

SARDAR PATEL UNIVERSITY

FACULTY OF ARTS

COURSE OF STUDY

DEGREE OF BACHELOR OF ARTS [BA (Advanced)]

(Under Choice Based Credit Scheme Semester Degree Programme)

R. BA(AD) 1: Candidates for the Degree of Bachelor of Arts [BA (Advanced)] must have passed the higher Secondary Examination conducted by the Gujarat Secondary Education Board or an examination of any other University of statutory Examining Body recognized as equivalent thereto in accordance.

R. BA(AD) 2: A student who has passed an equivalent examination from any other University or examining body and is seeking admission to a college affiliated to this University shall not be admitted without producing an Eligibility Certificate from the Sardar Patel University.

R. BA(AD) 3: (1) Students will be required to earn stipulated credits per course per semester for obtaining BA (Advanced) Degree as shown below:

Semesters →	1	2	3	4	5	6	Total Credits
BA (Advanced)	28	28	28	28	34	34	180

(2) The credit per course is determined as one credit equivalent to one hour of study for the duration of fifteen weeks.

(3) The Workload of a faculty shall be determined considering the total number of hours of study.

(4) Four credits per subject would mean 3 hours of direct teaching and one hour of tutorials/seminar/presentation etc.

R. BA(AD) 4: The students will be considered eligible for admission to a semester course at BA (Advanced) program on passing at the immediate previous semester examination.

R. BA(AD) 5: For appearing at the First and subsequent semester external BA (Advanced) Degree examination, students ----

(i) Should have kept at least 80% of attendance in the respective semester at a College recognized for teaching courses of study in Applied Arts by the University,

(ii) Should have obtained at least 30% marks in aggregate in each of the papers in the internal tests conducted by the college,

(iii) Should have presented them for medical examination, if conducted by the College or University.

R. BA(AD) 6: For the purpose of deciding final results at the semester Examination, the ratio between internal assessment and final University examination shall be 40:60. For the purpose of internal assessment, the college concerned will conduct at least one test in each semester. The College may also arrange quizzes, term papers, assignments etc. The 40 marks of internal assessment shall be distributed as follows—Written test 30 marks, assignment/seminar/project work 5 marks and attendance 5 marks. The concerned College may have its own policy for giving 5 attendance marks. The college shall have to maintain necessary daily records for attendance. The duration of University external examination shall be of TWO hours.

R. BA(AD) 7: (1) Students shall study courses of BA (Advanced) program as per the following structure at first semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	2	4	8
2.Core Courses	2	4	8
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7: (2) Students shall study courses of BA (Advanced) program as per the following structure at second semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	2	4	8
2.Core Courses	2	4	8
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7:(3) Students shall study courses of BA (Advanced) program as per the following structure at third semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	3	4	12
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7:(4) Students shall study courses of BA (Advanced) program as per the following structure at fourth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	3	4	12
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7:(5) Students shall study courses of BA (Advanced) program as per the following structure at fifth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	5	4	20
3. Discipline Specific Elective	1	10	10

R. BA(AD) 7:(6) Students shall study courses of BA (Advanced) program as per the following structure at sixth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	5	4	20
3. Discipline Specific Elective	1	10	10

R. BA(AD) 8: In order to study BA (Advanced), in addition, a student should have undertaken Specialized Electives courses over six semesters.

R. BA(AD) 9: Following are the Courses to be offered to students by affiliated Colleges/Institutions for June 2010 - **(Annexure I, II & III)**

R. BA(AD)10:Candidates desirous of appearing at the Semester Examinations must forward their applications in the prescribed form accompanied by a certificate of attendance to the Registrar through the Principal of the college on or before the date prescribed for the purpose under the relevant ordinance/s.

R. BA(AD)11: Standard of passing:

To Pass the Semester Examination, candidate must obtain

- (i) Atleast 36% marks in the University Examination in each paper, and
- (ii) Atleast 36% marks in the total of Internal and the University Examination in each paper.

Award of Class:

(a) Those of the successful candidates will be placed in the SECOND CLASS who obtains:-

- (i) Atleast 46% but less than 58% of total marks of all the subjects in the University Examination and
- (ii) Atleast 48% of total marks in Internal and the University Examinations.

(b) Those of the successful candidates will be placed in the FIRST CLASS who obtains:-

- (i) Atleast 58% of total marks of all the subjects in the University and
- (ii) Atleast 60% of total marks of the subjects in Internal and the University Examinations.

(c) Those of the successful candidates will be place in the First Class with Distinction who obtain:-

- (i) Atleast 68% of total marks at the T.Y. BA (Advanced) University Examination, and

(ii) Atleast 70% of total marks in T.Y. BA Advanced (Eng Med) Internal and the University Examinations,

OR

(i) Atleast 66% of total marks at the T.Y. BA Advanced (Eng Med) University Examination, and

(ii) Atleast 68% of total marks at the S.Y. BA Advanced (Eng Med) and T.Y. BA Advanced (Eng Med) University Examinations, combined,

and

(iii) Atleast 70% of total marks in Internal and University Examinations of S.Y. BA Advanced (Eng Med) and T.Y. BA Advanced (Eng Med) combined.

(d) The class shall be awarded at the end of 6 semesters considering all semester examinations.

R. BA(AD)12: A.T.K.T.

1. A student, who fails at the Semester Examination in any of the papers will be permitted to keep terms for the next Semester Courses.

2. A student, who is failing in any of the papers and allowed to keep terms in the subsequent Semester Courses, can take the examination in the Courses in which he/she is failing at the end of respective semester examination. A student can have maximum 5 attempts after 6 Semesters excluding the attempt he/she has made at the end of 6th Semester.

3. A student failing in any of the papers at a Semester Examination passes out such papers by 6 Semesters, such attempts will be considered as First Attempt.

4. A student getting ATKT will be exempted from appearing in the External examinations in such papers which he/she has passed out.

Annexure I
Sardar Patel University
B A (Advanced) (English Medium) Program – Choice Based Credit System
Courses of Study

	SEMESTER 1 (Code)	SEMESTER 2 (Code)
Ability Enhancement Course (2 courses X 4 credits = 8 Credits)	Communication Skills-I (UA01AECS21) Basic Computer Applications-I (UA01AECA22)	Communication Skills- II (UA02AECS21) Basic Computer Applications-II (UA02AECA22)
Core Courses (Any One Group) (2 Courses X 4 credits = 8 Credits)	Basic Principles of Political Theory (UA01CEPL21) Indian Government and Politics –I (UA01CEPL22) OR Micro-Economic Theory – I (UA01CEEC21) Macro-Economic Theory – I (UA01CEEC22) OR Basic Psychological Process- I (UA01CEPS21) Social Psychology-I (UA01CEPS22) OR History of English Literature: An Overview – I (UA01CEEN21) English Prose – I (UA01CEEN22) OR Development of Media- I (UA01CEJM21) Print Media – I (Reporting and Editing) (UA01CEJM22)	Indian Political Thought (UA02CEPL21) Indian Government and Politics –II (UA02CEPL22) OR Micro-Economic Theory – II (UA02CEEC21) Macro-Economic Theory – II (UA02CEEC22) OR Basic Psychological Process- II (UA02CEPS21) Social Psychology-II (UA02CEPS22) OR History of English Literature: An Overview – II (UA02CEEN21) English Prose – II (UA02CEEN22) OR Development of Media- II (UA02CEJM21) Electronic Media (Radio and Television) (UA02CEJM22)
Generic Elective (2 Courses X 4 credits = 8 Credits)	Introduction to Political Science-I (UA01GEPL21) Elements of Economic Theory-I (UA01GEEC22) Introduction to Psychology-I (UA01GEPS23) Introduction to English Literature-I (UA01GEEN24) Principles of Mass Communication-I (UA01GEJM25)	Introduction to Political Science-II (UA02GEPL21) Elements of Economic Theory-II (UA02GEEC22) Introduction to Psychology-II (UA02GEPS23) Introduction to English Literature-II (UA02GEEN24) Principles of Mass Communication –II (UA02GEJM25)
Skill Enhancement Course (1 Courses X 4 credits = 4 Credits)	Environmental Science (UA01SEEV21)	Statistics (UA02SEST21)

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01AECS21 - Communication Skills – I (4 Credits 60 Hrs)

Objective

- To introduce the student to English Language and the skills of communication
- To inspire love for English Language and stimulate the confidence
- To develop critical understanding of English Language
- To familiarize students with the various types of communications
- To provide them a meaningful context for acquiring the skills of English language
- To make them aware of the various communication processes

Unit No.	Topic	Evaluation Pattern	Teaching Hours	Sub Topic
01	Language and Communication	Short Answer Questions and /or objective	10 Hours	Introduction to Communication
02	Types of Communication	Essay-Type Questions, RTC, and/or Short Answer Questions	15 Hours	Types of Communication Modes of Communication Forms of Communication Modals of Communication
03	Barriers to Communication	Essay-Type Questions, RTC, and/or Short Answer Questions	15 Hours	Barriers of Communication
04	Using Literary Text to develop Communication skills	Essay-Type Questions, RTC, and/or Short Answer Questions	15 Hours	Modern Communication Media
05	Practicum : Project work	Presentation skills, Viva-voce	5 Hours	05 Hours

Text Recommended:

- Mohan, Krishna & Banerji, Meera, *Developing Communication Skills*, Macmillan, Delhi, 1990
- Sharma, Sangeeta & Mishra, Binod, *Communication Skills for Engineers and Scientists*, PHI learning Private Limited, New Delhi, 2011.
- Pal, Rajendra & Korlahalli, J.S., *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi, 2004.
- Agrawal, S.K. & Singh, P.K., *Effective Business Communication*, Himanshu Publication, Delhi, 2007.
- Borge, Nishikant, *Business Communication*, Symbiosis Centre for Distance Learning, Pune, 2009.
- Murphy, A, Murphy, Hildebrandt, W, Herbert & Jane P Thomas, *Effective Business Communication*, Tata McGraw Hill Education Private Limited, New Delhi, 2011.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01AECA22 - Basic Computer Applications-I (4 Credits 60 Hrs)

Course Introduction: Computers are a part of life—personal, social, and professional. Use of computers has pervaded all forms of activities and all aspects of human society. This is a jargon free course on basic computer applications that will help students gain mastery over the usage of computers in various walks of life. It can be offered by all undergraduate students.

Course Outline

Module	Subtopics	Notes/Remarks
Unit: 1 Introduction to Computer	<ol style="list-style-type: none"> 1) Computer, Characteristics of Computer, History and Generations of Computer 2) Types of Computer, Ways of using computers 3) Application areas of Computer 4) Elements and parts of computer system, Input and Output Devices 	Mode: Lectures
Unit:2 Number System & Computer Software	<ol style="list-style-type: none"> 1) Number System, Types of Number System, 2) Decimal, Binary, Octal, Hexadecimal Number systems 3) Introduction to Software 4) System Software and Application Software 	Mode: Lectures / Tutorials
Unit: 3 Operating System & Basics of Networking	<ol style="list-style-type: none"> 1) Operating system Introduction, Types of Operating Systems, Basic Functions of an Operating System 2) Introduction to Networking, Basic Concepts LAN, MAN, WAN. Network topologies, 3) Transmission Media and Types 4) Network Devices 	Mode: Lectures / Tutorials
Unit-4 Programming Concepts	<ol style="list-style-type: none"> 1) Flow Charts and examples 2) Algorithms and examples 3) Introduction to Computer Programming Languages 4) Machine languages and High Level languages only introduction 	Mode: Lectures / Tutorials

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01GEPL21 - Introduction to Political Science-I (4 credits, 60 hours)

Objectives

1. This course introduces the discipline of Political Science and enables the students to gain an insight into its nature and scope.
2. It also seeks to provide an understanding of the basic features of the State as the primary frame of reference for the discipline. Besides, the course initiates the learners into key political concepts relevant to citizenship and the working of the State.

Course Outline:

Unit 1 Introduction to Political Science (15 Hours)

1. Meaning and Scope of Political Science
2. Essential Elements of the State (Territory, Population, Sovereignty, Government); Fifth Element: International Recognition
3. The State and its Relationship with: a) Society, b) Government and c) Nation
4. Nature of the State; Functions and Limits of the State

Unit 2 Sovereignty, Power & Legitimacy (15 Hours)

1. Sovereignty: a) Definition of Sovereignty b) Salient Features c) Kinds of Sovereignty
2. Power, Authority and Legitimacy: a) Definition & Features b) Forms and Nature c) Types of Power and Authority (Weber)

Unit 3 The State & the Individual (15 Hours)

1. Law: a) Definition and Meaning of Law b) Different Schools of Jurisprudence c) Sources of Law, Nature of Law d) Types of Law
2. Rights and Duties: a) what are Rights and Duties? b) Choice and Interest Theories of Rights. c) Civil, Political, Socio-economic and Cultural Rights. d) Problems in the Idea of Rights. e) Types of Duties

Unit 4 Liberty & Equality (15 Hours)

1. Liberty: a) Republican concept of liberty. b) Negative and Positive liberty. c) Freedom, Empowerment and Emancipation d) the concept of Swaraj
2. Equality a) Equality of What? b) Justifying Equality. c) Complex Equality.

Modes of Transaction:

- (1) lecture method combined with discussion
- (2) use of audio-visual aids and internet resources

References:

1. Agrawal, R. C. Political Theory, New Delhi: S. Chand, 2004.
2. Coutler, Edwin. Principles of Politics and Government, New York: MacGraw Hill, 1996.
3. Gokhale, B. K. Political Science, Mumbai: Himalaya, 2006.
4. Heywood, Andrew. Politics, London: Palgrave Macmillan, 2002. 5. Kapur, A. C. Political Science, New Delhi: S. Chand, 2007.
6. Levine, Hebert M. Political Issues Debated: An Introduction to Politics, Upper Saddle, N.J.: Prentice Hall, 1992.
7. Lipson, Leslie. Great Issues of Politics, Upper Saddle, N.J.: Prentice Hall, 1976.
8. Shively, W. Philips, Power and Choice: An Introduction to Political Science, New York: MacGraw Hill, 1997.
9. International Encyclopedia of Political Science; Edited by Bertrand Badie, Dirk Berg-Schlosser, Leonardo Morlino; A SAGE Reference publication. ISBN 978-1-4129-5963-6
10. Heywood, Andrew; Key Concepts in Politics and International Relations

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01GEEC22 – Elements of Economic Theory – I (4 Credits, 60 Hours)

Objectives:

At the end of this course students will be able to

1. Describe the concepts and objectives of study of Economics
2. Explain the behavioral pattern of various economic entities and their inter – relationships within the framework of economic theory.
3. Explain the relevance of economic theory at a Micro Level.

Course Outline

UNIT – I Nature, Scope & Subject Matter of Economics: [15 Hours]

1. Definitions of Economics – Economic Activities – Nature of Economic Laws
2. Inductive & Deductive Methods of Economic Analysis – Positive & Normative Economics
3. Basic Concepts; Human Wants; Their Characteristics & Classification – Cardinal & Ordinal Utility Goods: Its Meaning & Classification – Wealth, Income & Welfare – Indicators of welfare

UNIT – II Utility Analysis and Consumer Behaviour: [15 Hours]

1. Consumer's Equilibrium: Law of diminishing Marginal Utility.
2. Law of Equi-marginal utility and its Application to Demand theory
3. Consumer's Surplus
4. Demand: Types of Demand, Law of Demand
5. Numerical Explanation of Consumer's Behaviour.

UNIT – III Demand and Supply Analysis: [15 Hours]

1. Elasticity of Demand, Methods of Measuring Elasticity of Demand and Values of Elasticity of Demand
2. Supply: Law of Supply
3. Elasticity of Supply
4. Elasticity of Demands and its Methods of Measurement –
5. Various Concepts & Measurement of price, income, and cross elasticity of demand.

UNIT – IV Factors of Production: [15 Hours]

1. Land, Features, Old and Modern Versions of Laws of Returns
2. Labour: Characteristics, Division of Labour (Types, Merits & Demerits),
3. Capital: Meaning, Features, Types & Importance of Capital.
4. Capital formation
5. Organisation: Functions of an Organizer.

Modes of Transaction:

Various methods of teaching could be employed depending upon the objectives of the contents taught. Lecture method is generally used but along with it, as and when required, discussion method would be fruitful. It may be supplemented with various appropriate audio-visual aids.

Activity assignments (i.e. practical numerical problems) may be given to the students and assignment methods would help them to learn by doing.

