high efficiency through active research.
- 4 Analyze the ecological imbalances and protect it.
- 5 List the causes of environmental pollution & find ways to overcome them.
- 6 Design pollution controlled products.

Course Content:

UNIT-I

6 Hrs

Multidisciplinary Nature of Environmental Studies: Introduction to Environment, objectives and guiding principles of environmental education, Components of environment, Structure of atmosphere, Sustainable environment/Development, Impact of technology on the environment in terms of modern agricultural practices and industrialization, Environmental Impact Assessment

Environmental protection – Role of Government-Assignments of MOEF, Functions of central and state boards, Institutions in Environment and People in Environment, Initiative and Role of Non-government organizations in India and world.

Self study: Need for public awareness on the environment, Gaia Hypothesis

UNIT-II

6 Hrs

Environmental pollution, degradation & Waste management: Environmental Pollution – Definition, sources and types, Pollutant-Definition & classification, Concepts of air pollution, water pollution, Soil pollution, Automobile pollution-Causes, Effects & control measures.

Self study: Case studies of London smog, Bhopal gas tragedy, marine pollutions and study of different waste water treatment processes.

Environmental degradation – Introduction, Global warming and greenhouse effect,

Acid rain-formation & effects, Ozone depletion in stratosphere and its effect.

Solid Waste management – Municipal solid waste, Biomedical waste, Industrial solid waste and Electronic waste (E-Waste).

Self study: Disaster management, early warning systems-bio indicators for Tsunami and other natural disasters.

UNIT-III

6 Hrs

Energy & Natural resources: Energy – Definition, classification of energy resources, electromagnetic radiation-features and applications, Conventional/Non-renewable sources – Fossil fuels based (Coal, petroleum & natural gas), nuclear energy.

Non-conventional/renewable sources – Solar, wind, hydro, biogas, biomass, geothermal, ocean thermal energy, Hydrogen as an alternative as a future source of energy.

Self study: Remote sensing and its applications, Chernobyl (USSR) nuclear disaster and Fukushima (Japan) nuclear disaster.

Natural resources – water resource (Global water resource distribution, Water conservation methods, Water quality parameters, Uses of water and its importance), Mineral resources (Types of minerals, Methods of mining & impacts of mining activities), Forest wealth (Importance's, Deforestation-Causes, effects and controlling measures)

Self study: Hydrology & modern methods adopted for mining activities.

UNIT-IV

6 Hrs

Ecology and ecosystem: Ecology-Definition, branches, objectives and classification, Concept of an ecosystem – Structure and functions, Characteristics of an Ecosystem-Ecosystem Resilience, Ecological succession and productivity, Balanced ecosystem, Components of ecosystem-abiotic and biotic, biological diversity.

Biogeochemical cycles and its environmental significance – Carbon, nitrogen and phosphorus cycle, Energy flow in ecosystem, food chains –types, food web & Ecological Pyramids.

Self study: Need for balanced ecosystem and restoration of degraded ecosystems.

Reference Books:

1. “Environmental Studies”, by R.J. Ranjit Daniels and Jagadish Krishnaswamy, (2017),
2. Wiley India Private Ltd., New Delhi, Co-authored & Customised by Dr. MS Reddy & Chandrashekar, REVA University.

3. “Environmental Studies”, by R.J. Ranjit Daniels and JagadishKrishnaswamy, (2009),
4. Wiley India Private Ltd., New Delhi.
5. “Environmental Studies” by Benny Joseph, Tata McGraw – Hill Publishing
6. Company Limited.
7. Environmental Studies by Dr.S.M.Prakash, Elite Publishers Mangalore, 2007
8. Rajagopalan R. 2005,”Environmental Studies – from Crisis to cure”, Oxford University Press
9. Environmental Science by Arvind walia, Kalyani Publications, 2009.
10. Environmental Studies by AnilkumarDey and Arnab kumarDey.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP1011	Communicative English – I	CC	2	1	0	3	4

Course Description:

This is a 3 credit course for first semester consisting of 4 hours of teaching learning per week, inclusive of direct classroom teaching and practice in language lab.

Course Objectives:

- To attune young minds to concerns and issues which have a broad and wide scope of use and application to life.
- To acquire a functional use of language in context.
- To equip students to deliver formal and informal oral presentations to a variety of audiences in multiple contexts
- To enable students to construct effective written message in various formats and styles.
- To inculcate the habit of reading and writing leading to effective and efficient communication.

Course Outcomes:

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

- Demonstrate ethical and political responsibilities in taking cognizance of issues relating to society, environment and media.
- Develop a process oriented approach to writing.
- Make use of grammatical skills developed during the course aptly.
- Utilize the target language effectively to focus on interpersonal skills and develop a good command over the language.

Course Content:

UNIT-I: Functional English

12 Hours

Remedial Grammar: Past Simple; Past Continuous; Irregular Verbs

Writing Skills: Paragraph Writing

Activities: Conversations; Leaving Phone Messages

Literature: Chief Seattle – The End of Leaving and Beginning of Survival

UNIT-II: Interpersonal Skills

12 Hours

Remedial Grammar: Present Simple & Present Continuous; Activity & State Verbs

Writing Skills: Official Letters

Activities: Making Apologies; Invitations & Making Arrangements

Literature: Ruskin Bond – Tiger in the Tunnel

UNIT-III Multitasking Skills

12Hours

Remedial Grammar: Present Perfect; For, Since & How Long; -ed & -ing adjectives; Prefix & Opposites of Adjectives

Writing Skills: Note Making

Activities: Agreeing & Disagreeing with Opinions

Literature: Jesse Owens - My Greatest Olympic Prize

UNIT-IV: Communication Skills

12 Hours

Remedial Grammar: Collocations; Prepositions

Writing Skills: Precise Writing

Activities: Offers, Suggestions & Requests

Literature: Avijit Pathak – Onscreen Magic

Reference Books:

1. Green, David. *Contemporary English Grammar Structures and Composition*. New Delhi: MacMillan Publishers, 2010.
2. Thorpe, Edgar and Showick Thorpe. *Basic Vocabulary*. Pearson Education India, 2012.
3. Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar of English*. Longman, 2003.
4. Murphy, Raymond. *Murphy's English Grammar with CD*. Cambridge University Press, 2004.
5. Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2005.
6. Riordan, Daniel. *Technical Communication*. New Delhi: Cengage Publications, 2011.
7. Sen et al. *Communication and Language Skills*. Cambridge University Press, 2015.

13. $\text{ÉÁÒÀ}^1\text{A}^\circ\text{Zòóí. r.J}^-\text{i.}, \text{YÁAYÁ} \text{ zòóóvÁ} \text{ cÁIPÉ}, \text{YÁep}^-\text{òòPÁòÁ} \text{ r.} \ll \text{PÉ} \text{ }^{\circ}\text{ÁÁÆwð} \text{ YÁp}^-\text{òòÁÉÁ}, \text{ }^{\circ}\text{ÉÁÉ,ÁÉòÁÁ. 2012}$
14. $\text{ÒÁzòóí} \text{ zÁU}^-\text{òò}, \text{òòòò} \text{ }^{\circ}\text{ÁÁÁÜò} \text{ P}^-\text{òéAw}, \text{YÁp}^-\text{òòPÁòÁ}. \text{ }^-\text{ÉÉÁ} \gg \text{Ái}^-\text{ò} \text{ YÁep}^-\text{òòÁÉÁ}, \text{ } \text{ }^-\text{S}^-\text{W}^-\text{òj. 2015}$
15. $\text{zÉÁò}^-\text{Y}^-\text{òAQÉ} \text{ J}^-\text{i.} \text{J}^-\text{i.} \text{zÉÁAzÉé} \text{ èjÁYsÁò} \text{ P}^-\text{ò}^-\text{òÁiÁi}^-\text{zÉÁ}, \text{YÁp}^-\text{òòPÁòÁ} \text{ zÉÁ}^1 \text{ YÁÁ,ÁÜPÁ}, \text{zÉAUÁ}^-\text{YÁÉòÁ. 2013}$
16. $\text{ÁÁ. } \text{ }^-\text{C}^-\text{J}^-\text{i.} \text{PÉÁò}^-\text{Áòò}^{\circ}\text{i.} \text{PÉÉ}^-\text{ò} \text{ ÁÁ} \text{ PÁcÁòqÁ} \text{ £}^-\text{òIPÁÜÁ}^-\text{YÁÁ}, \text{YÁp}^-\text{òòPÁòÁ} \text{ CAQVÁ} \text{ YÁÁ,ÁÜPÁ}, \text{zÉAUÁ}^-\text{YÁÉòÁ. 2005}$
17. $\text{ò}^{\circ}\text{ÁÁòòÁiÁÁ} \text{ vÁ,ÁÁ.,} \text{PÁÉÁòqÁ} \text{ }^-\text{ò} \gg \text{vÁÁ} \text{ ZÁjvÉ.} \text{YÁp}^-\text{òòPÁòÁ} \text{ vÁ}^-\text{YÁÁQÉÁ} \text{ }^{\circ}\text{ÉAPÁ}^-\text{ÜÁiÁi} \text{ }^-\text{òòPÁ} \text{ ÜÁéAxÁ}^{\circ}\text{Ái}^-\text{ò} \text{ É, }^{\circ}\text{ÉÁÉ,ÁÉòÁ} \text{ -2014}$
18. $\text{ }^2\text{ÁòÁzÁé}^-\text{Ái} \text{ f.J}^-\text{i.} \text{PÁÉÁòqÁ} \text{ }^-\text{ò} \gg \text{vÁÁ} \text{ }^-\text{Á}^-\text{ÁÁPE}, \text{YÁp}^-\text{òòPÁòÁ} \text{ }^-\text{ÁéYÁB} \text{ }^-\text{S}^-\text{ÁPi} \text{ }^{\circ}\text{É}^-\text{i}, \text{zÉAUÁ}^-\text{YÁÉòÁ. 2013}$

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP1013	Language I: Hindi	CC	2	1	0	3	4

पाठ्यक्रम रूपरेखा :

यह पाठ्यक्रम नौसिंधिया, अपनी भाषा की क्षमता का सिकांडि करने हते ु तथा सिसभन िसहसयक प्रक्रयाओं डारं िमंज, िंसंस्कृत स्त एंिं जींिन के मूलू यों को िमंज्ञने हते ु असभकसत्यत है ।

पाठ्यक्रम उद्देश्य :

- िंसंभंान ार उसित भाषा का प्रयोग करने की दक्षता को छात्रों में उयपन्न करना ।
 - िसहसय के माध्यम िंे िमंज एंिं मानंिीय मूलू यों को िमंज्ञाकर, उन मूलू यों की रक्षा हते ु प्रेरत करना ।
 - छात्रों में पसु तक पठन एंिं लेंिन की अकृत स्तम प्रंिं ि स्थंसपत करना ।
 - अध्येताओं में िसहसय के माध्यम िंे प्रभांिी एंिं कु शल िंसंिार का सिकांडि करना ।

अधिगम पररणाम :

- अध्ययन की िंसंि पर अध्येयता –
- िंसंजक मूलू य एंिं नैसतक जिबदेही को स्ंिीकार कर िकता है ।
 - िसहसय की प्रंिंसकता को जींिन में िमंज्ञने की दक्षता रितं है ।
 - िंसंज में अंतसनं हत पदसत्याँ एंिं संिंसंिारधंराओं का व्याख्यान करने में िक्षम बन िकता है ।

अध्ययन िषय सूची / पाठ्यक्रम

इकाई – 1: कहानी, िंसंमरण अध्यापन अधियाँ : 12 hrs.

1. कहानी – नशा – प्रेमंिंसं

2. कहानी – विविमय जीविन – विरंधर शमभ गुरुले िी

3. विस्मरण – शरत के विाथ सबताया कु छ विमय – अमृत लाल नागर

इकाई –2: कहानी, आयमकथा

अध्यापन अधियाँ : 12hrs.

4. कहानी – मरने के पहले – भीष्म विहारी
 5. कहानी – लाल हिली – सशानी
 6. आयमकथा – जेल- झलक की जीर्ण - गणेश शंकर सिद्धाथी
 इकाई – 3: कहानी, व्यंग्य रचना

अध्यापन अधियाँ : 12 hrs.

7. कहानी – िाय का एक प्याला – कैथरीन मॉर्फो
 8. व्यंग्य रचना – भेड़े और भेसड़ें – हरशंकर परिाई
 इकाई – 4: अनिाद, िेषण

अध्यापन अधियाँ : 12 hrs.

अनुाद : अंग्रेज़ी – सहन्दी (शब्द एिं अनु छेद)

क्षेपण : पररच्छेद का एक सतहाई भाग में ।

सन्दर्भ ग्रन्थ :

- पाठ्य पु तक – रेिा सिश्वसिद्यालय
- विोध विहारक सहन्दी – डॉ. कु लदीप गुि
- असभनि विहारक सहन्दी – डॉ. परमानन्द गुि
- सहन्दी िासहयय का इसतहाि - डॉ. नागेन्द्र
- आधु नक सहन्दी िासहयय का इसतहाि - डॉ. बचि सिंह
- सहन्दी िासहयय का निीन इसतहाि - डॉ. लाल िाहब सिंह
- शष सहन्दी कै िे बोले कै िे सलिये- पृ िीनाथ पाण्डे
- कायालय ाद सनदेशका अनि
- िंक्षेपण और पल्लिन - के.िी.भासिया&तुमन सिंग

सचना : पाठ ३. प्रणाम और ६. सनराला : एक आकसपात व्यसियि के स्थान पर ३. शरत के िाथ सबताया हुआ कु छ िमय और ६. जेल जीर्ण की झलक

पाठ को ियन करके , पाठ्यक्रम में िंशोधन सकया गया है ।

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19BJ1033	Lang: Additional English-I	CC	2	1	0	3	4

Course Objectives:

1. To equip students with the ability to acquire the functional use of language in context.
2. To enable the students to explore and critique issues related to society and Ethics.

3. To develop in the students a genuine habit of reading and writing leading to effective and efficient communication.

Course Outcomes:

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

1. Demonstrate ethical responsibilities in taking cognizance of issues relating to society and values.
2. Develop an understanding of literature in context.
3. Interpret and paraphrase their ideas logically and cohesively.
4. Illustrate the systems and ideologies inherent in the society.

Course Contents:**UNIT-I: Values & Ethics****12 Hours**

Literature:Rabindranath Tagore - Where the Mind is Without Fear,William Wordsworth – Three Years She Grew in Sun and Shower,Saki – The Lumber-room William Shakespeare – Extract from *Julius Caesar* (Mark Antony’s Speech)

Language:Vocabulary Building

UNIT-II: Natural & Supernatural**12 Hours**

Literature:John Keats – La Belle Dame Sans Merci, Charles Dickens – The Signal Man,Hans Christian,Anderson - The Fir Tree,William Shakespeare – An Excerpt from *The Tempest*

Language:Collective Nouns

UNIT-III: Multitasking Skills**12 Hours**

Literature: R.L. Stevenson – Travel,Elizabeth Bishop - The Question of Travel,H.G. Wells – The Magic Shop,Jonathan Swift – Excerpt from *Gulliver’s Travels Book – I*

Writing Skills:Travelogue

UNIT-IV: Success Stories**12 Hours**

Literature: Emily Dickinson – Success is Counted Sweetest, Rupert Brooke – Success, Dr. Martin Luther King - I Have a Dream, Helen Keller – Excerpt from *The Story of My Life*

Writing Skills:Brochure &Leaflet

References:

- Tagore, Rabindranath. *Gitanjali*. Rupa Publications, 2002.
- Wordsworth, William. *The Complete Works of William Wordsworth*. Andesite Press, 2017.
- Munro, Hector Hugh. *The Complete Works of Saki*. Rupa Publications, 2000.
- Shakespeare, William. *The Complete Works of William Shakespeare*. Sagwan Press, 2015.

- Chindhade, Shirish. *Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, ArunKolatkhar, DilipChitre, R. Parthasarathy*. Atlantic Publications, 2011.
- Dickens, Charles. *The Signalman and Other Horrors: The Best Victorian Ghost Stories of Charles Dickens: Volume 2*. Createspace Independent Publications, 2015.
- Anderson, Hans Christian. *The Fir Tree*. Dreamland Publications, 2011.
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- Bishop, Elizabeth. *Poems*. Farrar, Straus and Giroux, 2011.
- Swift, Jonathan. *Gulliver's Travels*. Penguin, 2003.
- Dickinson, Emily. *The Complete Poems of Emily Dickinson*. Createspace Independent Publications, 2016.
- Brooke, Rupert. *The Complete Poems of Rupert Brooke*. Andesite Press, 2017.
- King, Martin Luther Jr. & James M. Washington. *I Have a Dream: Writings And Speeches That Changed The World*. Harper Collins, 1992.
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- Green, David. *Contemporary English Grammar Structures and Composition*. New Delhi: MacMillan Publishers, 2010.
- Thorpe, Edgar and Showick Thorpe. *Basic Vocabulary*. Pearson Education India, 2012.
- Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar of English*. Longman, 2003.
- Murphy, Raymond. *Murphy's English Grammar with CD*. Cambridge University Press, 2004.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP1020	Political Science – I (Core Concepts of Political Science)	HC	4	0	0	4	5

Course Description:

The purpose of the course titled Core Concepts of Political Science is to help the students understand the fundamental aspects of political theory. The course attempts to highlight the relevance of the core concepts in the context of modern governance. The course introduces the nature, scope and various approaches in political theory and engages with the aspects of state, nation and political system. The course also intends to generate some fruitful deliberations on the normative concepts like rights, liberty, equality, and justice to throw light on the problems confronted by the marginalized sections in the world.

Course Objectives:

- To outline with basic concepts of political science.
- To develop a better understanding of current trends and emerging political issues in the State.
- To identify and respond to socio- political injustices.
- To demonstrate the innovative ideas to build an egalitarian welfare State.

Course Outcomes:

The students will be able to:

- Analyze basic concepts of political science.
- Explain the current trends and emerging political issues in the State.
- Solve the issues on socio- political injustices.
- Inculcate the innovative ideas to build an egalitarian welfare State.

Course Content:

UNIT 1

12 Hrs

Political Science: Nature, Scope and Importance; Approaches: Historical and Normative; Behaviouralism and Post-Behaviouralism.

