

**DEPARTMENT OF MANAGEMENT****II YEAR – SEMESTER - IV****HUMAN RESOURCE MANAGEMENT (Core Subject)****UNIT I**

Nature and scope of Human Resources Management – Differences between personnel management and HRM – Environment of HRM – Human resource planning – Recruitment – Selection – Methods of Selection – Uses of various tests – interview techniques in selection and placement.

**UNIT II**

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services – Career development.

**UNIT III**

Remuneration – Components of remuneration – Incentives – Benefits – Motivation – Welfare and social security measures.

**UNIT IV**

Labour Relation – Functions of Trade Unions – Forms of collective bargaining-Workers' participation in management – Types and effectiveness – Industrial Disputes and Settlements (laws excluded)

**UNIT V**

Human Resource Audit – Nature – Benefits – Scope – Approaches.

**REFERENCE BOOKS :**

1. Human Resource Management – V S P Rao
2. Human Resource Management – Ashwathappa
3. Human Resource Management – Garry Deseler
4. Human Resource Management – L M Prasad
5. Human Resource Management – Tripathi.

**BACHELOR OF BUSINESS ADMINISTRATION****(B.B.A)****II YEAR – SEMESTER - III****MARKETING MANAGEMENT (Core Subject) – BB23D****UNIT I**

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

**UNIT II**

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour- Market segmentation - Need and basis of Segmentation -Targeting - positioning.

**UNIT III**

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding -Packaging.

**UNIT IV**

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems. Sales management: Motivation, Compensation and Control of salesmen.

**UNIT V**

A brief overview of: Advertising - Publicity - Public Relations - personal Selling - Direct selling and Sales promotion.

**Recommended Texts**

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd, New Delhi.
3. Crrainfield, Marketing Management, Palgrave Macmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers, Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, New Delhi

## BACHELOR OF BUSINESS ADMINISTRATION

(B.B.A)

### II YEAR – SEMESTER - III

#### **ORGANISATIONAL BEHAVIOUR** (Core Subject) – BB23B

##### UNIT I

Need and scope of organizational behavior - Theories of organization - Individual difference Vs Group intelligence tests - Measurement of intelligence - Personality Tests - Nature - Types and uses of perception.

##### UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories - Measurement - Morale - Importance - Employee attitudes and behavior and their significance to employee productivity.

##### UNIT III

Work environment - Good house keeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership - Types and theories of leadership

##### UNIT IV

Group dynamics - Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

##### UNIT V

Organizational culture and climate - Organizational Development

##### **Recommended Books**

1. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO.Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd, 1st edition
3. S.S. Khanka, Organisational Behaviour, S.Chand & Co, New Delhi.
4. J.Jayasankar, Organisational Behaviour, Margham Publications, Chennai. 3.

**BACHELOR OF BUSINESS ADMINISTRATION****(B.B.A)****III YEAR – SEMESTER - VI****CUSTOMER RELATIONSHIP MANAGEMENT – MEM6A****UNIT-I**

Communication - need/ Mode of communication – barriers, channels of communication - oral - written -listening skill – Verbal skill- interpersonal communication and intra personal communication , Essentials of business letter.

**UNIT -II**

CRM - concept and approach - CR in competitive environment public relation and image building

**UNIT -III**

Banker - customer relationship -retaining and enlarging customer base - customer services - quality circle. .

**UNIT -IV**

Nature and types of customer - complaint redressal methods Talwar and Goiporia committee report, customer service committee, customer day - Copra Forum - ombudsman.

**UNIT - V**

Market Segment - Customer Data Base - Market Research. Review and Evaluation of Customer Satisfaction.

**Recommended Books**

- 1.H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

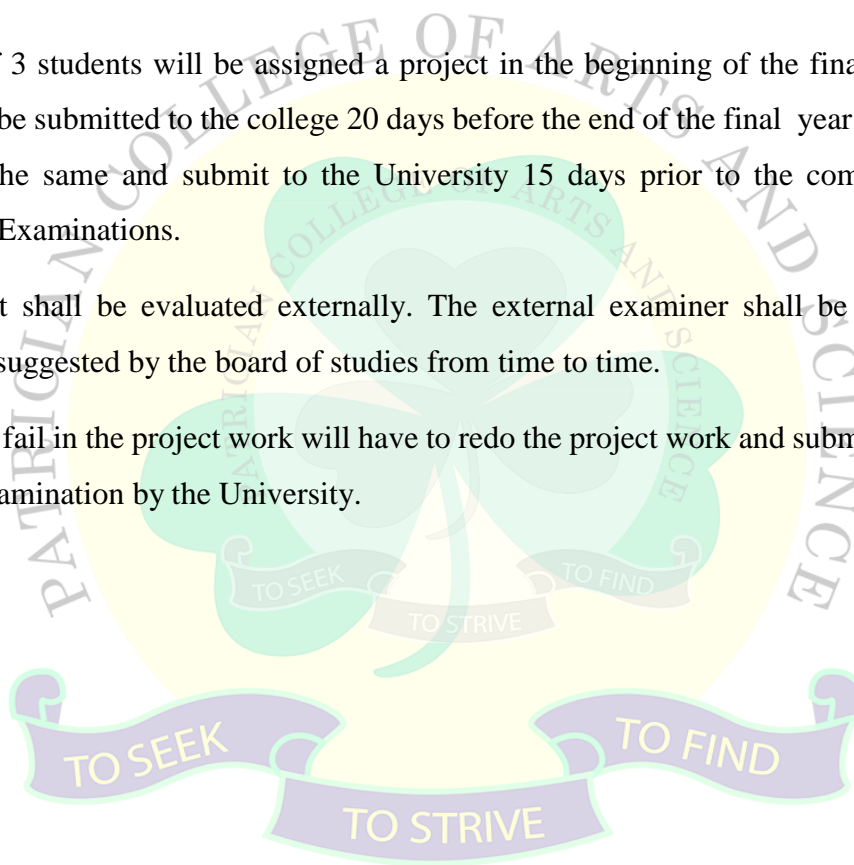


**BACHELOR OF BUSINESS ADMINISTRATION****(B.B.A)****III YEAR – SEMESTER - VI****Elective - III : PROJECT WORK (GROUP) – MAM60**

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the University 15 days prior to the commencement of the University Examinations.

The project shall be evaluated externally. The external examiner shall be from the panel of examiners suggested by the board of studies from time to time.

Those who fail in the project work will have to redo the project work and submit to the college for external examination by the University.





## DEPARTMENT OF CORPORATE SECRETARYSHIP

UNIVERSITY OF MADRAS  
SEMESTER –II  
SYLLABUS

Business communication

**CORE PAPER II – COMPANY LAW AND SECRETARIAL PRACTICE – I**  
**SUB CODE: CYA1B****Unit – I**

Evolution of Company Law – Meaning and Characteristics of a Company – New concept in modern company law - Comparative analysis and benefits of different business models - Illegal Association – Lifting of Corporate Veil - Role and Importance of Company Secretary – Key Managerial Personnel – Compliance Officer – Compulsory Appointment – Qualification and Disqualification - Powers, duties, and responsibilities of Secretary – Resignation and removal of Company Secretary - Officer in default.

**Unit – II**

Incorporation of Company – Memorandum and Articles of Association – Provision for Entrenchment - effect of registration - Commencement of business- Alteration of Memorandum and Articles of Association - Doctrine of Constructive notice-Ultra vires and Indoor Management - Duties of Company Secretary in the formation and Incorporation of company.

**Unit - III**

Prospectus – Matters to be stated in the prospectus – Offer of Securities for sale - Shelfprospectus - Red hearing prospectus - Civil and Criminal Liability for mis-statement of prospectus – Statement in lieu of prospectus – Punishment for Personation for acquisition of securities – Global Depository Receipt - Securities and Exchange Board (SEBI) - Powers to regulate issue and transfer of Securities – Private placement - Role of secretary in the issue of Prospectus.

#### Unit – IV

Share Capital – Meaning and Kinds – Alteration of Capital – Issue of further Capital, Rights issue, Bonus issue, Private and Preferential allotment – rules and regulations relating to the issue of capital - Role of Company Secretary in the issue of capital - Dematerialization and Re-materialization of securities - Reduction of Share capital and the procedure there for – Buy back of securities – Issue of share capital at a premium and discount – Rules relating to the same.

#### Unit – V

Meaning of the term member and difference between a member and share holder and contributory. How to become a member - rights and responsibilities of a member - Transfer and Transmission of Shares ( including depository mode) – Nomination and its importance – Who can be admitted as a member - Manner of becoming a member – Can a member be removed- Statutory register to be maintained – Electronic mode.

#### Reference Books:

Dr.B.Ravi – Company Law and Secretarial Practice (New Companies Act 2013).

Taxman's Companies Act, 2013, Taxman Publications, New Delhi.

Vinod Kothari, Understanding Companies Act 2013, Jain Book Agency, New Delhi.





## **ALLIED- I PAPER II –(b) BUSINESS COMMUNICATION**

**SUB CODE: AY21B**

### **UNIT - 1**

Analysis of business letter - Basic Principles in drafting - Appearance and layout - Letter style.

### **UNIT - II**

Various types of business letters - letter of enquiry - quotations - Offers - Orders - Cancellation - Complaints and Settlement.

### **UNIT – III**

Circular - Status enquiries - collection Letters - Application for a situation - Letter of recommendation - Reference Letters.

### **UNIT - IV**

Company Correspondance - Correspondance with Shareholders - Debenture holders / F.D holders, Government Departments, Statutory Bodies - Office staff, customers and Public and Directors.

### **UNIT - V**

Report writing - Format - Report style and language – Report by individuals and committees - Report on meeting - Speeches writing - Role of computers in Business Correspondence.

### **REFERENCE BOOKS**

- 1 [L.Gartside - Modern Business Correspondence](#)
- 2 Ramesh And Pattnesh - Effective Business English And Correspondence
- 3 Bhal And Nagamiah - Modern Business Correspondence
- 4 Koralahalli - Bussiness Correspondence

### SEMESTER III

#### CORE PAPER V – CORPORATE ACCOUNTING – I-CYA3C

##### UNIT-I

Shares – kinds of shares - Issue of Shares – *Prorata* allotment – Forfeiture - Reissue –Sweat Equity shares – Rights issue – Underwriting of Shares – Firm underwriting.

##### UNIT-II

Preferences shares – Types of Preference Shares – issue and Redemption of preference shares – conditions for Redemption - Redemption out of Capital – Redemption out of profits – Capital redemption Reserve – Bonus issue – Buy Back of shares.

##### UNIT-III

Debentures – Kinds- Issue of Debentures at par – premium – Discount – Loss on issue of Debentures – Conversion of Debentures – Redemption of debentures – Sinking fund Account – Purchase and cancellation of own debentures – Cum-interest and Ex-interest quotations.

##### UNIT – IV

Acquisition of business – purchase consideration – Calculation of goodwill. – Profits prior to incorporation – Time Ratio – Sales Ratio – Treatment of pre-acquisition profit.

##### UNIT – V

Preparation and presentation of Company Final Accounts – legal provisions – Format of Balance Sheet – Format of Profit and loss account – Preparation of balance sheet and Profit and loss account with Simple adjustments – Managerial Remuneration.

##### REFERENCE BOOKS:

1. R.L.Gupta – Corporate Accounting
2. Jain & Narang – Company Accounts
3. T.S.Reddy & A.Murthy – Corporate Accounting
4. Shukla & Grewal – Advanced Accounting
5. Chakraborty – Advanced

Accountancy      **Web      References**

[https://www.icai.org/post.html?post\\_id=14495](https://www.icai.org/post.html?post_id=14495)

<https://www.icsi.edu/media/webmodules/Corporate%20and%20Management%20Accounting.pdf>

**SEMESTER – IV****CORE PAPER VII – CORPORATE ACCOUNTING – II-CYA4C****UNIT – I**

Amalgamations – meaning – types - AS 14 – Conditions - Amalgamation in the nature of Merger – Amalgamation in the nature of purchase – Pooling of interest method – Purchase method – Calculation of purchase consideration – Entries in the books of Transferor and Transferee company (intercompany investments excluded)

**UNIT – II**

Reconstruction – meaning – Difference between internal and external reconstruction – Methods – Capital Reduction – Journal entries – Resultant balance sheet.

**UNIT – III**

Liquidation – Calculation of Liquidator's Remuneration - Liquidator's final statement of receipts and payments

**UNIT – IV**

Goodwill - meaning – factors – Methods of calculation – Simple average profit – Weighted Average profit – Calculation of Adjusted profit – Calculation of Average capital employed – Normal profit - Super profits method – Capitalization method - Annuity methods – Sliding scale method.

**UNIT – V**

Valuation of shares – need – methods – Net asset basis or Intrinsic value method - Yield method – valuation based on rate of dividend – valuation based on rate of earnings - valuation based on price earnings ratio – Capitalizations factor – Valuation based on productivity factor – Fair value of shares.

**REFERENCE BOOKS:**

1. R.L.Gupta – Corporate Accounting
2. Jain & Narang – Company Accounts
3. T.S.Reddy & A.Murthy – Corporate Accounting
4. Shukla & Grewal – Advanced Accounting
5. Chakraborty – Advanced Accountancy

**WEB REFERENCES**

[https://www.icaai.org/post.html?post\\_id=14495](https://www.icaai.org/post.html?post_id=14495)

<https://www.icsi.edu/media/webmodules/Corporate%20and%20Management%20Accounting.pdf>

**CORE XIII – ELECTIVE - ENTREPRENEURIAL DEVELOPMENT**

SUB CODE: CYE5A

**UNIT I**

Concept of Entrepreneurship – Entrepreneurship – Meaning – Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneur.

**UNIT II**

Entrepreneurial Development – Agencies - Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organisation - Small Industries Service Institute - All India Financial Institutions (IDBI, IFCI, ICICI, IRDBI.)

**UNIT III****PROJECT MANAGEMENT**

Business Idea Generation Techniques - Identification of Business Opportunities - Feasibility Study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report Tools of Appraisal.

**UNIT IV**

Entrepreneurial Development Programmes (EDP) - their role, relevance and achievements - Role of Government in organizing EDPs - critical evaluation.

**UNIT V****ECONOMIC DEVELOPMENT & ENTREPRENEURIAL GROWTH**

Role of Entrepreneur in economic growth - strategic approaches in the changing economic scenario for Small-Scale Entrepreneurs – Networking - Niche play, Geographic Concentration, Franchising / Dealership - Development of Women Entrepreneurship.

**REFERENCE BOOKS:**

1. Srinivasn N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development
3. Vasant Desai- Project Management
4. Jayashree Suresh- Entrepreneurial Development
5. Holt- Entrepreneurship- New venture creation
6. J.S. Saini & S.K. Dhameja- Entrepreneurship & Small business
7. P.C. Jain- Handbook for New entrepreneurs
8. Dr. C.B. Gupta & Dr. S.S. Khanka- Entrepreneurship & small business



**CORE PAPER XVII – INDIRECT TAXES**

SUB CODE: CYA6D

**UNIT I****TAXATION AND TAX SYSTEM IN INDIA**

History of Taxation – Elements of Tax – Objectives of Taxation – Canons of Taxation – Tax System in India – Classification of Taxes.

**UNIT II****CENTRAL EXCISE**

Basic Concepts – Types of Excise Duties – Definition of some terms – Classification of Goods – Levy and Collection of Tax – Sec 4 & 4A Valuation of Goods – Administrative setup of Central Excise – Registration – Excise and Exports – Excise and Small Scale Industries – CENVAT.

**UNIT III****CUSTOMS ACT 1962**

Customs Act – Definition, Concepts and Scopes – Levy and Collection of Customs Duty – Classification of Goods – Assessment of Duty – Valuation of Goods under Customs Act – Prohibition on Importation & Exportation of Goods – Demand and Recovery of Customs Duty – Clearance of Goods – Baggage.

**UNIT IV****CENTRAL SALES TAX (CST) & TAMILNADU VAT**

Historical background of CST Act – Definition of terms – Inter-State Sales – Exemptions from CST – Registration of Dealers – Levy and Collection of CST – Provisions of Tamil Nadu VAT – Dealers – Registration – Input Tax Credit – Levy of Tax.

**UNIT V****SERVICE TAX**

Growth of Service Sector – Elements of Service Tax – Different Services on which tax is payable – Service Tax payment.

**REFERENCE BOOKS:**

1. V.S. Datey - Indirect Tax law and practice.
2. T.S. Reddy & Dr. Y. Hari Prasad Reddy - Business Taxation.
3. N.S.Govindan – Indirect Taxes made Easy

**SEMESTER - V****CORE PAPER IX – MANAGEMENT ACCOUNTING-CYA5E****UNIT I**

Management Accounting – Meaning, Scope, Importance and Limitations - Management Accounting vs. Cost Accounting - Management Accounting vs. Financial Accounting.

Analysis and interpretation of Financial Statements, nature, objectives, and tools – methods - Comparative Statements, Common Size Statement and Trend Analysis.

**UNIT II**

Ratio analysis - interpretation, benefits and limitations. Classifications of ratios - liquidity, profitability, turnover, Computation of ratios – Preparation of Balance sheet.

**UNIT III**

Funds – meaning – schedule of changes in working capital – Funds from operation – Fund flow Statement – AS 3 – Cash flow from Operating Activities - Direct Method – Indirect Method – Investment Activities – Financing Activities - Cash Flow Statements – (Simple problems Only)

**UNIT IV**

Budget and budgetary control- meaning, objectives, merits and demerits - types of budgets- production, cash and flexible budgets.

**UNIT V**

Marginal Costing (excluding Decision-Making) - Absorption Costing and Marginal Costing - CVP Analysis - Break-Even Analysis - Break Even Chart.

**REFERENCE BOOKS**

1. Dr. Maheswari S.N.- Management Accounting
2. Chadwick- The Essence of Management Accounting
3. Sharma and ShashiK.Gupta- Management accounting
4. T.S. Reddy &Y. Hari Prasad Reddy.
5. Hansen/ Mowen- Cost management accounting and control.



**CORE PAPER XIV –  
INDUSTRIAL LAWS -CYA6B**

**W.E.F.2019-2020**

**For the Students admitted from the Academic year 2017-18**

**UNIT I**

**FACTORIES ACT 1948**

Definitions – Health – Safety – Welfare – Working Hours of Adults – Employment of Women – Employment of Young Persons – Leave with Wages.

**UNIT II**

**INDUSTRIAL DISPUTES ACT 1947**

Definitions – Authorities under the Act – Reference of Disputes – Procedures and Powers of Authorities – Strikes and Lock-outs – Lay-off & Retrenchment – Special Provisions relating to Lay-off, Retrenchment & Lock-outs

**UNIT III**

**THE WORKMEN COMPENSATION ACT 1923**

Need for the Act – Scope & Coverage of the Act – Definitions – Employer's liability for Compensation (Section 3) including Theory of Notional Extension & Occupational Diseases – Defences available to Employer – Amount & Distribution of Compensation – Notice & Claim – Medical Examination - Obligations & Rights of Employers & Employees - Schedules to the Act

**UNIT IV**

**EMPLOYEES STATE INSURANCE ACT 1948**

Objects-definitions-ESI corporation, functions- contribution and recovery- benefits- penalties for false claims

**UNIT V**

**EMPLOYEES PROVIDENT FUND AND MISCELLANEOUS PROVISION ACT, 1952**

Objects- definition- provident fund schemes- contribution and recovery – penalties and offences

**REFERENCE BOOKS:**

1. N.D.Kapoor – Industrial Law.
2. P.C.Tripathi - Industrial Law.
3. Dr.M.R.Sreenivasan - Industrial Law.

**SEMESTER -VI**

**ELECTIVE PAPER II – INSTITUTIONAL TRAINING**

**CYE6Q**

**W.E.F.2019-2020**

**(For the Students admitted from the Academic year 2017-18)**

Supervised Institutional Training shall be an integral part of B.Com (Corporate Secretaryship) Degree Course. It is a sort of job testing programme designed to bridge the gap between theory & practice and create a natural interest in the practical aspects of the Company Secretaryship so as to stimulate trainee's desire to face its challenges and problems.

The training should be given under the joint supervision and guidance of the Training Officer of the Institution and Faculty member of Corporate Secretaryship of the college. The details of the training given and the assessment of each student in that regard should be fully documented.

The duration of the training shall be for a period of 30 days during the third year. The training shall broadly relate to

- (a) Office Management
- (b) Secretarial Practice.

The training relating to Office Management may be designed to acquaint the trainees with:

1. Company's activities, organization structure, departments and authority relationship.
2. Study of layout, working conditions, office maintenance, safety and sanitary conditions.
3. Study of the Secretarial service, communication, equipments, postal and mailing services and equipments.
4. Acquaintance with office machines and equipments and accounting, machines.
5. Acquaintance with filing department, sales, purchases, sales accounts, salary, administration and personnel departments.

The training pertaining to Secretarial Practice shall be on all aspects of the, functions of a corporate secretary.

The following types of organizations may be selected for the training:

1. Public Limited Companies (Both Industrial and Commercial).
2. Statutory bodies, Public Enterprises and Public Utilities like L.I.C., Electricity Board, Housing Board and Chambers of Commerce, Cooperative Societies and banks.
3. Office Equipment Marketing Organizations.
4. Office of a Practicing Chartered Accountant, Cost Accountant or Company Secretary.

### 1.3 Curriculum Enrichment

In view of the objective of the course to prepare the students to become professionals like Chartered Accountants, Cost Accountants and Company Secretaries, it is proposed to give on the job training with Practicing Chartered Accountants, Cost Accountants or Company Secretaries. For Institutional training the students may either select to go to a company or to a practicing professional.

The paper on Institutional Training shall carry hundred marks and Internal and External Viva - Voce based on a report submitted by the candidate, under the guidance of the faculty member of the respective colleges assisted by the training officers of the Institutions providing training.

The students undergoing training in Chartered Accountant/Cost Accountant /Company Secretary's office shall prepare a report on any Public Ltd Company Listed in BSE or NSE. The Report shall include information about the profile products, projects, milestones, performance specifically analysis of financial performance for the past 5 years of the selected company.

The report shall be around 50 typed pages, excluding tables, figures, bibliographies and appendices. The department of the respective college shall value the report. The marks shall be sent to the University before 31st March of the Third year. A candidate failing to secure the minimum for a pass (40%) shall be required to resubmit this report to the department and the marks after valuation shall be forwarded to the University before the commencement of the examination.