References:

- [1] K. K. Dewett & J. D. Verma: Elementary Economic Theory- Latest edition.
- [2] K. P. M. Sundaram: Elementary Economic Theory - Latest edition
- [3] Paul. A. Samuelson & Nordhans William D.(2009) : Economics – 18th Edition, Tata Mc Graw – Hill Publishing Company Limited, NEW DELHI
- [4] N. Gregory Mankiw(2002), Principal of Economics, 2nd Edition, Thomson (India)

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01GEPS23 - Introduction to Psychology-I (4 Credits, 60 Hours)

Unit 1. Introduction & Scope of Psychology

- Definition of psychology,
- popular notion of the discipline
- psychology as a Science
- Goals of Psychology
- Branches of Psychology : Clinical Psychology, Counseling, organizational and industrial, Educational & School Psychology, Social psychology, cognitive psychology, Experimental psychology, physiological psychology, Developmental psychology

Unit 2. Methods of psychology

- experimental method
- observation method
- interview method
- questionnaire method
- case study method

Unit 3. Learning

- Definition of learning
- Nature of Learning
- Principles of learning: classical conditioning and operant conditioning
- Conditioning, basic processes: extinction, spontaneous recovery, generalization discrimination, transfer of learning, insight learning, verbal learning

Unit 4. Remembering and Forgetting

- Memory: What is memory?
- Stages of memory
- Information processing theory of memory
- Types of memory
- What is forgetting?
- Theories of Forgetting

References:

1. Baron, R .A. (2005) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan, C.T., King, R .A., Weisz , J .R . , Schopler, J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Mishra B.K.(2008) Psychology: the study of human behaviour. PHI learning Pvt. Ltd. New Delhi
5. Gerrett H.E(2009) General psychology. S.Chand & company Ltd. New Delhi.
6. Shergill H.(2010) Psychology Part I. PHI learning Pvt. Ltd. New Delhi

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01GEEN24 - Introduction to English Literature –I (4 Credits, 60 Hours)

Objectives:

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

1. Show their familiarity with major literary genres such as novel, poetry and drama
2. Acquaint themselves with significant literary texts
3. Show their familiarity with essential literary terms
4. Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course Outline

Unit	Description	Evaluation Pattern	Teaching hours	Text/Topic
1	Self Study :Show Your with the Significant Literary Forms	Short Notes	6 Hours	M. H. Abrams, <i>A Glossary Of Literary Terms</i> – (Harcourt India, 2000) Novel, Drama, Short Story and One Act Play
2	One Act Play	Critical Essay Type Questions and/or Short Question Answer	18 Hours	Chekhov, Anton: <i>A Marriage Proposal</i>
3	Novel	Critical Essay Type Questions and/or Short Question Answer	18 Hours	Meghani, Jhaverchand: <i>The Promised Hand</i> , translated by Ashok Meghani
4.	Cinematic Adaptation of Literary Text	Critical Essay Type Questions and/or Short Question Answer	18 Hours	“Omkara” by Vishal Bhardwaj from <i>Othello</i> by Shakespeare “Guide” by Vijay Anand and Tad Danielewski from <i>The Guide</i> by R K Narayan

Teaching Methodology:

1. Lecture Method Combined With Discussion.
2. Use Of Audio Visual Aids And Internet Resources
3. Supervising Projects, Presentations And Items For Self-Studies

Activities:

2. Discussions, Comparison,
3. Library Research And Reference
4. Projects And Presentations
5. Assignments

Recommended Reading

1. Abrams, M. H. A Glossary Of Literary Terms – (Harcourt India, 2000)
2. Boulton, Marjorie. Anatomy Series [Poetry, Drama, The Novel, Literary Studies,Criticism]
3. Brooks, Cleanth And Robert Penn Warren (Eds).Understanding Poetry: An Anthology for College Students', New York: Henry Holt, 1938
4. Cuddon, J. A. The Penguin Dictionary of Literary Terms. London; N.Y: Penguin, 1999
5. Esslin, Martin. An Anatomy of Drama. Hill And Wang, 1977
6. Forster, Em. Aspects Of The Novel, Harcourt, Brace, 1956
7. Klarer, Mario. .An Introduction To Literary Studies (Routledge, 2000)
8. Scholes, Robert E Carl H. Klaus, Michael Silverman Ed. Elements Of Literature: Essay, Fiction, Poetry, Drama, Film , Oxford University Press, 2004 (3rd Ed)

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01GEJM25 – Principles of Mass Communication-I (4 Credits, 60 Hours)

Objectives:

- 1) To introduce students to Communication Models and expose them to the various aspects of Mass Communication.
- 2) To develop a critical understanding of Mass Media, its potentialities and impact

Unit - I Definitions of Communication

1. Understanding factors in Communication & especially Mass Comm.
2. Types of Communication
- Verbal and non-verbal, group & interpersonal; one-to-one & one-to-many.
3. What is thinking and What is visual thinking & How we Develop Visual thinking

Unit - II Elements and Process of Communication

1. Functions of Communication
2. Barriers of Communication

Unit - III Communication Models

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, etc.

Unit – IV Nature and process of mass communication

1. Media of mass communication
2. Characteristics
3. Typology of audiences.

References:

1. De Fleur, Melvin and Dennis, Everette; *Understanding Mass Communication*, (1988): 3rd edition; Houghton Mifflin Co. I
2. Narula, Uma; *Mass Communication theory and practice* ; (1994); Haranand A
3. Andal; *Communication theories and models*
4. Ed. Barker and Petley; */// Effects*; 2nd edition; (1997); Routledge
5. Ed. J.S. Yadav; *Issues in Mass Communication*; Kanishka Publishers
6. Davidson, Boylan and Yu; *Mass Media - Systems and Effects*; (1976) 7. Hobart; *Information Ages*

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01CEPL21 – Basic Principles of Political Theory (4 Credits, 60 Hours)

Course Rationale: This is an introductory paper to the concepts, ideas and theories in political theory. It seeks to explain the evolution and usage of these concepts, ideas and theories with reference to individual thinkers both historically and analytically. The different ideological standpoints with regard to various concepts and theories are to be critically explained with the purpose of highlighting the differences in their perspectives and in order to understand their continuity and change. Furthermore, there is a need to emphasize the continuing relevance of these concepts today and explain how an idea and theory of yesteryears gains prominence in contemporary political theory.

Course Content:

Unit 1: Political Theory (15 Hours)

- a) What is Political Theory ?
- b) Nature and Significance of Political Theory
- c) Theory, empirical inquiry and Ideology
- d) Classical, Explanatory, and Normative Theories
- e) Behaviouralism and Post Behaviouralism
- f) Epistemology and Ontology

Unit 2: Theories of Origin of State (15 Hours)

- a) Social Contract Theory
- b) The Divine Origin theory
- c) The Force Theory
- d) The Patriarchal & Matriarchal Theory
- e) Marxist theory of State
- f) Organic Theory

Unit 3: Evolution of the State (15 Hours)

- a) The State in Ancient times (Indian and Greek)
- b) The Medieval State (Feudal Ages)
- c) The Modern State (Treaty of Westphalia)
- d) Nation-State
- e) Welfare State

Unit 4: Forms of State (15 Hours)

- a) Constitutionalism and Democratic States
- b) Socialist and Communist States
- c) Authoritarian and Fascist States
- d) Corporatist States
- e) Sovereign State System

Readings:

1. D. Coole, *Women in Political Theory: From Ancient Misogyny to Contemporary Feminism*, New York, Harvester Wheatsheaf, 1993.
2. R. Dahl, *Modern Political Analysis*, Englewood Cliffs NJ, Prentice Hall, 1963.
3. J. Dunn, *Modern Revolutions*, London, The Clarendon Press, 1989.
4. D. Easton, *The Political System: An Inquiry into the State of Political Science*, New York, Wiley, 1953.
5. Giddens, *The Class Structure of the Advanced Societies*, London, Harmondsworth, 1974.
6. *Social Theory and Modern Society*, Cambridge, Polity Press, 1987.
7. H. J. Laski, *A Grammar of Politics*, London, Allen and Unwin, 1948.
8. H. D. Lasswell and A. Kaplan, *Power and Society: A Framework for Political Inquiry*, New Haven CT, Yale University Press, 1952.
9. R. Miliband, *Marxism and Politics*, Oxford, Oxford University Press, 1977.
10. D. Miller, *Social Justice*, Oxford, The Clarendon Press, 1976.
11. Pateman, *Participation and Democratic Theory*, Cambridge, Cambridge University Press, 1970.
12. *International Encyclopedia of Political Science*; Edited by Bertrand Badie, Dirk Berg-Schlosser, Leonardo Morlino; A SAGE Reference publication. ISBN 978-1-4129-5963-6
13. H. Andrew, *Global Politics*, Palgrave Macmillan, ISBN 978-1-4039-8982-6, 2011.
14. K. George Thomas (edited), *The Encyclopaedia of Political Science*, ISBN 978-1-933116-44-0, 2011.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1
UA01CEPL22 - Indian Government and Politics –I (4 Credits, 60 hours)

Objectives

This Paper offers an introduction to Indian Constitution and Government. It begins with tracing a brief history of nationalist movement which led to emergence of representative institutions. The student will gain understanding of the making of Indian Constitution and the structure of the government. This course involves consideration of Preamble, Fundamental Rights and Duties and Directive Principle of State Policy. The Parliament, Union government and Indian federation will systematically examine in this course. At the end of this course students will be able to

1. List basic features of constitution
2. Explain the evolution of Indian Federation
3. Describe the nature and character of Indian Federal system
4. Discuss basic features of constitution

Course Outline:

Unit -1 (16 Hours)

- (a) Nationalist Movement and Growth of Representative Institutions (1919-1947)
- (b) Constituent Assembly : Origin, Composition & Character
- (c) Sources of Influence and Ideological Background of the Indian Polity

Unit – 2 (19Hours)

- (a) Basic features of Constitution
- (b) Preamble as enshrining the Philosophy of the Constitution
- (c) Fundamental Rights
- (d) Fundamental Duties
- (e) Directive Principles of State Policy

Unit -3 (16 Hours)

- (a) Union Legislature : Rajya Sabha & Lok Sabha
- (b) Union Executive : President, Prime Minister & the Council of Ministers;
- (c) Collective Responsibility of the Cabinet and the Council of Ministers
- (d) The Judiciary : Supreme Court of India

Unit -4 (9 Hours)

- (a) Evolution of Indian Federation
- (b) Nature and Character of Indian Federal System

References:

1. Austin Graville, Indian Constitution and Politics: Cornerstone of a Nation, New Delhi: 1999.
2. A.S. Narang , Indian Government and Politics, New Delhi : Gitanjali Publication ,2004.
3. R.L. Hardgrave, Indian: government and Politics in a Developing Nation, New York :H.B. and World ,2000.

4. M.V. Pylee, Our Constitution, government and Politics, Delhi: Universal, 2000.
5. J.C. Johri, Indian government and Politics, Volland II, Delhi: Vishal, 1998& 1999.
6. A.P. Avasthi , Indian Political System, Agara: L.N. Agarwal ,2007.
7. Subash .C. Kashyap, Our Constitution. An Introduction, New Delhi : National Book Trust , 2008.
8. M.P. Singh and Rakesh Saxena, Indian Politics – Contemporary Issues and Concerns, New Delhi: Prentice Hall, 2008
9. M. Laxmikant, Indian Polity. Tata Mcgraw Hills Publication, 2014

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01CEEC21 - Micro-Economic Theory –I (4 Credits, 60 Hours)

Objectives:

Students will be able to

1. To introduce the Economics students to those principles essential to an understanding of fundamental economic problems and the policy alternatives society may utilize to contend with these problems.
2. This course also aims at enabling the student to reason accurately and objectively about the economic matters and to develop a lasting interest in Economics.

Course Outline:

UNIT – I Introduction and Subject matter: [15 Hours]

1. Nature and scope of economics
2. Micro economics and macroeconomics.
3. Positive economics and Normative economics
4. Concept of Equilibrium, Partial and general equilibrium
5. Methodology in economics; Concepts of static, comparative static and dynamics.
6. Choice as an economic problem
7. Basic postulates

UNIT II Consumer Behaviour –Cardinal utility: [15 Hours]

1. Utility - Cardinal and ordinal approach.
2. Consumer's equilibrium and demand curve explanation with Cardinal utility approach
3. Role of price mechanism; Demand and supply.
4. Basic framework – applications.
5. Market equilibrium; Illustration with an example and application.

UNIT-III Consumer Behaviour –Ordinal utility: [15 Hours]

1. Indifference curve; Consumers equilibrium (Hicks and Slutsky);
2. Explanation of Consumer's equilibrium and Demand Curve by indifference curve;
3. Inferior goods and Giffen goods
4. Compensated demand; Elasticity of demand- Price, Income and Cross and elasticity of substitution
5. Consumers' surplus and producer's surplus and the deadweight loss;
6. Engel curve.

UNIT –IV Theory of Production and Costs : [15 Hours]

1. Production decision;
2. Production function
3. Iso-quant;
4. Factor substitution
5. Law of variable proportions
6. Returns to Scale;
7. Economies of scale;
8. Different concepts of costs and their interrelation;

9. Equilibrium of the firm;
10. Expansion path;
11. Empirical evidence on costs.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Micro economics terms.

Activities:

Library work

References:

1. Ahuja H.L(2006) , Modern MicroEconomics-Theory and Application, S. Chand, New Delhi
2. Gould, J.P. and Edward P.L. (1996), Microeconomic Theory, Richard Irwin, Homewood.
3. Henderson J. and R.E. Quandt (1980), Microeconomic Theory: A Mathematical Approach, McGraw Hill, New Delhi.
4. Heathfield and Wibe (1987), An Introduction to Cost and Production Function, Macmillan, London.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01CEEC22 - Macro-Economic Theory – I (4 Credits, 60 Hours)

Objectives:

Students will be able to

1. To describe the concept of Macroeconomics
2. To discuss the importance of Macroeconomics and related issue
3. To measure the economy's performance.
4. To discuss classical theory of income determination.
5. To discuss and analyse the Keynesian theory.

Course Outline

UNIT – I Introduction; an Overview: [15 Hours]

1. Nature and scope of Macroeconomics-
2. Why study Macroeconomics?
3. The Major macroeconomic issues-
4. Macroeconomic goals and instruments;
5. Key macroeconomic aggregates;
6. Stocks and Flows;
7. Indian economy vis-à-vis the world economy

UNIT - II Measuring Economy's Performance: *15 Hours+

1. Circular flow of product and Income
2. Equilibrium level of income
3. Concept and measurement of national income
4. Nominal and Real income
5. National income and social welfare incorporation of environmental concerns in national accounts
6. Green accounting
7. India's national income accounts and sources of data on Indian Economy

UNIT- III The Classical Theory of Income Determination: [15 Hours]

1. The classical Postulates
2. Say's Law of Markets
3. Determination of output/income and employment in classical System
4. Concept of Full Employment
5. Keynes' objection to the classical theory
6. Aggregate demand and aggregate supply functions
7. The Principle of effective demand

UNIT - IV The Keynesian Theory Of Income Determination: [15 Hours]

1. Consumption function -- Average and marginal propensity to consume
2. Factors influencing consumption spending
3. The investment multiplier and its effectiveness in LDCs
4. Theory of investment - autonomous and induced investment
5. Marginal efficiency of capital

6. Savings and investment ex post and ex ante
7. Equality and equilibrium.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Macroeconomic terms.

References:

1. Ackley, G. (1976), Macro-economics: Theory and Policy, Macmillan Publishing Company, New York.
2. Day, A.C.L. (1960), Outline of Monetary Economics, Oxford University Press, Oxford.
3. Gordon, R.J. (1998), Macroeconomics, Addison Wesley.
4. Gupta, S.B. (1994), Monetary Economics, S. Chand and Co. Delhi.
5. Gupta G.S. (2004) Macro Economics-Theory and application, TATA McGraw –Hill
6. Heijdra, B.J. and F.V. Ploeg (2001), Foundations of Modern Macroeconomics, Oxford University Press, Oxford.
7. Lewis, M.K. and P.D. Mizan (2000), Monetary Economics, Oxford University Press, New Delhi.
8. Shapiro, E. (1996), Macroeconomic Analysis, Galgotia Publications, New Delhi.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01CEPS21 - Basic Psychological Process-I (4 Credits, 60 Hours)

Objectives:

1. Discuss the process of sensation, perception, learning and memory.
2. Discuss the processes involved in sensation, perception, Learning and memory.
3. Analyse their own experience and also the social world by the application of sensation, perception, learning and memory.

Course Content:

Unit 1: Heredity and environment (15 hours)

The problem of heredity and environment

Mechanism of heredity

Experimental studies of Heredity and environment

Laws of Heredity

Unit 2: Biological Bases of Behaviour (15 hours)

Hormones and glands

The nervous system

The neuron

The central nervous system and the peripherals nervous system

Unit 3: The Senses (15 hours)

Nature of sensation

Sensory mechanism- Reception, Sensory Codes, Thresholds

Types of sensation- Visual, auditory, taste, olfactory, tactual

Unit 4: Perception (15 hours)

- Nature and definition of perception
- Object perception
 - Figure- ground perception
 - Grouping- closure
 - Perceptual constancies
 - Shape constancy, size constancy, brightness constancy
 - Determinant of perception
 - Form, space & depth perception
 - Illusions & Hallucinations

Activities / Practicum:

The following activities may be carried out by the students:

1. Visit the few sections of the community and find out what they think of psychology.
2. Project work that involves contacting a psychologist using interview method for interaction purposes.
3. To study the role of attention and perceptual factors in advertisements

Modes of Transactions:

Various methods of teaching should be employed depending on the objectives of the content taught:

1. Lecture method
2. Discussion method fruitful. It may be supplemented with various appropriate audio-visual aids.
3. Activity assignment that would help students to learn by doing.
4. The students may be taken to field trip to local areas and collect relevant data about various psycho-social processes and make analysis regarding its relevance to psychology.
5. Project method may be used to teach about how various activities reflect psychological processes.
6. Students may prepare theme paper related to selected units and the same may be presented in small groups.

References:

1. Baron, R .A. (2 0 0 5) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan,C.T., King,R.A., Weisz,J.R., Schopler,J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C .T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Zimbardo, P.G. & Weber, A.L. (1997) Psychology, New York- Harper Collins College Publishers\

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1
UA01CEPS22 - Social Psychology – I (4 Credits, 60 Hours)

Objectives:

1. Discuss the process of sensation, perception, learning and memory.
2. Discuss the processes involved in sensation, perception, Learning and memory.
4. Analyze their own experience and also the social world by the application of sensation, perception, learning and memory.

Course Content:

Unit 1: Introduction to Social Psychology (15 hours)

- Definition of Social
- Psychology Goal & Scope of Social Psychology
- Methods of Social Psychology: Experimental and non- Experimental methods.

Unit 2: Prosocial behavior and Altruism (15 hours)

- Prosocial Behavior,
- Altruistic Behavior
- By-standers effect and the diffusion of responsibility in helping behavior
- Normative factors in Helping behaviour

Unit 3: Attitudes (15 hours)

- What is attitude?
- Nature and characteristics of attitude
- Attitude Formation,
- Attitude change
- Cognitive Dissonance theory of Attitude

Unit 4: Prejudice, Steriotype and Descrimination

- Prejudice
- Origin of Prejudie
- Causes and effect of prejudice
- Steriotype-belief about social group
- Stigma & Descrimination

Activities / Practicum:

The following activities may be carried out by the students:

1. Visit the few sections of the community and find out what they think of psychology.
2. Project work that involves contacting a psychologist using interview method for interaction purposes.
3. To study the role of attentional and perceptual factors in advertisements

Modes of Transactions:

Various methods of teaching should be employed depending on the objectives of the content taught:

1. Lecture method
2. Discussion method fruitful. It may be supplemented with various appropriate audio-visual aids.
3. Activity assignment that would help students to learn by doing.
4. The students may be taken to field trip to local areas and collect relevant data about various psycho-social processes and make analysis regarding its relevance to psychology.
5. Project method may be used to teach about how various activities reflect psychological processes.
6. Students may prepare theme paper related to selected units and the same may be presented in small groups.