UNIT II

12 Hrs

State: Elements of State; Theories of State: Historical, Divine Origin and Social Contract Theory; State in the age of Globalisation; Civil Society.

UNIT III

12 hrs

Law and Justice: Meaning and Sources; Schools of Law–Historical, Philosophical, Comparative, Social and Marxian; Law and Morality. *Justice:* Meaning, Kinds -Social, Economic, Political and Legal

UNIT IV

12 Hrs

Equality and Rights & Duties–; *Equality:* Meaning, Kinds and Importance. Rights and Duties – *Rights:* Meaning, Kinds - Civil, Political, Social, Economic and Cultural; Human Rights; Duties towards the State.

READINGS

1. A C Kapur - Principles of Political Science
2. J.C Johari - Political Theory
3. Harihardas and B.C. Choudhary - Political Theory
4. Amal Ray & Mohit Bhattacharya - Political Theory

5. M.J.Vinod and MeenaDeshpande (2013) Contemporary Political Theory (PHI Learning: New Delhi)
6. Ashirvatham - Political Theory
7. Sabine George – A History of Political Theory
8. O.P.Gauga – An Introduction to Political Theory
9. V.D.Mahajan – Political Theory
10. Haywood-Political Ideology

JOURNALS

1. Indian Journal of Political Science
2. Main Stream
3. Economic and Political Weekly
4. Political Theory

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP1030	Journalism – I (Introduction to Media and Communication)	HC	2	0	2	4	4

Course Description:

The course titled Introduction to Media and Communication provides students the opportunity to explore the various elements in the communication process as well as get acquainted with communication models that explain how and why we communicate the way we do. Students explore the models that explain how communication influences our perspective of others, the world and ourselves. By examining media messages from print, electronic media and new media, students explore how the media create meaning and how technology shapes the ways we communicate.

Course Objectives:

- To help the students explore the process of communication and study the various models of communication
- To delve into the history and aspects of print, electronic and new media
- To generate awareness of students about the media messages and their impact on everyday life.

Course Outcomes:

On completion of this course, the student would be able to:

- List detailed understanding about process and elements in communication
- Define the process, models and levels of communication
- Relate to the various types of mass media

Course Content:

UNIT I: Process and Elements of Communication;

12 Hours

Communication-Definition, nature, scope, process and elements of communication; Types of communications-verbal, non-verbal, intrapersonal, interpersonal, group, mass communication; Functions of communication; Models of communication: Aristotle's Rhetoric Model, The Lasswell model, Shannon and Weaver model, Osgood and Schramm circular model, Berlo's model.

UNIT II: Folk and Print Media;

12 Hours

Folk media, Types of Folk Media; Print media; Content pattern and characteristics of dailies and periodicals, tabloids, magazines; Brief history of Indian Journalism; Language press; News Agencies in India; Kannada Journalism.

UNIT III: Broadcast Media & Films;

12 Hours

Broadcast Media - Radio as a medium of communication- Brief history of radio; Programme pattern of Radio; FM Radio; Community radio; . Television as a medium of communication- Brief history of TV; Satellite communication; Cinema – Cinema as a medium of communication; Types of cinema; CBFC, FTII, and NFAI.

UNIT IV: Issues in Journalism

12 Hours

Current Issues in Media- New Media- Characteristics; Citizen Journalism; Role of Media in a Democracy- Public Sphere; Yellow Journalism; Breaking News; Trial by media; Media and Children; Media and Youth; Media and Women.

Practical Component:

- Coverage of local issues in the media- Print/TV/Radio
- Case Study
- Group Discussion
- Wall Magazine
- Collage Making
- Glossary Terms
- **Media Visit:** Theatre festival/ Film festival/ Literary festival/ Poets meet/ Political rally/ Seminars/ Museums.

Reference Books:

1. Vivian John. 2012. *The Media of Mass Communication*. New Delhi: PHI learning private limited.
2. J Kumar Keval. 2006. *Mass communications in India*. Mumbai: Jaico Publication.
3. Devi Meena. 2006. *Fundamentals Of Mass Media And Communication*. New Delhi: Alfa Publication.
4. Mcquail Denis. 2004. *Mass Communication Theory*. New Delhi: Sage Publication.
5. Chandra Ramesh. 2004. *Analysis of Media and Communication Trends*. New Delhi : Gyan Books publishers Pvt Ltd.

6. S Baran Stanly and K. Davis ,Dennis.1999. *Mass Communication Theory: Foundations Ferment and Future*. Singapore :Thomson Wads Worth.
7. PC Chatterji .1991. *Broadcasting in India*. New Delhi: Sage Publications.
8. BN Ahuja .1988. *History of Indian Press*. New Delhi: Surjeeth Publication.
9. Krishnamurthy Nadige. 1966. *Indian Journalism*. University of Mysore Prasaranga.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP1040	Economics – I (Principles of Micro Economics)	HC	4	0	0	4	5

Course Description:

Principles of Microeconomics is an introductory undergraduate course that teaches the fundamentals of microeconomics. It provides a solid foundation for economic analysis and thinking that can last throughout their education and subsequent professional careers.

This course begins with an introduction to supply and demand and the basic forces that determine an equilibrium in a market economy. Next, it introduces a framework for learning about consumer behavior and analyzing consumer decisions.

Course Objectives:

- To explain the ten principles of of economics
- To demonstrate the role of prices in allocating scarce resources in market economies
- To explain the consequences of government policies in the form of price controls
- To compare positive and normative view points on concepts of market failure and the need for government intervention

Course Outcomes:

The students will be able to:

- Understand that economics is about the allocation of scarce resources and how that results in trade-offs
- Understand the role of prices in allocating scarce resources in market economies and explain the consequences of government policies in the form of price controls
- Appreciate positive as well as normative view points on concepts of market failure and the need for government intervention

Course Content:

UNIT-1

12 Hrs

Micro Economics and the Theory of Consumption

Ten principles of economics: How people make decisions, how people interact and how the economy as a whole works- Role of observations and theory in economics- Role of assumptions- Role of Economic models- Wants and resources; Problem of choice, Production Possibility Frontier; opportunity costs.

UNIT-2

12 Hrs

Demand and supply

Law of demand, Reasons for the downward slope of the demand curve. Exceptions to the law; Changes in demand; Elasticity of Demand- Degrees of price elasticity with diagrams; Factors determining price elasticity, methods of measurement. Income elasticity demand; Cross elasticity demand; Laws of supply, Changes in supply- Consumers, Producers and the Efficiency of the Markets: Consumer's surplus (Marshall), Producer surplus and Market efficiency- Externalities and Market inefficiency- Public goods and common resources.

UNIT-3

12 Hrs

Theory of Production and Cost

Production function; Law of Variable proportions; Laws of returns, Economies of scale; Producer's Equilibrium with the help of iso-quants and iso-cost lines. Cost function - Important cost concepts. Short run and long run cost analysis (traditional theory) Modern theory of cost- Long run and short run - Revenue analysis - AR and MR.

UNIT-4

12 Hrs

Product Pricing and Factor Pricing

Market structure. Perfect competition, Price and output determination. Role of time element in market price determination. Monopoly- Price output determination, Price discrimination Monopolistic Competition. Price and Output determination. Selling costs. Product differentiation. Wastes in monopolistic competition. Oligopoly Price determination (collusive pricing, price leadership), Features of Duopoly and Monopsony

Text Books and Reference Books:

1. N. Gregory Mankiw (2012). *Principles of Microeconomics*, 4th Edition, Cengage Learning India.
2. Lipsey, R.G. and K.A. Chrystal (1999), *Principles of Economics* (IX Ed.), Oxford University Press, Oxford.

Essential Reading / Recommended Reading

1. Ramsfield, E. (1997), *Micro Economics* (IX edition), W.W Norton and company, New York.
2. Pindyck and Rubinfeld (2009), *Micro Economics* (VII edition), Pearson Education.
3. Ray,N.C.(1975), *An Introduction to Micro economics*, Macmillan company of India Ltd, New Delhi.
4. Samuelson, P.A. and W.D. Hague (1972), *A textbook of Economic Theory*, ELBS Longman group, London.
5. H.L. Ahuja, *Principles ofMicroeconomics*, S.Chand, New Delhi.

SECOND SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2010	Indian Constitution and Human Rights	FC	2	0	0	2	3

Course Objectives:

1. To provide basic information about Indian constitution.
2. To identify individual role and ethical responsibility towards society.
3. To understand human rights and its implications

Course Outcomes

On successful completion of this course, the students shall be able to:

1. Have general knowledge and legal literacy and thereby to take up competitive examinations
2. Understand state and central policies, fundamental duties
3. Understand Electoral Process, special provisions
4. Understand powers and functions of Municipalities, Panchayats and Co-operative Societies, and
5. Have an awareness about basic human rights in India

Level of Knowledge: Basic/Conceptual

Course Content:

UNIT-1

Indian Constitutional Philosophy

- a) Features of the Constitution and Preamble
- b) Fundamental Rights and Fundamental Duties
- c) Directive Principles of State Policy

UNIT-2

Union and State Executive, Legislature and Judiciary

- a) Union Parliament and State Legislature: Powers and Functions
- b) President, Prime Minister and Council of Ministers
- c) State Governor, Chief Minister and Council of Ministers
- d) The Supreme Court and High Court: Powers and Functions

UNIT-3

Concept and Development of Human Rights

- a) Meaning Scope and Development of Human Rights
- b) UNITED Nations and Human Rights- UNHCR
- c) UDHR 1948, ICCR 1996 and ICESCR 1966

UNIT-4

Human Rights in India

- a) Protection of Human Rights Act, 1993 (NHRC & SHRC)
- b) First, Second and Third Generations- Human Rights
- c) Judicial Activities and Human Rights

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2011	Communicative English - II	CC	2	1	0	3	4

Course Description:

This is a 3 credit course for second semester consisting of 4 hours of teaching learning per week, inclusive of direct classroom teaching and practice in language lab.

Course Objectives:

- To prepare the students to become successful professionals by enhancing their communicative skills.
- To develop the grammatical base of the students which would serve them in the long run.
- To equip the students to form a strong command over vocabulary.

Course Outcomes:

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

- Develop professional communicative skills.
- Apply their acquired grammatical knowledge in broader spheres of linguistic usage.
- Utilize their communicative skills in multiple arenas of practical existence.

Course Content:

UNIT-I: Language Acquisition

12 Hours

Remedial Grammar: Questions & Negatives; Questions Tags

Writing Skills: Email Writing

Activities: Group Discussions

Literature: Alphonse Daudet - The Last Lesson

क्राकु मारी िौहान

3.कसिता – िभाष की मृ यु पर - धमािीर भारती

इकाई – 2: मध्यकालीन कसिता, आधु नक कसिता

अध्यापन अधियााँ : 12 hrs.

4.रिान के दोहे

5.कसिता – हमारी सजन्दगी - के दारनाथ अग्राल

6.कसिता – िलना हमारा काम है - शिमंगल िंह िमन

इकाई – 3: मध्यकालीन कसिता, आधु नक कसिता

अध्यापन अधियााँ : 12 hrs.

7.मीराबाई के पद

8.कसिता – मेरे िपने बहुत नहीं हैं िगरराज कु मार माथर

9.कसिता – अभी न होगा मेरा अंत – सनराला

इकाई – 4: अनिाद, िनबंध

अध्यापन अधियााँ : 12 hrs.

अनुिाद : सहन्दी – अंग्रेजी

िनबंधि :

1.भारत में सकिनों की सस्थसत

2.सिांिन आयोग का महयि

3.प्रेि की आजादी सकतनी िाथाक

4.भारतीय नारी

5.िसहयय का उद्देश्य

सन्दर्भ ग्रन्थ :

- पाठ्य पु तक – रेिा सिश्वसिद्यालय
- ििोध विहारक सहन्दी – डॉ. कु लदीप गुि
- असभनि विहारक सहन्दी – डॉ.परमानन्द गुि
- सहन्दी ििसहयय का इसतहाि - डॉ. नागेन्द्र
- आधु नक सहन्दी ििसहयय का इसतहाि - डॉ. बचिन िंह
- सहन्दी ििसहयय का निीन इसतहाि - डॉ. लाल िाहब िंह
- श् सहन्दी कै िे बोले कै िे सलिे-पृ िीनाथ पाण्डे
- कायाालय ाद सनदेशका अनि
- सहन्दी िनबंध िंरह

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2014	Language - II: Additional English	CC	2	1	0	3	4

Course Outline:

This is a 3 credit course designed to help the learner gain a deeper understanding of the society and the world at large, which will be not only beneficial for his professional competence but also contribute towards his/her social and cultural development.

Course Objectives:

- To help the student understand the multiple values of the society.
- To develop a cultural understanding in the student to sharpen his/her social skills.
- To ensure a gradual development of literary interest in the student.

Course Outcomes:

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

- Demonstrate a deep understanding of the society and its values.
- Develop a constructive understanding of the cultural dimensions of the human world.
- Make use of his understanding to become a responsible global citizen of tomorrow.

Course Content:

UNIT-I: Ecology & Environment

12 Hours

Literature - Toru Dutt - Casuarina Tree
 Robert Frost – Stopping by Woods on a Snowy Evening
 Tomas Rivera–The Harvest
 C.V. Raman – Water – The Elixir of Life
 Language: Degrees of Comparison

UNIT-II: Voices From The Margin

12 Hours

Literature: Tadeusz Rozewicz – Pigtail
 Jyoti Lanjewar – Mother
 Sowvendra Shekhar Hansda – The Adivasi Will Not Dance
 Harriet Jacobs – Excerpt from *Incidents in the Life of a Slave Girl*
 Language: Prefix and Suffix

UNIT-III: Women & Society**12 Hours****Literature:** Kamala Das – An Introduction

UshaNavrathnaram – To Mother

Rabindranath Tagore – The Exercise Book

Jamaica Kincaid – Girl

Writing Skills: Dialogue Writing**UNIT-IV: Popular Culture****12 Hours****Literature:** Rudyard Kipling – The Absent-minded Beggar

Sir Arthur Conan Doyle – The Hound of the Baskervilles

Aldous Huxley – The Beauty Industry

Writing Skills: Story Writing**Reference Books:**

1. Agrawal, K.A. *Toru Dutt the Pioneer Spirit of Indian English Poetry - A Critical Study*. Atlantic Publications, 2009.
2. Latham, Edward Connery (ed). *The Poetry of Robert Frost*. Holt Paperbacks, 2002.
3. Gale, Cengage Learning. *A Study Guide for Tomas Rivera's The Harvest*. Gale, Study Guides, 2017.
4. Basu, Tejan Kumar. *The Life and Times of C.V. Raman*. PrabhatPrakashan, 2016.
5. Rozewicz, Tadeusz. *New Poems*. Archipelago, 2007.
6. Manohar, Murli. *Critical Essays on Dalit Literature*. Atlantic Publishers, 2013.
7. Hansda, SowendraShekhar. *The Adivasi Will Not Dance: Stories*. Speaking Tiger Publishing Private Limited, 2017.
8. Jacobs, Harriet. *Incidents in the Life of a Slave Girl*. Createspace Independent Publication, 2014.
9. Das, Kamala. *Selected Poems*. Penguin Books India, 2014.
10. Tagore, Rabindranath. *Selected Short Stories of Rabindranath Tagore*. Maple Press, 2012.
11. Gale, Cengage Learning. *A Study Guide for Jamaica Kincaid's Girl*. Gale, Study Guides, 2017.
12. Kipling, Rudyard. *The Absent-Minded Beggar*. Hardpress Publishing, 2013.
13. Doyle, Arthur Conan. *The Hound of the Baskervilles*. General Press, 2017.
14. Dixson, Robert J. *Everyday Dialogues in English*. Prentice Hall India Pvt Ltd., 1988.
15. Turton, Nigel D. *ABC of Common Errors*. Mac Millan Publishers, 1995.
16. Samson, T. (ed.) *Innovate with English*. Cambridge University Press, 2010.
17. Kumar, E Suresh, J. Savitri and P Sreehari (ed). *Effective English*. Pearson Education, 2009.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2020	Political Science – II (Understanding Political Theory)	HC	4	0	0	4	5

Course Description:

This course aims at analysing fundamental topics of political theory from Ancient Greece to nowadays: "politics", "power", "political institutions", "the state", "political ideologies", "totalitarian, authoritarian and hybrid regimes", "world politics", etc. Via the analysis of different key topics, many schools and theories will be studied and compared (liberalism, socialism, utilitarianism, libertarianism, commUNITarianism, feminism, cosmopolitanism, multiculturalism, etc.). Theories of Sovereignty: Monistic and Pluralistic; Changing Dimensions of Sovereignty in the age of Globalisation. Power, Authority and Legitimacy: Meaning, Nature, Kinds and Importance.

Course Objectives:

- To define the Meaning, Nature and Scope and the Traditions of Political Theory
- To explain the Sovereignty theories of Monistic and Pluralistic and the Changing Dimensions of Sovereignty in the age of Globalisation
- To elaborate the meaning, kinds and the theories of Democracy
- To define the meaning, type, Neo-Colonialism and its Features and Dependency Theory.

Course Outcomes:

The students will be able to:

- Understand and critically interpret political systems and processes
- analyse the theories of Sovereignty
- present and discuss specific political topics both in group and individually
- evaluate and compare different schools and authors of political theory - research methodology in political theory

Course Content:

UNIT I

12 Hrs

Political Theory: Meaning, Nature and Scope; Traditions of Political Theory–Liberal, Marxist, Conservative; Approaches to Political Theory – Normative, Historical and Empirical

UNIT II

12 Hrs

Sovereignty, Power, Authority and Legitimacy- Theories of Sovereignty: Monistic and Pluralistic; Changing Dimensions of Sovereignty in the age of Globalisation. Power, Authority and Legitimacy: Meaning, Nature, Kinds and Importance.

UNIT III

12 Hrs

Democracy: Meaning and Kinds; Theories of Democracy: Classical, Pluralist, Marxist, Elitist; Challenges to Democracy in the Contemporary World.

UNIT IV

12hrs

Imperialism and Neo-Colonialism: Meaning and Types, Neo-Colonialism and its Features, Dependency Theory.