The external examiner in consultation with internal, examiner should conduct Viva- Voce and evaluate the report.





**DEPARTMENT OF SOCIAL WORK****SEMESTER – I****CORE PAPER – I****SOCIAL WORK PROFESSION- HISTORY AND PHILOSOPHY****CREDITS: 4****TOTAL TEACHING HOURS: 64****OBJECTIVES OF THE COURSE**

- To appreciate the history and philosophy of Social Work and its emergence as a profession.
- To comprehend its underlying ideologies, philosophical base, theories and approaches to practice.
- To understand social work as a profession – its beliefs, values and principles.
- To develop an understanding of the various methods and fields of Social Work practice.
- To gain an understanding of current trends in Social Work practice.

**UNIT I****Social Work Profession**

Social Work Profession: Meaning and Definition of Social Work as a Profession, Origin and Growth of Social Work Profession in India, Goals and Functions, Principles and Scope of Social Work Profession, Beliefs and Values, Code of Ethics (NASW)

**UNIT II****Historical Development of Social Work Profession**

Overview of Historical Development of Social Work in UK and USA; Historical Development of Social Work in India - Social Service and Traditional Social Institutions; Contribution of Social Reformers – Raja Ram Mohan Roy, Sarojini Naidu, Periyar, Gandhi, Contributions of Religious

**1.3 Curriculum Enrichment**

thought to Social Work, Contributions of Christian Missionaries to social development, Role of INGOs, NGOs and civil society organisations.

**UNIT III****Introduction to Social Work and Social Work theories**

Social Service, Social Security, Social Change, Social Welfare, Social Policy, Social Planning, Social Action, Social Development, Empowerment; Social Work Theory-Conceptual understanding of Theory, Importance of Theory in Social Work, Major Theories in Social Work - Problem Solving Model, Behaviour Modification Model, and Crisis Intervention Model.

**UNIT IV****Fields of Social Work Practice**

Health, Mental Health, Community Development, Child Rights, Legal and Correctional settings, Family, Vocational Rehabilitation, Education, Economic and Social Development, Rural Development, Urban Development, Industrial, and Environment.

**UNIT V****Social Work Education**

Social Work Education in India, Importance of Field Work and Supervision in Social Work Education, Professional Associations - International Federation of Social Workers (IFSW), The National Association of Social Workers (NASW), National Association of Professional Social Workers in India (NAPSWI), and the Professional Social Worker's Association (PSWA)

**BOOKS FOR REFERENCE**

- Adams, R. *Social Work and Empowerment*. New York: Palgrave Macmillan, 2003.
- Alston, M. and Mckinnon, J. *Social Work – Fields of Practice*. Australia: Oxford U P, 2003.
- Banks, S. *Ethics and Values in Social Work*. New York: Palgrave Macmillan, 2001.
- Black, K., J. *Development in Theory and Practice- Paradigms and Paradoxes*. Jaipur: Rawat, 2007.
- Bogo, M. *Social Work Practice- Concepts, Processes and Interviewing*. New York: Columbia University Press, 2006.
- Clark, L., C. *Social Work Ethics – Politics, Principles and Practice*. New York: Palgrave Macmillan, 2001.
- Desai, M. *Ideologies and Social Work- Historical and Contemporary Analyses*. Jaipur: Rawat, 2006.
- Doel, M. and Shardlow, M., S. *Modern Social Work Practice- Teaching and Learning in Practice Settings*. London: Ashgate, 2005.
- Dominelli, L. *Social Work-Theory and Practice for a Changing Profession*. New Delhi: Rawat, 2005.
- Joshi, S., C. *Hand Book of Social Work*. New Delhi: Akansha, 2004.
- Payne, M. *Modern Social Work Theory*. New York: Palgrave MacMilan, 2005.





## 1.3 Curriculum Enrichment

- Payne, M. *The Origins of Social Work - Continuity and Change*. New York: Palgrave Macmillan, 2005
- Subhedar, T. S. *Field Work Training in Social Work*. Jaipur: Rawat, 2001.
- SumitDutta. *Social Work and Social Development*. New Delhi: Wisdom Press, 2013.
- Thompson, N. *Understanding Social Work- Preparing and Practice*. New York: Palgrave Macmillan, 2002.

**Core Paper – II - FIELD WORK - I****LAB SESSIONS AND OBSERVATION VISITS**

These are structured experiences in a skill lab setting, which provide an opportunity of “learning by doing” in a safe environment. Learning about social realities, others and self is essentially through inputs, group experiences and simulation games. The skill lab sessions equip students with knowledge, attitudes and practice skills in keeping with social work values, beliefs and ethics. The students are exposed to social realities existing in society, a critical analysis of such situations and the need to work towards human development.

The observation visits aim to make the students oriented to various organisation in the field of social work, such as non-governmental organisations involved in welfare and development activities, government bodies involved in development work, hospitals and health care organisations, organisations in the care of aged, women and children

**OBJECTIVES OF FIELD WORK**

- To develop understanding of situations in the world of reality through experiencing situations in a laboratory settings, using imagination and fantasy.
- To develop the capacity to reflect over one's own behaviour, and its effect on self and others and with the help of the facilitator, develop understanding of the same.
- To develop skills to establish relationship with clients and client groups by participating in games for listening, verbal communication and understanding non-verbal messages – body language and life skills.
- To acquire skills of observation and develop an understanding of society's response to social problems through various services.
- To develop understanding and appreciation and ability to critically evaluate the efforts of voluntary and government programmes.
- To develop an appreciation of the significances of social work intervention in these programmes by recording.

The **topics** for **field Lab** Sessions:

- a. Self-Awareness
- b. Communication skills
- c. Interpersonal relationship.
- d. Indian social problems
- e. Values and ethics in Social Work.
- f. Leadership and personality development.



## 1.3 Curriculum Enrichment

The **visits** to the organisations include:

- a. Children
- b. Elderly
- c. The differently abled (physically/mentally)
- d. Governmental agencies involved in Social Work

**METHOD OF ASSESSMENT**

1. Presentation of consolidated report on various lab sessions and observation visits.

**ALLIED PAPER – I****SOCIOLOGY FOR SOCIAL WORK****CREDITS: 4****TOTAL TEACHING HOURS: 64****OBJECTIVES OF THE COURSE**

- To understand Sociology as a discipline and its relevance for Social Work
- To initiate an understanding of basic Sociological concepts about society, its structure and dynamics
- To create the ability among students to analyse the Indian Social system, Social Phenomena & Social problems

**UNIT I****Sociology as a discipline and its relevance for Social Work**

Sociology – Introduction and Definition, Relationship between Sociology & Social Work

Difference between Sociology and Social Work, Basic Concepts in Sociology – Society – Definition & types, Community, Institution, Social Organisation, Social Structure, Association.

**UNIT II****Individual in Society**

Socialisation & Social Control - Definition, Agents – Family & Parents, Peers or age mates, Teachers, Literature & Mass Media of Communication, Functions and Importance of socialisation. Social Control - formal and informal means., Culture: Definition, Two components of culture – Material & Non- material, Cultural lag; Folkways, Mores, Norms. Social Processes – Cooperation, Competition, Conflict, Accommodation and Assimilation.



**1.3 Curriculum Enrichment****UNIT III****Social groups and Social institutions**

Social Groups: Meaning, Definition, Types, Functions and Characteristics.  
Classification of Groups - Primary Group, Secondary Group, Reference Group, Social Institutions:  
Definition, Meaning and Types - Family, Marriage, Kinship, decent.

**UNIT IV****Social Stratification**

Definition, Caste, Class and Gender – Changing patterns, Impact of caste on Indian Society  
Social Mobility, Gender roles & Gender discrimination in India

**UNIT V****Social Change & Social Movements**

Social Change - Concept of social change, Nature and Characteristics of Social change, an introduction to the factors contributing to Social change – Geographic or the Physical Factors, Biological Factors, Cultural Factors, Technological Factors, Social legislation and Social change, Education and Social Change. Social changes in India. Social Movements - Concepts, Types, Meaning, Factors essential for a social movement, Social reform

**BOOKS FOR REFERENCE**

- Dhanagare, D., N. *Indian Sociology*. Jaipur and New Delhi: Rawat, 1993.  
Frances, V., Moulder. *Social Problems of the Modern World*. U.S.A.: Eve Harward, 2000.  
Mac, Iver R., M. and Page, C., H. *Society: An Introductory Analysis*. Chennai: Macmillan, 1990.  
Ram, Ahuja. *Social Problems in India*. Jaipur and New Delhi: Rawat, 1997.  
Rao Shankar, C.N. *Principles of Sociology*. New Delhi: S.Chand  
Sharma, Rajendra, K. *Indian society – Institutions and Change*. New Delhi: Atlantic, 1997.  
Shepard, Jon, M. *Sociology*. New York: West Publishing Co, 1981.  
Upadhyaya, Sharma, V., P. *Contemporary Indian Society* New Delhi: Anmol, 1992.

**SEMESTER II****CORE PAPER – III****SOCIAL WORK PRACTICE WITH INDIVIDUALS****CREDITS: 4****TOTAL TEACHING HOURS: 64****OBJECTIVES OF THE COURSE**

- To introduce the various methods of Social Work practice
- To enable and identify the appropriate usages of the various methods in practice
- To equip students with knowledge in various models of Case Work.

**Unit I****Introduction**

Introduction to the methods of Social Work – Definition, Meaning - Case Work, Group Work, Community Organisation, Social Action, Social Work Administration and Social Work Research as practice methods . Integrated Method of Social Work, Shifts in focus of practice – from expert/professional to collaborative partner

**Unit II****Social Case Work**

Historical Evolution of Case Work - Objectives, Principles, Philosophy, Values, Skills and Techniques of Case Work, ComponentsofSocialCaseWork– Person,Place,Problem,Process,(4p's)andCase work Relationship.

**Unit III****Models of Social Case Work**

Meaning of Theory and Model, Psychosocial Model, Client Centered Model, Life Model perspective in Social Case Work.

**Unit IV****The Helping Process**

Phase I- Psychosocial Study, Psychosocial Assessment

Phase II- Intervention Plan and Goal Setting, Intervention

Phase III- Termination, Evaluation and Follow up

**Unit V****Recording and Supervision in Social Case Work**

Recording in Social Case Work – Definition, Types, Need and Importance of Recording

Supervision in Case Work – Meaning, Need and Importance

Role of a Social Case Worker in different settings – Medical, Child Guidance Clinics, Correctional Settings, Family and Child Welfare Settings and Geriatric Care.

**BOOKS FOR REFERENCE**

Bhattacharya, Sanjay. *Social Work, An Integrated Approach*. New Delhi: Deep & Deep, 2004.  
DatarSudha, Ruma, Bawikar et al. *Skill Training for Social Workers- A Manual*. New Delhi: Sage, 2010.





## 1.3 Curriculum Enrichment

- Hamilton, Gordon, *Theory & Practice of Social Case Work 2<sup>nd</sup> Edition*. Jaipur: Rawat, Indian Reprint, 2013.
- Hepworth, D.H. & J.A. Larsen. *Direct Social Work Practice: Theory and Skills*. Dorsey Press, 1993.
- Hollis, F. *Case Work: A Psychosocial Therapy*. New York: Random House, 1964.
- Mathew, Grace. *An Introduction to Social Casework*. Mumbai TISS, 1992.
- Misra, P.D. & Beena Misra. *Social Work Profession in India*. Lucknow: New Royal Book, 2004.
- Perlman, Helen Harris, *Social Casework*, Chicago: The University of Chicago Press, 1957.
- Pippins, J. *Developing Case Work Skills*. USA: Sage, 1980.
- Trevithick, Pamela. *Social Work Skills – A Practice Handbook*. 2nd Edition. Jaipur: Rawat, 2009.

**Core Paper – IV - FIELD WORK - II****LAB SESSIONS AND OBSERVATION VISITS**

These are structured experiences in a skill lab setting, which provide an opportunity of “learning by doing” in a safe environment. Learning about social realities, others and self is essentially through inputs, group experiences and simulation games. The skill lab sessions equip students with knowledge, attitudes and practice skills in keeping with social work values, beliefs and ethics. The students are exposed to social realities existing in society, a critical analysis of such situations and the need to work towards human development.

The observation visits aim to make the students oriented to various organisation in the field of social work, such as non-governmental organisations involved in welfare and development activities, government bodies involved in development work, hospitals and health care organisations, organisations in the care of aged, women and children

**OBJECTIVES OF FIELD WORK**

- To develop understanding of situations in the world of reality through experiencing situations in a laboratory settings, using imagination and fantasy.
- To develop the capacity to reflect over one's own behaviour, and its effect on self and others and with the help of the facilitator, develop understanding of the same.
- To develop skills to establish relationship with clients and client groups by participating in games for listening, verbal communication and understanding non-verbal messages – body language and life skills.
- To acquire skills of observation and develop an understanding of society's response to social problems through various services.
- To develop understanding and appreciation and ability to critically evaluate the efforts of voluntary and government programmes.
- To develop an appreciation of the significances of social work intervention in these programmes by recording.

The **topics** for **field Lab** Sessions:

- g. Reality walk – meeting various people and understanding reality life situations.
- h. The City slums through an NGO involved in developmental work.



## 1.3 Curriculum Enrichment

- i. Time Management
- j. Societal Analysis
- k. Stress Management and Problem Solving

The **visits** to the organisations include:

- e. Children
- f. Elderly
- g. The differently abled (physically/mentally)
- h. Governmental agencies involved in Social Work
- i. Government hospitals – specific departments

Skill training in alternate media of communication – street theatre, folk songs and folk dance

**METHOD OF ASSESSMENT**

- 2. Presentation of consolidated report on various lab sessions and observation visits.
- 3. Presentation of the alternate media for communication in a slum community.

**ALLIED PAPER – II****PSYCHOLOGY I****HUMAN GROWTH AND DEVELOPMENT****CREDITS: 45****TOTAL TEACHING HOURS: 64****Objectives:**

- To understand the principles of human development process
- To develop an understanding of the developmental task
- To learn to apply human growth and development principles for better social work interventions

**Unit I****Introduction to Psychology**

Definition of Psychology, Fields of Psychology- General, Developmental, Abnormal, Social, Counselling, Community Psychology, Relationship between Psychology and Social Work  
Relevance of Psychology for Social Work Practice

**Unit II****Human Growth and Development**



**1.3 Curriculum Enrichment**

Meaning of growth and development, principles of development, life span, 3A's of happiness and unhappiness during life span.

**UNIT III**

Prenatal period: Characteristics, conception, pregnancy, delivery and hazards during prenatal period. Infancy: Characteristics, major adjustments and hazards of infancy. Babyhood: Characteristics and developmental tasks. Childhood: Early childhood-Characteristics, developmental tasks and hazards, Late childhood- Characteristics, developmental tasks and hazards.

**UNIT IV**

Puberty: Characteristics, causes, age, body change, effects of change and hazards. Adolescence: Characteristics, developmental tasks, physical, social, psychological changes and hazards. Adulthood: Characteristics, developmental tasks, vocational adjustments, marital adjustments, personal, social, vocational and marital hazards.

**UNIT V**

Middle age: Characteristics, developmental tasks, physical, psychological, social and vocational adjustments, social, personal, vocational and marital hazards. Old age: Characteristics, developmental tasks, adjustment to physical changes, changes in motor and mental ability, vocational adjustments and hazards.

**BOOKS FOR REFERENCE**

- Bee, Helen. Mitchell, Sandra. *The Developing Person-A Life Span Approach*. Ed2, New York Harper and Row, 1984.
- Engler, Barbara, *Personality Theories-An Introduction*. Ed3, Boston: Brooks Cole Learning, 1991.
- Mangal, S K., *General Psychology*. New Delhi: Sterling, 2010
- Spect, Riva. Craig, Grace J., *Human Development-A Social Work Perspective*. New Jersey: Prentice Hall, 1982
- Vankhede, A N., *Handbook of Psychology*. New Delhi: Wisdom Press, 2012.
- Coleman, James, *Abnormal Psychology and Modern Life*. Ed 5, Mumbai: D.B Taraporewala & Sons, 1976.
- Compton, Beulah. Galaway, Cournoyer, *Social Work Processes*. Ed 7, USA: Brooks Cole Learning, 2005
- Corner Ronald, J., *Abnormal Psychology*. New Delhi: Wisdom Press, 2012
- Hurlock, Elizabeth, *Developmental Psychology-A Life Span Approach*. Ed 5, New Delhi: Tata





## 1.3 Curriculum Enrichment

McGraw Hill, 1995.

Morgan, Clifford T., King, A., Richard Weisz., John .R. and Schopler, *Introduction to Psychology*. New York: Tata McGraw Hill, 1986

**SEMESTER III****CORE PAPER – V****SOCIAL WORK PRACTICE WITH GROUPS****CREDITS: 4****TOTAL TEACHING HOURS: 60****OBJECTIVES OF THE COURSE**

- To acquire knowledge of the objectives, characteristics values of working with groups.
- To understand the significance of the methods and their uses in the Indian context and equipping students with a broad range of skills in social work practice.
- To develop the necessary skills to apply the methods of working with groups.

**UNIT I****(10 hours)****Introduction to Groups**

Definition, Meaning, and types of groups and their characteristics - Open and closed groups, Treatment Groups: Educational, Growth, remedial and socialization. Task Groups: Committees, councils, teams; Therapeutic Groups: T groups, and group counseling. Significances of social groups in the life of the individuals and families

**UNIT II****(10 hours)****Introduction to Group Work**

Definition, Meaning, Goals, and characteristics of Group Work. Historical evolution of social group work practice .Principles of Group work, purposive programming planning, guiding group interaction, handling conflict, building team spirit, monitoring evaluation, follow up.

**UNIT III****(10 hours)****Basic skills and techniques of working with groups**

Skills or working with groups: skills in identifying potential groups, skills in forming groups, skills in strengthening groups, facilitation and leadership.



## 1.3 Curriculum Enrichment

**UNIT IV****(15 hours)****Stages in Social Group Work**

Forming and assessing groups: Group formation, Formulation of objectives, individual and group goals, Planning assessment, Implementation and intervention in groups.

Stages of group development – Identifying barriers to change and managing them Termination and Evaluation.

**UNIT V****(15 hours)****Recording in Group Work and the Role of a Group Worker in Different Settings**

Recording – Types and uses; Role of a Social Group Worker in different settings – Community Development Settings, Residential Settings, Clinical, Schools, Addiction Centres

**BOOKS FOR REFERENCE**

- Bhatt R.M. *Records of Group Work Practice in India*. Baroda University : Baroda, 1960.
- Bhattacharya, Sanjay. *Social Work an Integrated Approach*. New Delhi: Deep & Deep, 2008.
- Doel, Mark & Sawda, Catherine. *The Essentials of Group Worker*. London: Jessica Kingsley, 2003.
- Douglass, Tom. *Group Processes in Social Work – A Theoretical Synthesis*. New Delhi: Thomson, 1979.
- Garvin, Charlesd.D. Gutierrez, Lorraine .M. Galinsky, Maeda. J. *Handbook of Social Work with Groups*. New York : The Guildford, 2006.
- Johnson and Johnson. *Joining Together: Group Theory and Group Skills*. New Delhi: Premier, 1982.
- Konopka Gisela. *Social Group Work – A Helping Process*. London: Prentice Hall, 1963 2nd Edition.
- Mark, Doel. *Using Group Work*. London: Routledge, 2010.
- Milson, Fred. *An Introduction to Group Work Skills*, London: Routledge and Kegan Paul, 1973.
- Misra P.D. and Beena Misra. *Social Work Profession in India*. Lucknow: New Royal, 1979.
- Trecker. Harleigh, B. *Social Group Work- Principles and Practice*. New York: Association Press, 1970.
- Toseland, R.W. Rivas. R.F. *An Introduction to Group Work Practice*. New York: Macmillan, 1984.

**1.3 Curriculum Enrichment****Core Paper – VI - FIELD WORK – III****RURAL CAMP AND CONCURRENT FIELD WORK**

The students will attend the rural camp before concurrent Field Work begins. The broad aim of Field Work is to provide opportunities for students to apply the knowledge learnt in the classroom situations and to plan, implement and evaluate these experiences while working with individuals, groups and communities. These will be in keeping with the placement agency's philosophy, policy and goals and use of guided supervision.

**OBJECTIVES OF FIELD WORK**

- To develop an understanding of the rural social system with special reference to a specific poverty group
- To develop an understanding of government intervention in relation to poverty groups in the region and the related structures of decision-making and intervention
- To develop the capacity to appreciate and make a critical analysis of interventions of both voluntary organisation and the government agencies
- To experience in-group living, appreciate its value in terms of self-development, interpersonal relationships, sense of organisation, management and mutual responsibility
- To acquire skills in planning, organising, implementing the camp
- To understand the organisation, its philosophy and goals and to prepare an organisation's profile
- To understand the community, the needs and problems of the communities by preparing a community profile
- To analyse the organisations' structure, functioning and it's networking strategies

**METHODS OF ASSESSMENT**

1. A seminar will be organised to present group papers to cover the activities of the camp.
2. A report on their observations and learning of the organisations and Community.

**ALLIED PAPER – III****PSYCHOLOGY II****HUMAN BEHAVIOUR****CREDITS: 4 TOTAL TEACHING HOURS: 60****Objectives:**

- To understand the basic concepts of human behavior.
- To gain knowledge on psychological base of human behavior.
- To get an insight on the individuals to become an effective social worker.

**UNIT – I (12 hours)**



**1.3 Curriculum Enrichment****Introduction**

Human Behaviour: Meaning, basic concepts, understanding human behavior and Personality

Personality- Definition. Personality Traits and Dimensions to describe Personality

Theories related to Structure and Development of Personality. Psychoanalytic (Freud),

Psychosocial Development (Erickson), Social Learning (Bandura), Humanistic (Rogers)

**UNIT II (12 hours)**

Sensation- meaning, Perception: meaning, perceptual process, factors in perception and perceptual selectivity. Learning: meaning, process, theories of learning and types of learning. Memory: registration, retention and recall. Intelligence: concept, level of intelligence and theories of intelligence.

**UNIT – III (12 hours)**

Motivation: concept, theories and types of motives. Emotions: nature and characteristics emotional expressions, adaptive and disruptive qualities of emotions.

**UNIT IV (12 hours)**

Attitude: meaning, types of attitudes, attitude formation, attitude change, stereo types and prejudices. Adjustment: concept of adjustment and maladjustment, factors in adjustment, stress, frustration, conflict and defense mechanisms.