References:

1. Baron, R .A. (2005) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan, C.T., King, R .A., Weisz , J .R . , , Schopler, J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Myres, David G (1994) Exploring social Psychology. New York: Mc Graw hill

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01CEEN21 - History of English Literature: An Overview – I (4 Credits, 60 Hours)

Objectives

1. Give students an overview of the history of English literature from its beginnings to the eighteenth century, as per UGC model curriculum
2. Offer a systematic understanding of the socio-political and literary context of Different ages
3. Enhance the students' grasp of the relationship between the historical period and its literary manifestations through the substantiation of each significant period with a representative text prescribed for non detail study.

Course outline

Unit	Description	Evaluation Pattern	Teaching hours	Text/Topic
1	Pre-Sixteenth Century	Critical Essay Type Questions and/or Short Question Answer	18 Hours	<i>A Brief History of English Literature</i> , JohnPack and Brian Coyle, Houndsmill: Palgrave, 2004. Chapter 1 and 2
2	Sixteenth Century	Critical Essay Type Questions and/or Short Question Answer	18 Hours	<i>A Brief History of English Literature</i> , JohnPack and Brian Coyle, Houndsmill: Palgrave, 2004. Chapter 3, 4 and 5
3	Seventeenth Century	Critical Essay Type Questions and/or Short Question Answer	18 Hours	<i>A Brief History of English Literature</i> , JohnPack and Brian Coyle, Houndsmill: Palgrave, 2004. Chapter 5 and 6
4.	Self Study: Author Study	Critical Essay Type Questions and/or Short Question Answer	6 Hours	1) Christopher Marlowe 2) William Shakespeare 3) John Webster 4) Thomas Kyd 5) Ben Johnson 6) Milton 7) John Bunyan 8) Charles Lamb 9) John Wycliffe 10) Samuel Pepys
NOTE:	List of topics, writers and literary works to be prepared by the concerned Teacher			

Teaching Methodology

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources
3. Supervising projects, presentations and items for self-studies

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Daiches, David. A Critical History Of English Literature. Allied Publishers Pvt. Ltd., 1979
2. Ford, Boris. New Pelican Guide To English Literature Series, Harmondsworth, Penguin, 1982
3. Ford, Boris. The Cambridge Cultural History Of Britain: Modern Britain. Cambridge University Press, 1992
4. Gm Trevalyan, English Social History: A Survey Of Six Centuries, Chaucer To Queen Victoria, Longmans, 1965
5. Legouis And Cazamian, History Of English Literature, New York: Macmillan, 1926
6. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1
UA01CEEN22 - English Prose – I (4 Credits, 60 hours)

Objectives:

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

1. Identify some of the sub-genres of prose.
2. Get acquainted with some of the significant canonical prose texts, authors, and years of publication, literary style/period, themes, and generic characteristics across cultures.

Course Outline

Unit	Description	Evaluation Pattern	Teaching hours	Text/Topic
1	Introduction to English Literature	Critical Essay Type Questions and/or Short Question Answer	18 Hours	Scott James R.A: <i>The Making Of Literature</i>
2	Play	Critical Essay Type Questions and/or Short Question Answer	18 Hours	Shakespeare, William: <i>Midsummer Night's Dream</i>
3	Short Story	Critical Essay Type Questions and/or Short Question Answer	18 Hours	1. The Long Exile by Leo Tolstoy 2. The Story of an Hour by Kate Chopin 3. The Case for the Defense by Graham Greene 4. The Cask of Amontillado by Edgar Allan Poe
4.	Self Study	Critical Essay Type Questions and/or Short Question Answer	6 Hours	History of Prose. 1. 'Reflections on Gandhi' by George Orwell 2. 'On Superstitions' by A G Gardiner 3. 'The Writing of Essays' by H G Wells 4. 'Of Unity in Religion' by Francis Bacon 5. 'On The Choice of a Profession' By Robert Louis Stevenson.

Teaching Methodology:

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources.
3. Supervising projects, presentations and items for self-study.

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Boulton, Marjorie. The Anatomy Of Prose. New York: Routledge, 1968
2. Earle, John. English Prose: Its Elements, History And Usage, Read Books, 2008
3. McIntosh, Carey. The Evolution Of English Prose. 1700-1800, Style, Politeness And Print Culture, Cambridge University Press, 1998
4. Read, Herbert . English Prose Style, Bell, 1963
5. Robert E. Scholes, Carl H. Klaus, Michael Silverman Ed. Elements Of Literature: Essay, Fiction, Poetry, Drama, Film , Oxford University Press, 2004 (3rd Ed)
6. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
7. Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1
UA01CEJM21 - Development of Media – I (4 Credits, 60 hours)

Unit 1 - Print

Language and society- development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing –

Unit 2- Early efforts to publish newspapers

In different parts of India. Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

Unit 3 - Birth of the Indian language press

Birth of the Indian language press – contribution of Raja Ram Mohun Roy; birth of the Indian news agencies.

Unit 4 – The Indian press and freedom movement

The Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.

Unit 5 – Journalism in Indian languages

Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university); history of the language journalism of the region.

The press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects.

Unit 6 - Radio

Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.

Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01CEJM22 Print Media – I (Reporting and Editing) (4 Credits, 60 hours)

Unit 1- Reporting

News: definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

Unit 2- Interviewing

Interviewing – kinds, purposes, technique.
Interpretative reporting – purposes, techniques.

Unit 3- Investigative reporting

Investigative reporting – purposes, sources, styles, techniques. Columns – development, criticism, reviews, feature writing, news analysis, back grounding.

- Political reporting.
- Legislative reporting.
- Diplomatic reporting.
- Scoops and exclusives and specialized reporting – science, sports, economic, development, commerce, gender, and allied areas reporting for magazines

Unit 4- Editing

Meaning, purposes, symbols, tools, lead, body, paragraphing.

- Proof reading, meaning, symbols, and purposes.
- News desk, editorial department set-up, news flow, copy management and organization
- Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up, layout, principles of photo editing
- Magazine editing, layout, graphics.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 1

UA01SEEV21 - Environmental Science (4 Credits 60 Hrs)

Course Objective:

- To provide students with a comprehensive understanding of the relationship between scientific principles and the environment.
- To be aware of world's environmental challenges.
- To develop scientific skills and knowledge and an understanding of legal, political and social aspects of environmental management.

Unit1: Environmental Science - Earth Resources

1. Definition- environmental science, various pollution prevalent around- their control measures, role of individual in preventing pollution
2. Disaster management
3. Fossil Fuels, Oil and Gas, Mining, Greenhouse effect
4. Natural resources of the earth- need of the hour to preserve and conserve; Recycling

Unit2: Ecology and Conservation

1. Sustainable Development- Definition and importance
2. Climate change: Global warming, Acid Rain, Ozone Layer Depletion, Resettlement & Rehabilitation of people, problems and concerns
3. Water conservation & Rain Water Harvesting, Forest conservation
4. Environmental Laws (Environment Protection Act, Forest Conservation Act, Introduction to Environmental Impact Assessment)

Unit3: Environmental and Human/ Animal Population

1. Environmental toxicology and management
2. Environment and Human Health: Environmental Factors & Human Diseases, Air Borne Diseases, Water Borne Diseases, Food Borne Diseases; Role of Information Technology in Environment & Human Health
3. Wildlife Management: Distribution, Habitat, Behavior, Description
4. Threatened Species, Wildlife Protection Act, other laws, Protected areas network (wildlife parks & Sanctuaries)

Unit4: Practical related knowledge

1. Designing an investigation, collecting data (this may be in the field, in a laboratory or at home), analyzing it and producing a scientific report
2. Preparing an environment conservation plan for an NGO or a department working towards the cause
3. Projects, presentations, ads, media towards environment conservation

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02AECS21 - Communication Skills – II (4 Credits 60 Hrs)

Objectives:

- The course focuses on developing the reading, writing, speaking and listening skills of students, also providing adequate training in grammar and vocabulary building.
- It aims to teach students English through practical, everyday and business approaches, helping students apply what they have learnt to real-life situations.
- Through audio exercises and pronunciation guides students can develop self-confidence in spoken English.
- Through workbook exercises students can practise and increase their fluency and confidence.
- Teaches soft skills while teaching English in an interactive, learner-friendly mode.
- Focuses on Indian accents and their correction in all the exercises.
- Workbook has supplementary exercises.

Module	Topic/subtopic	Notes/Remarks
I. Linguistics	Pronunciation and Accent Neutralization <ul style="list-style-type: none"> • Basic phonemic symbols • Common problems with Indian accents and accurate pronunciation <ul style="list-style-type: none"> - 's' and 'z' words - 'sh' and 's' words - 'j' and 'z' words - 'i' and 'ee' words - 'f' and 'v' words - 'v' and 'w' words - vowel and consonant sounds - syllables - rules of word stress and sentence stress - intonation and rhythm 	Mode of teaching: classroom discussions, presentations, group work Use of CD for all pronunciation practices
II. Speaking	<ul style="list-style-type: none"> • Developing Confidence to Speak • Evaluating the audience and situation • Speaking in daily life • Language Functions (Making requests, offering thanks, showing agreements and disagreements etc • Making Small talk <ul style="list-style-type: none"> • Forming and responding to questions • Participating in Conversation 	
III. Listening	<ul style="list-style-type: none"> • Listening <ul style="list-style-type: none"> - active listening - bad listening habits and their cures - listening and taking notes: main ideas and details 	Mode of teaching: classroom discussions, presentations,

	<ul style="list-style-type: none"> - getting the gist - evaluation of what is heard - Use of Authentic Material to develop listening skills as per the requirement of the target group 	group work
IV. Reading	<p style="text-align: center;">Reading</p> <ul style="list-style-type: none"> • Types of Reading <ul style="list-style-type: none"> • Strategies for active reading • Components of Reading Skills <ul style="list-style-type: none"> • Factors affecting Reading Efficiency • Techniques for improving reading efficiency • summarizing, thinking critically • 'Browsing' vs in-depth reading: understanding the main Arguments <ul style="list-style-type: none"> • Reading Comprehension 	Mode of teaching: classroom discussions, presentations, group work
V. Writing	<ul style="list-style-type: none"> • Structure of an essay, composing an essay, drafting, editing, finalizing essays <ul style="list-style-type: none"> • Emails (structure and etiquette) • Reports: the process and structure of writing a report <ul style="list-style-type: none"> • Essay Drafting • Poetry Appreciation • Critical Writing • Story building 	Mode of teaching: classroom discussions, presentations
VI. Self Study: Grammar and Vocabulary Review	<ul style="list-style-type: none"> • Active-Passive Voice • Subject-Verb Agreement • Model Verbs • Connectives • Articles • One-word substitutes (List to be provided) <p>Note: All the grammatical exercises to be taught and tested in Context.</p>	Mode of teaching: classroom discussions, presentations, group work

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02AECA22 - Basic Computer Applications-II (4 Credits 60 Hrs)

Course Introduction: Computer Skills are an essential part of our lives today. Computers are used for all kinds of purposes in our professional lives. Due to the digital divide a large section of our students however do not receive adequate computer skills and remain disadvantaged in this regard. This course bridges the gap successfully. This course trains the student, through a combination of lab and lecture contact, in all the basic components of computers, the main usages of computers in daily and professional lives and the key information that any person in today's world should have about computers. This course may be offered to all students of the undergraduate programme.

Course Outline

<i>Module</i>	<i>Subtopics</i>	<i>Notes/Remarks</i>
Unit: 1 Introduction to Internet-I	1) What is WWW? And Intro to web. 2) Internet History 3) Introduction to Web Browser 4) Search Engine	Mode: Lectures
Unit: 2 Introduction to Internet-II	1) Client Server Basics 2) E-mail Server, Difference between Email and Chat 3) Introduction to SEO 4) Google Mail server GMAIL mail server basics and Creation of Account	Mode: Lectures / Tutorials
Unit: 3 Introduction to Webpage	1) What is Webpage and Website? Types of Websites. 2) Tools for creating a Webpage 3) Introduction Client and Server Scripting Languages 4) Concepts of Web hosting / Publishing	Mode: Lectures / Tutorials / Practical
Unit-4 Basics of Web Development	1) What is HTML? Introduction to Markup Language 2) Basic structure of an HTML document, Tags and Examples 3) Hyperlinks and Multimedia in WebPages 4) Programming with HTML using all tags and features	Mode: Lectures / Tutorials / Practical

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02GEPL21 - Introduction to Political Science-II (4 credits, 60 hours)

Objectives:

- (1) Building further on the knowledge acquired in Paper I, this course aims to provide an understanding of the nature and working of the State and government. In particular, it sensitizes students to the divergent perspectives on the legitimate functions of the State and its relationship with citizens.
- (2) The course also provides basic orientation to various forms of government. As the global and international dimensions of the State are equally vital today, the course imparts basic awareness of the sovereign state system and the United Nations as a major international organization.

Course Outline

Unit 1 Forms of Government (15 Hours)

- (1) Monarchy
- (2) Aristocracy
- (3) Democracy: Direct and Representative
- (4) Authoritarianism
- (5) Totalitarianism

Unit 2 Division of Power (15 Hours)

- (1) Parliamentary and Presidential Governments (Similarities, Differences and Comparison)
- (2) Unitary and Federal Governments (Similarities, Differences and Comparison)
- (3) Confederations and Supranational Institutions

Unit 3 Governmental structures and functions. Theory of Separation of powers. (15 Hours)

- (1) Legislature: Rule making functions.
- (2) Executive: Rule application function : An analysis of Parliamentary and Presidential Systems.
- (3) Judiciary: Rule adjudication function : Rule of Law, Administrative Law, Judicial Review, Judicial Activism

Unit 4 Justice (15 Hours)

- 1) Conceptions of Justice.
- 2) Aristotle's Justice: Justice as Reciprocity and Justice as Impartiality.
- 3) John Rawls's Theory of Justice.
- 4) The Limits of Justice

Modes of Transaction:

- (1) Lecture method combined with discussion
- (2) Use of audio-visual aids and internet resources

References:

1. Agrawal, R. C. Political Theory, New Delhi: S. Chand, 2004
2. Benn, S. I. & Peters, R. S. Social Principles and Democratic State, London: Allen & Unwin, 1971.
3. Chander, Prakash. International Relations, New Delhi: Bookhive, 2005.
4. Gokhale, B. K. Political Science, Mumbai: Himalaya, 2006.
5. Heywood, Andrew. Political Ideologies, London: Palgrave Macmillan, 2007.
6. Kapur, A. C. Political Science, New Delhi: S. Chand, 2007.
7. International Encyclopedia of Political Science; Edited by Bertrand Badie, Dirk Berg-Schlosser, Leonardo Morlino; A SAGE Reference publication. ISBN 978-1-4129-5963-6
8. H. Andrew, Global Politics, Palgrave Macmillan, ISBN 978-1-4039-8982-6, 2011.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02GEEC22 - Elements of Economic Theory-II (4 Credits, 60 Hours)

Objectives: At the end of this course students will be able to

1. Describe the concepts and objectives of study of Economics
2. Explain the behavioral pattern of various economic entities and their inter – relationships within the framework of economic theory.
3. Explain the relevance of economic theory at a Micro Level.

Course Outline

UNIT – I Price Determination and Equilibrium under perfectly Competitive Market: [15 Hours]

1. Markets: Types & Features
2. Cost and Revenue Analysis
3. Cost Curves and Cost-output Relationship
4. Price Determination in a Perfectly Competitive Market
5. Short Run & Long Run Equilibrium of a Perfectly Competitive Firm & Industry under Identical Cost Conditions
6. Diagrammatic Numerical Explanation.

UNIT – II Theory of Distribution: [15 Hours]

1. Wages: Marginal Productivity Theory of Wages,
2. Interest : Elements of Interest, Theory of Interest Rate Determination
3. Rent : Concept of Economic Rent – Ricardian Vs. Modern theory of Rent
4. Profit: Gross Profits and Net Profits, Theories of Profit.

UNIT – III Money and Banking: [15 Hours]

1. Difficulties of Barter System, Money : Meaning, Types & Functions
2. Value of Money.
3. Quantity Theory of Money
4. Banking: Functions of Commercial Banks.
5. Functions of Central Bank.

UNIT – IV Public Finance: [15 Hours]

1. Principles of Public Finance.
2. Sources of Revenue.
3. Types of Taxes.
4. Types of Government expenditure
5. Concept of National Income and Its Components.

Modes of Transaction:

Various methods of teaching could be employed depending upon the objectives of the contents taught. Lecture method is generally used but along with it, as and, when required, discussion method would be fruitful. It may be supplemented with various appropriate audio-visual aids.

Activity assignments (i.e. practical numerical problems) may be given to the students and assignment methods would help them to learn by doing.