Books for Readings:

1. A.CKapur - Principles of Political Science
2. M.J.Vinod and Meena Deshpande (2013) Contemporary Political Theory (PHI Learning: New Delhi)
3. RajeevBhargava and Ashok Acharya (2008) Political Theory: An Introduction (New Delhi: Pearson)
4. S.L. Verma (2010) Advanced Political Theory: Analysis and Technologies (Jaipur: Rawat Publications)
5. John Hoffman and Paul Graham (2007) Introduction to political Theory (New Delhi: Pearson Education)
6. O.P. Gauba (2013) An Introduction to Political Theory (New Delhi: Macmillan)
7. SushilaRamaswamy (2013) Political Theory: Issues and Concepts (New Delhi: Macmillan)
8. J.C.Johari - Political Theory
9. Amal Ray and Mohit Bhattacharya - Political Theory
11. B.K. Gokhale - Study of Political Theory
12. R.C. Agarwal - Political Theory & Practice
13. Ashirvatham E - Political Theory

Journals:

1. Indian Journal of Political Science
2. Political Theory
3. Economic and Political Weekly

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2030	Journalism – II (Reporting & Editing)	HC	2	0	2	4	4

Course Description:

The course Reporting & Editing is structured to prepare students for careers in newspaper, magazine, convergence, or journalism education. It caters to students who want to gain proficiency on the content-providing side of the media. By offering hands-on, engaging courses such as Reporting, Interview, Press Conference, Computer Assisted Reporting and Design for Print media, the Reporting and Editing program readies students to be leaders in their chosen field upon graduation.

Course Objectives:

- To help the students understanding the process of news gathering or print media
- To impart skills in writing and editing media content- news story, press release, headlines, photo-captions
- To gain knowledge about the various beats of journalism

Course Outcomes:

On completion of this course, the student would be able to:

- Develop skill in reporting for different beats and editing
- Develop practical knowledge on editing and proof reading
- Demonstrate the visual elements in print media

Course Content:

UNIT I: Attributes of Print Journalism;

12 Hours

Journalism- Definition, nature and scope; News- Definition, elements, values, sources; Structure of a news story, lead, body; Types of leads; Inverted Pyramid style; Newsroom structure.

UNIT II: Techniques of Reporting;

12 Hours

Techniques of Reporting; Types and techniques; Beats of reporting-crime investigative, development, politics, sports, court, legislature, environment, business; Sources of news: Attribution and verification; Freelancing.

UNIT III: Principles of Editing;**12 Hours**

Introduction to editing; Principles of editing- Checking facts, correcting language, rewriting news stories, condensing stories; Headlines, Functions of headlines, Types of Headlines; Editorial page: structure, purpose, middles; Editorial Writing; Letters to the editor, Opinion pieces on OP. ED page.

UNIT IV: Design Elements in Newspapers;**12 Hours**

Cartoons and Caricatures: Political and Social; Info-graphics; Photo journalism-Types of photography: news, sports, profiles; photo editing; Typography; Caption writing; Caption writing.

Practical Component:

1. Reporting Exercise
2. Interview
3. Re-writing and Editing
4. Photo Editing and caption writing
5. Head Line writing
6. Page Lay out
7. News Letter
8. **Media Visit:** News paper/ Television channel offices.

References Books:

1. Desh Pandey, B.K. 2007. *Photo journalism*. New Delhi: Sonali Pucation.
2. Carole Rich. 2005. *Writing and Reporting news*. Wadsworth Thompson Learning Inc.
3. Pilger John 2004 (Edt). *Tell me no lies*. London :Vintage Publishers.
4. Jon & Lawis(Eds).2003. *The Mammoth Book of Journalism*.London:Robinsm Publishers.
5. R. Smith, Schumeman(Edt). 2000. *Photographic Communication: Principles Problem and challenges of Photo Journalism*,New York : Hasing House.
6. Kamath MV. 1991. *Professional Journalism*, Vikas Publication.
7. Desai M V and Ninan Sevanti .1996. *Beyond Those Headlines*.Bangalore: Allied Publishers Limited.
8. Westley Bruce. 1980. *News Editing*, Oxford IBH.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2040	Economics -II (Principles of Macro Economics)	HC	4	0	0	4	5

Course Objectives / Course Description:

It aims at providing a systematic introduction to mainstream approaches to the study of macroeconomics in the current century. It has been designed in such a way that it stimulates awareness on macroeconomic challenges and policy management in progressive nations. It also aims at developing the ability for objective reasoning about macroeconomic issues.

Course Objectives:

- To inspect Economy's Income and Expenditure by Measuring a Nation's Income and Cost of Living
- To explain Policy changes and the impact on the market and the Classical Theory of Inflation
- To outline the three key facts about economic fluctuations and Stabilization of Policy
- To influence macroeconomic challenges and policy management in progressive nations

Course Outcomes:

- It provides the student a strong foundation in macroeconomics and helps in understanding the policy implications in emerging economies
- It helps in understanding the contribution of various macroeconomic schools and in evaluating their policy prescriptions
- It enables the student to evaluate the pros and cons of different macroeconomic policies in real situations

Course Content:

UNIT-1

12 Hrs

Measuring a Nation's Income and Cost of Living

Economy's Income and Expenditure: Measurement of GDP, components of GDP, real versus nominal GDP, the GDP Deflator. The Consumer Price Index: calculation of CPI, GDP deflator versus the CPI, correcting the economic variables for the effects of inflation, real versus nominal interest rates.

UNIT-2

12 Hrs

Goods and Money Market

Saving and Investment in the National Income Accounts. The Market for Loanable Funds; Policy changes and impact on the market for loanable funds. Meaning and functions of Money. Banks and Money supply; Money

creation with 100 per cent Reserve Banking and Fractional Reserve Banking. Central Bank tools of Monetary Control. Classical Theory of Inflation; Classical Dichotomy and Monetary Neutrality. Velocity and Quantity Equation; Fisher Effect. Costs of Inflation.

UNIT-3

12 Hrs

Aggregate Demand & Aggregate Supply

Three key facts about economic fluctuations. Short run Economic Fluctuations: Aggregate Demand Curve, Aggregate Supply Curve and the two causes of economic fluctuations. Monetary Policy influence on Aggregate Demand. The Theory of Liquidity Preference. Fiscal Policy influence Aggregate Demand: The Multiplier Effect and Crowding – out Effect. Stabilization Policy and Active versus Automatic Stabilizers.

UNIT-4

12 Hrs

Six Debates over Macroeconomic Policy

Monetary and Fiscal Policy – pros and cons. Handling Recession: higher spending versus tax cuts. Monetary Policy: rule versus discretion; Central Bank: zero inflation. Balanced Budget debate. Tax Law reformation for savings debate.

Text Books and Reference Books:

1. Mankiw, Gregory N (2012). Principles of Macroeconomics, 6th Edition, Cengage Learning India.
2. Essential Reading / Recommended Reading
3. Sloman, John, (2006). Economics, 6th Ed., Pearson Education.
4. Ackley, G. (1976). Macroeconomics, Theory and Policy, Macmillan Publishing Company, New York.
5. Day.A.C.L.(1960). Outline of Monetary Economics, Oxford University Press, New Delhi.
6. Heijdra,B.J. and F.V.Ploeg (2001). Foundations of Modern Macro economics, Oxford University Press, Oxford.
7. Lewis, M.K. and P.D. Mizan (2000). Monetary Economics, Oxford University Press, New Delhi.
8. Shapiro, E. (1996). Macro economics Analysis, Galgotia Publications, NewDelhi.
9. Dillard, D.(1960), The Economics of John Maynard Keynes, Crosby Lockwood and Sons, London.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2050	Music / Dance / Yoga / Sports / Theatre	RULO	0	0	2	2	4

Note: Music, Dance, and Theater courses are offered by the School of Performing Arts, whereas the Sports and Yoga courses are offered by the Department of Physical Education. The students have to choose any **ONE** of these courses.

A. YOGA FOR HEALTH

Course Objectives:

Following are the Course Objectives.

- To prepare the students for the integration of their physical, mental and spiritual faculties;
- To enable the students to maintain good health;
- To practice mental hygiene and to attain higher level of consciousness;
- To possess emotional stability, self control and concentration; and
- To inculcate among students self discipline, moral and ethical values.

Course Outcomes:

On completion of the course learners will be able to:

- Practice yoga for strength, flexibility, and relaxation.
- Learn techniques for increasing concentration and decreasing anxiety
- Become self disciplined and self-controlled
- Improve physical fitness and perform better in studies
- Gain self confidence to face the challenges in the society with commitment to serve the society

Course Content:

UNIT-I: Yoga: Introduction, **Surya Namaskara:-** 12 counts

UNIT-II:

Asanas: Sitting- Vajrasana, Dandasana, Padmasana, Matsyasana, Paschimottasana, Shirasasana.

Asanas: Standing- Tadasana, Trikonasana, Parshwa konasana, Veerabhadrasana.

UNIT-III:

Asanas: Prone Position- Bhujangasana, Dhanurasana.

Asanas: Supine Position- Sarvangasana, Halasana.

Mudras- Dhyana mudra, , Namaste mudra, Nasika mudra

UNIT-IV:

Pranayams:- Anuloma – Viloma, Basthrika, Bhramari.

Dhyana & its types: Competition format, Rules and their interpretations

B. VOLLEYBALL

Course Objectives:

To learn the rules, fundamental skills, and strategies of volleyball

1. To develop skills in passing, setting, serving, spiking, and blocking.
2. To learn basic offensive and defensive patterns of play.
3. To develop a positive attitude towards volleyball as a lifetime sport and to improve physical fitness through participation in volleyball.

Course Outcomes:

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with volleyball.
2. Apply these skills while playing volleyball and exhibit improved performance
3. Improve physical fitness and practice positive personal and lifestyle.
4. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

Course Content:

UNIT-I

- Introduction about Volleyball
- Players Stance, Receiving and passing

- The Volley (Overhead pass), The Dig (Underhand pass), Service Reception

UNIT-II

- Service- Under Arm Service, Tennis Service, Side Arm Spin Service, Round Arm Service, High spin service, Asian serve / American serve (floating)
- Setting the ball- Set for attack, Back set, Jump set

UNIT-III

- Smash/Spike- Straight smash, Body turn smash, Wrist outward smash, Wrist inward smash
- Block- Single block, Double block, Three-man block
- Rolls- Overhead pass & back rolling, One hand underhand pass with side rolling, Forward dive

UNIT-IV

- Attack Combination, Defense Systems, Libero play
- Court marking, Rules and their interpretations and Duties of officials

C. BASKETBALL

Course Objectives:

1. To learn the rules, fundamental skills, and strategies of Basketball
2. To develop technical skills in passing, in ball handling, individual offense, individual defense, rebounding, screen, team offense, team defense and fast break.
3. To learn basic offensive and defensive strategies of play.
4. To develop a positive attitude towards Basketball as a lifetime sport and to improve physical fitness through participation in Basketball.
5. To develop positive understanding and appreciation of the basketball game.

Course Outcomes:

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with basketball.
2. Apply these skills while playing basketball and exhibit improved performance
3. Improve physical fitness and practice positive personal and lifestyle.
4. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

Course Content:

UNIT-I

- Basketball: Introduction
- Grip; Player stance- Triple threat stance and Ball handling exercises
- Passing (Two hand/one hand)- Chest pass, Bounce Pass, Over head pass, Underhand pass, Hook Pass, Behind the back pass, Baseball pass, Side arm pass and passing in running.
- Receiving-Two Hand receiving, One hand receiving, Receiving in stationary position, Receiving while jumping, Receiving while running.

UNIT-II

- Dribbling- How to start dribble, How to stop dribble, High / Low dribble with variations
- Shooting- Layup shot and its variations, One hand set shot, One hand jump shot, Free throw, Hook shot, Tip-in shot.
- Stopping- Stride/Scoot, Pivoting and Faking /Feinting footwork.

UNIT-III

- Rebounding- Defensive rebound, Offensive rebound, Box out, Rebound Organization.
- Individual Defensive- Guarding the man with the ball and without the ball.
- Offensive drills, Fast break drills, Team Defense/Offense, Team Tactics

UNIT-IV

- Court marking, Rules and their interpretations

D. FOOTBALL

Course Objectives:

1. To learn the rules, fundamental skills, and strategies of football.
2. To develop skills in passing, receiving, controlling the ball, dribbling, shielding, shooting, tackling, beating a defender and heading in football.
3. To learn basic offensive and defensive patterns of play
4. To use different parts of the body in utilizing the above skills while playing football
5. To develop a positive attitude towards football as a lifetime sport and to improve physical fitness through participation in football.

Course Outcomes:

On completion of the course learners will be able to:

1. Learn basic skills and knowledge associated with football.
2. Apply these skills while playing football and exhibit improved performance
3. Use the knowledge and understanding to perform, refine and adapt the above skills and related skills with precision, accuracy, fluency and clarity in any situation.
4. Improve physical fitness and practice positive personal and lifestyle.
5. Gain an understanding of the value of sports in attaining wellness, maintaining good health and developing spirit of teamwork.

Course Content:

UNIT-I

1. Football: Introduction

- Kicks- Inside kick, Instep kick, Outer instep kick, Lofted kick, Chipping, Volley, Half Volley
- Trapping- Trapping rolling the ball, Trapping bouncing ball with sole

UNIT-II

- Dribbling- With instep and outer instep of the foot.
- Heading- From standing, running and jumping.
- Feinting- With the lower limb and upper part of the body.

UNIT-III

- Tackling- Simple tackling, Slide tackling.

- Throw-in- Standing and Sliding
- Goal Keeping- Collection of balls, Ball clearance, throwing and deflecting.

UNIT-IV

- Ground marking, Rules and their interpretations

E. ATHLETICS (TRACK AND FIELD)

Course Objectives:

1. To teach students the skilled techniques in sprints, relay running, hurdles, long jump, high jump, and shot put and practice them.
2. To develop competence among students in demonstrating all the techniques covered in the course.
3. To make students understand some of the scientific and empirical principles and their rationale underlying the development of skilled performance.
4. To inculcate among students the habit of team work and cooperative learning and develop competence in detecting / correcting technique errors.
5. To develop a positive attitude towards sports in general and athletics in particular and to improve physical fitness through participation in various athletic games / sports activities.

Course Outcomes:

On completion of the course learners will be able to:

1. Display competencies in executing basic techniques and skills associated with select track and field events.
2. Develop basic skills and techniques to improve one's running posture and take-off position for different jumps.
3. Learn regular practice of select track and field events and improve physical fitness
4. Appreciate track and field events by applying sports science knowledge to explain the execution of the events.

Course Content:

UNIT-I

- Athletics: Introduction
- Track Events - Steeple Chase, Race Walking, Middle and Long distance races
- Race walking - Technique, Faults and Officiating.
- Middle and Long distance races – Technique and Training

UNIT-II

- Jumping Events - High Jump and Triple Jump: Basic Skills and techniques

- High Jump - Straddle Roll & Flop Technique, Approach, Take-off, Technique in the air, Clearance over the bar & Landing
- Triple Jump – Hop, Step and Jump Technique, Approach, Take-off & Landing

UNIT-III

- Throwing Events - Discus Throw and Hammer Throw: Basic Skills and techniques
- Discus Throw - Standing and Rotatory techniques, Grip, Stance, Rotation Technique, Power stance, Release and Reverse (Follow through)
- Hammer Throw - Grip, Swings, Rotation foot work, Release and Follow through

UNIT-IV

- Rules, Officiating and Marking - Ground / Sector Marking, Interpretation of Rules.

Reference Books:

1. Arthur E. Ellison (ed) (1994). Athletic Training and Sports Medicine.
2. Ballisteros, J.M. (1998). Hurdles Basic Coaching Manual, IAAF.
3. Bosen K.O. (1993). Teaching Athletics Skills and Technique.
4. Bosen K.O. (1990). Study Material on Hurdles for the Regular Course Students.
5. Doherty K. (1995). Track and Field Omni book.
6. Martin, David E. Peter N. Coe (1991). Training Distance Runner.
7. Howard S. (1981). Science of Track and Field Athletics.
8. Briggs Graeme (1987). “Track and field coaching Manual”, Australian Track and Field Coaches Association. Rothmans Foundation National Sports Division.
9. Carr, Gerry (1999). “Fundamentals of Track and Field. Track Athletics Title G.V. 1060 5.e. 368.
10. I.A.A.F. Level-II (2001). Text Book on Jumping Event.
11. Jarver, Jesse (1987). “The Jumps”, Track and Field Coaching Manual Australia.

F. DRAMATICS

Pre-requisites: Students with background in Theatre Arts/ Keen interest in Dramatics.

Course Objectives:

- To imbibe the acting skills.
- To understand the broader applications of theatre studies in allied arts forms.
- To be able to use body language for better communication.
- Students shall also be able to understand voice modulation and Navarasas.

Course Outcomes:

On successful completion of this course, students should be able to:

- Freely express improvisation in non-verbal communication.
- Shall hone good acting skills and be able to emote better.
- Be able to put up a theatre act and play a key role.
- Be able to differentiate good acting and understand the importance of good lyrics, stage crafting, music, dance, costume and lighting.

Course Content:**UNIT – 1***Working on Body:*

Body and its analysis. Understanding physical abilities (Anga, Pratyanga and Upanga). Challenges of the body. Using body as metaphor and language. The class's bodies as a collective, an ensemble, a collaborative team.

UNIT – 2*Sound and Movement:*

Awareness of creating sound patterns, voice modulations, rhythm in speech and dialogues. Understanding the rhythm and patterns of movements like walking, framing, shaping, primitive and animal movements.

UNIT – 3*Characterization and Improvisation:*

Observation of people around. Getting into the role and living it. Developing a character from establishment (pace and rhythm). Improvisation techniques of body and mind.

UNIT – 4*Group work and Production:*

Develop a theme, concept or a play and include all the theatre skills, stage craft, costuming and put up an act. Choosing theme and characters.

Reference Books:

1. All about Theatre – Off stage – Chris Hogget.

2. Rangadalli Anataranga – K V Subbanna
3. The Indian Theatre – Hemendranath Das Gupta.
4. A Practical handbook for an Actor – Milisa Bruder, ee Milchel Cohn, Madeleine Oliek et al, Zigler Publisher.