**UNIT V (12 hours)**

Concept of Mental Health, Minor and Major mental disorders, Community Mental Health. Community Based Mental Health.

**BOOKS FOR REFERENCE**

Bee, Helen. Mitchell, Sandra. *The Developing Person-A Life Span Approach*. Ed2, New York Harper and Row, 1984.

Compton, Beulah. Galaway, Cournoyer, *Social Work Processes*. Ed 7, USA: Brooks Cole Learning, 2005

Corner Ronald, J ., *Abnormal Psychology*. New Delhi: Wisdom Press, 2012  
Engler, Barbara, *Personality Theories-An Introduction*. Ed3, Boston: Brooks Cole Learning, 1991.

Mangal, S K., *General Psychology*. New Delhi: Sterling, 2010

Morgan, Clifford T., King, A., Richard Weisz., John .R. and Schople, *Introduction to Psychology*. New York: Tata McGraw Hill, 1986

Vankhede, A N., *Handbook of Psychology*. New Delhi: Wisdom Press, 2012

**Core Paper – VIII - FIELD WORK - IV****CONCURRENT FIELD WORK**

The broad aim of Field Work is to provide opportunities for students to apply the knowledge learnt in the classroom situations and to plan, implement and evaluate these experiences while working with individuals, groups and communities. These will be in keeping with the placement agency's philosophy, policy and goals and use of guided supervision.

**OBJECTIVES OF FIELD WORK**

- To develop an understanding and sensitivity towards the needs and problems of individuals and families
- To identify 3 cases and draw up a face sheet
- To draw up a family profile of two families
- To execute simple referrals
- To identify groups in existence and study the functions/ activities of the group
- To conduct a group activity with any one existing group in the community
- To visit and interact with different groups that exists in the community (Youth, Women, Children and Senior Citizens).

**METHODS OF ASSESSMENT**

1. In relation to task and personal growth.
2. An internal viva voce will be conducted.

**ALLIED PAPER – IV****ECONOMIC AND POLITICAL SYSTEMS AND PROCESSES**

**CREDITS:4TOTAL TEACHING HOURS: 60**

**OBJECTIVES OF THE COURSE**

- Understand the importance of economics and politics for social work.
- Understand the Indian political and economic system and be able to examine problem situations in the field.
- Develop skills in analyzing the political & economic processes in the context of development/under development.
- To know the performance of Five Year Plans in India and to realize the significance of economic & political aspects of planning.

**UNIT I****Introduction to Economic and Political Systems****(12 Hours)**

Relationship between economics, politics & social work; Economic concepts for social work: Poverty, unemployment, Rural and Urban Economy, Rural-Urban Gaps, Urbanisation and Industrialisation as economic processes. Concept of Development and Underdevelopment, economic growth. Indicators of Development: Human Development Index, Human Poverty Index, Gender Development Index. Millennium Development Goals (MDG). Sustainable Development Goals (SDGs).

**UNIT II****(12 Hours)**

**Economic systems:** Types of Economy: Capitalists, Socialists and Mixed economy. The Indian economic system, Concept of welfare in relation to economic development; Economic planning under the constitution, Five Year Plans- an overview, poverty and under development in the third world countries with special reference to India.





## 1.3 Curriculum Enrichment

**UNIT III****(12 Hours)**

**Political concepts for Social Work:** Politics, State, Power and Authority, Government, Nation and Nationality; .Political Socializations, Participation and Culture; Political Parties; Political system: Definition, types of political system based on power and authority; Centre and State relations in Indian Federation. Officials of the Political System - President, Prime Minister, Council of Ministers – Cabinet Ministers of State – Governor , Chief Minister, Comptroller and Auditor General of India

**UNIT IV****(12 Hours)**

**The Indian Constitution:** features, fundamental rights and Duties, Directive Principles of state policy. Demographic governance, rural and urban, administrative patterns, role of civil societies in promoting development.

**UNIT V****(12 Hours)**

Overview of problems in the economic and political system of India – systemic / structural and functional. Analysis of economic and political policies.

**BOOKS FOR REFERENCE**

- Agarwal, A.N. *Indian Economy: Nature, Problem and Progress*. New Delhi: VikasNiraj Prakash, 1994
- Bhat, Anil. *Development and Social Justice - Micro Action by Weaker Section*. New Delhi: Sage Publications, 1989.
- Bhattacharya, S. *Social Work Administration and Development*. Jaipur: Rawat, 2006.
- Dahiwal, S. M. *Understanding Indian Society - The Non-Brahmanic Perspective*. Jaipur: Rawat Publications, 2006.
- Dutt, Ruddar, Sundharam, K.P. M. *Indian Economy*. New Delhi: Chand & Company, 2006.
- Kumar, H. *Social Work and Developmental Issues*. New Delhi: Aakar Books, 2005.
- Jogdand, P.G. and Michael. S. M. *Globalisation and Social Movements - Struggle for a Humane Society*. Jaipur: Rawat Publications, 2006.
- Pant, S.K. *Human Development- Concept and Issues in the Context of Globalisation*. Jaipur: Rawat, 2006.
- Papalia, D. Wendkos, S. and Feldman, R.D. *Human Development*. New Delhi: Tata McGraw - Hill, 2004.
- Phadke, V. S. and Banerjee, Guha, S. *Urbanisation Development and Environment*. Jaipur: Rawat, 2007.
- Radhakrishna, R. and Shovan, Ray. *Handbook of Poverty in India - Perspectives, Policies and Programmes*. New Delhi: Oxford University Press, 2006.
- Verma, K. Manish. *Development, Displacement and Resettlement*. Jaipur: Rawat, 2004.

### Core Paper – XII - FIELD WORK - V

#### CONCURRENT FIELD WORK

The broad aim of Field Work is to provide opportunities for students to apply the knowledge learnt in the classroom situations and to plan implement and evaluate these experiences while working with residents in an institution. These will be in keeping with the placement agency's philosophy, policy and goals and use of guided supervision.

#### OBJECTIVES OF FIELD WORK

- To organise and conduct a programme based on the needs assessed
- To develop skills in resource mobilisation
- To identify 3 cases and draw up a face sheet and case analysis
- To execute simple referrals
- To identify groups in existence and study the functions/ activities of the group
- To conduct groups work with any one existing group
- To acquire the skills in report writing
- To acquire the basic skills of administration

#### METHODS OF ASSESSMENT

1. In relation to tasks achieved and personal growth
2. An internal viva voce will be conducted.



#### SEMESTER VI

#### CORE PAPER – XIII

#### FIELDS OF SOCIAL WORK

CREDITS: 4

TOTAL TEACHING HOURS: 60

#### OBJECTIVES OF THE COURSE

- To develop an understanding regarding the macro level of practice in Social Work
- To develop skills in students to envisage, plan and work out strategies in working with different macro level interventions





## 1.3 Curriculum Enrichment

**Unit I****Social Work with Family, Children, Adolescents and Youth (12 hours.)**

Intervention with Family and Children – Indian Families, Prospects and Problems, Problems of Children, Children in Special Circumstances, Emerging Issues in the Areas of Family and Child Welfare, Services in the Field of Family and Child Welfare, Role of Social Worker; Intervention with Adolescents and Youth – Definition, Demographic Profile, Needs, Specific Problems and Services for Youth, School Social Work, Role of Social Worker, National Policy on Youth

**Unit II****Social Work with the Senior Citizens (12hours.)**

Definition of the Aged, Changes – Physiological, Economic and Social, Common Problems of the Elderly, Services for the Senior Citizens. Legislation and Policies for the Senior Citizens

**Unit III****Social Work with Rural and Urban Communities (12 hours.)**

Definition of Rural and Urban Community and Rural and Urban Community Development, Emerging Trends in Urban and Rural Development. Current Issues in Urban Areas, Different Services in the Field of Urban and Rural Community Development, Role of Social Worker

**Unit IV****Social Work with the Displaced (12 hours.)**

Meaning, Causes, Problems of Displacement, Social, Economic, Psychological, Cultural, Rehabilitation, Problems of Rehabilitation – Awareness, Resources, Opportunities. Legislations – The Displaced Persons Claims and Other Laws Repeal Bill (2004), Programmes, Services, Role of Social Worker

**Unit V****Social Work with Industries (12 hours.)**

Definition, Concept, Meaning – Labour Welfare and Industrial Relations, Industrial Welfare Measures, The Need and Importance of Social Work Services in the Field of Labour Welfare and Industrial Relations

**BOOKS FOR REFERENCE**

- Brandon, M., Schofield, G., and Trinder, L. *Social Work With Children*. New York: Palgrave, 1998.
- Colton, P., Sanders, M., R., and Williams, M. *An Introduction to working with Children – A Guide for Social Workers*. New York: Palgrave Macmillan, 2001.
- Devi, Laxmi. *Child and Family Welfare- Institute for sustainable development.*, New Delhi: Anmol. 1998
- Johri, P., K. *Social Work for Community Development*. New Delhi: Amol, 2005.
- Kaila, H., L. *Women, Work And Family*. New Delhi: Rawat, 2005.
- Liebig, S., P., Rajan, I., S. *An Aging India- Perspectives, Prospects and Policies*. Jaipur: Rawat, 2005.
- Ledwith, M. *Community Development*. Jaipur: Rawat, 2005.
- Katare, M., P. *Social Work and Rural Development*. New Delhi: Arise, 2006.
- Kumar, S. *Methods for Community Participation – A Complete Guide for Practitioners*, New Delhi: Vistaar, 2002.



## 1.3 Curriculum Enrichment

- Mohan, S. *Urban Development New Localism*. New Delhi: Rawat, 2005.
- Nagpaul, H. *Social Work in Urban India*. Jaipur: Rawat, 2005.
- Phillips, I., Ray, Mo, Marshall, M. *Social Work With Older People*. New York: Palgrave Macmillan, 2006.
- Radhakrishna, R., and Ray, Shovan. *Handbook of Poverty in India- Perspectives, Policies and Programmes*. New Delhi: Oxford University Press, 2006.
- Sandhya, N. *Indian Society*. New Delhi: Vrinda Publications (P) Ltd., 2005.
- Sharma, Ram Nath and Sharma, Rachana. *Child Psychology*. New Delhi: Atlantic, 2006.
- Twelvvetrees, A. *Community Work*. New York: Palgrave, 2002.
- Verma, K., Manish. *Development, Displacement and Resettlement*. Jaipur: Rawat, 2004.

**CORE PAPER – XIV****WOMEN DEVELOPMENT- ISSUES AND CONCERNS****CREDITS: 4****TOTAL TEACHING HOURS: 60****OBJECTIVES OF THE COURSE**

- To gain an understanding of Gender positions in society
- To enable students comprehend the various domains of development and its impact on men and women
- To understand the various approaches to development processes specifically for women
- To empower students with skills in social work practice for women's development

**Unit I****Introduction – Gender and Development****(12 hours.)**

Gender and Development – Meaning and Definition, Women in the Development Process: Need and Importance, Developmental Rights of Women, WID, WAD, GAD, GEM, Significance of Women's Development; Positive and Negative Indices of Women Development.

**Unit II****Basic Concepts in Understanding Women's Development****(12 hours.)**

Sex and Gender, Gender Stereotypes, Gender Relations, Gender Division of Labour, Gender Roles and Responsibilities, Gender Discrimination, Equity and Equality, Gender Mainstreaming, Concept of Patriarchy, Feminism.





## 1.3 Curriculum Enrichment

**Unit III****Issues and Concerns related to Women****(12 hours.)**

Socialization of the Girl Child, Dowry, Widowhood, Foeticide, Rape, Sexual Abuse, Domestic Violence, and Problems faced by Female Headed Households, Feminization of Poverty, women and health, maternal health, Reproductive health, Women in Media, Rights of the Girl Child, Problems of Women at Work- Women's Triple Role, Invisibility of Women's Work, Glass Ceiling, Women and Self-Employment, Self-Help Groups Micro-Enterprises and Women's Development.

**Unit IV****Legislations Related to Women****(12 hours.)**

Legal Rights of Women with Reference to Inheritance, Adoption, Education, Employment, Health, Marriage, Divorce and Maintenance, CEDAW – Convention on Elimination of All Forms of Discrimination Against Women and Girls.

**Unit V****Empowerment Strategies for Women****(12 hours.)**

Empowerment: Definition and Meaning, Types and Levels of Women's Empowerment, Needs of Women – Practical and Strategic Needs of Women (PGN/SGN), National Policy for Empowerment of Women 2001, Government Policies and Programmes, Social Work and Women's Empowerment

**BOOKS FOR REFERENCE**

- Devandar, Kiran. *Status and Positions of Women in India*. New Delhi: Shakti Books, 1985.
- Kanhere U.S. *Women and Socialisation*. New Delhi: Mittal, 1980.
- Kaushik, Susheela. *Women's Oppression – Patterns and Perspectives*. New Delhi: Shakti Books, 1985.
- Kidwai M.H. *Women under different Social and Religious Laws*. New Delhi: Seema, 1979.
- Marilee Karl. *Women and Empowerment - Participation and Decision Making*. London: Zed, 1995.
- Marilyn Carr, Martha Chen, Renana Thabvala. *Speaking Out: Women's Economic Empowerment in South Asia*. London: IT Publications on behalf of Aga Khan Foundation Canada and UNIFEM, 1996.
- Neera Desai and Maitreyi Krishnaraj. *Women and Society in India*. New Delhi: Ajanta, 1987.

### Core Paper XV - FIELD WORK - VI

#### CONCURRENT FIELD WORK

#### OBJECTIVES OF FIELD WORK

- To record systematically using the Integrated Social Work process
- To enable students practice the Integrated Approach in specialised settings
- To record systematically using the Integrated Social Work process
- To acquire the skills of fund raising and resource mobilisation
- To acquire the skills in report writing
- To acquire the basic skills of administration
- To develop skills working with different client systems using the integrated approach in practice – integrating methods

#### METHODS OF ASSESSMENT

1. In relation to tasks achieved and personal growth and change
2. An external viva voce will be conducted.

A comprehensive viva voce of all the six semesters fieldwork learning will be conducted.

### CORE PAPER – XVI

#### RESEARCH PROJECT

**CREDITS: 4**

**TOTAL TEACHING HOURS: 60**

#### OBJECTIVES:

- To train the students to design research problem.
- To orient the students about research methodology, data collection and data analysis.
- To equip the students to compile a project report.

#### RESEARCH REPORT FORMAT

Title Page  
Acknowledgement  
Certificate  
Declaration  
Table of Contents  
List of Tables  
List of Charts

#### Chapter I-Introduction

- General view about your research problem
- National and International issues related to the research problem

**1.3 Curriculum Enrichment**

- Legislations related to research problem
- Statistical report related to research problem
- Present situation in Tamilnadu
- Profile of the study organization

**Chapter II - Review of literature**

- Research studies from different sources (Journals, Articles, Books, online resources)
- In Chronological order and reviews from 2010.

**Chapter III - Research Methodology**

- Title of the study
- Operational definition
- Aim of the study
- Objectives of the study
- Statement of the problem
- Scope of the study
- Pilot study
- Research design
- Universe of the study
- Sampling Technique (Sample size 30)
- Sources of Data collection
- Tools of Data collection
- Pre-test (with 3 samples)
- Limitations of the study
- Chapterisation

**Chapter IV - Data Analysis and Interpretation**

- Simple tables
- Percentage analysis
- Diagrammatic Representation

**Chapter V - Findings, Suggestions and Conclusion**

Summary, Findings, Discussions, Suggestions, Conclusion

References: APA Format – 6<sup>th</sup> Edition

**Appendix****RESEARCH GUIDELINES**

1. Introduction chapters should contain the basic concepts and theoretical

## 1.3 Curriculum Enrichment

background of the study for about 10 pages.

2. Profile of the study organization has to be given briefly not exceeding five pages.

3. Minimum 15 reviews have to be given in the review of literature chapter concerning previous studies related to the research topic.

4. Should be typed in "TIMES NEW ROMAN" font, Size 12.

5. Should be typed in one side of the A4 sheet.

6. Projects should be hard bound and the covers should be in uniform colour. (as prescribed by the Department)





**ELECTIVE- II****1. HEALTH CARE****CREDITS: 5****TOTAL TEACHING HOURS: 60****OBJECTIVES OF THE COURSE**

- To understand the concept and dimensions of health – physical, social, environmental and mental health.
- To give the student an insight into etiology, symptoms, treatment and prevention of communicable disease, non-communicable diseases, deficiency diseases and physical handicaps.
- To appreciate indigenous systems and their influence on holistic health
- To help the student understand the role of the government in the health issues

**UNIT I****(12 hours)****Health Concepts**

Health - Definition, Hygiene – importance of personal hygiene, Illness, Disease and Handicap, changing concepts of health, Dimensions - Physical, Social, Mental, Spiritual and Positive Health, determinants and philosophy of health.

Factors affecting health - Personal hygiene and health – importance, problems associated with lack of personal hygiene – eyes, nose, teeth, mouth, gums, nail, skin, ear, hair, clothing sunlight posture, sleep and personal sanitary habits, poverty, ignorance, superstition and beliefs, Sanitation – meaning and importance.

**UNIT II****(12 hours)****Diseases**

Clinical aspects of major communicable diseases – leprosy, TB, STD, AIDS, Poliomyelitis, malaria, cholera, typhoid and diarrhoeal diseases.

Clinical aspects of major non-communicable diseases – cancer, diabetes, asthma, hypertension, cardiac disorders.





## 1.3 Curriculum Enrichment

**UNIT III****(12 hours)****Nutrition**

Malnutrition, Clinical aspects of deficiency diseases.

**Environmental**

Water, air, vector control, housing, noise, radiation, waste disposal.

**Mental health**

Mental Health - Definition, History, Characteristics of a Mentally Healthy Person, Types of Mental Illness – Definition, Meaning, Types, Causes, Symptoms, Treatment and Prevention - Major and Minor Mental Illnesses – Schizophrenia, MDP, Anxiety, Phobia, OCD, Hysteria) Psycho-Physiological Disorders - Definition, Meaning, Types, Causes, Symptoms, Treatment and Prevention – Respiratory Disorders, Digestive Disorders

**UNIT IV****(12 hours)****Factors contributing to health**

Food hygiene, balanced diet, Indigenous system of health – Siddha, Unani, Ayurveda, Yoga, Naturopathy, Relaxation Therapy, Meditation, Exercise.

**UNIT V****Health Care Services****(12 hrs.)**

Voluntary Health Agencies in India – Role of - Indian Red Cross Society, Indian Council for Child Welfare, Tuberculosis Association in India, Central Social Welfare Board, Family Planning Association of India

Health Programmes in India – Overview of National Malaria Eradication Programme, Diarrhoeal Diseases Control Programme, National Filarial Control Programme, National Tuberculosis Control Programme, STD Control Programme

Role of International Organisations – WHO, UNICEF, FAO

**BOOKS FOR REFERENCE**

Abraham, Verghese. *Introduction to Psychiatry*. BI Pub, 1996.

Bajjee. *Textbook of Preventive and Social Medicine*. New Delhi: Jaypee Brothers Medical Publishers, 1995.

Chauhan, S., S. *Mental Hygiene – A Science of Adjustment*. New Delhi, 2009.

Mangal, S., K. *Introduction to Abnormal Psychology*. New Delhi: Sterling Publishers, 2004.

Park, J., E., and Park, K, *Textbook of Preventive and Social Medicine*. Jabalpur: Banarsidas, 2011.

Park, K. *Textbook of Prevention and Social Medicine*. Jebelpur: Banaridas, 2011.



## 1.3 Curriculum Enrichment

**ELECTIVE- I****2. HUMAN RIGHTS AND SOCIAL JUSTICE****CREDITS: 4 TOTAL TEACHING HOURS: 60****OBJECTIVES OF THE COURSE**

- Develop sensitivity to the problems and concerns in Indian Society
- Develop ability for analysis of Indian society and identify the roots of the problems and also the structures that sustain them.
- To understand Human Rights with specific reference to special groups.

**UNIT I****(12 hours)**

Concept of human rights and classification of human rights, Importance of Human Rights. Human rights and social justice concerns in Indian society: inequality, injustice, oppression, social economic, political structures of Indian society, and their effect on social development and ecology. Globalization and its impact on human rights.

**UNIT II****(12 hours)**

Human rights concern – the U.N. Declarations of Human Rights. Introduction to the Conventions – Civil and Political and Economic, Social and Cultural.

**UNIT III****(12 hours)**

The Preamble, Fundamental Rights and duties under the Indian Constitution, Directive principles of State Policy, Law and social justice in India, a critical assessment.

**UNIT IV****(12 hours)**

Justice Issues and Human Rights with Specific Reference to Women, Children, Dalits, Environment, Unorganised Labourers, Disabled and Tribes.

**UNIT V****(12 hours)**

Role of Social Work in Relation to Human Rights. Mechanism of securing social justice: First Information Report, Public Interest Litigation, Legal Aid, Lok Adalats, role of organizations working in the field of Human Rights - advocacy, role of social action.

**BOOKS FOR REFERENCE**

- Agarwal, H.O, *International Law and Human Rights*, Central law Publications, 2002.
- Alok Chakravati, *Protecting Human Rights*, Reference Press, New Delhi, 2003
- Bajwa G.S, *Human Rights in India*, Anmol Publishers, 1995
- Gupta D. N, *Human Rights Acts, Statutes and Constitutional Provisions*, Kalpaz Publications, 2003
- Jayashree P.M, *Dalit Human Rights Violation*, Vol.1, National Campaign, 2000
- Khanna, H.R, *The Judicial System*, 11 P.A, New Delhi, 1980
- Ramphal, *Perspectives in Human Rights*, Rawat Publications, 2001
- Syed, M. H, *Human Rights-The New Era*, Kilaso Books, 2003



**DEPARTMENT OF SOCIAL WORK – PG****APPENDIX - (R & S)  
UNIVERSITY OF MADRAS  
MASTER OF SOCIAL WORK (MSW)****SYLLABUS  
SEMESTER – I****CORE PAPER I – Social Work Profession - History and Philosophy****Total Teaching Hours: 60****Objectives**

- To gain an understanding of the history and philosophy of Social Work and its emergence as a Profession
- To develop insights into the origin and development of Voluntary organization
- To appreciate Social Work as a Profession and to recognize the need and importance of Social Work Education and training
- To develop an understanding of the various models of professional practice and its application
- To provide an awareness of the changing trends in Social Work practice and Education

**Unit 1**

**Historical Evolution of Social Work;** International Perspectives: UK, USA, Social Work in India: Socio-cultural and religious thought; Contributions of Social Reformers and Social Movements - E.V.R. Periyar, Raja Ram Mohan Roy, Ambedkar; Dalit and Backward Class Movements, Gandhian ideology and Sarvodaya Movement; Christian Missionaries, Gandhian Social Work, India as a Welfare State, Contributions of Voluntary organisations.