References:

- [1] K. K. Dewett & J. D. Verma : Elementary Economic Theory- Latest edition.
- [2] K. P. M. Sundaram : Elementary Economic Theory - Latest edition
- [3] Paul. A. Samuelson & Nordhans William D.(2009) : Economics – 18th Edition, Tata M.c Graw – Hill Publishing Company Limited, NEW DELHI
- [4] N. Gregory Mankiw(2002), Principal of Economics, 2nd Edition, Thomson (India)

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02GEPS23 - Introduction to Psychology-II (4 Credits, 60 Hours)

Course Content:

Unit 1: Human Learning

- Kinds of verbal learning: Word learning, concept learning, Associate learning, Organized learning
- Factors affecting Learning
- Learner: Intelligence, age, arousal and anxiety, Transfer of previous learning
- Strategies of learning : Spaced versus massed practice, Knowledge of results, Reading versus recitation, whole versus part learning
- Learning Material

Unit 2: Emotion

- Definition
- Nature of Emotion
- Bodily changes during Emotion
- Theories of Emotion

Unit 3: Thinking and problem solving

- The thinking process
- Elements of thinking
- Kinds of Thinking
- Solving problems
- Stages in problem solving
- Strategies in problem solving
- Factors influencing problem solving behaviour

Unit 4: Motivation

- The nature of motivation
- Motivational cycles
- Types of motives: physiological, psychological and social
- Theories of motivation
- The need hierarchy model

References :

1. Baron , R .A. (2 0 0 5) Psychology. Delhi : Pearson education Pte . Ltd .
2. Morgan , C .T. , King , R .A. , Weisz , J .R . , Schopler , J . (2 0 0 5) Introduction to Psychology. New Delhi :Tata McGraw Hill Publishing Company Limited
3. Morgan , C .T. (1 9 7 7) A Brief Introduction to Psychology. New Delhi : Tata McGraw Hill PublishingCompany Limited
4. Mishra B.K.(2008) Psychology: the study of human behaviour. PHI learning Pvt. Ltd. New Delhi
5. Gerrett H.E(2009) General psychology. S.Chand & company Ltd. New Delhi.
6. Shergill H.(2010) Psychology Part I. PHI learning Pvt. Ltd. New Delhi

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02GEEN24 - Introduction to English Literature -II (4 Credits, 60 Hours)

Objectives

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

1. Show their familiarity with major literary genres such as autobiography, short story, and essay
2. Acquaint themselves with significant literary texts
3. Show their familiarity with essential literary terms
4. Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course outline:

Unit	Description	Evaluation Pattern	Teaching hours	Text/Topic
1	Self Study to Show Your Acquaintance with the Significant Literary Terms	Critical Essay Type Questions and/or Short Question Answer	6 Hours	M. H. Abrams, <i>A Glossary Of Literary Terms</i> – (Harcourt India, 2000) Autobiography, Biography, Novella, Figures of Speech and Forms of Poems(Slected by the concerned teacher)
2	Biography and Autobiography	Critical Essay Type Questions and/or Short Question Answer	18 Hours	To be selected by concerned Teacher
3	Poetry	Critical Essay Type Questions and/or Short Question Answer	18 Hours	15 Poems of John Keats, P. B. Shelley and Lord Gordon Byron to be selected by the concerned teacher
4.	Novella	Critical Essay Type Questions and/or Short Question Answer	18 Hours	Conrad, Joseph: <i>Heart of Darkness</i>

Teaching Methodology:

1. Lecture method combined with discussion.
2. Use of audio visual aids and internet resources
3. Supervising projects, presentations and items for self-studies

Activities:

1. Discussions
2. Library research and reference
3. Projects and presentations
4. Assignments

Recommended Books

1. Anderson, Linda. *Autobiography*, London: Routledge, 2001
2. Abrams, M. H. *A Glossary Of Literary Terms* – (Harcourt India, 2000)
3. Boulton, Marjorie. *Anatomy Series [Poetry, Drama, The Novel, Literary Studies, Criticism]*
4. Cuddon, J. A. *The Penguin Dictionary Of Literary Terms*. London; N.Y: Penguin, 1999
5. Klarer, Mario. *An Introduction To Literary Studies* (Routledge, 2000)
- Scholes, Robert E Carl H. Klaus, Michael Silverman Ed. *Elements Of Literature: Essay, Fiction, Poetry, Drama, Film*, Oxford University Press, 2004 (3rd Ed)
5. Library research and reference
6. Projects and presentations
7. Assignments

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02GEJM25 - Principles of Mass Communication –II (4 Credits, 60 hours)

Objectives:

- (1) To expose students to the well developed body of media theory and analysis
- (2) To foster analytical skills that will allow them to view the media critically:

Unit 1. Media Theory

- Definition and need & 4 Era's of media theory
- Mass society and mass culture
- Emergence of a scientific perspective
- Era of limited effects
- Cultural criticism

Unit 2. Mass society and mass culture

- Theoretical assumptions of mass society
- Mass society critics
- 'Folk' and 'modern industrial' societies
- Mechanical and organic solidarity
- Direct effects paradigm

Unit 3. Normative theories

- Social responsibility
- Technocratic control vs. libertarianism
- Radical libertarianism - laissez faire
- Civic journalism, developmental theory - Schramm
- Democratic participant theory - Paulo Frieire

Unit 4. Effects theories

- Magic bullet
- Limited effects paradigm - Klapper
- Attitude change '
- Selective exposure and cognitive dissonance
- Moderate effects model
- Lazarsfeld 2-step flow theory

Unit 5. Media and society

1. Innis - oral societies, literate societies, electronic society
2. Media and technological determinism
3. McLuhan - "the medium is the message" "the message is the message" hot and cool medium concept of the global village Raymond William's critique of technological determinism ,
4. Issues of media monopoly – cross-media ownership;

- Ownership patterns of mass media, ethical aspects of mass media,
- Freedom of speech and expression, Right to information,

References-

1. Baran and Davis; *Mass Communication theory*; (2000); Thomas-Wadsworth
2. Fiske; *Introduction to Communication Studies*; (1982)
3. Infante, Rancer and Womack; *Building Communication Theory*; 2nd Edition; (1993); Waveland Press
4. Berger; *Media Analysis Techniques*

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02CEPL21 - Indian Political Thought (4 Credits, 60 hours)

Course Rationale: This is an introductory paper to the concepts, ideas and theories that developed in India. It highlights the main sources of the political tradition in ancient India and its development in modern times. It focuses on key thinkers from ancient to modern times to understand their seminal contribution to the evolution of political theorizing in India. It critically assesses their contribution and explains their relevance to contemporary times. It emphasizes on the distinctive contribution of Indian thinkers to political theorizing and the relative autonomy of Indian political thought. It also situates Indian political thought vis-à-vis other traditions.

Course Content:

UNIT- 1: Sources of Indian Political Thought. (16 hours)

- a) Shanti Parva of Mahabharat
- b) Kautilya's "Arthashastra"
- c) Manu Smriti
- d) Buddhist Political Thought

UNIT- 2: Political thought in Ancient India: -(18 Hours)

- a) Functions of State and the Duties of the King (Rajdharma)
- b) Concept of Dharmaas in the Bhagwad Gita
- c) Concept of "Dandaniti"
- d) Rajputana philosophy of Virtue
- e) Delhi Sultanate Political Thought
- f) Mughal Political Structure

UNIT- 3: Kautilya's *Arthashastra* (14 Hours)

- a) Kautilya on Kings and the Council of Ministers
- b) Kautilya on Administration of State and the Mandala Theory
- c) Kautilya on Foreign Policy

UNIT- 4: Dayanand Saraswati, Swami Vivekananda, Bal Gangadhar Tilak & Gopal Krishna Ghokle (12 Hours)

- a) Dayanand Saraswati: Arya Samaj, Women, Education & Democracy,
- b) Swami Vivekanand: Philosophy and concept of Freedom, Nationalism
- c) Bal Gangadhar Tilak: Swaraj, Nationalism, Extremism
- d) Gopal Krishna Gokhale: Liberalism, Political Goals and Programmes, Spiritualism of Politics and Education

Readings:

- Altekar, State and Government in Ancient India, Delhi, Motilal Banarsidass, 1966.
- Appadorai, Documents on Political Thought in Modern India, 2 vols. Bombay Oxford Uni. Press, 1970. J. Bandhopadhyaya, Social and Political Thought of Gandhi, Bombay, Allied, 1969.

- J.V. Bondurant, *Conquest of Violence: The Gandhian Philosophy of Conflict*, Berkeley, Uni. of California Press, 1965.
- D. M. Brown, *The White Umbrella: Indian Political Thought from Manu to Gandhi*, Berkeley, Uni. of California Press, 1953.
- R. J. Cashman, *The Myth of the 'Lokmanya' Tilak and Mass Politics in Maharashtra*, Berkeley, University of California Press, 1975.
- Chandra, *Nationalism and Colonialism in Modern India*, Delhi, Vikas, 1979.
- K. Damodaran, *Indian Thought: A Critical Survey*, London, Asia Publishing House, 1967.
- de Bary, *Sources of Indian Tradition*, New York, Columbia University Press, 1958. D. G. Dalton, *India's Idea of Freedom: Political Thought of Swami Vivekananda, Aurobindo Ghose, Mahatma Gandhi and Rabindranath Tagore*, Delhi, Academic Press, 1982.
- R. Desai, *Social Background of Indian Nationalism*, Bombay, Popular, 1954.
- R. P. Dutt, *India Today*, Calcutta, Manisha, 1970.
- T. Embree (ed.), *Sources of Indian Tradition: from the Beginning to 1800*, India, Penguin Books, 1991. S. Ghose, *The Renaissance to Militant Nationalism*, Bombay, Allied Publishers, 1969.
- ———, *Socialism, Democracy and Nationalism in India*, Bombay, Allied Publishers, 1973.
- ———, *Modern Indian Political Thought*, Delhi, Allied, 1984.
- N. Ghoshal, *A History of Indian Political Ideas*, London, Oxford University Press, 1959.
- J. P. Haithcox, *Communism and Nationalism in India: M. N. Roy and Comintern Policy*, Princeton NJ, Princeton University Press, 1971.
- Hay, *Sources of Indian Tradition: Modern India and Pakistan*, India, Penguin Books, 1991.
- Heimsath, *Indian Nationalism and Social Reform*, Princeton NJ, Princeton University Press, 1964.
- R. Iyer, *The Moral and Political Thought of Mahatma Gandhi*, Delhi, Oxford University Press, 1973.
- K. P. Jayaswal, *Hindu Polity*, Calcutta, Butterworth, 1924. 47 K. N. Kadam (ed.), Dr. B. R. Ambedkar, *New Delhi, Sage, 1992*.
- R. P. Kangle, *Arthashastra of Kautilya*, Delhi, Motilal Banarsidass, 1965.
- M. J. Kanetkar, *Tilak and Gandhi: A Comparative Study*, Nagpur, Author, 1935.
- B. Karnik, *M. N. Roy: Political Biography*, Bombay, Jagriti, 1978.
- K. P. Karunakaran, *Modern Indian Political Tradition*, New Delhi, Allied Publishers, 1962.
- ———, *Religious and Political Awakening in India*, Begum Bridge, Meenakshi Prakashan, 1969.
- ———, *Indian Politics from Dadabhai Naoroji to Gandhi: A Study of Political Ideas of Modern India*, New Delhi, Gitanjali, 1975.
- ———, *Gandhi- Interpretations*, New Delhi, Gitanjali Publishing House, 1985.
- G. Karve, and D.V. Ambedkar, *Speeches and Writings of Gopal Krishna Gokhale*, Bombay, Asia, Publishing House, 1966.
- Kaura, *Muslims and Indian Nationalism*, New Delhi, Manohar, 1977.
- P. Luthra, *The Concept of Secular State and India*, Delhi, Oxford University Press, 1964.
- V. R. Mehta, *Foundations of Indian Political Thought*, New Delhi, Manohar, 1992.
- B. Majumdar, *Militant Nationalism in India and Its Socio-Religious Background 1897-1917*, Calcutta, General Printers, 1960.
- Gauba, O.P. *Indian Political Thought*. 2016
- Mehta, V. R., *Foundations of Indian Political Thought: An Interpretation - From Manu to the Present Day*. Paperback – Import, Jul 1996

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02CEPL22 - Indian Government and Politics –II (4 Credits, 60 hours)

Objectives: The main concern and thrust of this paper is to familiarise the student with the working of the Indian government. It seeks to introduce the students with political institutions, issues and political processes. It emphasizes local dynamics and influences on political processes that emanate from social stratification of caste, religion, language and regions. This course covers the working of a few select political institutions like political parties, the election commission and judiciary.

Courses Outline:

Unit -1 (20 Hours)

- (a) Dynamics of Indian Politics
- (b) Tension Areas in the Centre-State Relations: Sarkaria Commission's Recommendations
- (c) The "Special State" status
- (d) Judicial Reform
- (e) Public Interest Litigations
- (f) Comptroller and Auditor General of India

Unit-2 (20 Hours)

- (a) The Election Commissions: Elections and Electoral Reforms
- (b) National Political Parties
- (c) Regional Political Parties
- (d) Emergence of Coalition Politics (Central and State)
- (e) The Finance Commission

Unit-3 (20 Hours)

- (a) Impact of Caste on politics
- (b) Religion and politics
- (c) Language and politics
- (d) Ethnicity and politics

References:

- Siwach, J.R., Dynamics of Indian Government and Politics, New Delhi: Sterling, 1995.
- Austin, Granville, Working a Democratic Constitution: The Indian Experience, New Delhi Oxford University Press. 2000.
- C.P. Bhambhari, the Indian State: Fifty Years, New Delhi: Shipra, 1997.
- N.G. Jayal, Ed., Democracy in India Experience, New Delhi: Oxford University Press. 2001.
- Narang, A.S. Indian Government and Politics Delhi: Vishal, 1998& 1999.
- Johari, J.C. Indian Government and Politics New Delhi: Gitanjali Publication, 2004

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02CEEC21 – Micro-Economic Theory - II (4 Credits, 60 Hours)

Objectives:

1. Students will be able to describe the market structure.
2. Students will be able to classify market on the basis of measure of power.
3. Students will be able to discuss various theories of Wage and factor pricing.
4. Students will be able to discuss investment analysis and welfare analysis.

Course Outline

UNIT – I Monopoly and Monopolistic Competition [15 Hours]

1. Monopoly and price discrimination;
2. Measures of monopoly power;
3. Monopolistic competition

UNIT – II Duopoly and Oligopoly [15 Hours]

1. Characteristics of Duopoly and Oligopoly
2. Cartel Model
3. Price Leadership under Duopoly
4. Bertrand's Model
5. Sweezy's Price Rigidity Model of Oligopoly

UNIT – III Factor Pricing: [15 Hours]

1. Theories of wage determination;
2. Wages and collective bargaining;
3. Wage differentials; Rent - Scarcity rent;
4. Quasi rent; Interest.
5. Classical and Keynesian theories.
6. Profit - Innovation, risk and uncertainty theories.

UNIT – III Investment Analysis: [15 Hours]

1. Introduction to Investment analysis;
2. Concept of Capital budgeting;
3. Payback period - average annual rate of return;
4. Net present value;
5. Internal rate of return criteria;
6. Cost of capital;
7. Risk and uncertainty;

UNIT-IV Welfare analysis: [15 Hours]

1. Introduction; Social welfare; Problems of measuring welfare; Classical welfare economics; Pareto's criteria; Concept of social welfare function; Compensated principle - Kaldor, Hicks.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical Problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Micro economics terms

Activities:

1. Study/Analysis of companies' budget/Investment.
2. Field Visit of various firms.
3. Studying companies/Firm welfare activities.

References:

1. Ahuja H.L.(2006) , Modern MicroEconomics-Theory and Application, S. Chand, New Delhi
2. Gould, J.P. and Edward P.L. (1996), Microeconomic Theory, Richard Irwin, Homewood.
3. Henderson J. and R.E. Quandt (1980), Microeconomic Theory: A Mathematical Approach, McGraw Hill, New Delhi.
4. Heathfield and Wibe (1987), An Introduction to Cost and Production Function, Macmillan, London.
5. Koutsoyiannis A. (1990), Modern Microeconomics, Macmillan.
6. Lipsey R.G. and K.A. Chrystal (1999), Principles of Economics (9th Edition), Oxford University Press, Oxford.
7. Mansfield E. (1997), Microeconomics (9th Edition), W.W. Norton and Company, New York.
8. Ray N.C. (1975), An Introduction to Microeconomics, McMillan Company of India Ltd. Delhi.
9. Samuelson P.A. and W.D. Nordhaus (1998), Economics, Tata McGraw Hill, New Delhi.
10. Stonier A.C. and D.C.Hague (1972), A Textbook of Economic Theory, ELBS & Longman Group, London.
11. Varian H.R. (2000), Intermediate Microeconomics: A modern Approach (5th Edition), East West Press, New Delhi.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02CEEC22 - Macro-Economic Theory – II (4 Credits, 60 Hours)

Objectives:

Students will be able to

1. Discuss the principles essential to an understanding of fundamental economic problems and the policy alternatives society which may utilize to contend with these problems.
2. This course also aims at enabling the student to reason accurately and objectively about the economic matters and to develop a lasting interest in Economics.

Course Outline

UNIT –I Rate of Interest: [15 Hours]

1. Concept of interest rate.
2. Gross interest and Net interest.
3. Nominal interest rate and Real rate of interest - relationship between interest rate and bond prices
4. Classical, Neo-classical and Keynesian theories of interest rate determination.
5. Interest rates and monetary policy.

UNIT-II The Classical and Keynesian Synthesis: [15 Hours]

1. Goods Market and Asset Market
2. The IS Curve; Points on and Off the IS curve
3. The LM Curve; Points on and Off the LM curve
4. Determination of income and interest –Integrated Model.

UNIT - III Determination of Aggregate price level and the problem of Inflation: [15 Hours]

1. Aggregate Demand.
2. Aggregate Supply-Classical case of full wage price flexibility.
3. Keynesian case Of wage price rigidity.
4. Keynesian case of aggregate supply
5. Inflation: Definition; Causes, and types.
6. Short run and long run Philips curve.
7. Implications for Concepts of Wholesale price index, Consumer Price Index
8. GDP deflator.

UNIT –IV Business Cycles & Stabilization Policies: [15 Hours]

1. Fluctuations in national income- nature and characteristics of trade cycles
2. Sources of instability in the private sector
3. Hawtrey's monetary theory
4. Hayek's over-investment theory
5. Keynes' views on trade cycle
6. The concept of Accelerator - Samuelson - Stabilization Policies.

Modes of Transaction:

The lecture method along with class discussion shall remain the main approach to learning and interaction exercise. It will be supplemented by illustrations of technical problems/theories/issues with application, Unit wise summaries, examples and sums and also provision of Glossary explaining important Macro economics terms.

References:

1. Ackley, G. (1976), *Macroeconomics : Theory and Policy*, Macmillan Publishing Company, New York.
2. Day, A.C.L. (1960), *Outline of Monetary Economics*, Oxford University Press, Oxford.
3. Gordon, R.J. (1998), *Macroeconomics*, Addison Wesley.
4. Gupta, S.B. (1994), *Monetary Economics*, S. Chand and Co. Delhi.
5. Gupta G.S. (2004) *MacroEconomics-Theory and application*, TATA McGraw –Hill
6. Heijdra, B.J. and F.V. Ploeg (2001), *Foundations of Modern Macroeconomics*, Oxford University Press, Oxford.
7. Lewis, M.K. and P.D. Mizan (2000), *Monetary Economics*, Oxford University Press, New Delhi.
8. Shapiro, E. (1996), *Macroeconomic Analysis*, Galgotia Publications, New Delhi.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02CEPS21 - Basic Psychological Process-II (4 Credits, 60 Hours)

Objectives:

1. Describe the process of motivation, thinking, emotion -feelings and intelligence.
2. To make the student understand the processes involved in motivation, thinking, Emotion-feelings and intelligence
3. To help the student understand their own experience and also the social world by the application of motivation, thinking, emotion-feelings and intelligence
4. Helps the student to explain the higher order complex cognitive processes and the dynamic sensory experiences on the basis of motivation, thinking, emotion -feelings and intelligence

Course Content:

Unit 1: States of mind (15 hours)

- What is consciousness?
- Nature of consciousness
- Freud's Theory of Levels of Consciousness
- Altered states of consciousness
- Day dreaming

Unit 2: Attentional Process (15 hours)

- Nature & definition
- Span of Attention
- Fluctuation of Attention
- Division of Attention
- Distraction of Attention
- Factors affecting attention

Unit 3: Personality

- Definition
- Determinants of personality
- Classification of personality
- Measurement of personality: MMPI, 16 PF, EPQ, Projective technique.