G. INDIAN CLASSICAL DANCE FORMS (Bharatanatyam, Kuchipudi ,Mohiniyattam)

Prerequisites: Background of classical dance training or any other dance forms.

Note: Non-classical dancers can also join.

Course Objectives:

- To develop an understanding about the Indian classical dance forms and its universal application.
- To be able to understand the fine nuances of Classical dance.
- To understand the importance of health through Indian classical dance, strengthen the body capacity.
- To understand mythology and its characters in Indian classical dance form through lessons of Abhinaya.

Course Outcomes:

- To be able to identify and appreciate the classical dance forms.
- To be able to execute basics of Adavus with finesse.
- To be able to express through abhinaya.
- To be able to perform to perform the fundamentals in the chosen dance form.

Course Content:

UNIT 1

An introduction to Indian classical dance forms

Bharatanatyam, Kuchipudi, Mohiniyattam

UNIT 2

Learning of Fundamentals

Exercises and Adavus- I (Bharathanatyam , Kuchipudi, Mohiniyattam)

UNIT 3

Adavus –II (Bharathanatyam , Kuchipudi, Mohiniyattam)

UNIT 4

Learn a basic composition in the chosen dance form.

Reference Books

1. *Indian classical dance forms –U S Krishna Rao,U K Chandrabhaga Devi*
2. *Classical Dances –Sonal Mansingh, Avinash Parischa*
3. *Kuchipudi – Sunil Kothari*
4. *Bharatanatyam An in depth study- Saroja vydyanathan*
5. *Mohiniyattam – Bharathi Shivaji*

H. PERCUSSION INSTRUMENT (TABLA AND MRIDANGAM)

Pre-requisites: Students with background in Percussion instruments and knowledge of Rhythm/ Keen interest in studying Mridagam / Tabala.

Course Objectives:

- To understand the Rhythmology.
- To understand the importance of Laya, Taala.
- To be able to understand the fine finger techniques of playing the instrument.

Course Outcomes:

On successful completion of this course, students should be able to:

- To be able to set instrument to Sruthi.
- To be able to play the fundamentals on instrument.
- To be able to learn and perform a particular taala.

Course Content:

UNIT 1

1. Introduction to Musical Instruments
2. Percussion Instruments
3. Mridangam and its History

UNIT 2

1. Introduction to Tala System
2. Definitions of 5 jaathis and their recitation
3. Adi Talam and its various forms
4. Definitions and recitation of different gathis

UNIT 3

1. Tisra Jaathi
2. Khanda Jaathi
3. Misra jaathi
4. Sankeerna Jaathi

UNIT 4

1. Learning of Jathi Formation
2. Basic jathis
3. Jathis for Dance forms
4. Some Basic Definitions of Korvai, Teermanam etc.,

Reference Books:

1. Mridangam- An Indian Classical Percussion Drum – Shreejyanthi Gopal
2. Theory and practice of Tabala – Sadanand Naimpally.
3. Theory and practice of Mridangam – Dharmala Rama Murthy
4. The Art of the Indian Tabala – Srdjan Beronja.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2060	MOOC / SWAYAM	RULO	2	0	0	2	2

MOOC/ SWAYAM:

Globally, MOOC (Massive Open Online Course) platforms are gaining much popularity. Considering the popularity and relevance of MOOCs, Government of India has also launched an indigenous platform, SWAYAM. SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) is basically an integrated MOOCs platform for distance education that is aimed at offering all the courses from school level (Class IX) to post-graduation level. The platform has been developed collaboratively by MHRD (Ministry of Human Resource Development) and AICTE (All India Council for Technical Education) with the help of Microsoft and is capable of hosting 2,000 courses. There are many other international agencies, foreign universities offering OOC courses.

A student shall register and successfully complete any of the courses available on SWAYAM. Student shall inform the MOOC/SWAYAM coordinator of the school about the course to which he/she has enrolled. The minimum duration of the course shall be not less than 40 hours and of 4 credits. The student should submit the certificate issued by the SWAYAM to the MOOC/SWAYAM coordinator of the school, the grades obtained in the course shall be forwarded to concerned authority of the University

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP2070	Internship / Certificate Course	HC	2	0	0	2	2

Internship:

The students shall have to undergo internship of the minimum duration fixed by the university and as per the guidelines of the University either in industry or in a business sector, R&D organization, including educational institutes with excellent research culture. The students are expected to submit a formal report at the end of the internship programme. The marks for internship shall be awarded based on the (a) presentation and (b) comprehensive viva, by the panel of examiners constituted by the School.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3011	Langiage-III: Hindi	CC	2	1	0	3	3

अध्ययन विषय सूची / पाठ्यक्रम

इकाई – 1: नाटिक : द्रोणाचार्य और एक – डॉ. शंकर शेष

अध्यापन अधियाँ : 12 hrs.

लेखिक
पररिय प्रथम
दृश्य सद्दतीय
दृश्य

इकाई – 2: द्रोणाचार्य
नाटिक : और एक

अध्यापन अधियाँ : 12 hrs.

तृतीय दृश्य
वितुथा
दृश्य

इकाई – 3: नाटिक :
द्रोणाचार्य और एक

अध्यापन अधियाँ : 12 hrs.

पंक्ति
दृश्य छठा
दृश्य

इकाई – 4: अनिन्द, जननिन्दार माध्यम

अध्यापन अधियाँ : 12 hrs.

अनुनिन्द : अंग्रेजी - सहनदी (निमांनार पत्र विवेचिं बंधत)

जनार माध्यम : स्वरुप, उद्दि और सिकाि ।
सच

सन्दर्भ ग्रन्थ :

- एक और द्रोणाचार्य – डॉ. शंकर शेष
- मरीसडया लेखिं एविं जननिंनार – डॉ. विंजरीं कु मार
- सहनदी विंसहयय का इसतहावि - डॉ. नागेन्द्र
- आधुनक सहनदी विंसहयय का इसतहावि - डॉ. बचिन विंंह
- सहनदी विंसहयय का निंन इसतहावि - डॉ. लाल विंाहब विंंह

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP3012	Language -III Additional English	CC	2	1	0	3	3

Course Outline:

This is a 3 credit course designed to help the learners gain competency in language and literature by exposing them to a variety of literary genres and in the process also develop their subjective perception of the society and the world at large.

Course Objectives:

- To ensure the development of the linguistic prowess of the students.
- To motivate the students to appreciate literature.
- To promote an appreciable reading habit among the students.

Course Outcomes:

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

- Demonstrate a thorough understanding of sensitive and critical social issues.
- Develop their own ideas about their own society and culture.
- Express their own opinions in a coherent and communicable manner.

Course Content:

UNIT-I: Gender & Identity

12 Hours

Anne Sexton – Consorting with Angels
 Eugene Field – The Doll’s Wooing
 SUNITi Namjoshi – Extracts from *Feminist Fables*
 Ruth Vanita & SaleemKidwai (ed) – *Same Sex Love in India* (Extract)
 Charlotte Perkins Gilman – The Yellow

UNIT-II: Love & Romance

12 Hours

Alfred Noyes – The Highway Man
 William Shakespeare – Sonnet 116
 Frank Richard Stockton – The Lady or the Tiger?
 Oscar Wilde – The Nightingale and the Rose

William Shakespeare – *Excerpt from Romeo and Juliet* (Balcony Scene)

UNIT-III: War & Trauma**12 Hours**

Lord Alfred Tennyson – The Charge of the Light Brigade

TaufiqRafat – The Medal

Guy de Maupassant – Two Friends

Sadaat Hasan Manto – Toba Tek Singh

Bertolt Brecht – Excerpt from *Fear and Misery of the Third Reich***UNIT-IV: Children's Literature****12 Hours**

William Wordsworth – Three Years She Grew in Sun and Shower

D.H. Lawrence – Discord in Childhood

Hans Christian Anderson – The Snow Queen

Anna Sewell – *The Black Beauty* (Extract)Rudyard Kipling – *The Jungle Book* (Extract)**Reference Books:**

1. Sexton, Anne. *The Complete Poems*. Houghton Mifflin, 1999.
2. Namjoshi, SUNITi. *Feminist Fables*. Spinifex Press, 1998.
3. Vanita, Ruth & Saleem Kidwai (ed.) *Same Sex Love in India*. Penguin India, 2008.
4. Gilman, Charlotte Perkins. *The Yellow Wallpaper*. Rockland Press, 2017.
5. Gale, Cengage Learning. *A Study Guide for Alfred Noyes's "The Highwayman"*. Gale, Study Guides, 2017. (Kindle Edition Available)
6. Shakespeare, William. *Poems and Sonnets of William Shakespeare*. Cosimo Classics, 2007.
7. Stockton, Frank Richard. *The Lady, or the Tiger?* Createspace Independent Publications, 2017.
8. Wilde, Oscar. *The Collected Works of Oscar Wilde*. Wordsworth Editions Ltd., 1997.
9. Shakespeare, William. *Romeo and Juliet*. Rupa, 2001.
10. Tennyson, Lord Alfred. *The Complete Works of Alfred Tennyson*. Forgotten Books, 2017.
11. Owen, Wilfred. *The Poems of Wilfred Owen*. Wordsworth Editions Ltd., 1994.
12. Maupassant, Guy de. *Guy de Maupassant-The Complete Short Stories*. Projapati, 2015.
13. Manto, Sadaat Hasan. *Manto: Selected Short Stories*. RHI, 2012.
14. Brecht, Bertolt. *Fear and Misery in the Third Reich*. Methuen Drama, 2012.
15. Ricks, Christopher. *Metaphysical Poetry*. Penguin, 2006.
16. Anderson, Hans Christian. *Fairy Tales by Hans Christian Anderson*. Read Books, 2010.
17. Sewell, Anna. *The Black Beauty*. Maple Press, 2014.
18. Kipling, Rudyard. *The Jungle Book*. Amazing Reads, 2018.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3013	Political Science – III Indian Constitution- Institutional Framework	HC	4	0	0	4	5

Course Description:

The course will introduce you to the idea of political system and the account of the making and working of constitutional institutions. This course responds to the curiosity about why a particular arrangement in the constitution was adopted and why not some other, how the institutions grow in the company of actual politics. That is why the contents of the course do not stop at 1950, in fact start off at 1950 and take you to some instances drawn from the political history of the last fifty years or more.

Course Objectives:

- To explain a systematic analysis of all the major dimensions of Indian Political System.
- To elaborate the way Indian political system works and shapes the institutions in India
- To demonstrate the nature, structure and working of the Indian Political System.
- To infer the dynamics of the Indian Political System

Course Outcomes

The students will be able to:

- analyse of all the major dimensions of Indian Political System.
- understand the way Indian political system works and shapes the institutions in India
- evaluate the nature, structure and working of the Indian Political System.
- incorporate the new dynamics of the Indian Political System

Course Content

UNIT 1

12 hrs

Framing of the Constitution and Major Features: Constituent Assembly at Work, Preamble and Salient Features, Amendment Procedure, Citizenship, Fundamental Rights, Directive Principles of State Policy, Fundamental Duties.

UNIT II**12 hrs**

Federal System: Federal and UNITary Features; Center- State Relations; Legislative, Administrative and Financial; State Autonomy

UNIT III**12 hrs**

Union and State Legislatures: Composition, Powers and Functions; Presiding Officers, Law Making Process, Committees of Parliament, Working of Indian Parliament.

UNIT IV**12 hrs**

Union and State Executive: President and Vice-President – Elections, Powers and Functions; Prime Minister and Council of Ministers – Powers and Functions; Governor, Chief Minister and Council of Ministers – Powers and Functions. Judiciary: Supreme Court and High Courts – Composition, Jurisdiction and Functions; Judicial Activism, Public Interest Litigation.

Books for Readings:

Granville Austin (2013) *Working of a Democratic constitution: a History of the Indian Experience* (New Delhi: Oxford University Press)

1. Niraja Gopal Jayal and Pratap Bhanu Mehta (2012) *the Oxford Companion to Politics in India* (New Delhi: Oxford University Press)
2. Subhash Kashyap (2011) *Our Parliament* (New Delhi: National Book Trust)
3. Shibani Kinkar Chaube (2010) *The Making and Working of the Indian Constitution* (New Delhi: NBT)
4. M.V.Pylee (1984) *India's Constitution*
5. Rajni Kothari (2013) *Politics in India*
6. Granville Austin (1990) *Indian Constitution: Cornerstone of a Nation* (Bombay: Oxford University Press)
7. D.D.Basu, *Introduction to the Constitution of India*
8. J.A. Siwach, *Dynamics of Indian Government & Politics*
10. D.C. Gupta, *Indian Government and politics*
11. J.C. Johari, *Indian Government and Politics*
12. Hans J. Raj *Indian Government and Politics*
13. Pratap Bhanu Mehta, Niraja Gopal Jayal, *The Oxford Companion to Politics in India*
14. P.M Bakshi-*The Constitution of Indian*

Journals:

1. Indian Journal of Political Science
2. Political Theory
3. Economic and Political Weekly

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3020	Journalism-III (Audio-Visual Production)	HC	2	0	2	4	4

Course Description:

The course Audio-Visual Production is devised for students to become trained in the nuances of electronic media. Students acquire skill in various media types like radio, television, film, etc. By gaining theoretical exposure with hands on demonstration of the practical components, the students will become proficient Radio Jockey, Script-writer for TV and Radio, film-maker for short-films, etc.

Course Objectives:

- To help the students understanding the process of generating content for electronic media
- To impart skills in script-writing, radio jockeying, conceptualizing and producing audio-visual packages
- To impart the aspects of aesthetics and visual grammar alongside the technicalities of producing the content.

Course Outcomes:

On completion of this course, the student would be able to:

- Apply skill in script-writing for radio and television
- Outline the aesthetics and visual grammar in the audio-visual medium
- Assess the various genres of film and organizations related to cinema in India

Course Content:

UNIT I: Radio Production

12 Hours

Introduction to radio production; Writing for radio, Programme formats news, talk, features, interviews, discussions, documentaries, plays; Audio recording – types of microphones; Studio set up.

UNIT II: Script-writing for Radio and TV

12 Hours

Scripting: Scripting for radio and television programs – storyboard; logging the shots; Screen play: Classical, A/v script.

UNIT III: Basics in TV Production;**12 Hours**

Visual Grammar: Composition, subject, light; Camera control devices- Attributes of a good picture; Different types of shots- shot composition- scenes- sequence; Camera perspectives camera angles- camera movements.

UNIT IV: Introduction to Film Studies**12 Hours**

Introduction to Film - Film as an art form; aesthetics of film; . Types of films; documentary; newsreel; Educational film; Animation film; Feature film; Mainstream cinema; Cinema and society. Promoting film culture in India –film society movement; FTII; NFAI; NFDC ;KCA; Films Division; Directorate of Film Festivals; Film awards; Film appreciation.

Practical Component:

- Know Your camera
- Script writing- Radio news, Television news
- TV script/Radio Script/ Film Script
- Short Movie/Documentary Making

References Books:

1. Singhal Arvind and Rogers Everett M., 2007 *India's Communication Revolution*, Sage Pub.
2. Kumar Keval J., 1994. *Mass Communication in India*, Jaico Publishing House, Mumbai.
3. Chatterji, P.C. 1987. *Broadcasting in India* New Delhi: Sage Pub
4. Hasan Seema, 2010. *Mass Communication: Principles And Concepts*. CBS Publishers & Distributors,
5. Shamsi Nayyar, 2006. *Encyclopedia of Electronic Media*, Anmol Publications Pvt. Limited

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3030	Economics III (Fundamentals of Economic Growth and Development)	HC	4	0	0	4	5

Course Description:

The course is intended to give an understanding of the theoretical perceptions of economic growth and development together with the forces bringing about them. It also helps to broaden the awareness of the challenges in the developmental process and thus motivate the students towards the thought process of alternative solutions.

Course Objectives:

- To explain conceptual base in Economic Development and Growth
- To prioritize the key models and theories in Economic Development and Growth
- To elaborate Contemporary Models of Development and Underdevelopment
- To predict economic growth and income inequality Causes and effects of urbanization
- **Course Outcome:**

The students will be able to:

- Gain conceptual base in Economic Development and Growth
- Familiarize with key models and theories in Development and Growth
- Gain insight in to the key issues of economic development
- Get awareness of the approaches to development efforts.

Course Content:

UNIT-1

12 Hrs

Meaning of Development and Relevant Concepts

Distinction between growth and development, PQLI, Human Development Index, Gender Development Index, Sen's capabilities approach, environmental sustainability and development, Market and State as agencies of development, Common characteristics of developing nations

UNIT-2

12 Hrs

Classical Theories of Development

Contributions of Adam Smith, Ricardo, Karl Marx, Schumpeter and Rostow; Growth Models: Harrod and Domar: Instability of equilibrium; Neo Classical Growth Models: Solow and Meade; Growth Models of Joan Robinson, Kaldor and Pasinetti

UNIT-3

12 Hrs

Contemporary Models of Development and Underdevelopment

Theories of endogenous growth with special reference to Romer's model, underdevelopment as coordination failure, multiple equilibria, the big push theory and Lebenscence Theory of Critical Minimum Efforts. Balanced and Unbalanced Growth; Low Income Equilibrium Trap; Dual Economy Models of Lewis, Fei-Ranis, Jorgensen, Dixit and Marglin, Kelly et.al

Poverty, Inequality and Development and Urbanization

Measurement of poverty – absolute and relative, Head-Count Index and Poverty Gap Indices, policy options for alleviation of poverty, measurement of income inequality, economic growth and income inequality – Kuznet's inverted Hypothesis, impact of inequality on development. Causes and effects of urbanization, Harris-Todaro model of rural-urban migration, migration and development, policies for the urban informal sector, women in the informal sector, the microfinance revolution

Text Books and Reference Books:

1. Lekhi, R. K. (2013), The Economics of Development and Planning, 15th Edition, Kalyani Publishers, New Delhi.
2. Todaro, Michael, P. and Stephen. C. Smith, (2004). Economic Development, Pearson Education, (Singapore) Pvt. Ltd., Indian Branch, Delhi.
3. Essential Reading / Recommended Reading
4. Abhijit Banerjee, Roland Benabou and Dilip Mookerjee, Understanding Poverty, Oxford University Press, 2006.
5. Amartya Sen, Development as Freedom, Oxford University Press, 2000.
6. Basu, K. Analytical Development Economics: The Less Developed Economy Revisited. (Cambridge: MIT Press, 1997)
7. Daron Acemoglu and James Robinson, Economic Origins of Dictatorship and Democracy, Cambridge University Press, 2006.
8. Partha Dasgupta, Economics: A Very Short Introduction, Oxford University Press, 2007.
9. Ray, Debraj (2004), Development Economics, Seventh impression, Oxford University Press, New Delhi.
10. Robert Putnam, Making Democracy Work: Civic Traditions in Modern Italy, Princeton University Press, 1994.
11. Thirlwall, A.P. Growth, and Development with Special Reference to Developing Economies (Basingstoke: Palgrave Macmillan, 2006) 8th Edition.
12. Basu, K. 2012, editor, The New Oxford Companion to Economics in India, Oxford University Press.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3041	Media Studies	OE	4	0	0	4	4

Course Description:

This course serves to provide an introduction to the various facets of media studies. Students will examine the significance and impact of media in the society. They will understand and assess current scientific debates in the field and appreciate the relationships between communication, media, culture and evolution of humankind. Students will understand the wide-ranging influences of media and thereby critically analyze how it is shaping the society of present times.