**Unit 2**

**Social Work Profession;** Meaning & definition; basic concepts; goals and functions; methods and fields; origin and growth in India: scope and status, International/ national bodies and forums, social work education; importance of fieldwork and supervision; problems and status; bodies/ forums in education, curriculum recommendations of UGC.

**Unit 3**

**Social Work Ideologies, Theories and Approaches;** Ideologies: Philanthropy, humanitarianism, welfarism, socialism, democracy, marxism, equality, human rights and social justice; Models: welfare, developmental, empowerment and advocacy models, approaches: remedial, rehabilitative, preventive and promotive approaches, rights based, participatory, indigenous approaches, anti-discriminatory practice.

**Unit 4**

**Philosophy of Social Work Profession;** Values, Beliefs and Principles of the Profession; Code of Ethics: Evolution of Code of Ethics, IFSW & IASSW Ethics in Social Work, Statement of Principles, Declaration of Ethics for Social Workers (SWEF -1997).

**Unit 5**

**International Social Work;** Concept, definition, meaning and need, global issues, basic concepts, principles and assumptions; values, beliefs and goals; practice levels and sectors; approaches: personal, social, developmental, global; multicultural, international and transnational practice models; Global Agenda; Global Standards; Skills for practice; Dilemmas in practice.





## 1.3 Curriculum Enrichment

**BOOKS FOR REFERENCE**

1. Cox David, Manohar Pawar, *International Social Work; Issues, Strategies and Programmes*. New Delhi; Vistaar. 2006.
2. Dominelli, L.D., *Social Work: Theory and Practice for a Changing Profession*. Cambridge:Policy. 2004.
3. Watson David (ed), *Code of Ethics of Social Work-The Second Step*. London: Routledge and Kegan Paul.1971.
4. Antony A. Vass, *New Directions in Social Work- Social Work Core Knowledge Values and Skills*. New Delhi: Sage, 1996.
5. Cox David, Pawar Manohar, *International Social Work; Issues, Strategies and Programmes*. New Delhi: Vistaar, 2006.
6. University Grants Commission, *I and II Review Commission on Social Work Education*. New Delhi: University Grants Commission, 1992.
7. Dominelli, L.D., *Social Work: Theory and Practice for a Changing Profession*. Cambridge: Policy Press, 2004.
8. Midgley, J., *Social Work in International Context: Challenges and Opportunities for the 21st Century*. In M. Reisch & E. Gambrill (Eds.), *Social Work in the 21st Century* (pp. 59-67). CA: Thousand Oaks, Pine Forge, 1997.
9. Payne, M., *Modern Social Work Theory: A Critical Introduction*, Hong Kong; Maxmillan Education, 1991.
10. Reisch Michael, Eileen Gambrill, *Social Work in the 21st Century*. New Delhi: Pine Forge Press, 1997.

**CORE PAPER II – Work with Individuals (Case Work) Total Teaching Hours: 60****Objectives**

- To understand Social Case Work as a method of Social Work and develop skills in Social Work practice
- To comprehend theory and models and apply them in direct practice with individuals
- To become aware of the scope of using the methods in various settings

**Unit 1****Introduction to Working with Individuals (Social Casework);**

Historical development of Social Case Work as a Method of Social Work, Concept and Definition, Philosophy, Values, Principles, Skills, Components, Case Work Relationship: Empathy, Skills in Building Relationship, Transference and Counter Transference, Difference between Casework, Counselling and Psychotherapy

**Unit 2****The Helping Process**

Phase I- Psychosocial Study, Psychosocial Assessment  
Phase II- Intervention Plan and Goal Setting, Intervention  
Phase III- Termination, Evaluation and Follow up.

**Unit 3****Models and Approaches**

Psychoanalytic Approach, Psychosocial, Functional, Client Centered, Cognitive Behavioural Approach, Life Model, Task Centered, Strength Based, Evidence Based Approach, Ecological approach, Integrated Approach.



## 1.3 Curriculum Enrichment

**Unit 4****Tools and Techniques in working with Individuals**

Observation, Interviews, Home Visits, Collateral Contacts, Resource Mobilization, Referrals, Environment modification, Communication.

**Unit 5****Case Work in different Settings and Recording**

Case work in hospitals, schools, communities, institutional setting and industry; Types of recording-verbatim, narrative, condensed, analytical, topical, summary recording

**BOOKS FOR REFERENCE**

1. Fischer, Joel. *Effective Case Work Practice An Eclectic Approach*. New York: Mc Graw Hill, 1978.
2. Upadhyay, R. K., *Social Case Work*. Jaipur: Rawat, 2003.
3. Vyas, A.A. *New Directions in Social Work- Social Work Competencies - Core Knowledge*,
4. *Values and Skills*. Delhi: Sage, 1996.
5. Bhattacharya, Sanjay. *Social Work, An Integrated Approach*. New Delhi: Deep & Deep, 2004.
6. Datar Sudha, Ruma, Bawikar et al. *Skill Training for Social Workers- A Manual*. New Delhi: Sage, 2010.
7. Hamilton, Gordon, *Theory & Practice of Social Case Work 2<sup>nd</sup> Edition*. Jaipur: Rawat, Indian Reprint, 2013.
8. Hepworth, D.H. & J.A. Larsen. *Direct Social Work Practice: Theory and Skills*. Dorsey Press, 1993.
9. Mathew, Grace. *An Introduction to Social Casework*. Mumbai TISS, 1992.
10. Misra, P.D. & Beena Misra. *Social Work Profession in India*. Lucknow: New Royal Book, 2004.
11. Trevithick, Pamela. *Social Work Skills – A Practice Handbook*. 2nd Edition. Jaipur: Rawat, 2009.

**CORE PAPER III – Work with Groups (Group Work) Total Teaching Hours: 60****Objectives**

- To understand Group Work as a method of Social Work and develop skills in practice
- To understand models and apply them in practice with groups
- To become aware of the scope of using the method in various settings

**Unit 1****Introduction to Working with Groups (Social Group Work)**

Historical development of Social Group Work as a Method, definition and meaning, purpose, objectives, values, skills, principles, use of groups in practice.

**Unit 2****Types of Groups**

Definition and characteristics of groups, importance of groups in human life, primary and secondary groups, formal and informal groups, open and closed groups, reference groups, treatment groups, task groups, developmental groups.





## 1.3 Curriculum Enrichment

**Unit 3****Phases of Group Work Process**

Planning Phase: establishing purpose, assessing recruiting, orienting, contracting, preparing group environment; Beginning Phase: introduction, motivation, member feedback, defining purpose, objectives, goal setting, assessment; Middle Phase: preparing for meetings, structuring the group work, intervention strategies in groups-programme planning and implementation – meaning and principles of programme planning. Monitoring and evaluating group process; Ending Phase: preparing for termination; evaluation and feedback

**Unit 4****Group Processes and Dynamics**

Stages in a group development; new comers, isolation, rejection, group-bond, sub groups, clique, gang, dyad, triad, group norms, membership, cohesiveness, group pressure, group morale, leadership, team building, decision making, problem solving, conflict management, communication in a group, role clarity, use of sociometry

**Unit 5****Group Work Models and Practice in different settings**

Social goals model, remedial model, reciprocal model, practice in different settings: hospital, school, community, industry and institutional setting, recording: importance of recording, skills required for recording in group work, types of recording in group work

**BOOKS FOR REFERENCE**

1. Bhattacharya, Sanjay. *Social Work an Integrated Approach*. New Delhi: Deep & Deep, 2008.
2. Choudhary, Paul. *Introduction to Social Work*. Delhi : Atma Ram & Sons, 1983.
3. Douglass, Tom. *Group Processes in Social Work – A Theoretical Synthesis*. New Delhi: Thomson, 1979.
4. Jha, Jainendra Kumar. *Encyclopaedia of Social Work*. New Delhi: Anmol, 2001.
5. Balagopal, P.R .Vassil, T.V. *Group in Social Work an Ecological Perspective*. New York: Macmillan, 1983.
6. Doel, Mark & Sawda, Catherine. *The Essentials of Group Worker*. London: Jessica Kingsley, 2003.
7. Garvin, Charlesd.D.Gutierrez, Lorraine .M. Galinsky, Maeda. J. *Handbook of Social Work with Groups*. New York: The Guildford, 2006.
8. Johnson and Johnson. *Joining Together: Group Theory and Group Skills*. New Delhi: Premier, 1982.
9. Mark Doel. *Using Group Work*. London: Routledge, 2010.
10. Misra P.D. and Beena Misra. *Social Work Profession in India*. Lucknow: New Royal, 1979
11. Trecker. Harleigh, B. *Social Group Work- Principles and Practice*. New York: Association Press, 1970.



## 1.3 Curriculum Enrichment

**CORE PAPER IV - Field Work Practicum I****General Objectives:**

1. To get exposed to wider area of social realities at the micro level
2. To develop analytical and assessment skills of social problems at the level of individual, group and community and local, regional, national and international dimensions
3. To acquire documentation skills to ensure professional competence
4. To develop the right values and attitudes required for a professional social worker

**Components:**

1. Orientation
2. Practice Skill Laboratory
3. Observation Visits
4. Rural Camp

**EXTRA DISCIPLINARY PAPER – I****Social and Psychological Foundations for Social Work****Total Teaching Hours: 60****PART A****Objectives**

- To give an understanding of concepts in Psychology and Sociology relevant to Social Work.
- To understand the various stages of Human Growth and Development.
- To enable the student to gain knowledge about the society and its dynamism

**Unit 1**

**Developmental Psychology:** Definition, fields of Psychology; Definition and characteristics of behaviour; Relevance of Psychology to Social Work Practice; Growth and development of the individual – principles of development, stages of human growth and development, needs, tasks, changes and problems in every stage, emphasis on socio-cultural factors influencing development; Influence of heredity and environment.

**Unit 2**

**Theories Related to Personality:** Personality: Definition and nature of Personality, Psycho-Dynamic approach (Freud), Humanistic approach (Carl Roger and Maslow's) Psycho Social approach (Erik Erikson), Cognitive Development (Piaget), Moral Development (Kholberg), Social learning theory (Bandura)

**Unit 3**

**Understanding Behaviour and Mental Health:** Sensation, Perception and learning (Classical and Operant learning theories), Memory process: Registration, retention and recall, Intelligence – factors influencing intelligence, Mental Health; Mental Illness; Classification of minor and major mental illness, ICD 10 - Outline of common mental disorders, and Mental Retardation





## 1.3 Curriculum Enrichment

**Unit 4**

**Sociology and Social Work:** Meaning, scope, significance and relevance, Basic Sociological Concepts: Society- Meaning, definition, types, structure, Characteristics of Society, community, social groups; association and institution. social structure and functions of social institutions - marriage, family, kinship, caste, religion and education; socialization: process and agents. social control: concept, types and functions. Agents of social control: kinship, religion, law, education, traditions and customs, social change: urbanization, industrialization, westernization, sanskritisation, secularization, cultural lag and ethnocentrism.

**Unit 5**

**Social Movements in India:** Concept and characteristics, Social movements - peasant, tribal, Dalits, backward class, women, minority groups, working class and student; social change in India, social movements; social issues in India; concept, issues and causes, approaches in responding to issues: corruption, malnourishment, child abuse, violence against women & sexual minorities - human trafficking, communalism, terrorism and environment degradation. current social issues, role of social worker

**BOOKS FOR REFERENCE**

1. Bhatia, Hansraj, *Elements of Social Psychology*, Somaiya Publications, Bombay, 1970
2. Christensen, I.P., *Psychology*, BIOS Scientific Publications, New York, 2001
3. Engler, Barbara, *Personality Theories- An Introduction*, 3rd edition, Houghton Muffin, Company, Boston, 1991
4. Gardner Murphy, *An Introduction to Psychology*, Oxford and IBH Publishing and Co., Calcutta, 1964.
5. Morgan, Clifford, T, *Introduction to Psychology*, McGraw-Hill Book Company- New York, 1986
6. Robert A. Baron, 2001, *Psychology*, Prentice Hall of India Pvt., Ltd., New Delhi.
7. Verma, R.M. 2003, *Foundation in Psychology*, Common Wealth Publishers, New Delhi
8. Abhijit Dasgupta, 2012, *On The Margins: Tribes, Castes And Other Social Categories* (Fourth), Sage Publications, New Delhi
9. Anthony Giddens, 1998, *Sociology* (Third), Polity Press, London
10. Sachdev D.R. And Vidhya Bhushan, 2006, *Introduction To Sociology*, Kitab Mahal, Allahabad
11. Frank N Magill, 1995, *International Encyclopedia of Sociology*, British Library, England
12. Indhira R., 2012, *Themes In Sociology of Education*, Sage Publications, New Delhi
13. Jainendra Kumar Jha, 2002, *Basic Principles of Developmental Sociology*, Anmol Publications, New Delhi
14. Khare R.S., 2006, *Caste, Hierarchy, Individualism*, Oxford University Press, New Delhi
15. Mohanty B. B., 2012, *Agrarian Change and Mobalization*, Sage Publications, New Delhi
16. Sahu D.R., 2012, *Sociology Of Social Movement*, Sage Publications, New Delhi
17. Shanger Rao C. N, 2012, *Sociology Principles Of Sociology With An Introduction To Social Thought*, S Chand And Company, New Delhi

## CORE PAPER VII - Field Work Practicum- II

### Objectives

The broad objectives of II semester Field Work Practicum are to

- Acquire knowledge and practice related to social work intervention at the individual, group and community level in different fields.
- To train students to practice social work from an ecological, development and integrated perspective
- Develop skills for problem solving in work at the micro level and change at the macro level.
- Provide concurrent opportunity for the integration of class-room learning and Field Practicum
- Develop professional values and commitment and the professional ideal
- Develop skills to effectively use the integrated approach to problem solving and enhance skills of intervention, at the micro and the macro levels of system in relation to the needs and problems of the client system.
- Develop skills to organize people to meet their needs and solve their problems.
- Use roles appropriate to work e.g. advocacy for child's right, human rights.
- Develop an understanding of the pattern of behaviour of people – their strengths and their pathological behaviour.
- Develop the ability to carry out tasks in relations to service delivery and programme management. Routine administration, staff supervision and training, prepare project proposals, time management, management by objectives and enhancing skills in documenting.







## 1.3 Curriculum Enrichment

- Recording skills to show interest, engagement in practice and enhanced growth as a practitioner
- Develop the ability to make innovative contribution to the organization's functioning
- Gain confidence to represent the profession in interdisciplinary teams, and integrate theory or classroom training into practice
- Develop the capacity to utilize instruction for enhancing and integrating field Practice
- Utilize field instructions for enhancing and integrating professional growth
- Make creative use of field instructions to evaluate mutual input
- Utilize practice-based research to test effectiveness of specific aspects of Intervention
- Weekly individual conference with Faculty and Agency Supervisor to enable integration of theory and practice

Field Work Practicum Seminars

Viva –Voce to be conducted before the commencement of university Examinations.

**ELECTIVE PAPER – I– 1.Disaster Management****Total Teaching Hours: 45****Objectives**

- To develop an understanding of eco system equilibrium and dis-equilibrium
- To develop skills to analyze the factors contributing to disaster
- To develop and understanding of the process of Disaster Management

**Unit 1**

**Concept and Definition:** Basic disaster aspects, types of disaster – natural, instantaneous, creeping, technological disasters and their interaction. Refugees/Repatriates-Issues and concerns of causes of disasters; Principles of Disaster Management

**Unit 2**

**Disaster Management cycle:** Prevention, mitigation, preparedness, response, recovery and rehabilitation. Stages in Disaster – pre, during and post disaster, Psycho social aspects of disaster; Disaster Management Cycle: Prevention, Mitigation, Preparedness, Response, Recovery and Rehabilitation.

**Unit 3**

**Disaster Mitigation:** guiding principles of mitigation, Problem areas – mitigation measures, risk management, vulnerability analysis, cost – effective analysis, risk reducing measures. Formulation and implementation of mitigation programmes

**Unit 4**

**Disaster Management:** Disaster Management Authority Act, 2005 – Importance and special features. Management Policy / Legislation, Relief, Recovery (Rehabilitation management policy, legislation), National / International resources (funding agencies) Intervening parties – Government, Voluntary organization, Local groups – Community participation, volunteers, social workers.

**Unit 5**

**Stress management of Emergency workers.** Role of the Social Worker in Disaster Management Implications of the HUGO model, Intersectional approaches in Utilization of resources / training and public awareness

1.3 Curriculum Enrichment

**BOOKS FOR REFERENCE**

1. Bose, B.C *Disaster Management in India*, New Delhi, Rajat Publication. 2007
- Goel S.L *Encyclopedia of Disaster Management*, New Delhi, Deep & deep Publications Pvt. Ltd, 2005
2. Goel S.L *Disaster Management Organisations and Management of Health Management of Human Being and Animals*, New Delhi, Deep & Deep Publications. 2001
3. Prabhas, Chandra, Sinha *Disaster Management Process, Law, Policy & Strategy*, New Delhi, SBS.Publications, 2006
4. Prabhas, Chandra, Sinha *Disaster Mitigation, Preparedness, Recovery & Response*, New Delhi, SBS Publications. 2006
5. Sanjay, K. Roy *Refugees and Human Rights*, Jaipur, Rawat Publications, 2001
6. Singh, R.B *Disaster Management*, Jaipur, Rawat Publications. 2000
7. Verma, K, Manish, *Development, Displacement and Resettlement*, Jaipur, Rawat Publications. 2004





**EXTRA DISCIPLINARY –II - Gender and Development****Total Teaching Hours: 60****Objectives**

- To develop an understanding of the perspective of gender and development
- To develop and ability to identify areas of work with women and men and
- To understand strategies and interventions that change the situation

**Unit 1**

**Gender Concepts:** Sex and gender, gender identity; gender relations, men and masculinity; gender division of labour, gender roles and responsibilities, gender stereotyping, productive work, reproductive work, equity and equality; gender mainstreaming; gender sensitization, feminization of poverty; empowerment- types, gender development indicators - sex ratio, GER, GDI, GEM

**Unit 2**

**Feminism:** Concept, meaning and definition; types of feminism women's movements: pre and post-independence perspectives in India, landmarks in women's movement in India; Feminist Social Work: Meaning, Concept and Definition, Feminist Perspectives in Social Work Practice; Women's Agenda for Social Work; Principles in Women Centred Practice

**Unit 3**

**Protective Measures for Women in India;** Constitutional and Legal Provisions for women; Rights with reference to entitlements, political participation, education, employment, health, inheritance, marriage, adoption, divorce, maintenance, Protective Laws ; Hindu Succession Act- 1956 with Amendment in 2005; Prohibition of Child Marriage Act- 2006, Protection of Women From Domestic Violence Act – 2005; Sexual Harassment of women at Workplace Act-2013,



## 1.3 Curriculum Enrichment

**Unit 4****Global Perspectives in Women's Development**

Convention on Elimination of All Forms of Discrimination against Women; and Girls (CEDAW) 1982 – Implementation in India; Global Impact of CEDAW; Role of UN-WOMEN; UN Timeline in Women's Progress; INGOs and NGOs in Women's Development, Policy Approaches for Women; UN Agenda on Post Development and Sustainable Development Goals; Women as Agents of Peace and Security

**Unit 5**

**Special Initiatives and Programmes:** Status of women in India, problems specific to Indian women; discrimination against the girl child; National and State Commissions for Women; Ministry for Woman and Child Development; the National Plan of Action for the Girl Child (1991-2000); National Policy for the Empowerment of Women-2001; Reservation for Women in Local Self Government; Five Year Plans, Gender Budgeting

**BOOKS FOR REFERENCE**

1. Bansal, D, K.; *Gender Justice*, New Delhi: Mahaveer and Sons, 2006.
2. Bhatia Anju, *Women's Development and NGOs*, Jaipur: Rawat, 2000.
3. Dominelli, L., *Feminist Social Work Theory and Practice*, New York: Palgrave Macmillan, 2002.
4. Mikkelsen Britha, *Methods for Development Work and Research – A Guide for Practitioners*, New Delhi: Sage, 1995.
5. Moser O.N Caroline, *Gender Planning and Development, Theory, Practice and Training*, London: Routledge, 1993.
6. Visvanathan Nalini, *The Women, Gender and Development Reader*, Canada: Fernwood Pub, 2011.
7. Banerjee Paula, *Women in Peace Politics*, New Delhi: Sage, 2008.
8. Bansal, D, K.; *Gender Justice*, New Delhi: Mahaveer and Sons, 2006.
9. Bhatia Anju, *Women's Development and NGOs*, Jaipur: Rawat, 2000.
10. Datta, R and Kornberg, J., *Women in Developing Countries- Assessing Strategies For Empowerment*, New Delhi: Viva Books, 2005.
11. Dominelli, L., *Feminist Social Work Theory and Practice*, New York: Palgrave Macmillan, 2002.
12. Evans Kathy M, *Introduction to Feminist Therapy*, New Delhi: Sage, London, 2011.
13. Heywood, L., *The Women's Movement Today*, Vol. 1 and 2, Jaipur: Rawat, 2007.
14. Kaila H.L, *Women, Work and Family*, New Delhi: Rawat, 2005.
15. Karl Marilee, *Women and Empowerment- Participation and Decision Making*, New Delhi: Zed Books Ltd, 1995.
16. Kaushik, Susheela; Ed, *Women's Oppression – Patterns and Perspectives*, New Delhi: Shakti Books, 1985.
17. Mikkelsen Britha, *Methods for Development Work and Research – A Guide for Practitioners*, New Delhi: Sage, 1995.
18. Moser O.N Caroline, *Gender Planning and Development, Theory, Practice and Training*, London: Routledge, 1993.
19. Narasimhan Sakuntala, *Empowering Women*, New Delhi: Sage, 1999.
20. Visvanathan Nalini, *The Women, Gender and Development Reader*, Canada: Fernwood Pub, 2011.