Unit 4 : Frustration

- Definition of Frustration
- Causes of Frustration (Harmful effect and constructive effect)
- Adjustment of Frustration, Frustration of tolerance
- Causes of Frustration of tolerance

Activities / Practicum

The following activities may be carried out by the students:

- i. Activity of collecting of pictures depicting various emotions, from magazines or newspapers and identification of emotions by others.
- ii. Brainstorming on a number of statements used to prevent the emergence of creative ideas.

Modes of Transactions:

Various methods of teaching should be employed depending on the objectives of the content taught:

1. Lecture method
2. Discussion method fruitful. It may be supplemented with various appropriate audio-visual aids.
3. Activity assignment that would help students to learn by doing.
4. The students may be taken to field trip to local areas and collect relevant data about various psycho-social processes and make analysis regarding its relevance to psychology.
5. Project method may be used to teach about how various activities reflect psychological processes.
6. Students may prepare theme paper related to selected units and the same may be presented in small groups.

References:

1. Baron,R.A. (2005) Psychology. Delhi: Pearson education Pvt . Ltd.
2. Morgan, C.T., King, R.A., Weisz, J.R., Schopler,J.(2005) Introduction to Psychology. New Delhi:Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi : Tata McGraw Hill Publishing Company Limited

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02CEPS22 - Social Psychology-II (4 Credits, 60 Hours)

Unit 1: Group (15 hours)

- Nature and characteristics of Group
- Social facilitation & Social loafing
- Group cohesiveness
- The effects of group on behavior

Unit 2: Aggression (15 hours)

- Definition
- Social Determinants of aggression
- Situational Determinants of aggression
- The prevention & control of aggressive behavior

Unit 3: Social Influence (15 hours)

- Persuasion effect and Causes
- Compliance
- Obedience To Authority
- Conformity and Compliance

Unit 4: Leadership (15 hours)

- Definition
- Nature and function
- Contingency approach to leadership
- The characteristic leadership

References:

1. Baron, R .A. (2005) Psychology. Delhi: Pearson education Pvt. Ltd.
2. Morgan, C.T., King, R .A., Weisz , J .R . , Schopler, J. (2005) Introduction to Psychology. New Delhi Tata McGraw Hill Publishing Company Limited
3. Morgan, C.T. (1977) A Brief Introduction to Psychology. New Delhi: Tata McGraw Hill Publishing Company Limited
4. Myres, David G (1994) Exploring social Psychology. New York: Mc Graw hill
5. Vipin B. Kumar(2008) A Text Book of Social Psychology. Mumbai:Himalaya publishing house

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02CEEN21 - History of English Literature: An Overview – II (4 Credits, 60 hours)

Objectives

1. The Objective Of This Paper Is To:
2. Give Students An Overview Of The History Of English Literature From The 18th Century To The Present, As Per UGC Model Curriculum
3. Offer A Systematic Understanding Of The Socio-Political And Literary Context Of Different Ages
4. Enhance The Students' Grasp Of The Relationship Between The Historical Period And Its Literary Manifestations Through The Substantiation Of Each Significant Period With A Representative Text Prescribed For Non Detail Study.

Course Outline

Unit	Description	Evaluation Pattern	Teaching hours	Text/Topic
1	Eighteenth and Early Nineteenth Century	Critical Essay Type Questions and/or Short Question Answer	18 Hours	<i>A Brief History of English Literature</i> , John Pack and Brian Coyle, Houndsmill: Palgrave, 2004. Chapter 7,8 and 9
2	Mid to Late Nineteenth Century	Critical Essay Type Questions and/or Short Question Answer	18 Hours	<i>A Brief History of English Literature</i> , John Pack and Brian Coyle, Houndsmill: Palgrave, 2004. Chapter 10,11 and 12
3	Twentieth Century and After	Critical Essay Type Questions and/or Short Question Answer	18 Hours	<i>A Brief History of English Literature</i> , John Pack and Brian Coyle, Houndsmill: Palgrave, 2004. Chapter 13,14,15 and 16
4.	Self Study: Author Study	Critical Essay Type Questions and/or Short Question Answer	6 Hours	Samuel Tailor Coleridge William Wordsworth Henry Fielding Jonathan Swift Henry James Joseph Conrad W H Auden T S Eliot James Joyce E M Foster George Orwell Sylvia Plath

Teaching Methodology

1. Lecture Method Combined With Discussion.
2. Use Of Audio Visual Aids And Internet Resources
3. Supervising Projects, Presentations And Items For Self-Studies

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Daiches, David. A Critical History of English Literature. Allied Publishers Pvt. Ltd., 1979
2. Ford, Boris. New Pelican Guide To English Literature Series, Harmondsworth, Penguin, 1982
3. Gm Trevalyan, English Social History: A Survey Of Six Centuries, Chaucer To Queen Victoria, Longmans, 1965
4. Legouis And Cazamian, History Of English Literature, New York: Macmillan, 1926
5. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
6. Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02CEEN22 - English Prose – II (4 Credits, 60 hours)

Objectives:

At The End Of This Course, Students Will Be Able To:

Describe The Historical Development Of Prose From The Eighteenth To The Twentieth Century. Identify Some Of The Sub-Genres Of Prose. Get Acquainted With Some Of The Significant Canonical Prose Texts, Authors, Years Of Publication, Literary Style/Period, Themes, And Generic Characteristics Across Cultures.

Course Outline

Unit	Description	Evaluation Pattern	Teaching hours	Text/Topic
1	Autobiography, Afro-American Slave Narrative	Critical Essay Type Questions and/or Short Question Answer	18 Hours	Frederick Douglas : Narrative of the Life of Frederick Douglas
2	Letters	Critical Essay Type Questions and/or Short Question Answer	18 Hours	De, Shobha: <i>Speedpost</i>
3	Travelogue	Critical Essay Type Questions and/or Short Question Answer	18 Hours	<i>Volga Se Ganga</i> by Rahul Sanskrityayan
4.	Self Study: Literary Essays	Critical Essay Type Questions and/or Short Question Answer	6 Hours	1.R L Stevenson- 'Travels with a Donkey' 2.Charles Lamb- 'Valentine's Day' 3.Ralph Waldo Emerson's 'American Scholar' 4. 'Disappointment ' by William Hazlitt 5. 'On the Conversation of Authors' by William Hazlitt

Teaching Methodology:

1. Lecture Method Combined With Discussion.
2. Use of Audio Visual Aids and Internet Resources.
3. Supervising Projects, Presentations and Items for Self-Study.

Activities:

1. Discussions
2. Library Research And Reference
3. Projects And Presentations
4. Assignments

Recommended Reading:

1. Boulton, Marjorie. The Anatomy of Prose. New York: Routledge, 1968
2. Earle, John. English Prose: Its Elements, History And Usage, Read Books, 2008
3. Mcintosh, Carey. The Evolution Of English Prose. 1700-1800, Style, Politeness And Print Culture, Cambridge University Press, 1998
4. Read, Herbert . English Prose Style, Bell, 1963
5. Robert E. Scholes, Carl H. Klaus, Michael Silverman Ed. Elements Of Literature: Essay, Fiction, Poetry, Drama, Film , Oxford University Press, 2004 (3rd Ed)
6. Rogers, Pat. The Oxford Illustrated History Of English Literature, Oxford University Press, 2001
7. Sanders, A. The Short Oxford History Of English Literature, Oxford: Oxford University Press, 2002

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02CEJM21 - Development of Media –II (4 Credits, 60 hours)

Unit 1- Television

Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

Unit 2- Films& Cinema

Early efforts – film as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

Unit 3- Folk Media

Traditional media in India – regional diversity – content – form – character – utility – evaluation – future.

Unit 4- New Media

Development of new media; convergence – internet – on line.

References-

1. Ed. Bill Nichols; Movies and Method; 2 Volumes; University of California Press 1976
2. Gaston Roberge; Chitra Bani; A Book on Film Appreciation *
3. Cherry Potter, Image. Sound and Story - The an of telling in Film; Seeker & Warburg, 1990
4. Gaston Roberge; The Ways of Film Studies; Ajanta Publications; 1992
5. Gerald Mart; A short history of the Movies; The University of Chicago Press 1981
6. Erik Bamouw & S. Krishnaswamy; Indian Film; Oxford University Press 1980
7. Toren Grodal; Moving Pictures; Oxford University Press, 1997

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2

UA02CEJM22 - Electronic Media (Radio and Television) (4 Credits, 60 hours)

Unit 1- Electronic Media

Evolution and growth of electronic media: radio, television and internet.

Unit 2- Characteristics

Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links.

Unit 3 - Radio

A)

- Radio language
- Script writing for news, newsreel,
- Documentary, feature, drama, speech, skit, soap opera and special audience programs
- Voice presentations
- Announcing
- Comparing
- Adlibbing
- Interviewing
- Narrating
- Conversation
- News reading
- Programme policies and services
- Critical analysis of radio programmes
- Radio forums and clubs
- Audience research

B)

- Radio programme production techniques
- Sound studios and transmission facilities
- Reverberation and echo
- Various types of microphones
- Tape recorders and playback machines
- Recording
- Sound mixing
- Editing

Unit 4 - Television

- Scripting for various kinds of programmes on television Documentaries and features
- Entertainment programmes On-line programmes Educational programmes
- Modes of presentation
- Programme research
- Planning
- Budgeting and scheduling
- Indoor and outdoor shooting
- Video production
 - Introduction to video camera techniques
 - Audio techniques
 - Television studio operations
 - Lighting
 - Live programme production
 - Role and functions of studio personnel
 - Graphics
 - Special effects
 - Editing

References-

1. Wurtzel; *Television Production*
2. Zettl; *Television Production Handbook; 7th Edition*
3. J. Zachariah, Aruna; *Communication Media and Electronic Revolution; (1996); Kanishka*
4. Bhatt, S.C; *Satellite Invasion of India; (1994); Cyan Publishing House*
5. Ed. Goonasekera and Lee, S.N; *Television without borders; (1998); Asian Media Information and Communication Centre*
6. Burton, Graeme; *Talking Television; (2000); Arnold*
7. Alec Nisbett, *The techniques of the sound studio - Focal Press 1987*

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 2
UA02SEST21 - Statistics (4 Credits, 60 hours)

Course objective:

- To develop skills in understanding whether data is meaningful, including optimization, inference, testing, and other methods for analyzing patterns in data and using them to predict, understand, and improve results

Unit1: Introduction and Basics (15 Hrs)

1. Meaning of statistics, need and concept of statistics in research
2. Common measures of central tendency, mean, median, and mode
3. Primary and Secondary data, methods of data collection, tabulation of data

Unit2: Sampling Theory (15 Hrs)

1. Concept of population and sample
2. Parameter and statistics, sampling and non-sampling errors
3. Probability and non-probability sampling techniques (simple random sampling, stratified sampling, multi-stage sampling, multi-phase sampling, cluster sampling, systematic sampling, purposive sampling, convenience sampling, quota sampling); Sampling distribution (statement only)
4. Sampling size decisions

Unit3: Statistical Inference (15 Hrs)

1. Meaning and concept of Hypothesis
2. Testing of Hypothesis
3. Test based on Chi-square test

Unit4: Co-relation (15 Hrs)

1. Meaning and concept of co-relation
2. Partial co-relation
3. Spearman rank co-relation, Spearman rho co-relation

SARDAR PATEL UNIVERSITY
FACULTY OF ARTS
COURSE OF STUDY

DEGREE OF BACHELOR OF ARTS [BA (Advanced)]
(Under Choice Based Credit Scheme Semester Degree Programme)

R. BA(AD) 1: Candidates for the Degree of Bachelor of Arts [BA (Advanced)] must have passed the higher Secondary Examination conducted by the Gujarat Secondary Education Board or an examination of any other University of statutory Examining Body recognized as equivalent thereto in accordance.

R. BA(AD) 2: A student who has passed an equivalent examination from any other University or examining body and is seeking admission to a college affiliated to this University shall not be admitted without producing an Eligibility Certificate from the Sardar Patel University.

R. BA(AD) 3: (1) Students will be required to earn stipulated credits per course per semester for obtaining BA (Advanced) Degree as shown below:

Semesters →	1	2	3	4	5	6	Total Credits
BA (Advanced)	28	28	28	28	32	32	176

(5)The credit per course is determined as one credit equivalent to one hour of study for the duration of fifteen weeks.

(6)The Workload of a faculty shall be determined considering the total number of hours of study.

(7)Four credits per subject would mean 3 hours of direct teaching and one hour of tutorials/seminar/presentation etc.

S. BA(AD) 4: The students will be considered eligible for admission to a semester course at BA (Advanced) program on passing at the immediate previous semester examination.

R. BA(AD) 5: For appearing at the First and subsequent semester external BA (Advanced) Degree examination, students ----

(iii) Should have kept at least 80% of attendance in the respective semester at a College recognized for teaching courses of study in Applied Arts by the University,

(iv) Should have obtained at least 30% marks in aggregate in each of the papers in the internal tests conducted by the college,

(iii) Should have presented them for medical examination, if conducted by the College or University.

R. BA(AD) 6: For the purpose of deciding final results at the semester Examination, the ratio between internal assessment and final University examination shall be 40:60. For the purpose of internal assessment, the college concerned will conduct at least one test in each semester. The College may also arrange quizzes, term papers, assignments etc. The 40 marks of internal assessment shall be distributed as follows—Written test 30 marks, assignment/seminar/project work 5 marks and attendance 5 marks. The concerned College may have its own policy for giving 5 attendance marks. The college shall have to maintain necessary daily records for attendance. The duration of University external examination shall be of TWO hours.

R. BA(AD) 7: (1) Students shall study courses of BA (Advanced) program as per the following structure at first semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	2	4	8
2.Core Courses	2	4	8
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7: (2) Students shall study courses of BA (Advanced) program as per the following structure at second semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	2	4	8
2.Core Courses	2	4	8
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7:(3) Students shall study courses of BA (Advanced) program as per the following structure at third semester:

Semester	No. of Courses of stud	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	3	4	12
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7:(4) Students shall study courses of BA (Advanced) program as per the following structure at fourth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	3	4	12
3.Generic Elective	2	4	8
4.Skill enhancement course	1	4	4

R. BA(AD) 7:(5) Students shall study courses of BA (Advanced) program as per the following structure at fifth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	5	4	20
3. Discipline Specific Elective	1	4	8

R. BA(AD) 7:(6) Students shall study courses of BA (Advanced) program as per the following structure at sixth semester:

Semester	No. of Courses of study	No. of Credits/course	Total Credits
1.Ability enhancement course	1	4	4
2.Core Courses	5	4	20
3. Discipline Specific Elective	1	4	8

R. BA(AD) 8: In order to study BA (Advanced), in addition, a student should have undertaken Specialized Electives courses over six semesters.

R. BA(AD) 9: Following are the Courses to be offered to students by affiliated Colleges/Institutions for June 2010 - **(Annexure I, II & III)**

R. BA(AD)10:Candidates desirous of appearing at the Semester Examinations must forward their applications in the prescribed form accompanied by a certificate of attendance to the Registrar through the Principal of the college on or before the date prescribed for the purpose under the relevant ordinance/s.

R. BA(AD)11: Standard of passing:

To Pass the Semester Examination, candidate must obtain

(iii) Atleast 36% marks in the University Examination in each paper, and

(iv) Atleast 36% marks in the total of Internal and the University Examination in each paper.

Award of Class:

(a) Those of the successful candidates will be placed in the SECOND CLASS who obtains:-

(i) Atleast 46% but less than 58% of total marks of all the subjects in the University Examination and

(ii) Atleast 48% of total marks in Internal and the University Examinations.

(b) Those of the successful candidates will be placed in the FIRST CLASS who obtains:-

(iii) Atleast 58% of total marks of all the subjects in the University and

(iv) Atleast 60% of total marks of the subjects in Internal and the University Examinations.

(d) Those of the successful candidates will be place in the First Class with Distinction who obtain:-

(i) Atleast 68% of total marks at the T.Y. BA (Advanced) University Examination, and

(ii) Atleast 70% of total marks in T.Y. BA (Advanced) Internal and the University Examinations, OR

(i) Atleast 66% of total marks at the T.Y. BA (Advanced) University Examination, and

(ii) Atleast 68% of total marks at the S.Y. BA (Advanced) and T.Y. BA (Advanced) University Examinations, combined,

and

(iii) Atleast 70% of total marks in Internal and University Examinations of S.Y. BA (Advanced) and T.Y. BA (Advanced) combined.

(d) The class shall be awarded at the end of 6 semesters considering all semester examinations.

R. BA(AD)12: A.T.K.T.

1. A student, who fails at the Semester Examination in any of the papers, will be permitted to keep terms for the next Semester Courses.

2. A student, who is failing in any of the papers and allowed to keep terms in the subsequent Semester Courses, can take the examination in the Courses in which he/she is failing at the end of respective semester examination. A student can have maximum 5 attempts after 6 Semesters excluding the attempt he/she has made at the end of 6th Semester.

3. A student failing in any of the papers at a Semester Examination passes out such papers by 6 Semesters, such attempts will be considered as First Attempt.

4. A student getting ATKT will be exempted from appearing in the External examinations in such papers which he/she has passed out.