Course Objectives:

- To introduce the students to the field of media studies
- To familiarize the students with the significance and impact of media on society
- To enable the students to critically analyze the role of media in shaping the society in present times.

Learning Outcomes:

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

- Appraise the basic concepts related to the field of media studies
- Determine the debilitating influence of media in modern times
- Analyze various types of media and their role in shaping the society.

Course Content:

UNIT I: Significance of Communication in Society

12 Hours

Communication system - Communication process; meaning and definition, structure, principles and functions; Introduction to society and culture.

UNIT II: Media and Society

12 Hours

Media and society - the rise mass media; Sociology of media; Media and democracy, Media and public sphere, Public opinion

UNIT III: Cultural thoughts

12 Hours

Cultural thoughts: Mass culture-, cultural imperialism, hegemony, media institution; Media monopoly; Technological determinism.

UNIT IV: Media and Democracy**12 Hours**

Theories of social change- Mass society theory, critical theory, message-centered theory, theory of audience effect, uses and gratification of media, modernization theory, development communication theory and models; Evolution New media- effects and implications, role of new media in democratization process, citizenship through participation.. Evolution of New media- effects and implications, role of new media in democratization process, citizenship through participation.

Reference Books:

1. Amitai Etzioni and Eva Etzioni, *Social change, sources, patterns and consequences*, Basic books Inc, Newyork.
2. Joseph A, *Communicology-an introduction to the study of communication*, Devito, Harper and Row Publishers, Newyork.
3. Denis Macquail, *Mass communication theory- An introduction*, Sage Paublication.
4. Wilbur Shramm, *Mass communication*.
5. Srinivas M.N. and Rogers E., *Communication and development in third world countries*, Sage publication, 2010.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3042	Political Communication	OE	4	0	0	4	4

Course Description:

This course introduces the principles and practices of political communication. During the course, the students will examine globalization and new technologies, and the way these dramatic changes affect civic engagement and political participation. Discussions in this course will consider the effects of political communication, including concrete evidence regarding persuasion, political beliefs and behavior.

Course Objectives:

- To critically analyze the issues and trends in media and communication, including the impact of technologies and globalization
- To identify the social and policy issues influencing communication industries
- To examine the political communication practice in the context of the literature and best practice

Learning Outcomes:

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

- Interpret the role of communication in governance and citizenship in liberal democracies domestically

- Analyze the influence of globalization, mass media and new technologies in transforming political communications around the country and globe
- reflect on the effects of political communication on civic engagement, political participation and voter turnout

Course Content:

UNIT I: Introduction to Political Communication 12 Hours

Introduction to Political Communication: The democratic process, the media in modern times; How media shape public perceptions?

UNIT II: Political Communication Theories 12 Hours

Political Communication Theories: Agenda Setting: Priming, Framing; The effect of media in the formation and change of political attitudes- Anti-incumbency

UNIT III: Political News Coverage 12 Hours

Political News Coverage: Media bias; Press - government relations; Election campaigns and media coverage; Communication and civic engagement: Role of media in political participation-Political Socialization; Political ownership of media; Social media- its impact on politics-case studies

UNIT IV: Foreign Policy and Mass Media 12 Hours

Foreign Policy and Mass Media: Mass Media as an instrument of foreign policy; Global Media influences; FDI in media-Govt policies. Online Media and Political Communication: The diverse uses of internet and mobile phones in politics, online political campaigns; Political communication by civic actors, social movements and NGOs

References

1. Bennett, .W. L; Entman, R M (Ed.s) .(2004). *Mediated Politics: Communication and*
2. *Future of Democracy*, Cambridge: Cambridge University Press.
3. Graig,G. (2004). *The Media, Politics and Public Life*, Auckland: Allen and Unwin.
4. Darren G. Lilleker. (2006). *Key Concepts in Political Communication*, New Delhi: Sage Publications Ltd.
5. Esser, F; P fersch B (Ed.s). (2004). *Comparing Political Communication: Theories, Cases and Challenges*, Cambridge University Press, Cambridge.
6. Foster, S, (2010). *Political Communication- Politics Study Guides*, Edinburgh: Edinburgh University Press.
7. Iyengar S. (2011). *Media Politics: A Citizen's Guide*, NY, USA: WW Norton & Co.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3050	Employability Skills-I (Placement)	RULO	2	0	0	2	2

Note: The students will have to undergo Skill Development course being conducted by Training and Placement cell of the University

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3060	MOOC / SWAYAM	RULO	2	0	0	2	2

MOOC/ SWAYAM:

Globally, MOOC (Massive Open Online Course) platforms are gaining much popularity. Considering the popularity and relevance of MOOCs, Government of India has also launched an indigenous platform, SWAYAM. SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) is basically an integrated MOOCs platform for distance education that is aimed at offering all the courses from school level (Class IX) to post-graduation level. The platform has been developed collaboratively by MHRD (Ministry of Human Resource Development) and AICTE (All India Council for Technical Education) with the help of Microsoft and is capable of hosting 2,000 courses. There are many other international agencies, foreign universities offering OOC courses.

A student shall register and successfully complete any of the courses available on SWAYAM. Student shall inform the MOOC/SWAYAM coordinator of the school about the course to which he/she has enrolled. The minimum duration of the course shall be not less than 40 hours and of 4 credits. The student should submit the certificate issued by the SWAYAM to the MOOC/SWAYAM coordinator of the school, the grades obtained in the course shall be forwarded to concerned authority of the University

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP3070	Internship/Certificate Courses	HC	2	0	2	4	0

Internship:

The students shall have to undergo internship of the minimum duration fixed by the university and as per the guidelines of the University either in industry or in a business sector, R&D organization, including educational institutes with excellent research culture. The students are expected to submit a formal report at the end of the internship programme. The marks for internship shall be awarded based on the (a) presentation and (b) comprehensive viva, by the panel of examiners constituted by the School.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP4011	Language – IV:Hindi	CC	3	0	0	3	3

अध्ययन विषय सूची / पाठ्यक्रम

इकाई – 1: हिंदु काव्य – शिशु की रात - नरेश मेहता अध्यापन अधियाँ : 12 hrs.

कसि
पररिय
प्रथम
गिगा
सद्वतीय
गिगा

इकाई – 2: हिंदु काव्य – शिशु की रात अध्यापन अधियाँ : 12 hrs.

तकु रीय गिगा
वितुथा गिगा

इकाई – 3: हिंदु काव्य – शिशु की रात अध्यापन अधियाँ : 12 hrs.

पंगि
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इकाई – 4: व्याकरण : अलंकार , धसधनमा ररव्यू अध्यापन अधियाँ : 12 hrs.

व्याकरण : अलंकार
धसधनमा ररव्यू :
दंगल , गिययाग्रह और गेक दे इहं डया ।
, मीसडयम सहनुदी

सन्दर्भ ग्रन्थ :

1. शिशु की एक रात – नरेश मेहता

2. सहन्दी िसहय का इसतहाि - डॉ. नागेन्द्र
3. आधु नक सहन्दी िसहय का इसतहाि - डॉ. बचिन सिंह
4. सहन्दी िसहय का न्नीन इसतहाि - डॉ. लाल िाहब सिंह
5. शष सहन्दी कै िे बोले कै िे सल िे - पृ िीनाथ पाण्डे
6. भारतीय िंस्कृ त के आधार - सिद्यासन िाि समश्रा
7. रामायण की कहासनयाँ - हषा शम
8. रि छंद और अलंकार - कृ णदे ि शम और िरु ेश अर्ाल

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP4012	Language-IV : Additional English	CC	3	0	0	3	3

Course Outline:

This is a 3 credit course designed to help the learners gain competency in language and literature by exposing them to a larger variety of literary genres and themes to encourage their interests in critical social and cultural issues within literary as well as non-literary domains.

Course Objectives:

- To introduce the students to the multiplicity of literature from all over the world.
- To contribute in the emotional and social development of the students.
- To develop in the students an ability to appreciate cultural and social diversity.

Course Outcomes:

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

- Demonstrate a visible understanding of the significant issues of the society.
- Summarize the basic as well as the latent concepts of the texts provided in the syllabus and do justice to them.
- Explain the major and minor themes of the select texts and their significance in the broader context of real life.

Course Content:

UNIT-I: Myths & Mythology

12 Hours

John W. May – Narcissus

W.B. Yeats – The Second Coming

DevduttPattanaik - *Shikhandi and the Other Stories They Don't Tell you* (Extracts)

IravatiKarve – *Yuganta* (Extract)

UNIT-II: Family & Relationships

12 Hours

Nissim Ezekiel – Night of the Scorpion

Langston Hughes – Mother to Son

Vijay Dan Detha – Double Life

Kate Chopin – The Story of an Hour

Henrik Ibsen – *A Doll's House* (Extract)

UNIT-III: Horror & Suspense**12 Hours**

Nissim Ezekiel – Night of the Scorpion
Langston Hughes – Mother to Son
Vijay Dan Detha – Double Life
Kate Chopin – The Story of an Hour
Henrik Ibsen – *A Doll's House* (Extract)

UNIT-IV: Education**12 Hours**

The Dalai Lama – The Paradox of Our Times
Kamala Wijeratne – To a Student
Sudha Murthy – In Sahyadri Hills, a Lesson in Humility
Booker T. Washington – Extract from *Up from Slavery* (Chapter 3: The Struggle for Education)
Frigyes Karinthy – *Refund*

Reference Books:

1. Finneran, Richard J. *The Collected Works of W.B. Yeats* (Volume I: The Poems: Revised Second Edition). Simon & Schuster, 1996.
2. Pattanaik, Devdutt. *Shikhandi: And Other 'Queer' Tales They Don't Tell You*. Penguin Books, 2014.
3. Karve, Irawati. *Yuganta: The End of an Epoch*. Orient Blackswan, 2007.
4. Ezekiel, Nissim. *Collected Poems* (With A New Introduction By John Thieme). OUP, 2005.
5. Hughes, Langston. *The Collected Poems of Langston Hughes*. Vintage, 1995.
6. Chopin, Kate. *The Awakening and Selected Stories of Kate Chopin*. Simon & Schuster, 2004.
7. Ibsen, Henrik. *A Doll's House*. Maple Press, 2011.
8. Poe, Edgar Allan. *The Complete Poetry of Edgar Allan Poe*. Penguin USA, 2008.
9. Stoker, Bram. *Dracula*. Fingerprint Publishing, 2013.
10. Ray, Satyajit. *The Complete Adventures of Feluda* (Vol. 2). Penguin Books Ltd., 2015.
11. Lama, Dalai. *Freedom In Exile: The Autobiography of the Dalai Lama of Tibet*. Little, Brown Book Group, 1998.
12. Murthy, Sudha. *Wise and Otherwise: A Salute to Life*. Penguin India, 2006.
13. Washington, Booker T. *Up from Slavery*. Infinity, 2015.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP4020	Political Science IV (Western and Eastern Political Thought)	HC	4	0	0	4	5

Course Description:

The purpose of this course is to introduce Western and Eastern political thought in order for the student to make sense of current trends in politics in an informed way. It looks at issues and conflicts within the political realm that have for ever been of interest in making sense of current politics, while noting the breaks and departures through which contemporary politics is comprehended and negotiated.

Course Objectives:

- To explain Plato–Ideal State, Justice, Education, Communism and Philosopher King
- To define Kautilya’s Arthasastra, Shanti Parva of Mahabharata
- To show the identity of Medieval and Social Contractualists
- To demonstrate the political thinkers’s autobiographies

Course Outcomes:

The Students will be able to:

- Know the ideologies of Plato–Ideal State, Justice, Education, Communism and Philosopher King
- Understand the Kautilya’s Arthasastra, Shanti Parva of Mahabharata
- Analyze the history of Medieval and Social Contractualists
- Compare the political thinker’s autobiographies

Course Content:

UNIT I

12 Hrs

Ancient Greek Political Thought: Greek City States; Plato–Ideal State, Justice, Education, Communism and Philosopher King; Aristotle – State, Citizenship, Classification of Constitutions and Revolution.

UNIT II

12 Hrs

Indian Political Thought: Kautilya’s Arthasastra, Shanti Parva of Mahabharata, Raja Ram Mohan Roy, Jyothiba Phule, Pandita Ramabhai, Swami Vivekananda

UNIT III**12 Hrs**

Medieval and Social Contractualists: St. Augustine, St. Thomas Aquinas, Machiavelli, Thomas Hobbes, John Locke and J.J.Rousseau

UNIT IV**12 Hrs**

Select Political Thinkers: Karl Marx, Ram Manohar Lohia, M.K. Gandhi, B.R. Ambedkar, Jaya Prakash Narayan, Rabindranath Tagore

Books for Readings:

1. Sharma S.K and Urmila Sharma ((2013) Western Political Thought, Volumes1&2, (New Delhi: Atlantic Publishers)
2. Stephen Trombley (2012) Fifty Thinkers Who Shaped the Modern World (London: Atlantic Books)
3. Shefali Jha (2010) Western Political Thought: From Plato to Marx (New Delhi: Pearson)
4. Brian R. Nelson (2007) Western Political Thought: From Socrates to the Age of Ideology (New Delhi: Pearson Education)
5. R.P. Kangle (2010) Kautilya's Arthashastra (New Delhi: Motilal Banarsidass Publishers)
6. C.L. Wayper (1979) Political Thought (Bombay: BI Publishers)
7. George Sabine - A History of Political Thought
8. D.R. Bhandari - History of European Political Philosophy
9. P.G. Das - History of Political Thought

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP4030	Journalism IV(Fundamentals of Media Research)	HC	2	0	2	4	4

Course Description:

The course is aimed at acquainting and initiating the student to the nuances – theoretical & practical – involved in research. Each student is assigned a supervisor who will supervise and guide the project/dissertation of not less than 35 - 40 pages which the student is required to submit at the end of semester in the prescribed format. This will aid the students in gaining a proper insight into research in communication studies and devising the project will impart clarity in the nuances of doing research.

Course Objectives:

- To expose students to the theory and mechanics of conducting research
- To provide students with knowledge on the fundamental aspects of research

Course Outcomes:

On completion of the course, the student will be able to

- Outline the process of research
- Propose a research topic independently

Course Content:

UNIT I: Introduction to Media Research

12 Hours

Introduction to research concepts- Definition, types & need for research; ‘Scientific’ research and its basic principles empiricism, verifiability, generalization; Fundamental vs. Applied Research; Quantitative vs. Qualitative data; Role of research in the media.

UNIT II: Elements of Research

12 Hours

Review of Literature; Research Approaches or designs: Experiment; Survey, Content Analysis; Case Study; Data collection techniques: Questionnaire, Interview, Schedule; Sampling techniques.

UNIT III: Research Presentation

12 Hours

Data processing, Analysis, presentation and interpretation of data; Use of graphics in data presentation; Research writing - Research proposal; Chapterization of thesis: Components and style; Preparation of Bibliography, Index’

UNIT IV: Research in media audiences and the ‘effects’ debate

12 Hours

Magic bullet to limited effects; Users and Gratifications model; Cultivation analysis; Audience reception.

Practical Component

- Research Proposal/ Synopsis Presentation
- Bibliography Chapter

References Books

1. Berger J. 2000 *Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches*, California Sage Publication.
2. Wimmer, Roger D. and Dominick, Joseph R. 2000. *Mass Media Research: An Introduction*, Singapore Wadsworth Publishing
3. Kothari, C.R , 1990 *Research Methodology: Methods and Techniques*, New age International Ltd. Publishers.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP4040	Economics IV (International Economics)	HC	4	0	0	4	5

Course Description

The aim of this paper is to provide students with strong foundation in the principles of international economics which will help them to know the trade policies at the national and international levels and the impact of the globalization on income, employment and social standards in the current international scenario. The paper also covers the pure theory of trade and extensions thereof, customs union, and balance of payments adjustment policies under alternative exchange-rate regimes including the determination of the exchange rate.

Course Objectives:

- To explain the principles of international economics
- To demonstrate the trade policies at the national and international levels
- To infer the impact of the globalization on income, employment and social standards in the current international scenario
- To outline the trade policies

Course Outcomes:

The students will be able to:

- Gain strong foundation in the principles of international economics
- Be able to know the trade policies at the national and international levels and the impact of the globalization on income, employment and social standards in the current international scenario
- Gain an understanding of the trade policies

Course Content:

UNIT-1

12 Hrs

Introduction and Essentials

The Subject Matter of International Economics; Trade Based on Absolute Advantage; Trade Based on Comparative Advantage; Comparative Advantage and opportunity Costs; Empirical Tests of

the Ricardian Model. The Basis for and the Gains from Trade with Increasing Costs; Trade Based on Differences in Tastes; The Equilibrium Relative Commodity Price with Trade – Partial Equilibrium Analysis; Offer Curves; General Equilibrium Analysis; the terms of trade.