## 1.3 Curriculum Enrichment

**SPECIALIZATION I – COMMUNITY DEVELOPMENT AND EMPOWERMENT****2. Rural Community Development****Total Teaching Hours: 60****Objectives**

- To Understand the community as a method, its specific approaches and models
- To develop ability to utilize appropriate approaches and skills to work with communities
- To develop sensitivity and commitment towards issues of marginalized and oppressed groups.

**Unit 1**

**Rural Community:** Definition, types, characteristics, power structure; rural community issues: caste, rural poverty & indebtedness, land related issues: Systems of land tenure, Land reforms, Land alienation, landlessness, Agrarian Movements & Struggles, problems of agriculture laborer, marginal and small farmers. Agro-based

industries, rural marketing, urbanization, Industrialization, Globalization, migration and consequent social erosion.

**Unit 2**

**Historical Development:** Early pioneering period (Sriniketan, Marthandom, Guragon). Probation trial period (Baroda, Etawah, Nilohkeri and Firka). Five Year Plans and rural development; Critique of National and State Rural development programmes and policies Mahatma Gandhi National Rural Employment Guarantee Act, 2005. Indira Awas Yojana, Pradhan Mantri Gram Sadak Yojna, PURA, Pradhan Mantri Gramodaya Yojana, NRHM (National Rural Health Mission)

**Unit 3**

Rural Community Development: Definition, scope, objectives, philosophy process. Approaches- Identifying leaders, resources mobilization, activating and mobilizing people, organizing and working with groups, influencing, lobbying, facilitating, negotiating, cooperation.

**Unit 4**

**Rural Administration:** Rural Development Administration: Organization and administration of rural development from block to National level. Components of block administration, development programmes and their coordination. Functions of BDO and other functionaries. Training for community development functionaries. State Institute of Rural Development (SIRD) and National Institute of Rural Development (NIRD)

**Unit 5**

**Rural Governance: Panchayat systems and local self-government in ancient India,** Balwantrai Mehta and Ashok Mehta Committee reports. Three-tier system, administrative set up and functions, finance and problems of Panchayati Raj, Tamil Nadu Panchayati Raj Act, 1994 and the 73<sup>rd</sup> amendment.



1.3 Curriculum Enrichment

**BOOKS FOR REFERENCE**

1. Agrwarl A.N (2001) Indian economy, nature, problems and progress, Vikas Biraj, Prakash, New Delhi.
  2. Dayal, Rajeshwar, (1974), C.D Programme in India, Kitab Mahal Pvt, Ltd.,
  3. Desai, A.R., (1971), Rural Sociology, popular press, Bombay.
  4. Desai, vasanth, (1994), Dynamics of entrepreneurial development, Himalayas publishing house, NEWDELHI.
  5. Dudhashi, P.R.,(1977), Rural developmental Administration in India, popular press Mumbai.
  6. Jain, S.C., (1985), Rural development institute and strategies, Rawatpublication.
  7. Kartar Singh, (1986), Rural development- principles, policy and management, Sage publication, NewDelhi.
  8. Michael Lipton, (1982), Why poor people remain poor, Heritage publication, New Delhi.
  9. Mukerji, B.M (1961), Community development in India, Orient Longman, Chennai.
- Ministry Reports, Planning Commission Reports.





## 1.3 Curriculum Enrichment

**SPECIALIZATION I – HUMAN RESOURCE AND MANAGEMENT****3. Labour Legislations****Total Teaching Hours: 60****Objectives**

- Gain knowledge about the Concepts, Principles and strategies of HRD
- Understand the strategic role and efficient use of human resources
- Acquire the skills of implementing Strategic HR aiming at higher practices ; Acquiring counseling skills.

**Unit 1**

**Human Resource Development:** Concept, Objectives, Approaches & Principles – Systems & strategies in HRD – HRD Interventions: Organizational Goal setting process - Key Result Areas (KRA) and Key Performance Indicators (KPI) - Performance Measurement Systems – Feedback sessions - Coaching, Mentoring, Career planning, Career development, Reward system.

**Unit 2**

**Approaches to Measuring Human Resources:** Competitive Benchmarking, HR Accounting, HR Auditing, HR Effectiveness Index, HR Key Indicators, HR Management by Objectives.

**Unit 3**

**Talent Development:** Concept and importance - Training Need Analysis at Individual and Organizational level: Designing and conducting Training programs - Types of Training: On the Job and Off the Job Training- Coaching Apprentices, Job Rotation.

**Unit 4**

**Training & Development: Methods** - programmed instruction, role play, structured and unstructured role plays, in-basket exercise, simulation, case study and sensitivity training. Evaluation of Training Program. Cost/Benefit Analysis of training- Using the results to improve training and development function. Improving training utility by following up Training Action Plans. Balance Score Card.

**Unit 5**

**Employee Empowerment:** Concept, Definition & Objectives of employee empowerment – Prerequisites – Types & benefits – Strategies - Ways to employee empowerment – Employee Counseling; Counseling skills; Practice of Social Work Methods; Role of Employee Counselor in Organizations. Developing Positive Employee Relationship.

**BOOKS FOR REFERENCE**

1. Dep Topomoy. 2010. Human Resource Development. Anne Books. New Delhi.
2. Dessler Garry, Biju Varkkey. 2011. Human Resource Management. Dorling Kindersley Publishing Company. New Delhi
3. Fred Luthans. 2001. Organizational Behaviour. Mc.Graw-Hill Publication Companies.
4. Parath Sarathi. 2002. Planning, Auditing and Developing Human Resources. Manak Publication PVT.LTD. New Delhi.
5. Pippa Riley. 2012. Human Resource Management. Viva Books PVT, LTD. New Delhi.
6. Premavathy N. 2011. Human Resource Management and Development. Sri Vishnu Publications. Chennai.



## **SPECIALIZATION I – MEDICAL AND PSYCHIATRIC SOCIAL WORK**

### **4. Medical Social Work Total Teaching Hours: 60**

#### **Objectives**

To develop an in-depth understanding of the patients and their problems and to enhance social work skills and intervention in health care settings.

- To develop a holistic and integrated approach to Medical Social Work practice.
- To develop an analytical view in relation to the Psychological, Socio – cultural & environmental factors in disease and to develop an inter-interdisciplinary approach in the health care settings.

#### **Unit 1**

**Introduction to Medical Social Work:** Definition and Concept of Medical Social Work: Origin and Development of Medical Social Work in UK, USA, and India. Trends & Scope in Medical Social work practice in India.

#### **Unit 2**

**Health Care Approaches & Interventions:** Psychosomatic approach, holistic approach to prevention and promotion model. Problem assessment: Intake, assessing individual, social and clinical factors, assessing the family milieu, home visits and discharge planning; patient as a person, patient as a whole. Problems due to hospitalization and interventions: Psycho-socio-economic problems; stages of terminal illness; Application of Methods-Group work, Psychotherapy, Support Counselling

#### **Unit 3**

**Medical Social Work Department:** Medical Social Work Department in a hospital: Organization and administration; Functions, Staff development programmes for Medical social workers. Public relations in hospital, Medical Social Work in relation to other disciplines, Multidisciplinary approach and teamwork; Importance of case conference, documentation and record keeping.

#### **UNIT 4**

**Medico-Legal issues:** Medico-Legal issues: Consumer Protection Act (COPRA) and its relevance to Medical Social Work profession and the rights of the patients, Health Insurance-Concept, Types and its importance, Medical ethics: Euthanasia, Organ Transplant, Stem Cell Research and Human Cloning





## 1.3 Curriculum Enrichment

**Unit 5**

**Medical Social Work practice in different settings:** Role, Functions and skills of Medical Social worker; Outpatients departments, Geriatric Department, Pediatric Department, Emergency/crisis care, Hospice and community health. Use and relevance of various Social Work interventions in Health care settings: HIV/AIDS; Tuberculosis; Maternal Health; Burns; Cancer; Orthopedic; Cardiology; Dialysis unit; Blood Bank; Rehabilitation and CBR.

**BOOKS FOR REFERENCE:**

1. William C. Cockerham (1967): Medical Sociology, Prentice Hall, INC. New Jersey
2. Anderson R. & Bury M. (1988) Living with Chronic Illness- The experience of patients and their families; Unwin Hyman, London
3. Bajpai. P.K. (1997) Social work perspectives o Health, Rawar Publications, Delhi
4. Bartlet. H.M (1961) Social work Practice in the Health Field, National Association of Social workers, New York.
5. Field M. (1963). Patients are people- A Medico Social Approach to prolonged Illness; Columbia University Press, New York.
6. Goldstein D. (1955) Expanding Horizons in Medical Social work. The University of Chicago Press, Chicago.
7. Narasimman M.G & Mukherjee. A.K. (1987) Disability- A continuing Challenge; Wiley Eastern Ltd. New Delhi.
8. Pathak. S. H. (1961) Medical Social work in India; DSSW, Delhi.
9. Pokarno. K.L. (1995) Social beliefs, Cultural Practices in Health & Disease, Rawat Publications, Delhi
10. Prasad L (1996) Rehabilitation of the Physically Handicapped. Konark Publishers, Delhi
11. Reish M. & Gambrill E. (1997) Social work in the 21<sup>st</sup> Century; Fine Forge Press, New Delhi
12. Tuckett D. & Kanfert J.M.(1978) Basic Readings in Medical sociology; Tavistok Publishers, London





## 1.3 Curriculum Enrichment

**SPECIALIZATION II – COMMUNITY DEVELOPMENT AND EMPOWERMENT****2. Urban Community Development      Total Teaching Hours: 60****Objectives**

- To enable students to gain an understanding about the urban poor.
- To develop sensitivity and commitment for working with the urban poor.
- To provide knowledge on various developmental efforts.
- To expose students to skills and techniques of working with urban poor.

**Unit 1**

**Basic Concepts:** Concept of Urban, Urban Development, Urban Community Development, Urbanization. Urbanism, Differences between urban development and Urban Community Development. Principles and Approaches of UCD.

**Unit 2**

**Slum:** Definition, characteristics, types, causes and consequences of growth of slums. Theory of slums, Power structure of Slums. The Tamil Nadu Slum Areas (Slum Clearance and Improvement) Act, 1971 – Policies, structure and functions of the Tamil Nadu Slum Clearance. Problems of slum dwellers, squatter settlement dwellers, street children. – programmes for the development of slum dwellers. Critical analysis of the Programmes and approaches.

**Unit 3**

**Urban Community Development in India:** Delhi and Hyderabad projects – Urban Community Development in Tamil Nadu – MUDP and TNUDP  
Governmental agencies in Urban Community Development – structure and functions of the Tamil Nadu Housing Board, HUDCO, Corporation of Chennai, CMDA – Non-Governmental agencies in Urban Community Development.

**Unit 4**

**People's participation in Urban Community Development:** concept of involvement – importance and scope of people's participation – factors hindering promoting people's participation.

**Unit 5**

**Conscientization** – goal settings; identifying and developing leadership, resource mobilization; human resource development resolving group conflicts, programme planning and service delivery, eliciting people's participation, monitoring and evaluation.

**BOOKS FOR REFERENCE**

1. Ashish Bose, (1971), India's Urbanisation : 1990 – 2001, McGraw Hill, New Delhi.
2. Bhattacharya, B., (1979), Urban Development in India, Shree Publishing House, Delhi.
3. Bidyut Mohanty, (1993), Urbanization in Developing Countries Basic Services and Community Participation, ISS and Concept Publishing Co., New Delhi.
4. Clinard, Marshall, B., (1970), Slums and Urban Community Development, The Free Press, New York.
5. Desai, A.R. & Devadas Pillai (ed.) (1972), Slums and Urbanization, Popular Prakashan, Bombay.
6. Paul Wiebe, (1975), Social Life in an Indian Slum, Vikas Publishing House, Delhi.





## 1.3 Curriculum Enrichment

**SPECIALIZATION II – MEDICAL AND PSYCHIATRIC SOCIAL WORK****4. Psychiatric Social Work****Total Teaching Hours: 60****Objectives:**

- To acquire knowledge of various treatment approaches and to develop the skill to apply the same to Mental Health needs of the people
- To understand the need for preventive and promotive approaches and to develop the ability to apply Social work methods in the promotion of mental health.
- To develop a holistic and integrated approach to Social work practice in the field of Mental Health.

**Unit 1****Psychiatric Social Work Practice in India**

Definition, History and Scope of Psychiatric Social work in India, Changing perspectives of psychiatric Social work, Social work practice in various Mental Health services.

Mental Hospital as a Social system - Concept of Milieu therapy and Therapeutic Community, Working with Multi-Disciplinary Team and Psycho Social aspects of Hospitalization

**Unit 2****Social Work Treatment in Psychiatric Settings- Theory and models**

Psycho analytical, Psycho Social, Transactional analysis, Family therapy, Crisis Intervention, Behaviour therapy, Rational Emotive Therapy, Group Therapy & Strength approach

**Unit 3****Psychiatric Social work practice in special settings**

- a) Child Mental Health (Special reference to CGC)
- b) Deaddiction Clinics
- c) Crisis Intervention Clinics
- d) Geriatric clinics
- e) Schools
- f) Family counseling centers
- g) Industrial setting

**Unit 4****Rehabilitation in Psychiatry**

Concepts, Principles, Process and programmes, Role of a Psychiatric Social worker  
Concept of Community Psychiatry and Community based Rehabilitation, Role of a Psychiatric Social worker.

**Unit 5****Programmes and Legislations related to Mental Health.**

Mental Health Act 1987, International Conventions relevant to mental health - Convention on Rights of Persons with Disabilities (CRPD) Narcotics & Psychotropic Substances Act 1987, Rights of the mentally ill & Advocacy. National Mental Health





## 1.3 Curriculum Enrichment

Program (NMHP) 1982, Revised Version 2002, District Mental Health Programs (DMHP) and their implementation.

**BOOK REFERENCES**

1. Bhattacharya, Sanjay. *Social Work Interventions and Management*. New Delhi: Deep & Deep, 2008.
2. Colin Pritchard (2006): *Mental Health Social Work*, London: Routledge Publication
3. Francis, Abraham P. (Ed.) *Social Work in Mental Health – Areas of Practice, Challenges & Way Forward*. New Delhi: Sage, 2014.
4. Francis, Abraham P. (Ed.) *Social Work in Mental Health – Contexts & Theories for Practice*. New Delhi: Sage, 2014.
5. Goodman, Michael, Janet Brown, Pamela Deitz (1992): *Managing Managed Care – A Mental Health Practitioner's Survival Guide*. Washington DC: American Psychiatric Press, Inc.
6. Herman, Helen. Saxena, Shekhar. Moodie, Rob. (Eds.) *Promoting Mental Health – Concepts, Emerging Evidence & Practice*. Geneva: WHO, 2005.
7. Mane P. & Gandevia K. (Eds.) (1993): *Mental Health in India: Issues and Concerns*; Mumbai: Tata Institute of Social; Sciences.
8. Malhotra, Savita (2002): *Child Psychiatry in India – An Approach to Assessment and Management of Childhood Psychiatric Disorders*. New Delhi: Macmillan India Ltd.
9. Pritchard, Colin. *Mental Health Social Work*, London: Routledge, 2006.
10. Roberts, Albert R. & Greene, Gilbert J. *Social Workers' Desk Reference*. New York: Oxford University, 2001.
11. Robert Bland, Noel Renouf & Ann Tullgren. *Social Work Practice in Mental Health: An introduction*. Australia: Allen & Unwin, 2009
12. Sekar, K. Parthasarathy, R. Muralidhar, D. Chandrasekhar Rao. *Handbook of Psychiatric Social Work*. Bangalore: NIMHANS, 2007.
13. Srinivasa Murthy & Burns B. (Eds). *Community Mental Health – Proceedings of the Indo-US Symposium*. Bangalore: NIMHANS, 1992.
14. T.T. Ranganathan Clinical Research Foundation (1989): *Alcoholism & Drug Dependancy*, Chennai: TTK Hospital
15. Verma, Ratna. *Psychiatric Social Work in India*. New Delhi: Sage, 1991.
16. Vijayakumar, Lakshmi (2003): *Suicide Prevention – Meeting the challenges together*, Chennai: Orient Longman Pvt. Ltd.
17. Weisman, Avery D. (1972): *On Dying and Denying – a psychiatric study of terminality*. New York: Behavioral Publications, Inc.

### 1.3 Curriculum Enrichment

#### **CORE PAPER XI– Field Work Practicum III**

##### **Objectives of Field Work based on Specializations:**

##### **Family Social Work**

###### **Objectives:**

1. To enable the students to acquire the necessary assessment skills to understand family life and intervention
2. To enable the students to practice the methods of Social Work in Family and Child Welfare setting
3. To equip the students with necessary skills for the therapeutic and service oriented intervention
4. To enable the students to develop a Plan for Assessment and Goal setting for Family and Child Rights intervention

###### **Tasks:**

Assessment of families through Ecomap, Genogram and Family Dynamics  
Applying interventions with families - Crisis Intervention, Family System Intervention,  
Family Counselling for Self Help groups  
Practicing Family Life Education  
Working with Families in difficult circumstances (HIV/ disaster, displacement)  
Planning and Organizing Training Programmes

Duration: 16 Days

##### **Community Development**

##### **Rural Community Development**

###### **Objectives:**

1. To study the rural and semi rural life in all its ramifications including group dynamics and power structure in rural community
2. To develop an understanding of the process of programme formulation and programme management of the rural local bodies, government and non government agencies
3. To develop positive attitude to work in a rural community setting and to acquire the skills such as public relations, fact findings, leadership, networking, fund raising, budgeting, report writing, lobbying and advocacy required for a development worker
4. To enable to work with disadvantaged groups in rural areas
5. To enable to plan and implement methods, tools and techniques for intervention based on the needs of the community

###### **Tasks**

1. Administrative set up of Panchayati Raj Institutions (PRIs)
2. Panchayat Raj members, their socio-economic and caste status
3. Coordination of block level administrative personnel with elected person at different levels



**1.3 Curriculum Enrichment**

4. Decision making process: type of problems that come before Panchayat Union and Village Panchayat, who initiates various development projects and process of assessing them. How decisions are made- manipulations, lobbying, pressure tactics used
5. Current Major Programmes, budget allocations for the programmes, methods of implementation, participation of people, impact of development and social justice
6. Application of the principles of Rural Community Development
7. Application of methods of professional social work in rural setting
8. Identify/ study/ explore the rural problems covering the following aspects:
  - a) The physical, ecological, socio-economic and political structure, living pattern, social roles, community power structure, occupation, housing, available social services.
  - b) The general nature of the problem, the pre-existing condition, the existing situation, and the major units of the client system concerned with the problem concerned with health, education and welfare (Social Audit)
  - c) The problem as perceived by the i) rural community/ village / client system ii) rural local body iii) field work agency and iv) professional social work trainee

**Human Resource Management**

Manufacturing/ Service/ IT Sectors

Objectives:

1. To practically understand the concept of Industrial Relations and to acquire the related competencies
2. To familiarize with the Labour Legislations
3. To learn to apply the various methods of Social Work in various Industrial Settings
4. To observe the application of various Labour Welfare measures
5. To observe the practice of current trends in HR
6. To provide opportunity for the integration of class room learning and field practice
7. To acquire human resource management skills
8. To observe the CSR activities
9. To develop skills to organize people to meet their needs and solve their problems
10. To make innovative contributions to the organization functioning
11. To represent HR profession in inter disciplinary terms
12. To carry out application oriented mini – research projects
13. To utilize field instructions for enhancing and integrating professional growth in Human Resource

Tasks:

**I Organizational Profile**

History of the Agency, Organisation Chart, The Products/ Services, Branches/ Units, Workforce, Line and staff management, Structure and functions of the Human Resource Department

**II Areas of Personnel Functions**

- Manpower Planning (Need Analysis)
- Recruitment (Advertisement/ Consultancies /Campus /Other Bureaus/ Sources)
- Types of Employees (Contract/ Temporary/ Permanent/ Part-Time)
- Selection (Interview/ Written Test /Group Discussion / Physical examination)



**1.3 Curriculum Enrichment**

- Induction and Placement, Promotion and Transfer
- Training and Development (Need Analysis/ Types/Outsourcing)
- Disengagement - Retention, Resignation/ Termination and Retirement (Exit Interviews)
- Time Office (Daily Attendance/ Swiping Cards/ Attendance Register)
- Hours of Work (Time In/Break/ Movement Register/Period of Rest/ Time Out)

Leave and Holidays (Casual Leave/ Medical Leave/ National and Festival Holidays etc.)  
Wage and Salary Administration (Daily/ Monthly/ Hourly/ Time- Rate/ Piece- Rate)  
Social Security Benefits (Social Insurance/ Social Assistance)  
Employee Service Register, Communication  
Employee Appraisal (Ranking/ Free Essay/ 360-degree Appraisal), Balance Score Card,  
Succession Planning

**III Industrial Relations Functions**

IR at Shop Floor & Plant Level (Works Committee/ Joint Production Committee/ Joint Management Councils  
Grievance Handling - Grievance Settlement Procedure  
Works Standing Orders (Employee Discipline/ Domestic Enquiry/Absenteeism/ Alcoholism/ Punishment)  
Employers' Association, Trade Unions, Collective Bargaining - The Agreements, Strikes, Lock- Outs and Retrenchment

**IV Labor Welfare Measures**

Intra Mural and Extra Mural - Statutory and Non Statutory Measures (Housing/ Crèche/ Canteen/ Credit and Consumer Co-operatives)  
Safety and Accident Prevention, Industrial Health and Hygiene (Occupational Diseases/Hazards), Industrial Mental Health (Screening and Detection/ Stress/ Fatigue/ Burn Out), Employee Counseling  
Workers' Education, Recreation, Other Welfare Measures

**V Labor Legislations**

Legislations applicable to the Organisation

**VI Others**

TQM, ISO, Use of OD Techniques, CSR Activities



## 1.3 Curriculum Enrichment

**ELECTIVE PAPER – II- 1.CounselingTheory and Practice**

Total Teaching Hours: 45

**Objectives:**

- To develop a basic understanding of theory and skills in counselling
- To learn the different approaches and to develop an eclectic approach to counselling
- To integrate counselling skills in Social work practice

**Unit 1**

**Concept of Counselling:** Definition, principles and goals; factors influencing counselling process; Counsellor as a professional: attitudes, values, beliefs, relationship, burn-out stress management, self-renewal. Client as a person: voluntary and non – voluntary client, expectations, client's behaviour.