Annexure I
Sardar Patel University
B A (Advanced) (English Medium) Program – Choice Based Credit System
Courses of Study

	SEMESTER 3	SEMESTER 4
Ability Enhancement Course (1 course X 4 credits = 4 Credits)	Corporate Communication-I (UA03AECC21)	Corporate Communication-II (UA04AECC21)
Generic Elective (Any two) 2 Courses X 4 credits = 8 Credits)	International Political Organizations (UA03GEPL21) Indian Economy (UA03GEEC22) Counseling And Guidance-I (UA03GEPS23) Introduction To English Literature –III (UA03GEEN24) Principles Of Marketing (UA03GEJM25)	Introduction To Indian Constitution (UA04GEPL21) Indian Economic Structures (UA04GEEC22) Counseling And Guidance-II (UA04GEPS23) Indian Writing In English (UA04GEEN24) Introduction To Creative Writing (UA04GEJM25)
Core Course (any one group) 3 Courses X 4 credits = 12 Credits)	Western Political Thinkers –I (UA03CEPL21) India And The World (UA03CEPL22) Introduction To International Politics (UA03CEPL23) Or Mathematical Techniques In Economics (UA03CEEC21) Public Finance (UA03CEEC22) Economics Of Growth And Development (UA03CEEC23) Or Experimental Psychology (Theory)-I (UA03CEPS21) Fields Of Psychology-I (UA03CEPS22) Experiments In Psychology-I (Practical) (UA03CEPS23) Or Reading And Understanding Poetry (UA03CEEN21) English Literary Criticism-I (UA03CEEN22) History Of Indian English Literature (UA03CEEN23) Or Introduction To Advertising (UA03CEJM21) Introduction To Public Relations (UA03CEJM22) Digital Photography (Practical) (UA03CEJM23)	Western Political Thinkers –II (UA04CEPL21) Public Administration (UA04CEPL22) Theory Of International Politics (UA04CEPL23) Or Statistical Techniques In Economics (UA04CEEC21) International Economics –I (UA04CEEC22) Banking And Financial System (UA04CEEC23) Or Experimental Psychology (Theory)-II (UA04CEPS21) Fields Of Psychology-II (UA04CEPS22) Experiments In Psychology-II (Practical) (UA04CEPS23) Or Reading And Understanding Fiction (UA04CEEN21) English Literary Criticism-II (UA04CEEN22) History Of Indian Writing In English-II (UA04CEEN23) Or Advertising And Marketing Research (UA04CEJM21) Current Affairs (UA04CEJM22) Documentary And Short Film Making (Practical) (UA04CEJM23)
Skill Enhancement Course (1 Course X 4 credits = 4 Credits)	Basic Computer Applications-III (UA03SECA21)	Research Methodology (UA04SERM21)

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03AECC21 - Corporate Communication – I (4 Credits 60 Hrs)

Objective:

- The course focuses on developing the reading, writing, speaking and listening skills of students, also providing adequate training in grammar and vocabulary building.
- It aims to teach students English through practical, everyday and business approaches, helping students apply what they have learnt to real-life situations.
- The course also teaches soft skills while teaching English in an interactive, learner-friendly mode.

Module	Topic/subtopic	Notes/Remarks
Introduction	<ul style="list-style-type: none"> • Business Communication • Layout of a business letter • Forms of Layout • Principles of Letter Writing • Memo and its usefulness 	Contact hours: 10 Mode of teaching: lecture, classroom discussions
Letter writing	<ul style="list-style-type: none"> • Letters of Inquiry, Reply, Placing Order, Executing Order, Making Complaints, Adjustment • Sales Promotion Letter Structure of Memo 	Contact hours: 20 Mode of teaching: classroom discussions / presentations/ group work
Making Presentations	<ul style="list-style-type: none"> • Presentation Skills • Creating your own style • Format of a Presentation • Preparing Presentation Material • Planning your talk • Presenting with Visual Aids • Speaking effectively • Managing your audience • Body Language • Positive Gestures • The Gazes • Smiles • Hand Movements • Styles of Walking • Voice Modulations 	Contact hours: 15 Mode of Teaching: classroom discussions, presentations, group work
Grammar and Vocabulary Review	Proverbs, Narrative Speech, Connectives, Common Grammatical Errors made by the students	Contact hours: 15 Mode of teaching: classroom discussions, presentations, group work
Practical	Writing reports for various purposes Making presentation on them. (Work with NGOs, Schools, Companies etc in the form of internship with HR Dept)	A fortnight Internship at an organization

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations

Assignments

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3
UA03GEPL21 - International Political Organizations (4 Credits 60 Hrs)

Unit I: UNO

United Nations Organization (UNO): Formation and Working

Principal Organs of UNO: GA, UNSC, Trusteeship Council, ECOSOC, Secretariat

Limitations of UNO

Unit II: Regional International Organizations

Formation, Workings and Significance of the following:

1) South Asian Association for Regional Cooperation

2) ASEAN

3) Organization of American States

4) African Union

Unit III: EU, Commonwealth and NAM

European Union: Working and Importance

Commonwealth Realm and Commonwealth Group of Countries

Non Alignment Movement

Unit IV: Contemporary Groupings

BRICS,

G20, G8, G77

OPEC

APEC

BIMSTEC

Study Tour cum Field Visits: To encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made compulsory part of the course. As part of this, they have to visit Government offices, World Organization centers and offices, etc. It is desirable to include two case studies relevant to the Indian Political systems, at least, about the individuals or institutions. Students can choose the cases according to their interest.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3
UA03GEEC22- Indian Economy (4 Credits, 60 Hours)

Course content

UNIT – I Development Issues & Population:

- Characteristics of under development,
- Planning in India: Objectives, achievements,
- financing of plans,
- Theories of Population: Malthusian Theory, Theory of Demographic Transition,
- Growth of population in India,

UNIT – II Agriculture:

- Place of Agriculture in the Indian economy –
- Land relations and land reforms - consolidation of holdings, and ceiling on Land holding
- Need and sources of agricultural finance in India,
- Green Revolution:- Meaning, achievements and failures

UNIT – III Industry:

- Role of Industry in the Indian economic development,
- Private sector and public sector,
- Industrial finance - Sources and types
- New industrial policy of 1991 and the process of liberalization.

UNIT – IV Money, Prices and Public Finance:

- Growth of money supply and changes in price level,
- Causes and effects of inflation in India,
- Sources of revenue of government in India
- Deficit Financing in India.

Modes of Transaction:

Lecture methods will be generally followed, however, there will be Class discussion and economic quiz for assessing the level of understanding the topics by the students, Audio Visual aids will be used if available.

Activities:-

- Discussion on Various economic problems.
- Students must visit at least two industries to get hands on experience of theory taught in the class.
- Summer internship is to be encouraged to all students specializing in economics.

References:

- Rudar Dutt and K.P.M. Sundram, 2006, Indian Economy, S.Chand & Company, Delhi.
- A.N. Agarwal, 2006, Indian Economy, Vikas Publishing House Pvt.Ltd., New Delhi.
- Ishwar C. Dhingra, 2006, The Indian Economy, Tata McGraw-Hill Publishing Company Ltd. Delhi.
- Misra and Puri, 2006 Indian Economy, Himalaya Publication House

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3
UA03GEPS23 – Counseling and Guidance-I (4 Credits, 60 Hours)

Objectives:

- To provide a clear amount of different aspects of counseling Psychology.
- Counseling as a helping profession, desires to bring about change in knowledge, attitudes and behavior of individuals employing different approaches

Course content:

Unit I Introduction to Counseling

- Meaning of counseling psychology
- Various counseling settings
- Goals of counseling
- Types of counseling

Unit II Professional Preparation and Training for Counseling

- Need of counselor for counseling services
- Meaning of Professional Issues
- Practical skills
- Ethics
- Education and Training of Counselor
- Characteristics of counselor

Unit III Approaches to counseling

- Counseling and Psychotherapy
- Psychodynamic approach
- Humanistic approach
- Behavioral approach
- Cognitive approach

Unit IV Counseling Process

- Preparation for counseling
- Process and content of counseling
- Counseling relationship

References:

- Kochhar, S. K. (2001) – Guidance and Counseling in college and universities, Sterling Low price edition, sterling Publishers Pvt Ltd
- Rao. S. Narayan (1992) – Counseling and Guidance, Second Edition, Tata McGraw-Hill Publishing Company Limited
- Patterson, Lewis E. ; & Welfel, Elizabeth Reynold, (2000), the Counseling Process, Fifth edition, Wadsworth Thomson Learning – Eastern Press – Bangalore
- Yeo, Anthony (1993) – Counseling: a problem solving approach – APCA Pub. – India

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03GEEN24 - Introduction to English Literature –III (4 Credits, 60 Hours)

Objectives

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

- Show their familiarity with literary genres such as One Act Plays, Narrative Poetry, Novella,
- Acquaint themselves with significant literary texts
- Show their familiarity with essential literary terms
- Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course outline Unit	Description	Evaluation Pattern	Teaching Hours	Texts And/or Topics
1.	Self Study To Show Your Acquaintance With The Significant Literary Terms	Short Notes	06 Hours	15 Terms to be given with reference to the forms to be learnt, themes and style of the work
2.	Narrative Poetry (epic, ballad, elegy and ode)	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	❖ The Rime of the Ancient Mariner by Coleridge ❖ Ode to Clothes by Pablo Neruda/ Ode on A Grecian Urn by Keats ❖ Elegy Written in a Country Church Yard by Gray
3.	Drama	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	❖ A Woman of No Importance by Oscar Wilde ❖ The Way of the World by William Congreve
4.	Novella	Critical Essay-Type Questions And / Or Short Answer Questions	18 Hours	ANY ONE TO BE DISCUSSED ❖ Moby - Dick by Herman Melville ❖ Old Man and the Sea by Earnest Hemingway

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3
UA03GEJM25 - Principles of Marketing (4 Credits 60 Hrs)

Unit I Introduction of Marketing:

- Definition and importance of Marketing, Evolution of Marketing
- The Marketing concept - Marketing Challenges in the New Millennium.
- The Marketing Process: The Marketing Mix -Marketing Planning and Strategy - Understanding Environment.
- Market Segmentation:
- Definition of Market Segmentation - Bases for Segmenting Consumer Markets- Requirements for Effective Segmentation -Developing Positioning Strategy.

Unit II Consumer Behaviour:

- Consumer Markets and Consumer Buyer Behaviour - Business-to-Business Markets
- Marketing Research: Importance of Marketing Research - The Marketing Research Process - Understanding the Market Information System.

Unit III Product:

- Product Classifications - Consumer Products and Industrial Products - Individual Product Decisions including Branding and Packaging.
- Product Life-cycle strategies - Service Marketing.
- Price: Factors to be considered in setting prices - Pricing approaches and pricing strategies.
- Distribution Channels: Nature., Importance and Levels of Distribution Channels - Functions of Intermediaries - Selection of channels of distribution.

Unit IV Promotion:

- The Promotion Mix - Personal Selling, Advertising, Public Relations and Direct Marketing.
- Integrated Marketing Communications.
- Roles of Electronic Commerce in Marketing

Note: Topics must be accompanied by class exercises, suitable case studies and project work.

Reference:

- Marketing: An Introduction - 5* Edition - Publishers : Prentice Hall Gary Armstrong and Philip Kotler
- Principles of Marketing - 8th Edition Publishers : Prentice Hall Kotler and Armstrong ,
- Marketing Real People Real - 2nd Edition - Publishers : Prentice hall Micheal R. Solomon & Elnore W.Stuart
- Marketing - Seventh Edition - Publishers : Prentice Hall
- Marketing Management - Second Edition - Publisher Tata McGraw Hill
- Basic Marketing - Thirteenth Edition - A Global - Managerial Approach Publishers: Irwin McGraw Hill
- Marketing Management - Planning Implementation & Control • Second Edition

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3
UA03CEPL21 - Western Political Thinkers – I (4 Credits 60 Hrs)

Unit I Ancient Greek Political Thinkers

- Pre-Socratic thought
- Contribution of Socrates to the field of Western Political Thought
- Contribution of Plato to western Political Thought
- Contribution Aristotle to Western Political Thought

Unit II First Generation Medieval Thinkers

- Transition from ancient to medieval and then Modern thought
- Influence of Church
- Thomas Hobbes: Social Contract Theory, Morality and important ideas
- John Locke: Human Nature, Natural Rights, Social Contract

Unit III Second Generation Medieval Thinkers

- Niccolo Machiavelli: Human Nature, Liberty, Morality, State
- Jean Jacques Rousseau: Social Contract Theory, General Will
- Utilitarianism: Jeremy Bentham and John Stuart Mill

References:

- Western Political Thought, Prem Arora, Bookshelves Publications Ltd, New Delhi.
- A history of Western political thought J. S. McClelland, Routledge Publications Ltd.
- Western Political Thought: From Socrates to The Age of Ideology, Pvt.ltd. New Delhi
- History of Western Political Thought, Radhey Shyam Chaurasia
- Western Political Thought: From Plato to Marx, Shafali Jha, Dorling kindetrseely India Pvt.ltd. New Delhi.
- Adams Ian and R. W Dyson., 2004, Fifty Great Political Thinkers, London, Routledge
- Bhole Bhaskar, 1995, Paschimatyaj Rajakiya Vicharvanta, Nagpur, Pimpalpure
- Boucher David and Paul Kelly, 2003, Political Thinkers, Oxford, Oxford University Press.
- Jones W. T. (series editor), 1959, Masters of Political Thought, (Vols.2 & 3), London, George Harrap & Co
- Mehta V. R., 1996, Foundations of Indian Political Thought, New Delhi, Manohar
- Nelson Brian, 2004, Western Political Thought, Pearson Education
- Parekh Bhikhu and Thomas Pantham, Political Discourse: Explorations in Indian and Western Political Thought, 1987, New Delhi, Sage
- Rege, M. P., 1974, Pashchatya Nitishastracha Itihas, Pune, Samaj Prabodhan Sanstha

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3
UA03CEPL22 - India and the World (4 Credits 60 Hrs)

Unit I India's Security Concerns

- Indian Ocean
- Terrorism in India: Domestic and Inter-state
- Indian Armed Forces

Unit II India and major world powers

- India and European Union
- India & USA
- India & Russia

Unit III India and the Asia (Regional)

- India & China
- India & Pakistan
- India & Bangladesh

Unit IV Indian participation in World Affairs (15 Hours)

- Indian efforts in International peacekeeping forces
- Membership (prospective and present) of groupings like Australia Group, NSG, Security Council, BIMSTEC among more groups
- Space collaboration

References:

- Sharma, R.R., (ed.), 2005, India and Emerging Asia, New Delhi, Sage
- Chellaney Brahma, (ed.), 1999, Securing India's Future in the New Millennium, New Delhi, Orient Longman
- Perkovitch George, 2002, India's Nuclear Bomb-The Impact of Global Proliferation, New Delhi, OUP
- Cohen, Stephen.P., 2001, India: Emerging Power, New Delhi, OUP
- Sharma Shri Ram, 1980 Indian Foreign Policy, Sterling Publishers Pvt. Ltd.
- Bidwai Praful, 1999, Vanaik Achin, South Asia On A Short Fuse, Oxford.
- Mooze John alptn and Pubaniz Jerry ,208,The New United Nation International Organization in the Twenty First Century, Person Education, New Delhi

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEPL23 - Introduction to International Politics (4 Credits 60 Hrs)

Unit I. Introduction

- Meaning, Nature and Scope of International Politics and Relations
- Introduction to the theories of International Politics – Realism, Liberalism, Constructivism, Marxism

Unit II Sovereign State system

- Origins and Nature of Sovereign State system
- Functioning of the Sovereign State system

Unit III Cold War

- Meaning and Origin of Cold war
- Détente and New Cold War
- Post Cold War Period and the Disintegration of USSR.

Unit IV Global Order

- Globalization.
- Colonialism, Neo-colonialism and Imperialism
- Uni-Polarity, Bi-Polarity and Multi-Polarity
- Emergence of Third World.

References:

- Viney Kumar Malhotra *International Relations*, Anomol Publications Pvt. Ltd, New Delhi.
- Rama S. Mekote, *Regional Organizations: A Third World Perspective*, Sterling Publications, 1990.
- *International Relations: Critical Concepts in Political Science*, Andrew Linklater, Routledge Publications, London.
- Chandra Prakash, *International Relations*, Bookshelves New Delhi, 2005.
- Andrew Heywood, *Key Concepts in Politics*
- John Baylis, Steve Smith, Patricia Owens; *The Globalization of World Politics - An Introduction to International Relations*; Oxford University Press

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEEC21- Mathematical Techniques in Economics (4 Credits, 60 Hours)

UNIT - I: Basic Concepts:

- Variables, Functions, Types of Functions: Linear & Nonlinear Equations, Identities, Systems of Equations, Equilibrium, Applications of linear and non linear systems.
- Introduction to logarithms and laws of indices with their applications.

UNIT – II: Differentiation – Economic Applications I:

- Differentiation of a Bi-variate Function
- Logarithmic and Exponential Function: Concepts of Slope, concavity, convexity and point of inflexion, Maxima and Minima

UNIT – III: Differentiation – Economic Applications II:

- Elasticity of a Function
- Elasticity of Demand
- Interrelationships among TR, AR, MR and Interrelations among TC, TFC, TVC, AFC, AVC, AC and MC of a short-run cost function
- Profit Maximization by Firm: Perfect Competition
- Monopoly and Discriminating Monopoly.

UNIT – IV: Input-Output and Linear Programming:

- **Matrices:** Various types, Determinant of a matrix, Inverse of a matrix, Cramer's rule.
- **Input-output analysis:** Simple static model – assumptions, applications. Linkages.
- **Linear programming:** Concept, uses, solution through graphic Method.

Modes of Transaction:

- Lecture method is generally used but along with it, as and when required, discussion method would be fruitful.
- Numerical examples may be provided to the students by teacher and assignment method would help them to learn by doing.
- Students may be asked to collect relevant economic data and analyze the relations so as to understand the practicality of the subject.
- Wherever necessary Power point presentations may be used for delivery of lectures.

Activities:

- Activities on Mathematical Concepts
- Case analysis for decision making.
- Students must visit at least two industries to get hands on experience of theory taught in the class.
- Summer internship is to be encouraged to all students specializing in economics.