UNIT-2

12 Hrs

The Heckscher - Ohlin Theory, Economies of Scale, Imperfect Competition and International Trade

Factor Endowments and Heckscher-Ohlin Theory; Factor-Price Equalization and Income Distribution; Empirical Tests of the Heckscher-Ohlin Model–The Leontief Paradox; Heckscher-Ohlin Model and New Trade Theories; Economies of Scale and International Trade; Imperfect Competition and International Trade. The Rybczynski Theorem; Technical Progress; Growth and Trade: The Small Country Case; Growth and Trade: The Large Country Case – Immiserizing Growth.

UNIT-3

12 Hrs

Trade Restrictions: Tariffs and Nontariff Trade Barriers

Partial Equilibrium Analysis of a Tariff; General Equilibrium Analysis of a Tariff in a Small Country – The Stolper - Samuelson Theorem; Import Quotas; Other Non-tariff Barriers. Trade-Creating Customs Unions; Trade-Diverting Customs Unions; The Theory of the Second Best and Other Static Welfare Effects of Customs Unions; History of Attempts at Economic Integration – The European Union; Multilateralism –WTO.

UNIT-4

12 Hrs

The Balance of Payments, Foreign Markets and Exchange Rate Determination

Balance of Payments–Principles; Functions of the Foreign Exchange Markets; Foreign Exchange Rates; Purchasing Power Parity Theory; Stable and Unstable Foreign Exchange Markets. The International Monetary System and Macroeconomic Policy Coordination:

The Evolution of the Breton Woods System; The IMF; Policy Coordination with Floating Exchange Rates; Optimum Currency Area Theory; The Single Currency and Economic Integration; The European Monetary Union.

Text Books and Reference Books:

Dominick Salvatore (2011), International Economics: Trade and Finance, John Wiley International Student Edition, 10th Edition.

Essential Reading / Recommended Reading

1. Bowen H, Hollander A. and Viaene J (2012), Applied International Trade Analysis, Macmillan Publication.
2. Charles Van Marrewijk (2007), International Economics: Theory, Application and Policy, Oxford University Press.
3. Dornbusch R (1980), Open Economy Macroeconomics, Basic Books: New York, (International Students Edition).
4. Gregory N Mankiw (2012), Principles of Macroeconomics, 6th Edition, Cengage Learning India.
5. Paul Krugman, Maurice Obstfeld, and Marc Melitz (2012), International Economics: Theory and Policy, Addison-Wesley (Pearson Education Indian Edition), 9th Edition.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP4050	Minor Research Project	HC	0	0	6	6	12

Project work/Dissertation work is a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A project work up to **Four** credits is called **Minor Project** work. **A Project/Dissertation work may be a hard core or a soft core as decided by the BoS concerned**

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP4060	Employability Skills – II (Placement)	RULO	2	0	0	2	2

Note: The students will have to undergo Skill Development course being conducted by Training and Placement cell of the University.

FIFTH SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP5010	Political Science V- Public Administration : Core Concepts	HC	4	0	0	4	4

Course Description:

Public Administration prepares the students for posts in the public and private sectors. This includes positions in government institutions and municipal administrative UNITS, as well as nonprofit organizations such as social service agencies, consulting firms and private institutions which are engaged in public affairs and public policy.

Course Objectives:

- To define the meaning, scope and the theories of Public Administration
- To explain the Dynamics of Management
- To elaborate on the Personnel Administration
- To demonstrate the Financial Administration

Course Outcomes:

The Students will be able to:

- know the meaning, scope and the theories of Public Administration
- understand the Dynamics of Management
- have the knowledge on Personnel Administration
- understand the basic of Financial Administration

Course Content:

UNIT I

12 Hrs

Public Administration: Meaning, Scope and Importance of Public Administration; Private and Public Administration – Differences, Public-Private Partnership; Organization – Theories and Principles, Line, Staff, Auxiliary Agencies, Departments.

UNIT II

12 Hrs

Dynamics of Management: Meaning and Functions of Management, Chief Executive – Powers and Functions; Leadership – Qualities; Good Governance

UNIT III**12 hrs**

Personnel Administration: Meaning and Importance; Recruitment, Training, Promotion, Morale, Discipline, Retirement.

UNIT IV**12hrs**

Financial Administration: Budget–Meaning and Principles, Budgetary Process–Preparation, Enactment and Execution; Performance Budget, Zero based Budgeting.

READINGS

1. Jos C.N. Raadschelders (2013) Public Administration: The Interdisciplinary Study of Government, Oxford University Press
2. Avasthi and Maheshwari (2012) Public Administration
3. Sharma, M.P. et al. (2012). Public Administration in Theory and Practice. Allahabad: Kitab Mahal.
4. Polinaidu, S. (2013). Public Administration. New Delhi: Galgotia.
5. Siuli Sarkar (2010) Public Administration in India (New Delhi: PHI Learning)
6. Henry, N. (2012). Public Administration and Public Affairs. New Delhi: PHI Learning.
7. Fadia, B.L. and Fadia, K. (2011). Public Administration: Administrative Theories and Concepts.
8. A.R. Tyagi - Public Administration
9. Basu, R. (2005). Public Administration: Concepts and Theories. New Delhi: Sterling.
10. Bhagwan, V. and Bhushan, V. (2005). Public Administration. New Delhi: S. Chand.
11. Goel, S L (2003) Public Administration: Theory and Practice, New Delhi, Deep and Deep
12. Bhattacharya, M. (2011). New Horizons of Public Administration. New Delhi: Jawahar Publication
13. Sachdeva and Gupta - Public Administration
14. Rumki Basu - Principles of Public Administration

JOURNALS

1. Indian Journal of Public Administration
2. Indian Journal of Political Science
3. Administrative Changes
4. Management in Government

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP5021	Political Science –VI(A) International Relations	SC	4	0	0	4	4

Course Description

This Course is designed to give students a sense of some important theoretical approaches to understand international relations; a history from 1945 onwards to the present; and an outline of the evolution of Indian foreign policy since independence and its possible future trajectory

Course Objectives:

- To define the nature, scope and the theories of International Relations
- To explain the concept of national power, foreign policy, human rights and approaches to international peace
- To elaborate on the approaches of International Peace
- To demonstrate the International Law and Human Rights

Course Outcomes:

The Students will be able to:

- know the nature, scope and the theories of International Relations
- Analyze the concept of national power, foreign policy, human rights and approaches to international peace
- Understand the approaches of International Peace
- Utilize the International Law and Human Rights

Course Content:

UNIT I

12 Hrs

International Relations: Nature, Scope and Importance; Theories - Idealist, Realist theories, World Systems theory and Game theory.

UNIT II

12 Hrs

National Power, National Interest and Foreign Policy: Elements of National Power; National Interest; Formulation of Foreign Policy; Diplomacy- Functions and Types; Economic Instruments of Foreign Policy.

UNIT III

12 Hrs

Approaches to International Peace: Balance of Power; Collective Security; Pacific Settlement of International Disputes; Disarmament and Arms Control – Problems and Issues.

UNIT IV

12 Hrs

International Law and Human Rights: Nature, Sources and Sanctions of International Law; Universal Declaration of Human Rights- Issues and Concerns

Books for Readings:

1. Bhupinder S Chimni and Siddharth Mallavarapu (2013) *International Relations: Perspective form the Global South*, Pearson, New Delhi
2. Rumki Basu (2012) *International Politics: Concepts, Theories and Issues* (New Delhi: Sage)
3. Peu Ghosh (2009) *International Relations* (New Delhi: PHI Learning)
4. Palmer, N.D. and Perkins, H.C. (2007). *International Relations*. New Delhi: AITBS. Malhotra, V.K. (2001). *International Relations*. New Delhi: Anmol.
5. Ghai, K.K. (2005). *International Relations: Theory and Practice of International Politics*. New Delhi: Kalyani.
6. Joshua Goldstein. S (2004) *International Relations* (Delhi: Pearson Education)
7. Noam Chomsky (2003) *Understanding Power: The Indispensable Chomsky* – edited by peter R. Mitchell & John Schoeffel (New Delhi: Penguin Books)
8. Jozef Goldblat (2002) *Arms Control: The New Guide to Negotiations andAgreements* (London: Sage Publications)
9. Karen Mingst (1999) *Essentials of International Relations* (New York: W.W.Norton & Co)
10. Bruce Russett and Harvey Starr (1986) *World Politics: The Menu For Choice*
11. Vinay Kumar Malhotra *International Relations*
12. Hans Morgenthau, *Politics Among Nations*

Journals:

1. International Affairs
2. World Politics
3. India Quarterly
4. Foreign Affairs
5. World Focus

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP5022	Political Science –VI (B) (Comparative Government & Politics)	SC	4	0	0	4	4

COURSE DESCRIPTION:

Comparative Government and Politics introduces students to the rich diversity of political life outside the UNITED States. The course uses a comparative approach to examine the political structures; policies; and the political, economic, and social challenges among six selected countries: Great Britain, Mexico, Russia, Iran, China, and Nigeria. Additionally, students examine how

different governments solve similar problems by comparing the effectiveness of approaches to many global issues.

Course Objectives:

Students successfully completing this course will be able to:

- To define and describe major comparative political concepts
- To explain relevant factual information pertaining to the governments and politics of China, Great Britain, Iran, Mexico, Nigeria, and Russia.
- To analyze typical patterns of political processes and behavior and their consequences.
- To compare and contrast political institutions and processes across countries.

Course Outcomes:

The Students will be able to:

- provide students with a broad overview of the comparative politics subfield.
- enhance democratic political institutions, democratization, and international political economy.
- understand the comparative method and analyze politics in a diverse set of countries from developing world to advanced industrialized democracies.

Course Content:

UNIT I: Introduction to Comparative Politics 12 Hours

Impact of informal politics, importance of political change, integration of political and economic systems

UNIT II: Sovereignty, Authority, and Power 12 Hours

States, Nations, and Regimes, Legitimacy, Political Culture/Ideologies

UNIT III: Political Institutions 12 Hours

Levels of Government, NGOs, Executive, Legislatures, Bureaucracies, Judiciaries, Electoral Systems, Linkage Institutions, Interest Groups, Political Elite

UNIT-IV: Citizens, Society, and the State 12 Hours

Reference Books:

- Strong C.F., Comparative Governments, The English Language Book Society and Sidgwick & Jackson limited London.
- Wheare K.C., Modern Constitutions, Oxford University Press, New Delhi.

- Padmanabhan V.K, Outlines of Comparative Governments, Pothigai Pathippaham, Pondicherry.
- Kapur A.C., Select Constitution, S. Chand & Co, New Delhi.
- Mahajan V.D., Select Modern Governments, S. Chand & Co. New Delhi.
- Appadurai A, Substance of Politics, Oxford University Press, Atlas Publications Pvt. Ltd., Madras

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP5030	Journalism-V(Media Laws And Ethics)	HC	2	2	0	4	4

Course Description:

The purpose of this course is to provide students with a model by which to analyze, understand, and act upon the law and ethical considerations which journalists face. The course will consist of the writings of the Supreme Court, the Ethical rules of the Society of Professional Journalists, and actual events to build an analytical model. There is no profession more important to a democracy than journalism -when vigilant and diligent and resolute. In order to perform that role, the students are required to understand both the law and the ethics that govern it.

Course Objectives:

- To provide students with knowledge on the laws and ethics in journalism
- To equip the students with legal understanding of legal issues impacting them on the field.
- To make students aware of the legal limits when reporting on sensitive and controversial issue of the day

Course Outcomes:

At the conclusion of this course, students will be able to:

- List best contemporary ethical and professional journalism practices
- Define basic legal terminology.
- Explain the workings of the Indian civil and criminal justice system.
- Define the limits of legal rights.
- Assess when to seek legal counsel when needed and explain current legal issues impacting journalists
- Appraise how to avoid claims of defamation and invasion of privacy

Course Content:

UNIT I: Indian Constitution

12 Hours

Preamble; Directive principles; Fundamental Rights and duties; Article 19-1(a) and (b) - with reference to Freedom of the Press- reasonable Restrictions.

UNIT II: Media Laws**12 Hours**

Press and registration of books Act; Working Journalist Act- Defamation; Civil and criminal defamation; Contempt of court; Right to Information Act; Copy right Act ; Intellectual property rights; Cyber Laws; cable network Resolution; Film Censorship; Cinematograph Act 1952; Prasar Bharathi Act.

UNIT III: Issues in Media**12 Hours**

Information Society; ICT revolution-Knowledge society; NWICO; Media and Globalization; Implications.

UNIT-IV: Ethics in Media**12 Hours**

Control; Press commission's (I&II) recommendations
 Press council- code of conduct for journalists
 Broadcasting Code-Right to privacy-INS-KMA-AINEC

Practical Component

- Case study Presentation
- RTI
- News Analysis of Court and Parliamentary Proceedings
- Visit to High Court/ Vidhana Soudha

Reference Books:

1. Singh Sanjay Kumar. 2013.*Press Laws and ethics of Journalism*. Anmol Publication Pvt Ltd.
2. Malar and M neela .2012. *Media laws and ethics*. New Delhi: PHI learning private limited.
3. Sharma Kumar Ajay. 2012. *Journalism laws*. New Delhi: Random Publications.
4. Singh Yatindara Justice .2005. *Cyber Laws*.Delhi Universal Law Publishing.
5. Basu DD. 2002. *Law of the Press*. New Delhi: Prentice Hall.
6. Seib Philip & Fitzpatrick Kathy.2000. *Journalism Ethics*. New York : Harcourt Brace College Publishers.
7. T Mecluskey Matha.1997. *Feminism, Media and The Law*. New York:Focus Press.
8. K S Venkateshwaran .1993. *Mass Media Laws and Regulations in India*. Singapore : AMIC.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP5041	Journalism VI(A) (Advertising and Corporate Communication)	SC	2	0	2	4	4

Course Description:

The course Advertising and Corporate Communication will make the students aware of the advertising environment in the 21st Century, agency and client relationships, consumer behavior, ethics, and the role of research, creative appeals, and media selection in advertising effectiveness. Within corporate communications

classes, students focus on the management, strategic planning, and implementation of marketing, communication, and public relations techniques all to resolve corporate dilemmas. Corporate communications course focuses on researching problems, setting objectives, identifying audiences, designing messages, choosing communication channels, and evaluating results for all types of organizations. Ethical decision making, on-line communication, and career opportunities are also analyzed via case studies in the field. The course will be a combination of informal lecture and small-group discussion, case analysis, and guest lecture.

Course Objectives:

- To introduce the students to the Concepts and Principles of Advertising, Ad Agency Management and Brand Management
- To take the students through the roles and scopes of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of Corporate Communication and its expanded role in organizational and marketing communication

Course Outcomes:

At the conclusion of this course, students will be able to:

- Outline the process of producing advertisements
- Construct and analyze audience research, media research, and environmental scanning
- Devise public relation strategy for the organization image and well-being
- Formulate corporate communication strategy for crisis management, brand management, etc.

Course Content:

UNIT-I : Introduction to Advertising

12 Hours

Advertising- Definition, Nature and scope
Origin and development of advertising
Social and Economic Effects of Advertising
Ad Agency- structure and Function.

UNIT-II : Elements in Advertising

12 Hours

Mediums of advertising: Print, Radio and television
New trends in advertisement; Designing advertisement: Copy writing, elements of ad copy, layout
Ethics in advertising
Types of advertising
Advertising appeals
Campaigns- Media planning strategy, media mix, Media selection, Ad budgeting.

UNIT-III: Introduction to Public Relations

12 Hours

Public Relations- Meaning & Definition, nature, scope; Functions
Origin and development of public relations in India
Public opinion; Publicity; Propaganda

Role and responsibility of a public relation practitioner.

UNIT-IV: Aspects of Public Relations

12 Hours

Organizing a press conference

Media relations: Press releases, house journals – Internal and Externals, Pamphlets and brochures,

Presentation skills

Social Media in PR: corporate blogs and social networking

Ethical issues in PR- Employee relations, share holder relations, distributor-dealer relations, community relations, consumer relations. lobbying and fundraising

Professional organizations in PR.

Practical Component

- Poster making (Social message)
- Brochure
- Display Ad (Product and Service)
- Preparing Press Release

References Books:

1. J V Vilanilam .2011.*Public Relations in India*, Sage Publications.
2. Choonawala S A and Sethia K C (Edt).2005. *Foundations of Advertising theory & Practice, Bangalore:* Himalaya Publishing.
3. Wells and Morlaty Burfert (Edt). 2003. *Advertising: Principle & Practice*.New Delhi:Prentice Hall.
4. Chandrakandan . 2002. *Public Relations*, Authors press.
5. Percy LarR ry.2002. *Strategic Advertisement Management*, Europe Prentice Hall ISBN.
6. R Staffer Marla (Edt).2001. *Advertising Promotion and New Media*, USA :Times Mirror Co.
7. Wells William.2001. *Advertising, Principles and Practice*, London: Prion Books Ltd.
8. Ahuja & chabra. 2001. *Public Relations*. New Delhi : Surjit Publications.
9. F Arens Williams.2000. *Contemporary Advertisement*,USA: Times Mirror Education Group.
10. Singh Bir. (Edt). 2000. *Advertising Management* .New Delhi: Anmol Publications.
11. Percy Larry (Edt). 2000. *Strategic advertisement Management*. New Delhi: Suraj Publications.
12. Pandey,Meena. 1989. *Foundation of Advertising Theory and Practice*.Bombay: Himalaya Publishing house.
13. M Scott, Cutlip.1985 *Effective Public relations*. Prentice Hall.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP5042	Journalism VI (B) (Fundamentals of Photography)	SC	2	0	2	4	4

Course Description:

This course will introduce students to the basic principles and techniques of b/w and color digital photography. Hands-on class demonstration and training will be ranging from the technical to the artistic, employing both straightforward and creative camera and computer procedures.

The teaching style will incorporate several formats including seminar-type presentations, hands-on practice, group discussions, critiques, and independent research.

Course Objectives:

- To make the students concentrate on building the fundamental skills needed to produce images for publication in today's media.
- To ensure that students successfully acquire a basic knowledge of how to operate their cameras
- To equip students with skills that allow the use of technology to the advantage as visual storytellers.

Course Outcomes:

At the conclusion of this course, students will be able to:

- Demonstrate a competent mastery of using a digital camera to produce images that are ready for publication in professional media.
- Create compelling images that communicate the intended message with accurate captions which are publishable in professional publications.
- Plan to gather and use audio to enhance the communicative value of a visual package.