**Unit 2**

**Different Approaches of Counselling;** Approaches: Over view of alternate approaches: yoga, meditation, storytelling, art therapy, psychodrama, medical clowning, laughter therapy, movement therapy. Need for Eclectic approach to counselling

**Unit 3**

**Types and Techniques to Counselling;** Types: directive counselling, non-directive counselling, individual counselling, group counselling, community counselling, peer counselling. Counselling Techniques: Initiating contact, intake, rapport building, establishing structure, interaction, attending behaviour, observation and responding, SOLER

**Unit 4**

**The Eagan Model of Counselling:** Stage- 1: Problem exploration and clarification- Part I – Attending & listening, orienting oneself to the present, Micro skills- active listening- verbal and non-verbal messages and behaviour; Part II – Helper's response and clients self-exploration, Helper's skills- accurate empathy (primary level), respect, genuineness, concreteness, Clients' skills – self exploration  
Stage- 2: Integrative understanding/ dynamic self-understanding, Part I- focusing, summarizing, probing for missing experiences, behaviour feelings. Part II- Helper's skills- skills of stage-1, self-disclosure, immediacy, confrontation, Client's skill - non-defensive listening, dynamic self-understanding  
Stage- 3: Facilitating action; developing new perspective; preferred scenario, Part I - helping clients see alternatives; choose and formulate action plan; implement and evaluate.

**Unit 5****Counselling in different settings**

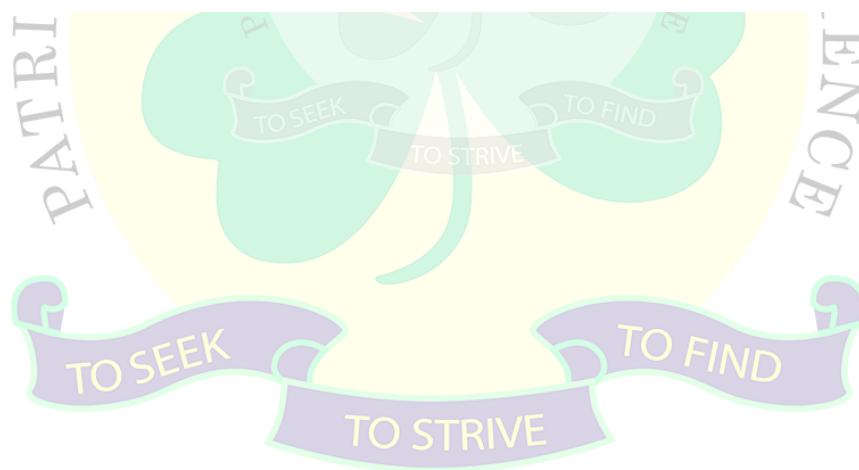
Marital, family, HIV/AIDS, pastoral counselling, student guidance and counselling, career guidance and grief counselling, counselling suicidal clients, gerontological counselling, adolescent counselling, de-addiction counselling and disaster counselling



### 1.3 Curriculum Enrichment

#### BOOKS FOR REFERENCE:

1. Association of Psychological and Educational Counsellors of Asia (APECA) (1982): *Counselling in Asia, Perspectives and Practices*.
2. Bianca Cody Murphy, Carolyn Dillion (2003): *Interviewing in Action Relationship, Process and Change*. 2nd Ed. USA: Thompson Brooks/Cole.
3. Colin Feltham (2010): *Brief Counselling*, New Delhi: Tata McGraw Hill.
4. David R. Evans, Margret T. Hearn, Max R. Ullmann & Allen E. Ivey (2008): *Essential Interviewing: A Programmed Approach To Effective Communication* (7th Ed.), USA: Thompson Brooks/Cole.
5. Dalaganjan Naik. (2004): *Fundamentals of Guidance and Counselling*. Delhi: Adhyayan.
6. Gibson L. Robert & Mitchell. (2008): *Introduction to Counselling and Guidance*. New Delhi: Prentice Hall of India.
7. Jacobs, E., Masson, L., Harvill, L., (1998): *Group Counselling Strategies and Skills*, USA: Brooks/Cole Publishing Company.
8. John, McLeod *An Introduction to Counselling* (3rd Ed.), Jaipur: Rawat Publications.
9. John, McLeod (2007), *Counselling Skills* (1st Ed.), Jaipur: Rawat Publications.
10. Lawrence, Shulman (2006): *The Skills of Helping- Individuals, Families, Groups, and Communities* (5th Ed.), USA: Thompson Brooks/Cole. .
11. Rao, S. Narayana. (1981): *Counselling Psychology*. Tata McGraw Hill.
12. Reeves, Andrew. (2013): *Counselling and Psychotherapy*. New Delhi: SAGE.







## 1.3 Curriculum Enrichment

**ELECTIVE III – 1. Social Policy and Social Legislation****Total Teaching Hours: 45****Objectives**

- To develop an understanding of the social policy in the perspective of the National Goals as stated in the Constitution
- To develop the capacity to recognize the linkage between development issues and social policy in terms of the plans and programmes
- To develop an understanding of the concepts of social policy and social welfare policy

**Unit 1**

Social Policy and Constitution; Social policy, social welfare policy, its relation to the constitution, fundamental rights and Directive Principles of State Policy and Human Rights. Definition, needs and contents, evolution of social policy in India, social policy and planned social change and development.

**Unit 2**

Policy Formulation, approaches to social policy, unified, integrated and sectoral; models of social policy and their application to Indian situation, process of formulation, social policies, plans and programmes, policies in India – a historical perspective- policies- backward classes, scheduled classes. scheduled tribes, denotified communities, women, children, youth, handicapped, aged, populations, family welfare, urban & rural development, education, health, poverty alleviation, Review of Five year Plans, Programmes and policies of Twelfth (12) Five Year Plan.

**Unit 3**

Policy and Planning: Concept, Scope, linkages between social policy and planning. Social work and social planning; Planning – historical perspective. Political systems. Political process, co-ordination of center and state, Panchayati Raj, Peoples participation. Political judiciary, social movement and voluntary action, legal aid and public interest litigation. Planning Machinery and Monitoring, process of social planning in India; Implementation at various levels, Monitoring and evaluation

**Unit 4**

Overview of Major Social Legislation in India, Hindu law : legislation pertaining to marriage divorce and succession, Hindu Marriage Act 1955, Hindu Adoption and Maintenance Act, 1956, Hindu Minority and Guardianship Act ,1956, Hindu Succession Act ,1956. Special Marriage Act, 1954, Provision regarding marriage and divorce in Mohammedan law. Legislation pertaining to children: Child Labour (abolition & regulation) Act 1986. Juvenile Justice Act 2001.

**Unit 5**

Legislations: Protection of Civil Rights Act (1976)., SC/ST. Prevention of Atrocities Act, 1989. Dowry Prohibition Act (1961) Immoral Traffic Prevention Act (1956) Tamil Nadu Slum Areas (Improvement and Clearance) Act (1971) the Mental Health Act, 1987, Medical Termination of Pregnancy Act 1971. Manual Scavenging and Dry Latrines (prohibition) Act 1993, Bonded Labour Abolition Act 1976, Transplant of Human Organs Act 1994, Family Court's Act 1984, Protection of Human Rights Act,

### 1.3 Curriculum Enrichment

#### BOOKS FOR REFERENCE

1. Adams Robert, (2002), *Social Policy for Social Work*, Palgrave.
2. Baldock John, (2000), *Social Policy*, Oxford, Oxford University Press.
3. Dubey S.N. (1979), *Administration of Social Welfare Programmes in India*, Soymaiya Publications, Bombay.
4. Gangrade, K.D., (1991), *Social Legislation in India*, Concept Publishing, New Delhi.
5. Kulbarai P.D., (1999), *Social Policy of Social Development in India*, ASSWI.
6. Kulkarni. P.D., (1965), *The Central Social Welfare Board*, Asia Publishing House, New Delhi.
7. Nair, T. Krishnan (ed.) (1976), *Social Work Education & Development of Weaker Sections*, Madras-Association of Schools of Social Work in India.
8. Shanmugavelayutham .K. (1998) *Social Legislation and Social Change*, Chennai, Vazhga Valamudan Publishers
8. Yeetes Nicole, (2001), *Globalization of Social Policy*, London Sage Publication.





## 1.3 Curriculum Enrichment

**DEPARTMENT OF COMPUTER SCIENCE**

Title of the Course/	<b>Paper -XIV WEB TECHNOLOGY      SUBCODE:SAE6B</b>		
Core	<b>III Year &amp; Sixth Semester</b>	Credit: 4	
Objective of the course	This course introduces the concepts of ASP, VB Script , Java Script.		
Course outline	Unit 1: Introduction to` VBScript - Adding VBScript Code to an HTML Page - VB Script Basics - VBScript Data Types - VBScript Variables - VBScript Constants - VBScript Operators – mathematical- comparison- logical - Using Conditional Statements - Looping Through Code - VBScript Procedures – type casting variables - math functions –date functions – string functions –other functions - VBScript Coding Conventions - Dictionary Object in VBScript - Err Object		
	Unit-2: Introduction to Javascript – Advantages of Javascript – Javascript syntax - Data type –Variable - Array – Operator & Expression – Looping – control structures - Constructor Function – user defined function Dialog Box .		
	Unit 3: Javascript document object model – Introduction – Object in HTML – Event Handling – Window object – Document object – Browser object – Form object – Navigator object – Screen object – Build in object – User defined object – Cookies.		
	Unit-4: ASP.NET Language Structure – Page Structure – Page event , Properties & Compiler Directives . HTML server controls – Anchor, Tables, Forms, Files . Basic Web server Controls – Lable, Text box, Button, Image Links, Check & radio Button, Hyperlink, Data List Web Server Controls – Check box list. Radio button list, Drop down list, List box, Data grid, Repeater.		
	Unit-5: Request and Response Objects, Cookies, Working with Data – OLEDB connection class, command class, transaction class, data adaptorclass, data set class. Advanced issues – email, Application issues, working with IIS and page Directives, error handling. Security – Authentication, IP Address, Secure by SSL & Client Certificates		

**1. Recommended Texts**

Bayross, 2000, Web Enable Commercial Application Development Using HTML, DHTML, Javascript, Perl CGI, BPB Publications.

ii. A.Russell Jones, Mastering Active Server Pages 3, BPB Publications.

**2. Reference Books**

i. HathleenKalata, Internet Programming with VBScript and JavaScript, Thomson Learning

ii. Mike McGrath, XML Harness the Power of XML in easy steps, Dreamtech Publications

iii. T.A. Powell, 2002, Complete Reference HTML , TMH.

iv. J.Jaworski, 1999, Mastering Javascript, BPB Publications.

v. Powell, Thomas; Schneider, Fritz, JavaScript: The Complete Reference, 2nd edition2004, TMH





## 1.3 Curriculum Enrichment

Title of the Course/	<b>Paper - XV</b> <b>PRACTICAL – VI -WEB APPLICATIONS LAB</b> <b>SUBCODE:SAE61</b>		
Core	<b>III Year &amp; Sixth Semester</b>	Credit: 5	
Objective of the course	This course gives training in web design and applications.		
Course outline			

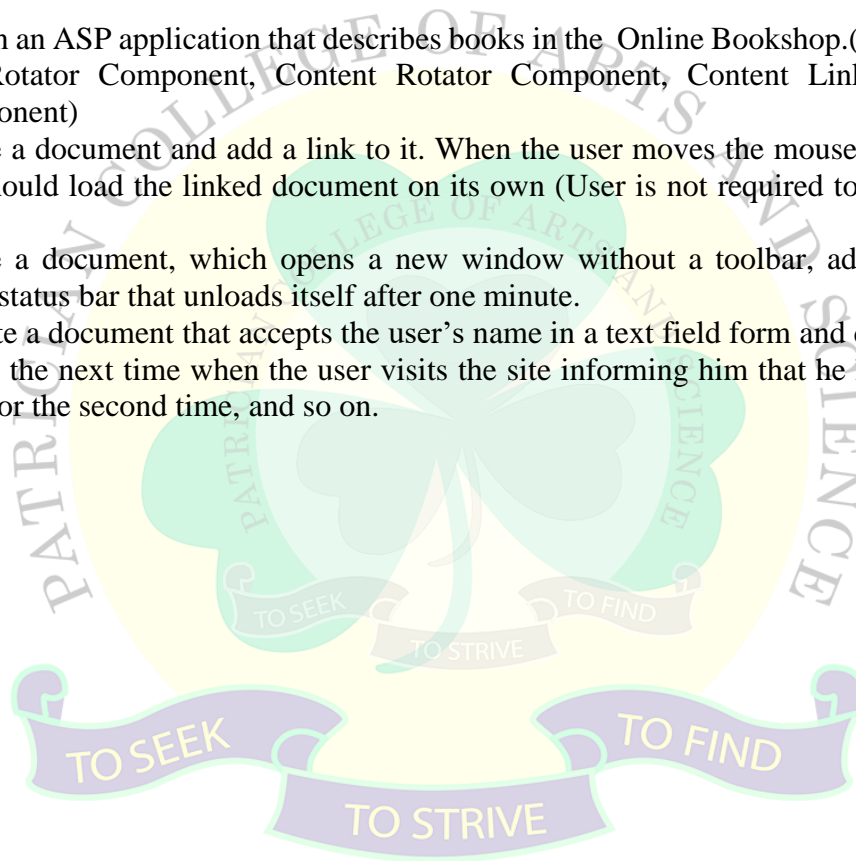
VB SCRIPT & JAVASCRIPT

1. Write a program outputs the squares, roots, cubes and complements of integers between 1 and 100.
2. Create a calculator.
3. Write a script to Sort numbers and strings
4. Create a program to generate a hit counter
5. Create a program to verify whether email address provided by user is valid or invalid.
6. Write a program to scroll the text on status bar.
7. The form consists of two multiple choice list and one single choice list
  - a. the first multiple choice list display the major dishes available.
  - b. the second Multiple choice list display the stocks available.
  - c. The single choice list display the miscellaneous (Milkshakes, soft drinks, softy available etc.)
8. Write a script to create a digital clock.
9. Create a web page using two image file which switch black and white one another as the mouse pointer moves over the image. Use the On Mouse over and On Mouse event, onDbclick handler
10. Build a WWW page with an image and 3 buttons., Pick three favorite graphics, Label the buttons and make each one swap in the graphic you have chosen
11. Create a frameset that has two frames, side by side.
  1. Make the left-hand frame contain a form with 3 radio buttons
  2. The buttons should be for three search engines:
    - a. Yahoo (<http://www.yahoo.com>)
    - b. Altavista (<http://www.altavista.com>)
    - c. Infoseek (<http://www.infoseek.com>)
3. When the user clicks on of the option buttons, the frame on the right hand side should be loaded with the right search engine.
12. Write a program to implement Employee database with all validation

### 1.3 Curriculum Enrichment

#### ASP

1. Create a login form, to expire, if the user does not type the password within 100 seconds
2. Create an employee database and manipulate the records using command object in ASP
3. Develop an application to illustrate the usage of Request and Response Objects in ASP.
4. Write an ASP program using Request Object to give the exact list of headers sent by the browser to the Web server.
5. Create an Active Server Page to display the records one by one from a student database. The student database should contain roll no, name, marks & total.
7. Design an ASP application that describes books in the Online Bookshop.(Use AD Rotator Component, Content Rotator Component, Content Linking Component)
8. Create a document and add a link to it. When the user moves the mouse over the link it should load the linked document on its own (User is not required to click on the link).
9. Create a document, which opens a new window without a toolbar, address bar, or a status bar that unloads itself after one minute.
10. Create a document that accepts the user's name in a text field form and displays the same the next time when the user visits the site informing him that he has accessed the site for the second time, and so on.





## DEPARTMENT OF PSYCHOLOGY

### PROJECT

#### SUBJECT CODE: SAT5Q

Students must submit 3 Case study Reports (compulsory) from three different areas mentioned below:

#### **Health and Organizational Psychology**

Physical, Mental Health, Deviant Behaviour, Adjustment Problems, Special Children, Neurological Disorders, Educational Institutions, Retail Outlets, Service Industries, NGO.

Marks: 100

**Internal** = 25;

**External** = 75 (Viva = 25, Report = 50)

Credits = 5





## 1.3 Curriculum Enrichment

**UNIVERSITY OF MADRAS**  
**B.Sc. DEGREE COURSE IN PSYCHOLOGY**  
**SYLLABUS WITH EFFECT FROM 2020-2021**

BPY-DSA04

**ALLIED-IV: CONSUMER BEHAVIOR AND ADVERTISING**

**Instr.Hrs.: 6**  
**Credits : 5**

**Year : II**  
**Semester: IV**

**Course Learning Outcome**

After completion of the consumer behaviour and advertising course, students will be able to:

1. Explain the field and scope of consumer behaviour and impact of new technology on marketing strategies
2. Outline the different aspects of research in the field of consumer process
3. Apply concepts of motivation and perception on consumer behaviour
4. Explain the features, goals, functions, types and models of advertising
5. Determine the framework in advertising, role of media in advertising and ethical standards in advertising

**UNIT-I: CONSUMER BEHAVIOUR**

Understanding consumer behaviour- field and scope of consumer behaviour, consumer behaviour and the marketing concepts-customer value, satisfaction, trust and retention-impact of new technology on marketing strategies.

**UNIT-II: CONSUMER RESEARCH**

3. Apply concepts of motivation and perception on consumer behaviour
4. Explain the features, goals, functions, types and models of advertising
5. Determine the framework in advertising, role of media in advertising and ethical standards in advertising

**UNIT-I: CONSUMER BEHAVIOUR**

Understanding consumer behaviour- field and scope of consumer behaviour, consumer behaviour and the marketing concepts-customer value, satisfaction, trust and retention-impact of new technology on marketing strategies.

**UNIT-II: CONSUMER RESEARCH**

An overview of the consumer research process—developing research objectives – collecting secondary data – designing primary research – data analysis and reporting research findings – conducting a research study.

**UNIT-III: CONSUMER AS AN INDIVIDUAL**

Consumer motivation; motivation as a psychological force – the dynamics of motivation – types and system of needs, consumer perception; Sensory dynamics of perception – elements of perception – consumer imagery; personality and understanding consumer behaviour.

**UNIT-IV: ADVERTISING**

Meaning, definition – objectives – basic features of advertising – goals and models, functions – advantages and disadvantages of advertising – types of advertising.

**UNIVERSITY OF MADRAS**  
**B.Sc. DEGREE COURSE IN PSYCHOLOGY**  
**SYLLABUS WITH EFFECT FROM 2020-2021**

**UNIT-V:ADVERTISING IN BRAND BUILDING**

Institutional frame work in advertising; advertising agencies – media selection, tools for measuring advertising effectiveness; new media of advertising, ethical standards in advertising.

**REFERENCES**

1. BatraRajeer, Myyers.G.J, Aakar. D. A .(1990). *Advertising Management*. New Delhi: Prentice Hall of India Ltd.
2. Saxena.R (2016).*Marketing management*, New Delhi: MC Graw Hill Education (India) Pvt.Ltd.
3. Schiffman,L.G, Kanuk,l.l.(1999). *Consumer Behavior*. New Delhi: Prentice Hall of India Ltd.
4. Pillai.R.S.N, Bagavathi.(2010). *Marketing Management*. New Delhi: S.Chand& company Ltd.

**WEB RESOURCES**

1. <https://www.edx.org/course/buyer-behaviour-and-analysis>
2. <https://www.coursera.org/courses?query=advertising>
3. <https://www.mooc-list.com/course/market-research-and-consumer-behavior-coursera>
4. <https://www.udemy.com/courses/marketing/advertising/>





## MEDIA STUDIES

### ***ALLIED – II / Paper – I: Computer Graphics I***

***(Practical: Record - 80, Viva - 20)***

The practical will include

1. DTP for Publication Design: PageMaker (latest version)
2. Editing and manipulation of image/pictures using PhotoShop (latest Versions)

#### Exercises

1. Design a 'logo' for an
  - a. Advertising agency
  - b. Commercial organization
  - c. Non-profit organization
  - d. Government agency
  - e. Service industry
2. Design a 'visiting card' & 'letter head' for the same FIVE organizations Mentioned above using the logo created in the previous exercise.
3. Design a 'news letter' for any one of the above-mentioned agencies.
4. Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies.





### **CORE PAPER – X: Television Production**

#### **Unit I**

Introduction of visualization, Different approaches to visualization - TV, Films, and Ad films. Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, budget preparation.

#### **Unit II**

Principles of script writing, creative writing, script formats. Planning of Story, story board, discussions, screen play, dialogue writing, selection of cast, costumes, locations, set & design ,Research. Locations: In-door, set, On-sights sets, -- Outdoor on-sight sets, blue matte. Etc.,

#### **Unit III**

Camera techniques & operation, Types of camera, Video formats (VHS, SVHS, U-MATIC, BETA, DIGITAL ), framing, shots & movements (wide, medium, close ups, shadow, zoom, pan , tilt, aerial etc.), usage of various types of camera lenses (Normal, Tele, Zoom etc.), usages of various filters ( day , night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights ( baby, Junior, Senior, etc.,) colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting( Back, Front, full, semi, etc.,)

Video recording format - Audio on line or off line . Usage of various kinds of mics (Dynamic mic, condenser mic, ribbon mic, Uni-directional, Bi-directional, omni-directional mics, Hand mic, Head set mic, quadraphonic mic and wireless mic, lapel etc.,) Knowledge about audio recording (mono, stereo, surround sound, eco etc.,).



## 1.3 Curriculum Enrichment

**Unit IV**

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting—sound in editing—categories of sound, post-synchronization, voice-over or narration, music and dubbing, Video Editing – linear, non-linear, types of editing modes (assemble mode, insert mode, on line mode) computer editing - time code roll editing, etc., Television graphics & titling and specials effects, Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice Over (narration)etc. Presentation skills, recording live programmes.

**References**

Millerson, G. H (1993) Effective TV Production. Focal Press  
Holland, P (1998). The Television Handbook. Routledge

**CORE PAPER – XI: Web Publishing**

**(Practical: Record - 80, Viva - 20)**

Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and MM Flash

HTML and XML Programming

Creation of the Home Page of a Web Site with proper links

Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.

Students should be given orientation of web/multimedia usability issues and interface design basics

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates.

**Note**

1. The web pages should contain objects created by the students only. **No objects/ elements downloaded from the Internet should be used.** If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.
2. A minimum of Five exercises should be carried out on each theme outlined above

## 1.3 Curriculum Enrichment

3. At least FIVE complete web sites for different categories of products or organizations must be created for the record
4. All exercises should be accompanied by “paper-page” and “paper-design” in **record** form along with the original fine containing the exercises.
5. The above mentioned are the **minimum requirement** for external examination.