References:

- Allen R.G.D. (1974), Mathematical analysis for Economists, Macmillan Press, London.
- Black, J. and J.F. Bradley (1973), Essential Mathematics for Economists, John Wiley & Sons.
- Monga G. S.(2003), Mathematics and Statistics for Economics, Vikas Publishing House Pvt Ltd.
- Edward T. Dowling (2004), Theory and problems of Mathematics for Economists, Schaum's Series Outline.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEEC22- Public Finance (4 Credits, 60 Hours)

UNIT- I Introduction:

- Meaning and scope of public finance
- Distinction between private and public finance, concepts-Public good, private goods Merit goods.
- Government Budget: Economic and Functional Classification of budget

UNIT- II- Public Revenue:

- Revenue receipts and Capital receipts
- Taxation: Meaning
- Canons of Taxation
- Types of taxes
- Effects of taxation characteristics of a good tax system

UNIT- III- Public Expenditure:

- Meaning, classification of public expenditure,
- Canons of public expenditure
- Effects of public expenditure
- Wagnor's law related government expenditure.

UNIT- IV- Public Debt

- Classification of public debt
- Burden of public debt
- Methods of debt redemption
- Impact of public debt on production, consumption, distribution and employment

Modes of Transaction:

- Lecture methods supplemented by audio visual aids.
- Impromptu quiz for assessing the level of understanding by the students
- Class discussion.

Activities:

- Students must visit at least two industries to get hands on experience of theory taught in the class.
- Summer internship is to be encouraged to all students specializing in economics.

References:

- Bernard P. Herber – Modern Public Finance Chapter – 1 – AITBS, Delhi – 5th edition
- Musgrave R. A.: The Theory of Public Finance – McGraw Hill Book Company
- Musgrave R. A and Musgrave P. B. , Public Finance Theory and Practice Chap-1 - McGraw Hill Book Company
- Choudhry R. K. – Public Finance and Fiscal Policy – Kalyani Publishers, Delhi 2004
- Holley Ulrich(2004): Public Finance in Theory and Practice Chap. 4 – Thomson N. Y.
- A. L. Hillman: Public Finance and Public Policy. Chapter – 1 – Cambridge, New York 2003.
- S. K. Singh : Public Finance in Theory & Practice, S. Chand & Co. 2004.
- Manker V.G. & Sarma S.L.: Public Finance : Theory and Practice – Himalaya Publishing House
- Mithani D. M. : Modern Public Finance: Theory and Practice - Himalaya Publishing House
- Bhatia H. L.: Public Finance – Vikas Publishing House Pvt. Ltd, New Delhi

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEEC23- Economics of Growth and Development (4 Credits, 60 Hours)

Unit – I Economic Development – Role and values:

- Development and Growth underdevelopment
- Measuring development and development gap
- Per capita income, inequality of income
- Human development index and other indices of development and quality of life

UNIT – II Theories of Economic Development:

- Classical theory of development
- Karl Marx and the theory of development
- Vicious circle of poverty, circular causation,

UNIT III: Strategies of Growth:

- Types of Strategies - Big push,
- Nurskian Doctrine of Balanced Growth
- Unbalanced growth
- Hirschman's doctrine of planned unbalanced Growth

UNIT – IV Historic Growth and Contemporary Development

- Markets and market failure, state and state failure
- Issues of good governance. Planning for growth.

UNIT – V Economic Growth:

- Economic growth
- Factors affecting economic growth: capital, labour & technology, Social, political & Economic System
- Technological progress – embodied and disembodied technical progress.

Modes of Transaction:

- The major part of the course work will be taught by the lecture method but wherever Necessary, discussion on different practical issues will also be employed.
- Some portion of the course work would be given to students in the form of assignments.
- Audio-visual aids in terms of PowerPoint presentations of assignments by students would be encouraged. Teachers will also be encouraged to use such audio-visual aids in explaining certain concepts.

Activities:-

- Some portion of the course work would be given to students in the form of assignments
- Students must visit at least two industries to get hands on experience of theory taught in the class.
- Summer internship is to be encouraged to all students specializing in economics.

References:

- Adelman, I (1961), Theories of Economic Growth and Development, Stanford University Press, Stanford.
- Ghatak, S. (1986), An Introduction to Development Economics, Allen and Unwin, London.
- Hayami, Y. (1997), Development Economics, Oxford University Press, New York.

- Higgins, B. ,(1971) Economic Development, Norton, New York.
- Kindelbergar, C.P. (1977), Economic Development, 3e, McGraw Hill, New York.
- Meier, G. M. (1995), Leading Issues in Economic Development, (6th Edition), Oxford University Press, New Delhi.
- Myint, Hla (1971), Economic Theory and Underdeveloped Countries, Oxford University Press, New Delhi.
- Taneja, M.L. and Myer, R.M.(1978) – Economics of Development and Planning, Vishal Pub. Co.
- Todaro Michael. P and Smith Stephen.C (2003) – Economic Development, 8th Edition, Pearson Education Asia.
- Thrilwal, A.P. (1999), (6th Edition), Growth and Development, McMillan, London.
- Human Development Report(2007), Published for the United Nations Development Programme (UNDP), Delhi – Oxford University Press, Bombay, Calcutta, Madras.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEPS21 - Experimental Psychology (Theory)-I (4 Credits, 60 Hours)

Objectives:

- To provide students knowledge that Psychology is an experimental science
- To acquaint students with knowledge of the methods of studying problems of psychology

Course content:

Unit – I Experiment Method Introduction

- Meaning and definition of experiment
- Meaning and definition of Variable – Types of variables
- Advantages and limits of experimental method
- Experimental group and control group
- Meaning and types of Errors in experiment
- Techniques of Control in experiment

Unit- II Psychophysics

- Introduction and meaning of Psychophysics
- The basic problems of psychophysics
- The basic concepts of psychophysics
- Methods of Psychophysics

Unit –III Learning

- Definition of basic terms
- Types of Learning
- Curves of learning
- Measurement of learning

Unit-IV Intelligence

- Definition of intelligence
- Theories of intelligence
- Emotional intelligence
- Social intelligence
- Measurement of intelligence

References:

- L. Postman and J.P.Egan – Experimental psychology : an introduction – Harper and row new york Underwood - Experimental Psychology
- R.S.Woodworth H.Schlosberg –Experimental Psychology
- Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India Robert A. Baron, Psychology, III edition (1995) Prentice Hall India.
- Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.
- Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers. Fernald and Fernald
- Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.
- Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Publishers & Distributors Pvt Ltd

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEPS22 - Fields of Psychology-I (4 Credits, 60 Hours)

Objectives:

- To acquaint students with knowledge of concept and application of various fields of psychology.

Course content:

Unit I Impact of Information Technology on Social Behaviour

- Applications of Psychology in Information Technology
- Psychological Consequences of IT Boom
- Mobile culture
- Physiological and Psychological Problems
- Interventions.

Unit II Application of psychology to educational field:

- Definition of Educational Psychology
- Relation between education and psychology
- The scope of educational psychology
- Gifted, retarded, learning disabled & their training

Unit III Community psychology:

- Definition & concepts of community psychology
- Use of small groups in social action
- Arousing community consciousness & action for handling social problems
- Group decision making & leadership for social change
- Effective strategies for social change.

Unit IV Positive Psychology

- Introduction: Nature of Positive Psychology
- Assumptions and Goals.
- Happiness: Basic concept, Subjective well being
- Positive Emotions and Well being

References:

- Ram Nath Sharma, Rachana Sharma-Advanced Applied Psychology: Atlantic Publishers & Distributors Pvt Ltd
- Coleman R. Griffith – 2005. An Introduction to Applied Psychology by McMillan Co.
- Rowan Bayne, Ian Horton- Applied psychology: current issues and new directions- sage Pub.
- M. Rajamanickam ,Contemporary Fields Of Psychology And Experiments- Concept Pub. Co. Delhi
- Dr. Jayaswal, Advanced Educational Psychology. Vinod pustak mandir, Agra

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEPS23 - Experiments in Psychology-I (Practical) (4 Credits, 60 Hours)

Objectives:

- To provide training to the students in conducting experiments.

Experiments in course (any five)

- ✓ Measurement of optical illusion in Muller type figure
- ✓ Color performance by paired comparison method
- ✓ Division of attention
- ✓ Maze learning
- ✓ Letter digit substitution
- ✓ Whole vs part method of learning
- ✓ Types of Mental Imagery

Activity, Study Tour cum Field Visits: to encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made compulsory part of the course. As part of this, they have to visit hospitals, schools, old age homes, clinics, NGOs, industries etc. in their culture and / or from other cultures to get a real feel of the settings as well as the constraints within which psychologists work in field settings. A Study Tour has to be arranged to national institutions related to Mental Health and students have to prepare and submit a report on the field visits at the end of Semester. It is desirable to include one case study, at least, about the individuals or institutions. Students can choose the cases according to their interest. For preparing case studies they have to collect personal information, conduct interviews, obtain information regarding background factors leading to the present problem, make relevant observations regarding speech, non-verbal communication etc., and to draw valid inferences based on the verbal reports and behavioural observations.

Criteria of Assessment

EXPERIMENTAL DEMONSTRATIONS Total - 60 marks

Report - 15 marks

Instruction & Administration - 15 marks

Viva voce - 15 marks

Journal – 15 Marks

References:

- L. Postman and J.P.Egan – Experimental psychology: an introduction – Harper and row new York
- Harris, P. (2008). Designing and Reporting Experiments in Psychology. 3 rd ed., Open University Press, McGraw-Hill Education
- Underwood - Experimental Psychology
- R.S.Woodworth H.Schlosberg –Experimental Psychology
- Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India
- Robert A. Baron,Psychology, III edition (1995) Prentice Hall India.
- Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India
- Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.
- Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers.
- Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.
- Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Pub. & Distributors Pvt Ltd

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEEN21 - Reading and Understanding Poetry (4 Credits, 60 Hours)

Objectives

- The objective of this paper is to provide an introduction to the lyrical forms and also to test the literary competence of students in terms of practical criticism.
- The focus of this paper will also be on the historical and formal aspect of the lyric.
- The paper is also intended to introduce to the students figures of speech, imagery and other poetic devices.

Text prescribed: English Lyrical Types Ed. by Pendlebury B.J., Published by Blackie and Son (India) Ltd.

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
1.	Introduction	Short Answer Questions and /or objective	10 Hours	Basic Elements of Poetry: Prosody: Rhythm, Meter, Rhyme and its types, soft rhyme, internal rhyme, figures of Speech, Imagery
2.	Ode	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	10 Hours	<ul style="list-style-type: none"> • To Evening - William Collins • To Autumn - John Keats • To a Skylark -Percy Bysshe Shelley • Alexander’s Feast - John Dryden • Philomela - Matthew Arnold
3.	Elegy	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	10 Hours	<ul style="list-style-type: none"> • Requiescat - Matthew Arnold • Captain! My Captain! -Walt Whitman • For the Fallen -Laurence Binyon • Anthem for Doomed Youth - Wilfred Owen
4.	Sonnet	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	20 Hours	<ul style="list-style-type: none"> • One Day I wrote Her Name - Edmund Spencer • True Love - William Shakespeare • On First Looking into Chapman’s Homer - John Keats • Ozymandius of Egypt - Percy Bysshe Shelley • On the Castle of Chillon - Lord Byron • Shakespeare - Matthew Arnold • The Soldier - Rupert Brooke
5.	Ballad	Critical Essay-Type Questions, RTC, And/Or Short Answer Questions	05 Hours	The Lady of Shalott - Alfred, Lord Tennyson

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments

Study Tour cum Field Visits: To encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made mandatory part of the course. As part of this, they have to visit schools, universities, heritage sites, monument, museums, central libraries, etc. to get a real feel of the settings as well as the constraints of the place and time. A Study Tour has to be arranged for the students to national institutions, heritage sites and central libraries to prepare and submit a report on the field visits at the end of Semester.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEEN22 - English Literary Criticism-I (4 Credits, 60 hours)

Objective:

- To familiarize the students with the various streams in literary criticism
- To make them aware of the inter-disciplinary nature of contemporary criticism
- To develop skills for literary criticism by familiarizing them with the factors involved in criticism like interpretation, elucidation, judgment and appreciation
- To introduce them to basic texts in criticism, relating to various schools of thought
- To develop critical thinking by introducing various tools of criticism – analysis, comparison and theoretical approaches.

UNIT - 01: Introduction to Plato's **Republic:** *Imitation* and *Mimesis*.

UNIT – 02: Introduction to Aristotle's **Poetics:** *Tragedy*, *Purgation* and *Catharsis*

UNIT – 03: **An Apology for Poetry** – Sir Philip Sidney

UNIT – 04: **An Essay of Dramatic Poesy** – John Dryden

UNIT – 05: **Art and Morality** – John Ruskin

UNIT – 06: Qualification of Critics, Function of Criticism and Role of Critics

Text Recommended:

- Prasad B, An Introduction to English Criticism, Macmillan, India
- Hudson W H, An Introduction to the Study of Literature
- Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
- Das, BB, Literary Criticism; A Reading, OUP, Delhi
- Bertens, Hans, Literary Theory: The Basics , Routledge
- Klages, Mary, Literary Theory for the Perplexed, India: Viva Books
- Peck, John Literary Terms and Criticism, Macmillan
- Sethuraman, VS, Indian Aesthetics: An Introduction, Macmillan

For Further Reading

- Rene Wallek Theory of Criticism
- Leavis FR Literature and Philosophy
- Showalter Towards Feminist Criticism
- Terry Egleton Literary Theory; An Introduction Oxford: Blackwell
- Peter Widdowson Literature Routledge London 1999

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEEN23 - History of Indian English Literature (4 Credits, 60 hours)

Objective:

- To provide an overview of the various phases of the evolution of Indian Writing in English
- To generate discussions on the constraints and challenges encountered in articulating Indian sensibility in English
- To motivate students for a critical and comparative study of other literatures in English and to examine the similarities and differences in attitudes, vision and idiom of expression

UNIT - 01: Introduction of History of Indian English Literature:

Tagore, Mahatma Gandhi, Aurobindo and Nehru.

UNIT – 02: Indian English Drama: **Girish Karnard’s Nagamandala**

UNIT – 03: Indian English Poetry: **Rabindranath Tagore’s Gitanjali (Selected Poems by Concern Teacher)**

UNIT – 04: Indian English Novel: **Raja Rao’s Kanthapura**

UNIT – 05: Indian English Short Story:

- Khushwnat Singh’s **Karma**
- Premchand’s **Shroud**
- Dhumketu’s **The Letter**

Texts recommended:

- Indian Writing in English by KR Sreenivasa Iyengar, Sterling, Delhi
- A History of Indian English Literature by MK Naik, Sahitya Academi
- A Concise History of Indian Literature in English by AK Mehrotra, Permanent Black, Delhi
- Reworlding: The Literature of Indian Diaspora by ES Nelson, New York, Permanent Black
- Indo-Aglican Literature 1800-1970 by HM Williams, Orient Longman
- Indian English Fiction 1980-1990: An Assessment by Bhariya NV & V Sarang, Permanent Black

For Further Reading:

- Modern Indian Poetry in English by RD King, Permanent Black
- Perspective on Indian Drama in English by MK Naik & SM Puneekar, Permanent Black
- Patterns of Feminist Consciousness in Indian Women Writers: Some Feminist Issues by Anuradha Roy, Prestige Books.

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEJM21 - Introduction to Advertising (4 Credits, 60 hours)

Objective: To give a brief insight about advertising & its different aspects to the students of Media.

Course Content

Unit I Advertising

- Meaning, definition and functions
- Relationship with public relations and marketing
- Need for advertising
- History of advertising - at national and international level

Unit II

- Various advertising media and their developments from print to broadcast to internet
- The structure of an ad agency and the role of each department
- Basic relationship between the players (client, agency, media, consumer)
- The advertising industry - advertisers, advertising agencies, media etc..
- Need for research in advertising

Unit III Types of advertising

- Consumer advertising
- Industrial advertising
- Classified advertising
- Retail advertising
- Financial advertising
- PR advertising

Business to business advertising

- Political advertising
- Image advertising
- Lifestyle advertising

Unit IV Introduction to advertising strategies

- AID A, DAGMAR, information processing model
- The WWW as an advertising medium
- How it differs from the traditional media
- Techniques and strategies of web advertising
- Current trends in online advertising
- Internet advertising

Reference:

- Handbook of Advertising ; Herschel Gordon Lewis and Carol Nelson ; NTC Business books 2000
- Advertising - principles and practice - William Wells, John Burnett and Sandra Moriarty - Prentice Hall 1995
- Contemporary advertising ; William F Adrens and Courtland L Bovee; Irwin 1994
- Kleppner's advertising procedure ; Thomas Russell and Ronald lane - Prentice Hall, 1999.
- Gelling your message across the World Wide Web - Neil Barren.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEJM22 – Introduction to Public Relations (4 Credits 60 Hours)

Objectives:

- To familiarize the students with the concept of Public Relations and its role in varied sectors.
- To familiarize the students with the Professional and Ethical PR practice.
- To enable students to use the PR for evaluation of career opportunities

Course content

Unit I Public Relations Fundamentals:-

- Definition, Concept and Functions of PR
- Use of PR for a Group / Individual
- The historical development of PR
- Public relations differentiated from/related to marketing communications, advertising and journalism.
- Understanding the Internal and External Public
- Code of Ethics by PRSA & PRSI in Public Relations.

Unit II Understanding Public Relations Tools and Media:-

- Traditional and New media tools available for PR Practice
- Grunig & Hunt's four models of public relations practice
- Tactics and Strategies using the R.A.C.E process
- Understanding the Media and handling the media relations
- Writing for Media (Press Releases, Press Notes, Rejoinders etc).

Unit 3 – Role of PR in different sectors:-

- PR in Non-Government Organizations, Understanding Lobbying and Advocacy
- Fund raising techniques using PR for NGOs
- PR in public and private sectors, understanding Corporate Social Responsibility
- Public Relations in Public Authorities (Government)
- Various Media Units under the Ministry of Information & Broadcasting
- Consumer Public Relations.

Unit 4 – Crisis Management Using PR:-

- Definition and Types of Crises
- Role of PR in Crisis
- Getting equipped with Pre-Crisis Phase
- Handling the Crisis Response Phase and Reputational Repair Strategies
- Post Crisis Phase
- Understanding strategies through case-study analysis for each type of crisis.

Activities:

- Each student or group of students will be presenting case-study analysis / strategies of various PR cases through PPT or Research Paper presentation mode.
- Students are exposed to various PR Houses across India through field visits.
- Students are encouraged to intern in PR Houses during vacations.