Course Content:

UNIT-I : Introduction To Photography

12 Hours

Photography, its role & importance and history

Types of camera- TLR, SLR, Polaroid, Underwater Camera & Digital Camera

Parts & functions of camera- Aperture, Shutter speed, ISO, Focal No. & Focal Length, Depth of Field, Shallow Depth of Field;

Camera accessories: Tripod, Monopod, Filters, Lens hood and Rigs

UNIT-II: Aspects of Photography

12 Hours

Lens- Definition, Concept & Characteristics of lens

Types of lens- wide angle, normal & Tele; Special lens- zoom, fish eye & macro Lens;

Filter- definition & concept; Characteristics and types of filters

Planning a shoot, studio, location, set props and casting

UNIT-III: Principles of Photography**12 Hours**

Lighting: Sources of light: Natural & Artificial

Elements of composition- Rule of Third, Rule of Thumb, Diagonal and S-shaped compositions, Repetition and Rhythm, Moving towards the centre

Cropping and Editing

UNIT-IV: Issues Related to Photojournalism**12 Hours**

Various types of photography: Portrait, Wildlife, Nature, Human Interest, Sports, Advertising, Tabletop and Night photography;

Text vs. Photograph; Essentials of a press photograph

Qualities of a good photojournalist

Visual story telling - Photo-features, Photo – essays

Writing captions

Different problems related to Photography

Practical Component:

- Shooting exercise in artificial lights and natural light
- Photo feature on a specific topic by using self-clicked photographs with Digital Camera.
- Photographs should be of postcard size. A photo feature must comprise of 10 – 12 photographs.
- Each student shall be required to take photographs in the following categories:

1) Night Photography

2) Architecture

3) Portrait

4) Landscape

5) Fashion

Create and design a photo album with text, captions; Individual assignment; minimum 12 prints in A4 pages in multi color, spiral binding

Reference Books:

1. London, Barbara and Stone, Jim. 2012, *A Short Course in Digital Photography*. Pearson
2. Ang, Tom. 2008, *Digital Photography Masterclass*, DK Publishing

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP5050	Economics V (Indian Economy - I)	HC	4	0	0	4	4

Course Description

Using appropriate analytical frameworks, this course reviews major trends in economic indicators and policy debates in India in the post-Independence period, with particular emphasis on paradigm

shifts and turning points. Given the rapid changes taking place in India, the reading list will have to be updated annually.

Course Objectives:

- To explain the structure of Indian Economy
- To outline the achievements and failures of India's Five-year Plans (broad outline)
- To demonstrate the trends and pattern of population
- To elaborate Dualism in the Indian Economy

Course Outcomes:

The students will be able to:

- Analyse the structure of Indian Economy
- Interpret the achievements and failures of India's Five-year Plans (broad outline)
- know the trends and pattern of population
- initiate Poverty Eradication Programmes in India

Course Content:

UNIT 1

12 Hrs

Indian Economy –An Overview

The structure of Indian Economy – its sectoral composition, rural- urban dimension –India's per capita income – relative position relation to developed and underdeveloped economies; Features and Causes of Underdevelopment of the Indian Economy.

UNIT 2

12 Hrs

NI Trends and Indian Planning

National Income of India: Trend, Estimation and Distribution. Background for Indian Planning and Planning process and institutions; Objectives, achievements and failures of India's Five-year Plans (broad outline)

UNIT 3

12 Hrs

Demography

The trends and pattern of population growth –age distribution – demographic rates and population projection; The nature of population problem in India and government policies related to population

UNIT 4

12 Hrs

Dualism

Dualism, in the Indian Economy: Poverty Line-Poverty Eradication Programmes in India.

Reference Books:

1. Dutta, R. & K.P.M. Sundaram : Indian Economy, S. Chand & Co. New Delhi.
2. Agarwal, A.N.: Indian Economy, Vikash Publishing Co. Delhi.
3. Misra, S.K. & V.K. Puri : Indian Economy, Himalayas Publishing Co. Mumbai
4. Gupta, S.B.: Monetary Planning in India Oxford University Press, Delhi
5. Dhar, P.N. : Indian Economy.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP5061	Economics VI (A) (Mathematical Method for Economics)	SC	4	0	0	4	4

Course Description

The course emphasizes on the the recent global economic crisis, economics is more important and relevant than ever. Decisions on money, banking, interest rates, taxation and government spending affect us all, with global consequences. The course will explain complex data in simple terms to different audiences. It develops excellent mathematical, statistical and problem-solving skills.

Course Objectives

- To develop the basic skills in applied mathematics
- To explain the skills in the field of economic analysis and reasoning
- To develop skills in the presentation of data.
- To demonstrate Cobb - Douglas and CES production functions and their properties

Course Outcomes :

The students will be able to

- formulate a dynamic economic problem in mathematical terms
- extend their knowledge of the subject content of mathematical economics, specifically in the area of dynamic methods
- use relevant mathematical techniques

Course Content:

UNIT-1

12 Hrs

Introduction: The changing scenario in economic science-Advantages and Disadvantages of using mathematics in economics.

Functions: Meaning-Distinction between a relation and a function-Functional notations: general, exact and specific forms-Explicit and Implicit forms-Inverse from-Types of functions: Linear, quadratic, cubic, exponential and logarithmic functions-Exponential functions as applied in interest compounding-Their simple

uses in Economics- Market equilibrium-Effects of taxes and subsidy on equilibrium price and quantity-Simple macro model (Keynesian macro equilibrium model).

Matrices: Meaning-Types of matrices-Elementary operations on matrices-Inverse matrix-Methods of solving simultaneous equations using matrices-Determinants and their uses in solving simultaneous equations-Cramer's rule.

UNIT-2

12 Hrs

Differential Calculus: Meaning-Simple derivative rules (one independent variable)-Application of derivatives in Economics.

Partial Derivatives (Two independent variables) - Rules - Uses of partial derivatives in economics.

Elasticity - Definition - Elasticity theorems - Methods of measuring elasticity- Applications of elasticity in Economics: Price elasticity - Substitutes and complements - Income elasticity - Engel's Law - Cost elasticity.

UNIT-3

12 Hrs

Maxima and Minima of functions (one independent variable): Simple applications from Micro Economics.

Maxima and Minima of functions (two independent variables): Unconstrained and constrained models - Applications of maxima and minima in Economics: Theory of consumption (numerical problems of utility maximization) - Theory of production: production function, Producer's equilibrium: output, revenue and profit maximization and cost minimization problems under perfect competition, monopoly, duopoly and oligopoly markets.

UNIT-4

12 Hrs

Homogeneous functions: Cobb - Douglas and CES production functions and their properties - Euler's theorem and adding up controversy; Market Equilibrium: Effects of specific and advalorem taxes on price and output - Effects of subsidies; Walrasian and Marshallian static stability condition. Simple rules of integration - Infinite and definite integral - Calculation of TR and TC functions from their respective MR and MC. Consumer's surplus and Producer's surplus.

Text Books and Reference Books:

1. Allen, R.G.D:"Mathematical Analysis for Economists".

Essential Reading / Recommended Reading

1. R. Veerachamy:"Quantitative Methods for Economists"New Age International Publishers.
2. Chiang, A.C:"Fundamental Methods of Mathematical Economics".
3. Yamane,Taro:"Mathematics for Economists - An Elementary Survey".

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP5062	Economics VI (B) (Entrepreneurial Development - I)	SC	4	0	0	4	4

Course Description:

This course introduces the principles and practices of Entrepreneurial Development. During the course, the students will examine to develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

Course Objectives:

- To develop an entrepreneurial business opportunities
- To demonstrate the dynamic role of entrepreneurship and small business
- To explain the Business Planning Process
- To outline Financial Planning and Control

Learning Outcomes:

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

- Discern distinct entrepreneurial traits
- Know the parameters to assess opportunities and constraints for new business ideas
- Understand the systematic process to select and screen a business idea
- Design strategies for successful implementation of ideas

Course Content:

UNIT I: Entrepreneur & Entrepreneurship:

12 Hours

Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

UNIT II: Business Planning Process:

12 Hours

Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.

UNIT III: Institutions supporting Entrepreneurs**12 Hours**

Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India

UNIT IV: International Entrepreneurship Opportunities**12 Hours**

The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

Reference Books:

1. Small scale industries and entrepreneurship, Dr. Vasant Desai, Himalayan Publishing House
2. Management of small scale industries, Dr. Vasant Desai, Himalayan Publishing House
3. Management of small scale industries, J.C. Saboo Megha Biyani, Himalayan Publishing House
4. Dynamics of entrepreneurial development and Management, Dr. Vasant Desai, Himalayan Publishing
5. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing, Jaipure
6. Beyond entrepreneurship, Collins and Lazier W, Prentice Hall, New Jersey, 1992
7. Entrepreneurship, Hisrich Peters Sphephard, Tata McGraw Hill
8. Fundamentals of entrepreneurship, S.K. Mohanty, Prentice Hall of India
9. A Guide to Entrepreneurship, David Oates, Jaico Publishing House, Mumbai, Edn 2009

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP5070	Employability Skills - III	RULO	2	0	0	2	2

Note: The students will have to undergo Skill Development course being conducted by Training and Placement cell of the University.

SIXTH SEMESTER

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP6010	Political Science VII (Major Constitutional System)	HC	4	0	0	4	4

Course Description

The course will introduce the idea of political system and the account of the making and working of constitutional institutions. This course responds to the curiosity about why a particular arrangement in the constitution was adopted and why not some other, how the institutions grow in the company of actual politics. That is why the contents of the course do not stop at 1950, in fact start off at 1950 and take you to some instances drawn from the political history of the last fifty years or more.

Course Objectives :

- To explain House of Lords and House of Commons of UNITED Kingdom
- To outline House of Representatives and Senate of UNITED States
- To demonstrate the features of the 1982 Constitution of China
- To elaborate Features of the Swiss Confederation Switzerland

Course Outcomes:

The students will be able to:

- Alternate constitutions and systems of governance
- Understand the strengths, weaknesses and potential of the major constitutional system

Course Content:

UNIT I

12 hrs

UNITed Kingdom: Features; House of Lords and House of Commons - Composition, Powers and Functions; Prime Minister and Council of Ministers - Powers and Functions; The King and The Crown – Powers and Functions; Courts –Civil and Criminal Courts; Rule of Law; Party system. .

UNIT II**12 Hrs**

UNITed States: Features; Congress: House of Representatives and Senate - Composition, Powers and Functions; President - Powers and Functions; Supreme Court - Composition, Jurisdiction and Judicial Review; Party system.

UNIT III**12 hrs**

China: Features of the 1982 Constitution ; The National People's Congress - Composition, Powers and Functions; The State Councils –Powers and Functions; President and Premier - Powers and Functions; Judicial Systems-Types of Courts; Cultural Revolution; The Communist Party

UNIT IV**12 Hrs**

Switzerland: Features of the Swiss Confederation; Federal Legislature -National Council and Council of States - Composition, Powers and Functions; Federal Executive: Features, Powers and Functions; Federal Court - Composition and Jurisdiction; Direct Democratic Devices- Referendum, Initiative and Recall; Features of Party System.

Reference Books:

1. Neil Schlagler and Jayne Weisblatt (2013) World Encyclopedia of Political Systems and Parties (Viva Books: New Delhi)
2. Daniele Caramani (2012), Comparative Politics (Oxford University press, New Delhi)
3. A.C.Kapur, Select Constitutions
4. V.K.Khanna, Comparative Study of Government and Politics
5. J.C.Johari, Major Modern Political systems
6. K.K.Ghai, Select Political Systems
7. K.K.Ghai, Modern Governments

Journals:

1. Indian Constitutional Law Review
2. The Journal of Comparative Politics
3. Presidential Studies Quaterly
4. The Comparative Constitutional Law and Administrative Law Quarterly

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP6021	Political Science VIII (A)(International Institution and Foreign Policies)	SC	4	0	0	4	5

Course Description

The Purpose of this course is to give students a basic understanding of what is meant by the phenomenon of globalization, its sources and forms. In addition, students will obtain a familiarity with both key global actors and certain urgent problems that require solutions at global level.

Course Objectives:

- To explain the Evolution and Growth, Purposes, Organs, Achievements and the issues of Environmental and Developmental of UNITED Nations
- To outline the International Organisations and Issues
- To elaborate the Foreign Policies of Select Powers
- To demonstrate the Foreign Policy of India

Course Outcomes

The students will be able to

- To understand the working of international institutions
- To understand the foreign policy of select countries and foreign policy of India

Course Content:

UNIT I

12 Hrs

United Nations: Evolution and Growth, Purposes, Organs, Achievements, Shortcomings; UN and Environmental and Developmental Issues; Reforms and Restructuring of the UNITED Nations; Millennium Development Goals.

UNIT II

12 Hrs

International Organisations and Issues: W.T.O, European Union, ASEAN and SAARC, BRICS; New International Economic Order, North-South and South-South Dialogues

UNIT III

12 Hrs

Foreign Policies of Select Powers: UNITED States, Russia and China.

UNIT IV

12 Hrs

Foreign Policy of India: Evolution and Principles; India and South Asia, West Asia; India and South East Asia –‘Look East’ and ‘Act East Policy’; India and the UNITED Nations; India and her Neighbours.

Reference Books:

1. Bhupinder S Chimni and Siddharth Mallavarapu (2013) International Relations: Perspective form the Global South, Pearson, New Delhi
2. Bimal Prasad (2013) The Making of India’s Foreign Policy: The Indian National Congress and World Affairs, 1885-1947(New Delhi: Vitasta)
3. Shashi Tharoor (2012) PaxIndica: India and the World in the 21st Century (New Delhi: Penguin Books)
4. Mohanan B. Pillai and L.Premashekhara, eds., (2010) Foreign Policy of India: Continuity and Change (New Delhi: New Century Publications)
5. Rajiv Sikri (2009) Challenges and Strategy: Rethinking India’s Foreign Policy (New Delhi: Sage)
6. Raja Mohan C (2003) Crossing the Rubicon: The Shaping of India’s New Foreign Policy (New Delhi: Viking)
7. Fareed Zakaria (2008) The Post-American World (New Delhi: Penguin Books)
8. Vinay Kumar Malhotra International Relations
9. V.P. Dutt Indian Foreign Policy

Journals:

1. International Affairs
2. World Politics
3. India Quarterly
4. Foreign Affairs
5. World Focus

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP6022	Political Science VIII (B) (Personnel and Public Administration)	SC	4	0	0	4	5

Course Description:

This course introduces the principles and practices of Public Administration and Development. During the course, the students will examine to develop and strengthen public administration

Course Objectives:

- To explain the democratic value such as equality, justice, security and order
- To outline the responsibility of determining the policies and programmes of government
- To elaborate the various theories of administration public organizations and public service
- To demonstrate the emerging issues of India

Learning Outcomes:

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

- practicalize the democratic values in there daily life
- Execute the implementation of government policies in society
- Recognise the value and importance of public service

Course Content:

UNIT I: Citizen Centric Administration: 12 Hours

Concept of Citizen Centric Administration: Evolution, Concept, Features and Significance. Functions of Government: Regulatory functions, Service providing functions and Developmental functions.

UNIT II: Public Administration: 12 Hours

Accountability in Public Administration: Parliamentary, Executive and Judicial Control over Administration. Lok Pal and Lok Ayukta.

UNIT III: Administration 12 Hours

Integrity in Administration: Means and Agencies for checking Corruption at Union and State Level.

UNIT IV: Emerging Issues

12 Hours

Emerging Issues: Good Governance, Right to Information. Consumer Protection Act, 2005.

Reference Books:

- Administrative Reforms Commission, 1968. Report on the Machinery Government of India and its procedures of work.
- Basu, Durga Das, 2004, Introduction to the Constitution of India, Twelfth Edition; Prentice Hall of India: New Delhi.
- Battacharya Mohit, 1987, Public Administration: Structure, Process and Behaviour, The World Press Pvt. Ltd., Calcutta.
- Bhambri C.P. 1985. Public Administration, Educational Publishers: Meerut. Chanda, Ashok. 1968. Indian Administration;
- G. Allen and Unwin: London. Chaturvedi, T.N. 1980. Secrecy in Government, IIPA, New Delhi. Jabbra, Joseph G. and Dwivedi, O.P. (ed) 1998, Public Service Accountability, Kumarian Press Inc., Bloomfield CT, U.S.A

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP6030	Journalism-VII (Media Management)	HC	4	0	0	4	4

Course Description:

This course is designed to provide students with detailed insight into the structures, management, processes, economics of and controversies surrounding the management of media industries. The course will be valuable as a part of career preparation for the students interested in working in the administration and management of media industries and in sectors like advertising, media sales and public relations.

Course Objectives:

- To enable in the students an understanding of the organizational and economic structures of print and electronic media industries
- To familiarize the students with new technologies and their impact on the media landscape
- To acquaint the students with issues affecting the management of media enterprises

Course Outcomes:

By the end of the course Students will be able to-

- Analyze individual media business foundations and understand the economic drivers of the media economy
- Perceive the evolution of media in the last 25 years and on key current trends
- Develop an integrated marketing plan using a wide variety of media components that will take a comprehensive approach to a marketing challenge
- Develop hands-on experience as content marketers using journalistic and digital techniques

Course Content:

UNIT – I: Introduction To Media Management

12 Hours

Principles of management - Definitions scope and functions
 Management process
 Essentials of management
 FDI influences on media

UNIT – II: Ownership Patterns in Media

12 Hours

Media Organizations and Structure - Organizational structures of Indian media
 Print and electronic media; ownership patterns of Indian media
 Organizational structure and management of Indian news agencies.

UNIT – III: Audience Measurement**12 Hours**

Media evaluation -Circulation and revenue

Readership measurement systems, ABC, NRS, INS, RNI.

Viewership measurement systems - TRP, TAM, INTAY and other rating systems.

UNIT – IV: Issues Related to Media Management**12 Hours**

Global competition on Indian Media Committees

Reports for committees/commissions; S K Patil committee report; Ashok Chanda committee report; BG

Varghese committee report, Khosla committee report; Joshi committee report; P R Ramaiah committee report.