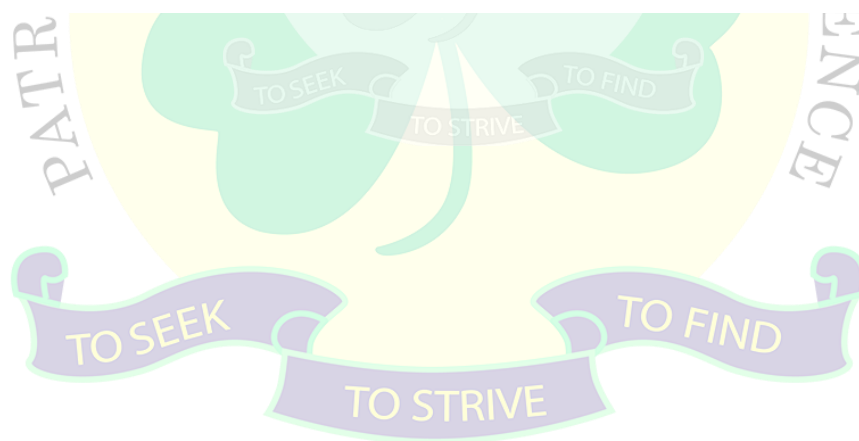
**References**

Powell, Thomas . Web Design(2000). The Complete Reference. Tata McGraw-Hill

Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future

Grahm, L (1999) The principles of Interactive Design. Thomson Learning

Xavier: World Wide Web with HTML. Tata McGraw- Hill





**CORE PAPER – XV: 3 D Animation****(Practical: Record - 80, Viva - 20)**

Project work (walk-through, animated logo, etc.) should contain record containing advanced animation works done by the student. At least FIVE concepts for animations should be included as a part of the record. Each student to provide individual CD-ROMs **with all** the exercises done during the year with proper dates. Students should be given adequate orientation on basic design and usability concepts. The web pages should contain objects created by the students only. **No objects/elements downloaded from the Internet should be used.** If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop. All exercises should be accompanied by "paper-design" in **record** form along with the original file containing the exercises.



**DEPARTMENT OF COMMERCE****Allied Paper – I - BUSINESS ECONOMICS (Existing Syllabus)****UNIT I**

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics

Definition – Scope and Importance of Business Economics

Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency

**UNIT II**

Demand and Supply Functions:

Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium.

**UNIT III**

Consumer Behaviour : Law of Diminishing Marginal utility – Equimarginal Utility – Indifference Curve – Definition, Properties and equilibrium.

**UNIT IV**

Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale

Cost Classification – Break Even Analysis

**UNIT V**

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods

**Recommended Texts**

1. S.Shankaran, Business Economics - Margham Publications - Ch -17
2. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - New Delhi – 02.
3. Francis Cherunilam, Business Environment - Himalaya Publishing House - Mumbai – 04.
4. Peter Mitchelson and Andrew Mann, Economics for Business - Thomas Nelson Australia -Can -004603454.
5. C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur - 03.
6. H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons - New Delhi – 55.

**Core Paper IV - PRINCIPLES OF MANAGEMENT****Objectives****No of Credits : 4**

- ☐ ☐ ☐ To make the students to understand the basic concepts of management.
- ☐ ☐ ☐ To prepare the students to know about the significance of the management in Business.

**Unit I : Introduction**

Definition - Importance - Nature and Scope of Management - Process of Management - Role and functions of Managers - Levels of Management - Scientific Management - Contributions to Management by different Schools of thought.

**Unit II : Planning**

Nature - Importance - Types of Planning - Steps in planning - Objectives of Planning - Policies - Decision making Process - Types of Decisions.

**Unit III : Organisation**

Meaning and Types of organisations - Principles - Formal and Informal organisation - Organisation Structure - Span of Control - Departmentalisation - Basis - Meaning and Importance of Departmentalisation. Policies - Meaning and Types - Procedures - Forecasting.

**Unit IV : Authority and Responsibility**

Authority - Definition - Sources - Limitations - Difference between Authority and Responsibility - Delegation of Authority - Meaning - Principles and importance - Centralisation Vs Decentralisation.

**Unit V : Direction Co-ordination & Control**

Direction - Nature - Purpose. Co-ordination - Need - Types and Techniques - Requisites for Excellent Co-ordination. Controlling - Meaning - Importance - Control Process.

**Suggested Readings**

1. Gupta, C.B. Management Theory & Practice, Sulthan Chand & Sons, New Delhi.
2. Prasad, L.M. Principles & Practice of Management, Sultan Chand & Sons, New Delhi.
3. Tripathi, P.C. & Reddy, P.N. Principles of Managements, Tata Mac. Graw Hill, New Delhi.
4. Weihrich and Koontz, Management - A Global Perspective.
5. N. Premavathy, Principles of Management, Sri Vishnu Publications, Chennai.
6. Jayasankar, J. Business Management, Margham Publication, Chennai.
7. Sundar, K. Principles of Management, Vijay Nicole Imprints Pvt. Ltd., Chennai.

**E-Resources**

[www.wisdomjobs.com](http://www.wisdomjobs.com)

[www.aima.in](http://www.aima.in)

[www.clep.collegeboard.org](http://www.clep.collegeboard.org)



**1.3 Curriculum Enrichment****Allied Paper - INDIAN ECONOMY (Existing Syllabus)****UNIT I**

Economic growth and economic Development-Features of economic development-Indicators of economic development-National Income - Basic concepts and computation of National Income

**UNIT-II**

Major problems of Indian Economy-Poverty-Inequalities-Unemployment-Population. Transport & Foreign Trade

**UNIT-III**

Agriculture –Contribution to economic development-Green Revolution-Irrigation-Minor, Medium, Major irrigation works. Land Reforms-Food policy and Public Distribution System

**UNIT IV**

Industry-Role of industries in economic development-Large and Small scale Industries-New Economic Policy 1991

**UNIT V**

Five Year plans in India-Achievements and failures-Economic development under Five Year Plans

**Recommended Texts**

1. I.C. Dingra, Indian Economy
2. Ruddar Datt & K.P.M. Sundharam, Indian Economy - S.Chand & Sons - New Delhi.
3. K.N. Agarwal, Indian Economy – Problem of Development of Planning - Wishwa Prakashan - New Age of International Ltd.
4. S.K.Misra & V.K.Puri, Indian Economy – Its Development - Himalaya Publishing House - Mumbai.



## 1.3 Curriculum Enrichment

**Core Paper VII - BANKING THEORY, LAW AND PRACTICE****Objectives****No of Credits : 4**

- To facilitate the understanding of the origin and the growth of the Indian Banking System.
- To understand the Modern day Developments in Indian Banking Sector.

**UNIT I : Introduction to Banking**

History of banking - Components of Indian banking - Indian banking system - Phases of development - Banking structure in India - Payment banks and Small Banks - Commercial banking - Definition - Classification of banks. Banking system - Universal banking - Commercial Banking - functions - Role of Banks in Economic Development. Central Banking - Definition - Need - Principles - Central Banking Vs. Commercial banking - Functions of Central bank.

**UNIT II : RBI**

Establishment - Objective - Legal framework - Functions - SBI - Origin and History - Establishment - Indian subsidiaries - Foreign subsidiaries - Non-banking - Subsidiaries - Personal banking - International banking- Trade financing - Correspondent banking. Co-operative banks - Meaning and Definition - Features - Co-operative banks Vs Commercial banks - Structure.

**UNIT III : e - banking**

Meaning - Services - e-banking and Financial services - Initiatives - Opportunities - Internet banking - Meaning - Internet banking Vs Traditional banking - Services - Drawbacks - Frauds in Internet banking. Mobile banking - Meaning - Features - Services - Security issues - Electronic Mobile Wallets. ATM - Evolution - Concept - Features - Types - Mechanism - Functions. Electronic money - Meaning - Categories - Merits of e-money - Electronic Funds Transfer (EFT) system - Meaning - Steps - Benefits.

**UNIT IV - Bank Account :**

Opening - Types of accounts - FDR - Steps in opening Accounts - Savings Vs Current Account - 'Donatio Mortis Causa' - Passbook - Bank Customer Relationship - Special Types of customers - KYC norms. Bank Lending - Lending sources - Bank Lending Principles - Forms of lending - Loan evaluation process - Securities of lending - Factors influencing Bank lending - Negotiable Instruments - Meaning - Characteristics - Types. Crossing - Definition - Objectives - Crossing and negotiability - Consequences of crossing.

**UNIT V - Endorsement**

Meaning - Components - Kinds of Endorsements - Cheques payable to fictitious persons - Endorsement by legal representative - Negotiation back - effect of endorsement - Rules regarding endorsement. Paying banker - Banker's duty - Dishonoring of cheque - Discharge of paying banks - Payment of a crossed cheque - Material alteration - Statutory protection under Section 85 - Refusal of cheque payment. Collecting Banker - Statutory protection under section 131 - Collecting banker's duty - RBI instructions - Paying banker Vs Collecting Banker - Customer grievances - Grievances redressal - Banking Ombudsman.

**Suggested Readings**

1. Gurusamy S, Banking Theory: Law and Practice, Vijay Nicole Publications, 2015, Chennai
2. Clifford Gomez, Banking and Finance, Theory, Law and Practice, Jain Book Agency, 2010, Mumbai
3. Gupta, R K BANKING Law and Practice, Jain Book Agency, 2001, New Delhi
4. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand Co, 2010, New Delhi
5. Maheswari, S.N. Banking Law Theory and Practice, Kalyani Publications, 2011, Mumbai
6. Santhanam B, Banking Theory Law and Practice, Margam Publications
7. Nirmala Prasad, Banking and Financial Services, Himalaya Publications

**E Resources**

[www.lawcommissionofindia.nic.in](http://www.lawcommissionofindia.nic.in)  
[www.rbi.org](http://www.rbi.org)  
[www.bankingombudsman.org](http://www.bankingombudsman.org)





## 1.3 Curriculum Enrichment

**Core Paper : XII - BUSINESS TAXATION****Objectives****No of Credits : 4**

- To make the students to gain knowledge of the Principles of the Indirect Tax.
- To highlight the students about the Customs duty, Excise duty, VAT etc.

**UNIT I : Introduction**

Objectives of Taxation - Canons of Taxation - Tax system in India - Direct and Indirect Taxes - Meaning and Types.

**UNIT II : Central Excise Duty**

Classification - Levy and Collection of Excise Duty - Clearance of Excisable goods - Exemption from Excise Duty - Excise and Small Scale Industries - Excise and Exports - Demand, Refund, Rebate of Central Excise Duty - Offences and Penalties - Settlement - Appellate Provisions.

**UNIT III : Customs Duty**

Meaning - Levy and Collection of Customs Duty - Organisation of the Customs Department - Officers of the Customs - Powers - Appellate machinery - Infringement of the law - Offences and Penalties - Exemption from Duty - Customs Duty Drawback - Duty Free Zones.

**UNIT IV : Sales Tax Act**

Central Sales Tax Act - Levy and Collection of CST - Important Definitions - Sales Purchase in the course of export or import - Liability of Tax - Registration of Dealers - Goods of Special Importance - Offences and Penalties.

**UNIT V : Value Added Tax**

Value Added Tax - objectives - Levy of VAT - Arguments in favour of VAT - Difficulties in administering VAT - Set off / Input Tax Credit - Carrying over of Tax Credit - Registration - TIN - Returns - Assessment of VAT liability - Declaration Form - Service Tax - Tax on Different Services - Rates of Service Tax - Exempted services.

**Suggested Readings**

1. Central Excise Act.
2. Customs Act
3. Central Sales Act
4. Ahuja Girishand Gupta Ravi Practical Approach to Income Tax
5. Vinod K. Singhanian and Monica Singhanian, Students Guide to Income Tax, Taxman Publications
6. Datta, D C, Layman's Guide on GST, Taxman Publications
7. Reddy & Dr. Y. Hariprasad Reddy, Business Taxation, Margham Publications, Chennai

**E-Resources**

[www.legalserviceindia.com](http://www.legalserviceindia.com)  
[www.indiacorporateadvisor.com](http://www.indiacorporateadvisor.com)  
[www.tnvat.gov.in](http://www.tnvat.gov.in)  
[www.cbec.gov.in](http://www.cbec.gov.in)  
[www.aces.gov.in](http://www.aces.gov.in)





## 1.3 Curriculum Enrichment

**Core Paper XIV - PRACTICAL AUDITING****Objectives****No of Credits : 4**

- To make the students to understand the concept of present day Auditing Practices.
- To enable the students to gain knowledge of various techniques of Auditing.

**UNIT I: Introduction**

Meaning and Definition of Auditing - Distinction between Auditing and Accounting - Objectives - Advantages and Limitations of Audit - Scope of Audit - Classifications of Audit - Audit Planning - Meaning. Audit programme - Meaning - Objectives and Contents - Audit Note Book, - contents, Usefulness of Audit Note Book - Audit working papers - Meaning. Ownership and Custody - Test checking and Routine checking - Meaning. Internal control - Meaning - Definition - Objectives - Technique for evaluation of Internal Control System. Internal check - Meaning - Objectives difference between Internal control, Internal check and Internal Audit.

**UNIT - II : Vouching and Verification**

Vouching - Meaning and Definitions - Objectives. Trading Transactions - Audit of Ledger- Scrutinizing of ledgers - Vouching of cash Receipts and Payments - Vouching of outstanding Assets and Liabilities - Verification - Meaning - Objectives and Process - Valuation of Assets and liabilities - Distinction between Verification and Valuation.

**Unit III : Audit and Accounting Standards**

Types of Audit - Statutory Audit - Concurrent Audit - Stock Audit - Cost Audit - Secretarial Audit - CAG Audit - Management Audit. Accounting Standards - Standards on Auditing - Standards on Internal Audit - Penal Provisions - Role of National Financial Reporting Authority (NFRA)

**Unit IV : Auditors and Audit Report**

Appointment - Procedures - Eligibility and Qualifications - Powers and Duties - Rotation and Removal of Auditors - Resignation of Auditors - Remuneration of Auditors - Audit report - Preparation and presentation. Auditor's Responsibilities and liabilities towards Shareholders, Board and Audit Committee. Restriction on other Services.

**Unit V : Recent Trends in Auditing**

EDP Audit - Meaning - Division of auditing in EDP environment. Impact of Computerization on Audit Approach - Online Computer System Audit - Types of Online Computer System Audit - Audit around with the Computers - Procedure of Audit under EDP system.

**Suggested Readings**

1. Auditing, D.P. Jain Konark Publishers Pvt. Ltd.
2. Auditing, Principles and Practice, Ravinder Kumar and Virender Sharma, Eastern Economy Edition.
3. Practical Auditing, B.N. Tandon, Sultan Chand and Co., New Delhi.
4. Contemporary Auditing, Kamal Gupta, Tata Mc Graw Hill.
5. Practical Auditing, Dinkar Pagare, Sultan Chand & Sons
6. Sundar. K & Paari. K, Practical Auditing, Vijay Nicole Imprints Pvt. Ltd. Chennai

**E-Resources**

[http://www.osbornebooksshop.co.uk/p/auditing\\_tutorial](http://www.osbornebooksshop.co.uk/p/auditing_tutorial)  
[www.mu.ac.in](http://www.mu.ac.in)  
[www.learnthat.com](http://www.learnthat.com)





## 1.3 Curriculum Enrichment

**Core Paper XV - ENTREPRENEURIAL DEVELOPMENT****Objectives****No of Credits : 4**

1. To make the students to understand the concept of Entrepreneurship and there work in life.
2. To enable the students to know the effectiveness of the Manpower in Entrepreneurship.

**UNIT I : Concept of Entrepreneurship**

Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

**UNIT II : Entrepreneurial Development Agencies.**

Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organisation - Small Industries Service Institute. All India Financial Institutions. SIPCOT and its objectives. MSME Sector and its coverage- Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises - Development Organisation (MSME - DO) - Objectives of SIDCO - Functions of Tamil Nadu SIDCO - IRBI and its Role. NABARD and its role in the Rural Development of India - Introduction to Micro Units Development Refinance Agency (MUDRA).

**UNIT III : Project Management**

Business idea generation techniques - Identification of Business opportunities - Feasibility study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report - Tools of Appraisal.

**UNIT IV - Entrepreneurial Development Programmes**

Entrepreneurial Development Programmes (EDP) - Role, relevance and achievements - Role of Government in organizing EDPs- Critical evaluation.

**UNIT V - Economic development and Entrepreneurial growth**

Role of Entrepreneur in Economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic Concentration, Franchising / Dealership - Development of Women Entrepreneurship. Self-help groups and empowerment of Women in India - Financing SHG and their role in Micro-financing. Financial inclusion and its penetration in india, Challenges and Government role in Financial inclusion - Pradhan Mantri Jan-Dhan Yojana - Six Pillars of Its Mission objectives

**Suggested Readings**

1. Saravanavel, P. Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House - 1997, Chennai.
2. Tulsian, P.C & Vishal Pandey, Business Organization and Management, Pearson Education India, 2002, Delhi.
3. Janakiram, B, and Rizwana, M, Entrepreneurship Development, Text and Cases, Excel Books India, 2011, Delhi.
4. Arun Mittal & Gupta, S.L - Entrepreneurship Development, International Book House Pvt. Ltd, 2011, Mumbai.
5. Anil Kumar, S, Poornima, S, Abraham, K, Jayashree, K - Entrepreneurship Development, New age International (P) Ltd, 2012, Delhi
6. Gupta C B and Srinivasan NP, Entrepreneurial Development, Sultan Chand & Sons
7. Raj Shankar, Entrepreneurship, Vijay Nicole Imprints Pvt. Ltd. Chennai

**E-resources**

<http://inventors.about.com/od/entrepreneur/>  
<http://learnthat.com/tag/entrepreneurship/>



## 1.3 Curriculum Enrichment

**Core Paper XIX - BUSINESS ENVIRONMENT****Objectives****No of Credits : 4**

- ☐ ☐ ☐ To impart the knowledge of Business environment.
- ☐ ☐ ☐ To enable the students to know the factors influencing the changes in the Business Climate.

**UNIT I : Introduction**

The Concept of Business Environment - Its Nature and Significance - Brief overview of Political, Cultural, Legal, Economic, Social and Global Environments and their impact on Business and Strategic Decisions.

**UNIT II : Political Environment**

Meaning - Government and Business Relationship in India - Provisions of Indian Constitution pertaining to Business.

**UNIT III : Social Environment**

Meaning - Cultural heritage - Social attitudes - impact of foreign culture - Castes and Communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization - Social Responsibilities of Business.

**UNIT IV : Economic Environment**

Economic Systems and their impact on Business - Macro Economic parameters like GDP, Growth Rate Population - Urbanisation. Fiscal Deficit - Plan investment - Per Capita income and their impact on Business decisions - Five Year Planning.

**UNIT V : Global Environment**

Factors Determining Global Environment - Forex Environment - Financial Environment. Financial System - Commercial Banks - Financial Institutions - RBI - Monetary Policy- Stock Exchange - IDBI - Non-Banking Financial Companies (NBFCs).

**Suggested Readings**

1. Sankaran.S., Business Environment
2. Francis Cherunilam, Business Environment, Himalaya Publishing House
3. Aswathappa, Business Environment, Himalaya Publishing House
4. Dasgupta & Sengupta, Government and Business in India.
5. Srinivasan.K., Productivity and social Environment, ASIA
6. Dhanabakiyam & Kavitha.M, Business Environment, Vijay Nicole Imprints Pvt. Ltd. Chennai

**E-Resources**

[www.businesscasestudies.co.uk](http://www.businesscasestudies.co.uk)  
[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)  
[www.mbaofficial.com](http://www.mbaofficial.com)  
[www.mbaknol.com](http://www.mbaknol.com)





## 1.3 Curriculum Enrichment

**Elective Paper III – (1) HUMAN RESOURCE MANAGEMENT****Objectives****No of Credits : 4**

- ☐ ☐ ☐ To facilitate the students to know about the importance of Human Resources.
- ☐ ☐ ☐ To make the students to understand the various aspects of the Human Resources Management.

**UNIT I : Introduction**

Nature and Scope of Human Resources Management - Differences between Personnel Management and HRM - Environment of HRM - Human Resource Planning - Recruitment - Selection - Methods of Selection - Uses of various Tests - Interview techniques in Selection and Placement.

**UNIT II : Training**

Meaning - Induction - Methods - Techniques - Identification of the Training needs - Training and Development - Performance appraisal - Transfer - Promotion and Termination of services - Career Development.

**UNIT III : Compensation**

Cost to Company - CTC Fixed and Flexible Pay - Components - Incentives - Benefits - Motivation - Welfare and Social Security Measures.

**UNIT IV : Labour Relation**

Need - Functions of Trade Unions - Forms of Collective bargaining - Workers Participation in management - Types and effectiveness. Industrial Disputes and Settlements (laws excluded)

**UNIT V : Human Resource Audit**

Human Resource Audit - Nature - Benefits - Scope - Approaches.

**Suggested Readings**

1. Rao, V S P, Human Resource Management, Excel Books
2. Ashwathappa, Human Resource Management, Himalaya Publishing House
3. Garry Deseler, Human Resource Management, Prentice Hall
4. Prasad, L M, Human Resource Management, Sultan Chand & Sons
5. Tripathi, Human Resource Management, Prentice Hall
6. Sundar & Srinivasan, Essentials of Human Resource Management, Vijay Nicole Imprints Pvt. Ltd. Chennai

**E-Resources**

[www.whatishumanresource.com](http://www.whatishumanresource.com)  
[www.managementstudyguide.com](http://www.managementstudyguide.com)  
[www.humanresources.about.com](http://www.humanresources.about.com)  
[www.managementhelp.org](http://www.managementhelp.org)





## 1.3 Curriculum Enrichment

	<b>UNIT 3</b> <b>Transitionists</b> William Blake <i>From Songs of Experience</i> The Echoing Green Night <i>From Songs of Innocence</i> London William Collins Ode to Evening
	<b>UNIT 4</b> <b>Romantics</b> William Wordsworth Ode on the Intimations of Immortality S.T. Coleridge Dejection: An Ode P.B. Shelley Ode to Skylark John Keats Ode on a Grecian Urn













## 1.3 Curriculum Enrichment

Course Outline	UNIT I  Basic concepts in effective business writing and Knowledge Management
	UNIT 2  Editing techniques for Newsletters and Press Releases
	UNIT 3  Writing for oral communication, Online CV writing. [FOR OTHER DEPARTMENTS ONLY]
	UNIT 4  Writing for a website [FOR OTHER DEPARTMENTS ONLY]

C – Core; E – Elective; ED – Extra disciplinary

**Reference Books :**

1. Robert Heller, 1998, **Communicate Clearly** – Dorling Kindersley Ltd., London.
2. Matthukutty M. Monippanally, 2001, **Business Communication Strategies**, Tata McGraw Mill.
3. T.M. Farhatullah, 2002, **Communication Skills for Technical Students**, Orient Longman.
4. 2004, Write to the top – **Writing for Corporate Success**; Deborah Dumame; Random House
5. JayashreeBalan, 2005, **Spoken English**, Vijay Nicole Imprints.