Practical Component

- Visit to the Media Organization
- Media Evaluation- Readership, Circulation and Popularity
- Report Writing and Presentation

References Books

1. Khandekar, Vanita Kohli .2006. *The Indian Media Business*. New Delhi: Sage Publication.
2. James Redmind and Robert. 2004. *Media Organization Management*. Biztantra: London Response Books,
3. Stantton, W.J. and Futrell, Charles .2003. *Fundamental &Marketing*. New Delhi : MC Graw Hill.
4. Cabera, E F and Bonache. 1999. *An Expert H. R. System for Aligning Organizational Culture &Strategy*. New York: Academic Press.
5. Gouldon, Thons, 1997. *News Management*. London: Willian Heiremamm Ltd.
6. C, Halzer. 1991. *Total Quality Management*. London: Champra & Hall.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP6041	Journalism-VIII(A) (New Media)	SC	2	0	2	4	4

Course Description:

This course provides the students with a critical introduction to the emerging “wired” or “cyber” technologies and the economic and political implications of the same. In this course, the students will learn about the historical development of the Internet and other forms of new media and examine the repercussions of the digital revolution for our Communities, identities, politics, and our daily lives. Students will further learn how to create a web page and how to blog.

Course Objectives:

- Through a variety of online and offline projects, students will develop the skills needed to be an active participant in the new media culture.
- To enable the students to develop a critical, sociologically and historically informed perspective on the digital communication revolution and the Internet

Course Outcomes:

At the end of this course, the students will be able to-

- Define and discuss key theoretical concepts related to new media studies
- Develop technical proficiency to be an active participant in the new media culture.
- Identify and assess the social, cultural and political implications of new media production and consumption process.

Course Content:

UNIT – I: Introduction To New Media

12 Hours

Introduction to New Media- Meaning and characteristics
Interactivity and New Media

Economics of New Media

Intranet to Internet; Information & Knowledge Society

Social Media, Youth and Social Networking; Ethical issues with Social Networking

UNIT – II: Impact Of New Media On Journalism

12 Hours

Understanding New Media- Impact of new media on journalism

Difference of elements between web journalism, traditional journalism and other media

Characteristics of the online writer/journalist; Trends in web/online journalism

Journalism ethics and restraint in new media-Accuracy, Privacy, Fairness, Linking, Journalistic integrity,

Questions of Plagiarism;

UNIT – III: Writing For The Web

12 Hours

Linear vs. nonlinear form

Writing for the screen vs. writing for print

Web page writing and editing techniques

Website vs. web-portal

Web site planning, design and the writer- Basic HTML for writers;

Audience analysis; Content planning, structure; Copyright issues;

Visual Design; Web page elements

UNIT – IV: New Media And Society

12 Hours

Networked Societies

Social relationship and Identity-Online and Offline

E-Governance; Innovations in E-Governance

New Media as Surveillance Technology

Activism in Cyber Space

Practical Component

- An observational field project on use of New media in Panchyats/ rural areas.
- Creating a news portal.
- Learning the basics of the production of a podcast.
- Actively participate in a Cyber Media campaign or do a report on Cyber Activism
- Observational studies on Surveillance technologies, Youth and Social Networking

References Books:

1. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)
2. Stephen McDowell & Kartik Pashupati (nd) ‘India's Internet policies: ownership, control, and purposes’; Unpublished Paper.
3. Kahn, R and D Kellner, 2004 “New Media and Internet Activism: From The Battle of Seattle to Blogging’ *New Media & Society*, Vol. 6, No. 1, 87-95
4. Castells, Manuel. 2004 *The Network Society: a cross-cultural perspective*, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45.)
5. Gill, S.S 2004, *India’s Information Revolution: A Critique*; Rupa, Delhi, 2004.
6. Van Dijk, J. A. G. M. 2005 “ *The Network Society : Social Aspects of New Media*”, Sage Publications,
7. Why activists cannot afford to neglect the Internet by Arun Mehta from *The Public Domain Sarai Reader 01* (P 140-146)
8. Lister, Martin : K. Kelly; J. Dovey S Giddings; & I Grant: 2008, *New Media: A Critical Introduction* , 2nd Routledge, London
9. Everett, A. (2003). Digitextuality and click theory: Theses on convergence media in the digital age. In A. Everett, ed. & J. Caldwell (Eds.), *New media: Theories and practices of digitextuality* (pp. 1–28). New York: Routledge.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP6042	Journalism VIII(B) (Development Communication)	SC	2	0	2	4	4

Course Description:

This course is designed to provide the students with detailed insight into the significance of communication for development. Students in the process shall gain an understanding of how communication strategies in different medium of traditional and mainstream media can help in developmental purposes.

Course Objectives:

- To help the students understand the concept of development.
- To explain students the indicators of development.
- To interpret development issues, particularly in Indian perspective

Course Outcomes:

After the successful completion of the course, students will be able to-

- List the indicators of development
- Classify developmental issues plaguing the developing nations
- Demonstrate communication strategies to tackle developmental issues

Course Content:

UNIT – I: Concept Of Development

12 Hours

Definition, meaning and process of development

Ingredients (5Ms) of development and money generation, MNCs and foreign aid

Characteristics of developing countries i. High dependence on primary sector ii. Unemployment, population iii. Low productivity iv. Low level of living

UNIT – II: Indicators Of Development

12 Hours

Economic and social indicators of development: i. GDP/GNP ii. Human Development Index iii. Physical Quality of Life Index

Other indicators: i. Communication as an indicator ii. Democracy as an indicator iii. Human Rights as an indicator

UNIT – III: Development Issues

12 Hours

Poverty Alleviation

Women and child development
Health and Family Welfare
Tribal rights on forest

UNIT – IV: Media & Development

12 Hours

Use of traditional media for development
Role of print media in development
Contribution of radio & TV to development
ICT for Development

Practical Component:

- Prepare Case Study of a Welfare Scheme
- Devise and conduct a street play on a social issue outside the campus
- Make a PSA on a social cause of your choice (Print or Electronic)

Reference Books:

1. Melkote, Srinivas R, 1991. *Communication for Development in the Third World: Theory and Practice*. Sage Publications
2. Arvind and Rogers, Everett M. 1989, *India's Information Revolution*, Sage Publications, New Delhi
3. Usha Rani, N. 1996. *Folk Media for Development*, Karnataka Book Publishers

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP6050	Economics VII (Indian Economy II)	HC	4	0	0	4	5

Course Description:

This course examines sector-specific policies and their impact in shaping trends in key economic indicators in India. It highlights major policy debates and evaluates the Indian empirical evidence. Given the rapid changes taking place in the country, the reading list will have to be updated annually.

Course Objectives:

- To explain the characteristics of Indian Agriculture
- To outline the structure of Indian industry
- To demonstrate the Financial Markets and Financial system in India
- To elaborate on Indian Public Finance

Course Outcomes:

The students will be able to:

- Analyze the characteristics of Indian Agriculture
- know the structure of Indian industry
- compare the Financial Markets and Financial system in India
- understand the Indian Public Finance

Course Content:

UNIT 1 **12 Hrs** **Indian Agriculture**

Characteristics of Indian Agriculture: Causes of Low Productivity. Land Reforms: Meaning, importance. Evaluation of the Programmes. New technology and Green Revolution and its effects. Effects of Economic Reforms on Indian Agriculture.

UNIT 2 **12 Hrs** **Indian Industry**

Structure of Indian industry -Role of Cottage, Small-scale and Large- scale Industries in India's development. Problems and strategies of industrial development Economic Development -Problems and Solutions Industrial Labor, Industrial Finance, Industrial Policy

UNIT 3 **12 Hrs** **Finance in India**

Financial Markets and Financial system in India; Banking: Role of Indian Commercial Banks - Credit Control Policy of Reserve Bank of India; India's Foreign Trade: Importance of foreign trade for Indian Economy, India's Foreign Trade: Change in volume and direction of trade in the post liberalization period

UNIT 4 **12 Hrs** **Indian Public Finance**

Central and state budgets – revenue account and capital account - Sources of Revenue of Union and State Governments –direct and indirect tax – major heads of expenditures – plan vs. non-plan expenditures, Union-State Financial Relation – Role of Finance Commission of India.

Reference Books :

1. Dutta, R. & K.P.M. Sundaram: Indian Economy, S. Chand & Co. New Delhi
2. Misra, S.K. & V.K. Puri: Indian Economy, Himalayas Publishing Co.
3. Mumbai

4. Agarwal, A.N: Indian Economy, Vikash Publishing Co. Delhi
5. Gupta, S.B: Monetary Planning in India Oxford University Press, Delhi
6. Dhar, P.N: Indian Economy.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./Wk.
B19JP6061	Economics VIII- A (Financial Economics)	SC	4	0	0	4	5

Course Description:

This course aims to introduce the students to the conceptual and practical operations of the financial markets, institutions and instruments in Indian context. Provide an in-depth understanding of the operational issues of capital and money market along with their regulatory framework.

Course Objectives:

- To explain the basic introduction to the Financial Economics
- To outline the Financial Regulations and Financial Sector reforms
- To demonstrate the Equity Market & Stock Evaluation
- To analyze the Stock Risk & Derivative Security Market

Course Outcomes:

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

- Evaluate the performance of financial instrument
- Analyse the trends in the financial market
- Provide advisory and consultancy services to investors and investment banks

Course Content:

UNIT 1 **12 Hrs** **Introduction to Financial Economics**

Role of financial intermediation; financial markets; money vs. capital markets; primary vs. secondary markets; instruments in the money market; instruments in the capital markets; financial institutions.

UNIT 2 **12 Hrs**

Financial Regulations

Money market regulations and credit policy of RBI; capital market regulations of SEBI; legal norms in security trading. Financial sector reforms: Concept of capital account convertibility; lessons from other countries; Indian preparedness to full convertibility.

UNIT 3**12 Hrs****Equity Market & Stock Evaluation**

Private vs. Public placement- IPO and Book building process; stock quotations? stock indexes; stock market performance. Stock evaluation methods; fundamental vs. technical analysis; Efficient Market Hypothesis; Capital Asset Pricing Model; factors affecting stock prices; economic factors; market related factors; firm specific factors; indicators of future stock prices.

UNIT 4**12 Hrs****Stock Risk & Derivative Security Market**

Measures of risk; Beta of the stock; Risk and return framework and investment decisions; methods of determining maximum expected loss. Financial future market; valuation of financial futures; option market; speculation with option market; hedging; arbitrage and foreign exchange futures market.

Text Books and Reference Books:

1. M Y Khan, The Indian Financial System, Tata-McGraw-Hill, 2011.

Essential Reading / Recommended Reading

1. Boddie, K.M., and Ryan, 2003, Investments, McGraw-Hill.
2. Copeland, T.E. and J.F. Weston, 1988, Financial Theory and Corporate Policy, Addison Wesley.
3. Hull, J.M., 2003, Futures, Options and other Derivatives, Prentice Hall.
4. Ross, S.A., Randolph W Westerfield, Bradford D Jordan, and Gordon S Roberts, 2005, Fundamentals of Corporate Finance, McGraw-Hill.
5. Robert C Radcliffe, Investment Concepts, Analysis and Strategies.
6. Machiraju H R, Indian Financial System, Vikas Publishing House.
7. L.M. Bhole, Financial Institutions and Markets.
8. Donald E Fisher, Roland J Jordan, Security Analysis and Portfolio management, Eastern Economy Edition.

Course Code	Course Title	Course Type	L	T	P	C	Hrs./ Wk.
B19JP6062	Economics VIII (B)- Application of Economics to Managerial Issues	SC	4	0	0	4	5

Course Description:

The course aims at Defining Managerial Economics, Economics and Managerial Decision Making, The Economics of a Business, Important Economic Terms and Concepts, The Firm and its Goal, Profit Maximizing Vs Wealth Maximizing, Five Fundamental Questions in Economics, Discounting Principle, opportunity Cost Principle, Economy and Economic System, National Income, Inflation, Monetary and Fiscal Policy.

Course Objectives:

- To explain basic concepts Nature and Scope of Managerial Economics
- To outline the Demand, Cost and Profit Analysis
- To demonstrate the Organizational Design, Principal-Agent Analysis & Incentive Design
- To elaborate the Pricing Policies and Practices

Course Outcomes

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

- Understand the roles of managers in firms
- Understand the internal and external decisions to be made by managers
- Analyze the demand and supply conditions and assess the position of a company
- Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- Analyze real-world business problems with a systematic theoretical framework.
- Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Course Content:

UNIT 1

12 Hrs

Nature and Scope of Managerial Economics

Nature and Scope of Managerial Economics; Basic Economic Tools in Managerial Economics: opportunity Cost Principle, Incremental Principle, Principle of Time Perspective, Discounting Principle and Equi-marginal Principle; Managerial Economist- Role and Responsibilities.

UNIT 2

12 Hrs

Demand, Cost and Profit Analysis

Demand Analysis: Demand Estimation for major consumer durables, non- durable products; Demand forecasting techniques; Cost Estimation, Cost-Volume-Profit Analysis (Break-Even Analysis) : What is C-V-P Analysis? Objectives of C-V-P Analysis, Assumptions of C-V-P Analysis Determination of Break-even point, Profit-Volume Graph, Profit-Volume Ratio, Margin of Safety, Uses and Applications of Break-Even Analysis, Limitations of C-V-P Analysis.

UNIT 3

12 Hrs

Organizational Design, Principal-Agent Analysis & Incentive Design

The Nature of the Firm, the Breadth of the Firm, Assigning Decision-Making Responsibilities, Monitoring & Rewarding performance, Separation of Ownership & Control in the Modern Corporation. Capital Budgeting: What is Capital Budgeting? Need for Capital Budgeting; Different Steps in the Capital Budgeting Process; Nature of Capital Budgeting Problem

UNIT 4

12 Hrs

Pricing Policies and Practices:

Factors Governing Prices, Objectives of Pricing Policy, Price Leadership, Full – Cost Pricing, Mark-up Pricing, Limit Pricing, Marginal Cost Pricing or Variable Cost Pricing, Rate of Return Pricing, Going-Rate Pricing, Peak- Load Pricing, Cyclical Pricing, Pricing over the life-cycle of a product (a) Skimming Price (b) Penetration Price (c) Pricing in Maturity; Product-line pricing, Price Discounts and Differentials, Price Forecasting

Text Books:

1. Varshney,R.L and Maheshwari, K.L - Managerial Economics , Sultan Chand, New Delhi
2. Keat, Paul G and Young, Philip K.Y - Managerial Economics, Pearson Education, New Delhi
3. Mehta, P.L - Managerial Economics, Sultan Chand, New Delhi
4. William F. Samuelson and Stephen G. Marks – Managerial Economics. Wiley Student Edition.
5. Thomas Clarke – International Corporate Governance Routledge, 2007.
6. Anindya Sen – Microeconomics, Oxford University Press.

Reference Books:

1. Debroy, Bibek - Managerial Economics, All India Management Association & Global Business Press
2. James A. Brickley, Clifford W. Smith, Jr., and Jerold L. Zimmereman - Managerial Economics & Organizational Architecture, Tata McGraw Hill.
3. Colley, J, Doyle, J, Logan, G & Stettinius, W – What Is Corporate Governance, McGraw Hill, New York
4. Monks, Robert A G & Minow, Nell - Corporate Governance, Blackwell.
5. Bhattacharya, Harasankar and Sarkhel, Jaydeb – Managerial Economics, Book Syndicate Pvt Ltd, Kolkata

CAREER DEVELOPMENT AND PLACEMENT

Having a degree will open doors to the world of opportunities for you. But Employers are looking for much more than just a degree. They want graduates who stand out from the crowd and exhibit real life skills that can be applied to their organizations. Examples of such popular skills employers look for include:

1. Willingness to learn
2. Self motivation
3. Team work
4. Communication skills and application of these skills to real scenarios
5. Requirement of gathering, design and analysis, development and testing skills
6. Analytical and Technical skills
7. Computer skills
8. Internet searching skills
9. Information consolidation and presentation skills
10. Role play
11. Group discussion, and so on

REVA University therefore, has given utmost importance to develop these skills through variety of training programs and such other activities that induce the said skills among all students. A full-fledged Career Counseling and Placement division, namely Career Development Center (CDC) headed by well experienced senior Professor and Dean and supported by dynamic trainers, counselors and placement officers and other efficient supportive team does handle all aspects of Internships and placements for the students of REVA University. The prime objective of the CDC is to liaison between REVA graduating students and industries by providing a common platform where the prospective employer companies can identify suitable candidates for placement in their respective organization. The CDC organizes pre-placement training by professionals and also arranges expert talks to our students. It facilitates students to career guidance and improve their employability. In addition, CDC forms teams to perform mock interviews. It makes you to enjoy working with such teams and learn many things apart from working together in a team. It also makes you to participate in various student clubs which helps in developing team culture, variety of job skills and overall personality.

The need of the hour in the field of Journalism, Political Science & Economics is not only knowledge in the subject, but also the skill to do the job proficiently, team spirit and a flavour of innovation. This kept in focus, the CDC has designed the training process, which will commence from second semester along with the

curriculum. Special coaching in personality development, career building, English proficiency, reasoning, puzzles, and communication skills to every student of REVA University is given with utmost care. The process involves continuous training and monitoring the students to develop their soft skills including interpersonal skills that will fetch them a job of repute in the area of his / her interest and march forward to make better career. The School of Applied sciences also has emphasised subject based skill training through lab practice, internship, project work, industry interaction and many such skilling techniques. Special training is also arranged for those interested in entrepreneurial venture. The students during their day to day studies are made to practice these skill techniques as these are inbuilt in the course curriculum. Concerned teachers also continuously guide and monitor the progress of students.

The University has also established University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director to facilitate skill related training to REVA students and other unemployed students around REVA campus. The center conducts variety of skill development programs to students to suite to their career opportunities. Through this skill development centre the students shall compulsorily complete at least two skill / certification based programs before the completion of their degree. The University has collaborations with Industries, Corporate training organizations, research institutions and Government agencies like NSDC (National Skill Development Corporation) to conduct certification programs. REVA University has been recognised as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana.

The University has also signed MOU's with Multi-National Companies, research institutions, and universities abroad to facilitate greater opportunities of employability, students' exchange programs for higher learning and for conducting certification programs.

School of Arts and Humanities

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