## 1.3 Curriculum Enrichment

Title of the Course / Paper	<b>EXTRA DISCIPLINARY-II-</b> <b>Literature Analysis Approaches and copy editing</b>		
Category of the Course (Elective Within the Dept)/ED	Year & Semester <b>2<sup>nd</sup> year &amp; Third Semester</b>	Credits <b>3</b>	Subject Code
Pre-requisites	Minimum Entry requirements for the course / Eligibility		
Objectives of the Course	To enable the student to experience the practical aspects of literature studies to utilise the resulting skills in day-to-day life		
Course Outline	UNIT I  Practical Criticism – Critique and Book Review.		
	UNIT 2  Publishing Industry: Concept organisation function.		
	UNIT 3  Copy Editing : Basics Functions Role and Process; Copy Editor: Role and Responsibility		
	UNIT 4  Proof Reading, Editing and E- Publishing		
	UNIT 5  Technical Writing- Manuals, Business Correspondence		

C – Core; E – Elective; ED – Extra disciplinary

**Recommended Text:**

Rob Kitchin&amp; Duncan Fuller, 2005, The Academic's Guide to Publishing, Vistaar Publications, New Delhi.



## 1.3 Curriculum Enrichment

Title of the Course / Paper	<b>ELECTIVE PAPER- V- Film Studies</b>		
Category of the Course E (Elective within the department) /ED	Year & Semester <b>Second Year &amp; Fourth Semester</b>	Credits <b>3</b>	Subject Code
Pre-requisites	Minimum Entry requirements for the course / Eligibility		
Objectives of the Course	To combine the popular interest in films with technical and socio-cultural dimensions of film appreciation.		
Course Outline	UNIT I  History of Cinema in India; Major landmarks in India Cinema		







## 1.3 Curriculum Enrichment

	<b>UNIT 2</b>  <b>Kinds of Films</b>  Historical Patriotic Documentary Thrillers etc.
	<b>UNIT 3</b>  Art of Film Making: Some Important Techniques  Acting/ Photography/Direction/Scriptwriting etc
	<b>UNIT 4</b>  Films and Entertainment Films and Social Responsibility
	<b>UNIT 5</b>  Review of Films

C – Core; E – Elective; ED – Extra disciplinary

**1. Recommended Texts:**

1. Ed. Bill Nichols, 1993 ,**Movies and Methods** Vol. I, Edition Seagull Books, Calcutta.
2. Ed. Bill Nichols, 1993, **Movies and Methods** Vol. II, Edition Seagull Books, Calcutta.
3. Susan Hayward, 2004, **Key Concepts in Cinema** Studies, Routledge, London.



## DEPARTMENT OF ENGLISH - UG

**Core Paper – II - Indian Writing in English****Unit-1: Introduction**

- Arrival of East India Company and the associated impact
- History of Indian Writing in English
- Nativisation of English
- Introduction of English Studies in India (Macaulay's speech)
- Indian Diasporic writers

**Unit-2: Prose**

1. The World Community - S. Radhakrishnan  
*Prescribed: Links - Balram Gupta*
2. The Argumentative Indian - Amartya Sen  
*Prescribed: The Diaspora and the World – Chapter 4 only*

**Unit-3: Poetry**

1. The Tiger and the Deer - Sir Aurobindo Ghosh
2. Summer Woods - Sarojini Naidu
3. In India - Nissim Ezekiel  
*Prescribed (for poems 1-3): An Anthology of Indian English Poetry - Orient Longman*
4. Crab - Arun Kolatkar
5. Eating wheat - Vikram Seth
6. Fireflies - Manohar Shetty  
*Prescribed (for poems 4-6): Oxford Indian Anthology of Twelve Modern Poets*

**Unit-4: Drama**

- Dance like a Man – Mahesh Dattani  
*Prescribed: Dance like a Man – Penguin Publications*

**Unit-5: Fiction**

1. Swami and Friends - R.K. Narayan

**Prescribed Texts:**

Links – Balram Gupta  
The Diaspora and the World (Chapter 4)  
Anthology of Indian English Poetry – Orient Longman  
Oxford Indian Anthology of Twelve Modern Poets  
Dance like a Man – Mahesh Dattani - Penguin Publications  
Swami and Friends - R.K. Narayan

**Recommended Texts:**

A.K. Mehrotra's Illustrated History of Indian Literature - Introductory

## Core Paper – IV - Regional Indian Literature in Translation

### Unit-1: Introduction

Concept of Indian Literature, , Agam and Puram Concepts,  
Theory of Nine Rasas in Indian Aesthetics

*Prescribed: Translator's note to Poems of Love and War by AK  
Ramanujam (Oxford), Indian Literary Criticism: Theory and  
Interpretation – GN Devy  
Bharathamuni from Natyashastra*

### Unit-2: Poetry

1. Is Poetry always worthy when it's old? Kalidasa  
(Malavikagnimitram)

*Website references for topic 1:*

[http://www.cse.iitk.ac.in/users/amit/books/brough-1977-  
poems-from-sanskrit.html](http://www.cse.iitk.ac.in/users/amit/books/brough-1977-poems-from-sanskrit.html)

2. What She Said - Tevakulattar, Kurunthokai 3 (Tamil)
3. What She Said to her Girlfriend - Kapilar, Akanaanooru 82  
(Tamil)

*Prescribed for topics 2 and 3: Translation of Sangam Age Poetry  
by A.K.Ramanujan*

*Website references for topics 2 and 3:*

<http://www.poetrynook.com/poem/what-she-said-7>  
[https://sangampoemsinenglish.wordpress.com/sangam-  
tamil-scholar-a-k-ramanujan/](https://sangampoemsinenglish.wordpress.com/sangam-tamil-scholar-a-k-ramanujan/)

4. Gitanjali – (1-5) - Rabindranath Tagore
5. Six Rubaiyats - Mirza Arif (Urdu)

### Unit-3: Prose

1. Roots - Ismat Chughtai (Urdu)
2. The Shroud - Munshi Premchand (Hindi)
3. Sita Brand Soapnut Powder - Sundara Ramaswamy (Tamil)  
*Prescribed: Waves, Manas publications*
4. Poovan Banana - Vaikom Mohammad Basheer (Malayalam)  
*Prescribed: Poovan Banana and Other Stories*

### Unit-4: Drama

Wedding Album – Girish Karnad

### Unit-5: Fiction

Beasts of Burden – Iyayam (Tamil)

### *Prescribed Texts:*

Waves - Manas Publications

Poems of Love and War – AK Ramanujam





## DEPARTMENT OF COMPUTER APPLICATIONS

Title of the Course/	<b>Paper -XIV SOFTWARE ENGINEERING</b>		
Core	<b>III Year &amp; Fifth Semester</b>	Credit: 4	
Objective of the course	This course introduces the concepts of Life Cycle of Software		
Course outline	Unit-1: Introduction to Software Engineering Some definition – Some size factors – Quality and productivity factors – Managerial issue. Planning a Software Project: Defining the problem – Developing a solution strategy – planning the development process – planning an organization structure – other planning activities		
	Unit-2: Software Cost Estimation: Software – Cost factors – Software cost estimation techniques – specification techniques – level estimation – estimating software maintenance costs.		
	Unit-3: Software requirements definition: The software requirements specification – formal languages and processors for requirements specification.		
	Unit-4: Software Design: Fundamental Design concepts – Modules and modularizing Criteria – Design Notations – Design Techniques – Detailed Design Consideration – Real time and distributed system design – Test plan – Mile stones walk through and inspection – Design guide lines		
	Unit-5 : Verification and validation techniques: Quality assurance – Static analysis – symbolic exception – Unit testing and Debugging – System testing – Formal verification.  Software maintenance: Enhancing maintainability during development – Managua aspects of software maintenance – Configuration management – source code metrics – other maintenance tools and techniques.		

**1. Recommended Texts**

- Richard E.Fairly - Software Engineering Concepts - Tata McGraw-Hill book Company.

**2. Reference Books**

- R.S.Pressman, 1997, Software Engineering – 1997 - Fourth Ed., McGraw Hill.
- Rajib Mall ,2004,Fundamentals of Software Engineering,2<sup>nd</sup> Edition, PHI.



## 1.3 Curriculum Enrichment

Title of the Course/	<b>Paper-XVIII DATA COMMUNICATION AND NETWORKING</b>		
Core	<b>III Year &amp; Sixth Semester</b>	Credit: 4	
Objective of the course	This course introduces the concepts of Networking		
Course outline	Unit-1: Introduction to Data Communication, Network, Protocols & standards and standards organizations - Line Configuration - Topology - Transmission mode - Classification of Network - OSI Model - Layers of OSI Model.		
	Unit-2: Parallel and Serial Transmission - DTE/DCE/such as EIA-449, EIA- 530, EIA-202 and x.21 interface - Interface standards - Modems - GuidedMedia - Unguided Media - Performance - Types of Error - Error Detection - Error Corrections.		
	Unit-3: Multiplexing - Types of Multiplexing - Multiplexing Application - Telephone system - Project 802 - Ethernet - Token Bus - Token Ring - FDDI - IEEE 802.6 - SMDS - Circuit Switching - Packet Switching - Message switching - Connection Oriented and Connectionless services.		
	Unit-4: History of Analog and Digital Network - Access to ISDN - ISDN Layers - Broadband ISDN - X.25 Layers - Packet Layer Protocol - ATM - ATM Topology - ATM Protocol.		
	Unit-5 : Repeaters - Bridges - Routers - Gateway - Routing algorithms - TCP/IP Network, Transport and Application Layers of TCP/IP - World Wide Web.		

**1. Recommended Texts**

- i.Behrouz and Forouzan,2001,Introduction to Data Communication and Networking, 2<sup>nd</sup> Edition,TMH.

**2. Reference Books**

- i.Jean Walrand 1998,Communication Networks (A first Course),Second Edition, WCB/McGraw Hill.
- ii.Behrouz and Forouzan,2006,Data Communication and Networking,3<sup>rd</sup> Edition, TMH.



## 1.3 Curriculum Enrichment

Title of the Course/	<b>Paper -XIX SOFTWARE TESTING</b>		
Core	<b>III Year &amp; Sixth Semester</b>	Credit:4	
Objective of the course	This course introduces the basic concepts of software testing		
Course outline	Unit-1: Introduction: Purpose – Productivity and Quality in Software – Testing Vs Debugging – Model for Testing – Bugs – Types of Bugs – Testing and Design Style.		
	Unit-2: Flow/Graphs and Path Testing – Achievable paths – Path instrumentation – Application – Transaction Flow Testing Techniques		
	Unit-3: Data Flow Testing Strategies - Domain Testing: Domains and Paths – Domains and Interface Testing .		
	Unit-4: Linguistic –Metrics – Structural Metric – Path Products and Path Expressions. Syntax Testing – Formats – Test Cases .		
	Unit-5 : Logic Based Testing – Decision Tables – Transition Testing – States, State Graph, State Testing.		

**1. Recommended Texts**

- B. Beizer , 2003, Software Testing Techniques, II Edn., DreamTech India, New Delhi.
- K.V.KK. Prasad , 2005, Software Testing Tools, DreamTech. India, New Delhi.

**2. Reference Books**

- Burnstein, 2003, Practical Software Testing, Springer International Edn.
- E. Kit, 1995, Software Testing in the Real World: Improving the Process, Pearson Education, Delhi.
- R.Rajani, and P.P.Oak, 2004, Software Testing, Tata Mcgraw Hill, New Delhi.
- iv. iv.





## DEPARTMENT OF COMMERCE-PG

### First Semester

#### **Advanced Corporate Accounting and Accounting Standards**

**Objective:** To impart knowledge on corporate accounting methods and procedures and to develop skills in the preparation of accounting statements and in their analysis

Unit I Advanced problems in share capital and debenture transactions including underwriting - Valuation of goodwill and shares

Unit II Acquisition, Amalgamation, absorption and reconstruction (internal and external) schemes - Statements for liquidation of companies

Unit III Consolidated final statement of Holding companies and subsidiary companies –inter-company holdings and owings -treatment of dividends

Unit IV Final statements of banking companies and insurance companies Accounting for price level changes -Social responsibility accounting -Human resources Accounting

Unit V Basic postulates of accounting theory and generally accepted accounting principles and practices recommended by the ICAI -Mandatory Accounting Standards (AS) issued by the ICAI

Note: The proportion between theory oriented and problem oriented questions in the University examination shall be 20:80

#### **Book References**

1. Shukla M C and T. S. Grewal, Advanced Accounts, New Delhi, S. Chand and Co.
2. Gupta R L and M. Radhaswamy, Advanced Accounts, New Delhi, Sultan Chand
- 3 Jain S P and K.L. Narang, Advanced Accounts, Ludhiana, Kalyani Publishers
- 4 Reddy T S and Murthy, Corporate Accounting, Chennai, Margam Publications

#### **Web references**

[www.indiacorporateadvisor.com](http://www.indiacorporateadvisor.com)  
[www.iimcal.sc.in](http://www.iimcal.sc.in)  
[www.futureaccountant.com](http://www.futureaccountant.com)



## 1.3 Curriculum Enrichment

**Financial Management**

**Objective:** To impart knowledge on the fundamentals of finance function in business and to develop skills in financial analysis and decision making

Unit I Functions of manager – methods and sources of raising finance – sources of short term and long term finance – critical appraisal of different securities and bonds as source of finance – equity shares – convertible and non-convertible debentures – preferred stock - Objectives / goals of finance function -financing decisions -investment decision -importance of financial planning -problems in financial forecasting

Unit II Capital Structure decisions -Traditional and MM approaches -current views -determinants - capital structure- overtrading-over and under capitalization -leverage analysis EBIT -EPS analysis

Unit III Cost of capital measurement WACC-MCC and value of the firm -factors influencing dividend policy of firm -dividend relevancy -company law provisions on dividend payment

Unit IV Investment decisions -risk -required rate of return -estimating cash flows -present value of cash flows -evaluation of alternative investment proposals -sensitivity analysis -simulation -decision making under conditions of risk and uncertainty -inflation and investment decisions

Unit V Working capital management -working capital cycle -forecasting of working capital requirement - factors influencing working capital- different components -inventory -cash - receivables -credit policies –collection policies

Note: The proportion between theory oriented and problem oriented questions in the University Examination shall be 60:40

**Book References**

- 1 Van Horne J. Financial Management & Policy Pearson Education, Delhi
- 2 Brealey and Myers, Principles of Corporate Finance, New York, McGraw Hill
- 3 Weston and Brigham, Managerial Finance, New York, Holt Rinehart
- 4 Pandey I M, Financial Management, New Delhi, Vikas
- 5 Babatosh Banerjee, Financial Policy and Management Accounting, Calcutta, The World Press
- 6 Prasanna Chandra, Financial Management Theory and Practice, New Delhi, TMH
7. Periyasamy P, Financial Management, Vijay Nicole Imprints

**Web references**

- [www.accountingstudyguide.com](http://www.accountingstudyguide.com)  
[www.managementparadise.com](http://www.managementparadise.com)



## 1.3 Curriculum Enrichment

**Organizational Behaviour**

Objective: To provide knowledge on employees' behaviour and their managerial implications and to impart knowledge on organizational dynamics

UNIT I Introduction to Organizational Behaviour - Meaning - Elements - Need - Approaches - Models -Global Scenario.

UNIT II Individual Behaviour - Personality - Learning - Attitudes - Perception - Motivation - Relevance to Organizational Behaviour - Group behaviour - Group Dynamics - Group Norms - Group Cohesiveness - Their relevance to Organizational Behaviour

UNIT III *Organizational communication - Meaning, Importance, Process, Barriers - Methods to reduce barriers - Principles of effective communication - Stress - Meaning - Types - Stress management*

UNIT IV Organizational Dynamics - Organizational Effectiveness - Meaning, Approaches - Organizational Culture - Meaning, Significance - Organizational Climate - Implications on Organizational Behaviour

UNIT V Organizational change - Meaning - Resistance to change - Management of change

**Book References**

1. Mishra - Organizational Behaviour - Vikas Publishing House Pvt. Ltd
2. Chandran - Organizational Behaviour - Vikas Publishing House Pvt Ltd
3. L.M. Prasad, - Organizational Behaviour - 3rd Edition Reprint - Sultan Chand & Sons
4. Gupta.Shahi.K & Joshi Rosy Wahia, 2004 - Organizational Behaviour - 1st Edition - Kalyani Publishers
5. Gregory Moorhead, Ricky W. Griffin - Organizational Behaviour - Published by Bixtantra
6. Chauhan R.K. - Organisational Behaviour - Tamilnadu Book House.

**Web references**

[www.journals.elsevier.com](http://www.journals.elsevier.com)  
[www.unesco.org](http://www.unesco.org)  
[www.onlinelibrary.wiley.com](http://www.onlinelibrary.wiley.com)





## Second Semester

### **Advanced Cost and Management Accounting**

**Objective:** To impart knowledge on cost and management accounting techniques and to develop the skills of students in the preparation of cost and management accounting statements

Unit I Installation of costing system -records required to be maintained under the Companies Act - management control and information system -cost reduction and cost control techniques -control over wastages, scrap, spoilage and defectives

Unit II Costing methods -product costing -process costing -treatment of equivalent units -inter - process profit- JIT costing -Activity based costing

Unit III Budgets and Budgeting control- Flexible Budgets, Zero Base Budgets

Unit IV Cost Volume Profit Analysis -decision making -make or buy, own or lease, repair or renovate, changes V s. Status quo, sell or scrap, export V s. local sales, shut down or continue. Responsibility Accounting and Transfer Pricing -Measurement of Segment Performance

Unit V Financial Statement analysis -Ratio analysis -Funds / Cash flow statement

Note: The proportion between theory and problems shall be 20:80 **Book**

#### References

1. Murthy and Gurusamy, Cost Accounting, Vijay Nicole Imprints and Tata McGraw Hill
2. Murthy and Gurusamy, Management Accounting, Vijay Nicole Imprints and Tata McGraw Hill
3. Horngren C. T. Cost Accounting -A Managerial Emphasis, New Delhi, Pearson Education
4. Kaplan, Advanced Management Accounting, 3rd Ed. Pearson Education, New Delhi
5. Polimeni, et. at. Cost Accounting: Concepts and Applications for Managerial Decision Making, New York, McGrawHill Choudhary Anu Prasad Roy & Amitava Bhattacharya, Cost and Management Accountancy: Methods and Techniques, Calcutta, New Central Book Agency
6. Reddy T S and Y.H. Reddy, Cost and Management Accounting, Margam Publications, Chennai

#### Web references

[www.futureaccountant.com](http://www.futureaccountant.com)  
[www.ce.cmu.edu](http://www.ce.cmu.edu)  
[www.computerizedaccount.tripod.com](http://www.computerizedaccount.tripod.com)



## Marketing of Services

**Objective:** To provide specialized knowledge on marketing skills for service sector and to expose students to marketing practices in service sector

Unit I Nature and classification of services -Characteristics of services and their marketing implications

Unit II Marketing strategies for service firms -with special reference to information, communication, consultancy, advertising, professional services, after -sales service, recruitment, training and tourism

Unit III Product support services -pricing of services -problems of quality -innovations in services

Unit IV Marketing of financial services -nature- types -marketing of insurance -mutual fund - marketing for non-profit firms.

### Book References

- 1 Christopher Lovelock, Services Marketing, 4th Ed, Pearson Education
- 2 EG Bateson, Managing Services Marketing -Text and Readings, Dryden Press, Hinsdale Ill
- 3 Philip Kotler and Paul N Bloom, Marketing Professional Services, Prentice Hall, New Jersey
- 4 Payne, The Essence of Services Marketing, New Delhi, Prentice Hall
- 5 Helen Wood Ruffe, Services Marketing, Macmillan India, New Delhi
- 6 Mary Ann Pezzallo, Marketing Financial Services, Macmillan

### Web references

[www.managementstudyguide.com](http://www.managementstudyguide.com)  
[www.tutor2u.net](http://www.tutor2u.net)  
[www.learnmarketing.net](http://www.learnmarketing.net)

## Extra-Disciplinary Paper I - Total Quality Management

**Objective:** To provide expert knowledge in the emerging Total Management techniques and to build conceptual clarity and skill of concept applications

**UNIT I** Introduction to Quality Control - Quality and Cost Considerations - Statistics and its Applications in Quality Control

**UNIT II** Sampling Inspection in Engineering Manufacture- Statistical Quality Control by the Use of Control Charts- Methods of Inspection and Quality Appraisal - Reliability Engineering - Value Engineering and Value Analysis

**UNIT III** Theory of Sampling Inspection - Standard Tolerancing - ABC Analysis - Defect Diagnosis and Prevention

**UNIT IV Quality Improvement:** Recent Technique for Quality Improvement - Zero Defect - Quality Motivation Techniques - Quality Management System and Total Quality Control

**UNIT V** Selection of ISO Model and Implementation of ISO 9000 - Human Resource Development and Quality Circles - Environmental Management System and Total Quality Control

### Book References

1. Srinivasa Gupta and Valarmathy, Vijay Nicole Imprints
2. Dahlgaard Jens J., Kristensen K., Kanji Gopal K, "Fundamentals Of Total Quality Management", Bross Chapman & Hall, London
3. George, Stephen and Weimerskirch, Arnold, "Total Quality Management - Strategies and Techniques Proven", Mohit Publications
4. Hakes, Chris (editor), "Total Quality Management: The Key to Business Success", NY: Chapman and Hall
5. Fox, Roy, "Making Quality Happen. Six Steps to Total Quality Management", McGraw-Hill