Reference Books:

- Effective Public Relations and Media Strategy – C.V. Narasimha Reddi, PHI Learning Private Limited, 2014.
- Spin Sucks: Communication and Reputation Management in the Digital Age by Gini Dietrich
- The New Rules of Marketing and PR by David Meerman Scott
- Public Relations Strategies and Tactics- Dennis L. Wilcox, Ph.D., Glen T. Cameron, Ph.D., Bryan H. Reber, Ph.D., Pearson; 11 edition, 2014
- Public Relations in India: New Tasks and Responsibilities – J.V. Vilanilam, Sage Publications
- The New Rules of Marketing and PR – David Meerman Scott, Wiley publications; 6 edition (July 10, 2017)
- Public Relations Writing: The Essentials of Style and Format - Thomas H. Bivins, McGraw-Hill Education; 8 edition (February 19, 2013)
- Effective Public Relations, Scott Cutlip et al, London 1995.
- Corporate Communications: A 21st Century Primer, Joseph Fernandez, Response Books, New Delhi, 2004
- Communication in Organisations, Dalmar Fisher, Jaico Publishing House, Mumbai, 1999
- Public Relations Management, Jaishri Jethwaney and N N Sarkar, Sterling, New-Delhi, 2015
- Public Relations Strategy, Oliver Sandra, Kogan Page, 2008
- Public Relations For Dummies, 2nd Edition- Eric Yaverbaum, Robert Bly and Ilise Benun, Wiley Publishing, Inc. 2006.
- Handbook of Corporate Communications and Public Relations – Edited by Sandra M. Oliver, Routledge, 2005.
- The Public Relations Handbook – Alison Theaker, Routledge, 2002

Journals and Magazines

- The Journal of Advertising
- American Academy of Advertising Journal of Public Relations Research,
- Routledge
- International Journal of Advertising
- Pitch
- Brand Equity (Economic Times) PR Quarterly
- Public Relation Review
- Business India

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03CEJM23 – Digital Photography (Practical) (4 Credits 60 Hrs)

Objectives:

- To help students understand the principles and practice of photography.
- To enable students to enjoy photography as an art.

UNIT I Camera Mechanism

- Understanding camera mechanism- Types of Cameras, DSLR construction
- Functionalities- camera body, lenses, mirror camera, mirror less camera

UNIT II Lighting

- Different types of lights, light sources and their properties
- Controlling light- Aperture, Shutter Speed, ISO, Exposure Triangle
- Focal Length, DOF, Shots & Composition, Light Metering, Colour Temperature, White Balancing, Aspect Ratio, Image sensor

UNIT III Applied Photojournalism

- Understanding Photojournalism
- Photo feature for newspapers & magazines
- Photo Story
- Candid/ Portrait Photography

UNIT IV Genres of Photography

- Concepts and applications
- Wedding Photography
- Fashion Photography
- Product Photography
- Wildlife & Nature Photography

Assessment for Internal and External exams:

Experimental Projects to be submitted: 60 Marks

Practical classes' assessment: 30 Marks

Photo Feature: 15 Marks

Photo Story/ Photo Movie in Audio Visual Format: 15 Marks

Reference:

- Mitchell Beazley - The Art of Colour Photography - Octopus Publishing Group Ltd.
- John Hedgecoe - John Hedgecoe's Creative Photography - Collins & Brown
- M. Beazley - John Hedgecoe's Workbook of Darkroom Techniques - Red International Books Ltd.
- Steve Bavister - Digital Photography - Collins & Brown Ltd. 2000 ,
- John Hedgecoe - John Hedgecoe's Basic Photography - Collins & Brown Ltd. 2000

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 3

UA03SECA21- Basic Computer Applications – III (4 Credits 60 Hrs)

Course Introduction: Computer Skills are an essential part of our lives today. Due to the digital divide a large section of our students however do not receive adequate computer skills and remain disadvantaged in this regard. This course trains the student, through a combination of lab and lecture contact, in all the basic components of computers, the main usages of computers in daily and professional lives and the key information that any person in today's world should have about computers. This course may be offered to all students of the undergraduate programme.

Course Outline

Module	Subtopics	Notes/Remarks
Unit: 1 Introduction to word processing (MS WORD)	5) Concept of Word Processing and Elements of Word Processing. 6) Insert and Page Layout Features with Table. 7) View and Print options 8) Mail Merge	Mode: Lectures / Tutorials / Practical
Unit: 2 Introduction to spreadsheet software package (MS EXCEL)	5) Introduction to MS Excel, Cell, Row, Column, Worksheet. 6) Use of Clipboard, Font, Alignment, Number, Style, Cells and Editing Tabs of Excel. 7) Insert and Layout menu with Print titles. 8) Basic Formulas, View tab and Printing Wizard.	Mode: Lectures / Tutorials / Practical
Unit: 3 Introduction of presentation software (MS Power Point)	5) What is Power Point? Advantages of Power Point. 6) Insert, design and Animation Ribbons. 7) Slide show, view and Storyboarding features (Hyperlink) of ppt. 8) Printing wizard.	Mode: Lectures / Tutorials / Practical
Unit-4 Introduction to MIS	5) What is System? 6) What is Information and Information System? 7) What is Management Information System? 8) MIS Characteristics and Advantages.	Mode: Lectures / Tutorials

References: 1) Microsoft Office 2007, by Kalpesh Patel, Computer World Publication, 3rd Edition, 2012.
 2) Management Information Systems, by James A. O'Brien, TENTH Spc. Indian Edition 2017.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04AECC21 - Corporate Communication – II (4 Credits 60 Hrs)

Objective: The course focuses on developing the reading, writing, speaking and listening skills of students, also providing adequate training in grammar and vocabulary building. It aims to teach students English through practical, everyday and business approaches, helping students apply what they have learnt to real-life situations. It teaches soft skills while teaching English in an interactive, learner-friendly mode.

Module	Topic/subtopic	Notes/Remarks
Business Reports	<ul style="list-style-type: none"> • Importance of Report • Types of Report • Features of a Report • Review of Concepts • Structure of Reports • Gathering Information • Organisation of the Material • Writing Abstract and Summaries • Using Visual Aids 	Contact hours: 15 Mode of teaching: lecture, classroom discussions
Notice, Agenda and Minutes of Meeting	<ul style="list-style-type: none"> • Introduction • Meeting • Notice & Circulars • Agenda • Minutes (Structure & Delivery) 	Contact hours: 15 Mode of teaching: classroom discussions / presentations/ group work
Proof Reading	<ul style="list-style-type: none"> • Introduction • Review of Concepts • Symbols used during proof reading • Punctuation Marks 	Contact hours: 15 Mode of teaching: classroom discussions, presentations, group work
A fortnight Internship at an organization	<ul style="list-style-type: none"> • Writing reports for various purposes • Making presentation on them. (Work with NGOs, Schools, Companies etc in the form of internship with HR Dept) 	On Field Training for 15 days.
Grammar and Vocabulary Review	Antonyms, Synonyms, Foreign words in common use, Homonyms (Lists to be provided)	Contact hours: 15 Mode of teaching: classroom discussions, presentations, group work

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations and Assignments

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04GEPL21 - Introduction to Indian Constitution (4 Credits 60 Hrs)

Unit I Pre - Independence Constitutional Reform and Making (10 hours)

- Government of India Act 1909, 1919 and 1935
- Indian Independence Act, 1947
- Constituent Assembly and the Process of Constitution Making

Unit II Basics of the Constitution (10 hours)

- Sources of the Indian Constitution
- Preamble
- Important aspects and phrases of the Preamble

Unit III Essential Aspects of the Constitution of India (25 Hours)

- Part I and Part II: Union and its Territories and Citizenship
- Part III: Fundamental Rights
- Part IV and IV A: DPSP and Fundamental Duties

Unit IV (15 hours)

- Federal Judicial System in India: Supreme Court of India
- Provisions Made for Central Administration

Study Tour cum Field Visits: To encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made compulsory part of the course. As part of this, they have to visit Government offices, Legislative Assemblies, Museums of Constitution makers, Libraries and preferably the temples of Democracy in India, the Indian Parliament, etc. It is desirable to include two case studies relevant to the Indian Political systems, at least, about the individuals or institutions. Students can choose the cases according to their interest.

References:

- Constitution of India; Paras Diwan, Pam Rajput, India, Sterling, 1979 .
- Constitution of India; Durga Das Basu, India S.C. Sarkar, 1988 .
- The Constitution of India: Its philosophy and basic postulates, Pralhad Balacharya Gajendragadkar, Oxford University Press, 1969.
- The constitution of India P.M. Bakshi Universal Book Traders, 1992.
- Constitution of India: vision, reality, and reform G. R. S. Rao Centre for Public Policy and Social Development, 1998.
- Subhash C. Kashyap; Indian Political System: National Book Trust

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04GEEC22- Indian Economic Structures (4 Credits, 60 Hours)

UNIT I Structural changes in Indian Economy since Independence

- Trends in National Income – growth and changing structure.
- Trends in rate of savings and capital formation – constrains on growth.
- Economic development and changes in occupational distribution.
- Concentration of economic activity – measurement and remedies.
- Urbanization – trends and pattern.

UNIT II Agriculture

- Trend in agricultural production and productivity;
- Factors determining productivity;
- Land reforms;
- New agricultural strategy and green revolution;
- Rural credit.

Unit III Industry

- Industrial development during planning period;
- Industrial policy of 1956 and 1991;
- Industrial licensing policy – MRTP Act,
- Competition Policy.
- Growth and problems of small scale industries;
- Role of public sector enterprises in India's industrialization.

UNIT IV Infrastructure and Services

- Role of infrastructure in economic development.
- Types of Infrastructure
- Formal and informal sectors in Indian economy
- Types of services – producers and consumers services.

Modes of Transaction:

- Lecture method is generally used but along with it, as and when required, discussion method would be fruitful.
- Students may be asked to collect relevant economic data and analyze the structural relations so as to understand the practicality of the subject.
- Wherever necessary Power point presentations may be used for delivery of lectures.

Activities:

- Proper cutting (Print Media) on current status of Indian economy.
- Critical analysis of Indian economic reform after independent.

- Students must visit at least two industries to get hands on experience of theory taught in the class.
- Summer internship is to be encouraged to all students specializing in economics.

References:

- Dutt R and K P M Sundaram (2006) Indian Economy, S Chand & Company, Delhi.
- Dhingra I C (2006), The Indian Economy: Environment and Policy, Sultan Chand, New Delhi.
- Dutt R C (1950), The Economic History of India Under Early British Rule, Publications, Delhi.
- Kumar D (Ed) (1982), The Cambridge Economic History of India Volume II, Orient Longman Ltd, Hyderabad.
- Misra S K and V K Puri (2006), Indian Economy – Its Development Experience, Publishing House, Mumbai.
- India Development Report – Oxford University Press. – Latest issue.
- Economic survey – Government of India. - Latest issue

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04GEPS23 – Counseling and Guidance-II (4 Credits, 60 Hours)

Objectives:

- To provide a clear amount of different aspects of counseling Psychology.
- Counseling as a helping profession, desires to bring about change in knowledge, attitudes and behavior of individuals employing different approaches

Course content:

Unit I Group Counseling

- Structuring group
- Limitations and assumptions of counseling
- Types of groups
- Difference between individual and group

Unit II Techniques of counseling

- Opening technique
- Silence technique
- Acceptance technique
- Listening technique
- Reflection of feelings as a technique
- Clarification technique
- Interpretation technique
- Leading technique

Unit III Counseling for career planning and decision making

- Introduction
- The changing nature of the world of work
- Career planning and decision making in schools
- Techniques for career planning and decision making

Unit IV Working with children and their parents

- How children differs from adults
- Communicating
- Assessment
- Working with parents

References:

- Kochhar, S. K. (2001) – Guidance and Counseling in college and universities, Sterling Low price edition, sterling Publishers Pvt Ltd
- Rao. S. Narayan (1992) – Counseling and Guidance, Second Edition, Tata McGraw-Hill Publishing Company Limited
- Patterson, Lewis E. ; & Welfel, Elizabeth Reynold, (2000), the Counseling Process, Fifth edition, Wadsworth Thomson Learning – Eastern Press – Bangalore
- Yeo, Anthony (1993) – Counsling: a problem solving approch – APCA Pub. – India

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04GEEN24 - Indian Writing in English (4 Credits, 60 Hours)

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

- Show their familiarity with Indian writing in English with reference to poetry, fiction and prose
- Acquaint themselves with significant literary texts
- Display basic literary competence by showing their ability to analyze literary texts by focusing on the central themes and stylistic devices in the text.

Course outline:

Unit	Description	Evaluation Pattern	Teaching Hours	Texts And/or Topics
1.	Novel	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	The Strange case of Billy Biswas by Arun Joshi
2.	Poetry	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	Oxford India Anthology of Twelve Modern Indian Poets. Ed. by Arvind Mehrotra. (OUP: 1992) (Poetry to be selected by the concerned teacher)
3.	Short Stories	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	(i) Rabindranath Tagore's The Kabuliwalla (ii) Khushwant Singh's The Mark of Vishnu (iii) Premchand's A Police Officer's Tale (iv) Mulk Raj Anand's The Gold Watch
4.	Drama	Critical Essay-Type Questions And / Or Short Answer Questions	15 Hours	Silence! : The Court is in Session by Vijay Tendulkar

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments

Sardar Patel University
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SEMESTER 4

UA04GEJM25 - Introduction to Creative Writing (4 Credits, 60 Hours)

Objective: To encourage and enable students to write stories, poems, plays creatively.

Unit I Formal aspects of Short stories

- Genre - science fiction, horror, romance
- Theme
- Plot
- Character
- Point of View Setting
- Tone
- Symbolism

Analyse at least 6 contemporary short stories on the basis of each of these formal aspects, which will enable the student in his/her attempt to write Short Story as a part of project work.

Unit II Formal aspects of Drama

- Theme
- Character
- Plot
- Form
- Dialogue Writing

Analyse at least 2 contemporary plays/drama on the basis of each of these formal aspects, which will enable the student in his/her attempt, to write Drama as a part of project work.

Unit III Screenplay writing

- Converting short stories into screenplays
- How to write screenplay using software

Analysis of popular films' screenplay on varied genres

Unit IV Writing for Short film

- Socio-political and cultural exposure through field/educational visits
- Presentation of varied diverse cultural backdrops through cinematic exposure
- Character development
- Plot meaning and depth
- Genre and its theories
- Shot narration, angles, takes
- Theme, budget, independent filmmaking, sound, production design Storyboarding understanding and creating

Reference:

- The Anatomy of Drama
- On Writing of the Short Story (Harper & Row)
- Fiction Writer's Handbook (Harper & Row)
- The Way to Write Novels (Elm Tree Books)
- Poetry in the Making (Faber)
- The Creative Writer (Writer's Digest, Cincinnati, Ohio)
- The Writer's Handbook (The Writer Inc. Boston)
- Brief Handbook for Writers (Prentice Hall)

Sardar Patel University
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SEMESTER 4
UA04CEPL21 - Western Political Thinkers – II (4 Credits 60 Hrs)

Unit I

- Karl Marx: Dialectical and Historical Materialism, Surplus Value, Class Struggle, Withering away of the State
- F. Hegel: Geist (World Spirit), Ethical Life, Family and Civil life
- Neo-Marxists

Unit II

- Immanuel Kant: Enlightenment, Imperatives, Good & Bad, Politics
- F. Nietzsche: Morality, Ethics, Politics
- St. Thomas Aquinas: Metaphysics, Politics, Epistemology

Unit III Contemporary Theories

- Michael Foucault: Power
- Feminist Political Philosophy
- Contemporary political philosophy

References:

- Western Political Thought, Prem Arora, Bookshelves Publications Ltd, New Delhi.
- A history of Western political thought J. S. McClelland, Routledge Publications Ltd.
- Western Political Thought: From Socrates To The Age Of Ideology, Pvt.ltd. New Delhi
- History of Western Political Thought, Radhey Shyam Chaurasia
- Western Political Thought: From Plato to Marx, Shafali Jha, , Dorling kindetrseely India Pvt.ltd. New Delhi.
- Adams Ian and R. W Dyson., 2004, Fifty Great Political Thinkers, London, Routledge
- Bhole Bhaskar, 1995, Paschimatyaj Rajakiya Vicharvanta, Nagpur, Pimpalapur
- Boucher David and Paul Kelly, 2003, Political Thinkers, Oxford, Oxford University Press.
- Jones W. T. (series editor), 1959, Masters of Political Thought, (Vols.2 & 3), London, George Harrap & Co
- Nelson Brian, 2004, Western Political Thought, Pearson Education
- Parekh Bhikhu and Thomas Pantham, Political Discourse: Explorations in Indian and Western Political Thought, 1987, New Delhi, Sage
- Rege, M. P., 1974, Pashchatya Nitishastracha Itihas, Pune, Samaj Prabodhan Sanstha

Sardar Patel University
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SEMESTER 4
UA04CEPL22 - Public Administration (4 Credits 60 Hrs)

Unit I Introduction

- Meaning, Nature and Scope of Public Administration
- Evolution of Public Administration: Six stages

Unit II

- Administrative Law
- Monetary and fiscal policies
- Woodrow Wilson's Public Administration

Unit III Approaches

- Approaches to understand Public Administration (Classical vs. Contemporary)
- Theories of Public administration; Decision making theory and two factor theory

Unit IV Key Concepts

- Organizational Management
- Hierarchy
- Span of control
- Delegation of Authority
- Line and Staff Agency

References:

- Avasthy and Maheshawari , *Public Administration*, Oxford University Press,
- Jack Rabin, *Hand Book of Public Administration*, CRC Taylor and Frances.
- M. Laxmikanth, *Public Administration*, Tata McGraw Hill Publications.
- Woodrow Wilson's Essay on Public Administration

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4
UA04CEPL23 - Theory of International Politics (4 Credits 60 Hrs)

Unit I Realism

- Classical Theory
- Neo-Realism
- Structural Realism

Unit II Liberalism & Neo- Liberalism

- Origin & Nature of Liberalism
- Neo-Liberalism – Thought of Milton, Friedman, and Friedrich Hayek.
- Criticism

Unit III

- Geo-Political Theories:
- Sun Tzu, Mackinder, Mahan, Douhet, Clausewitz

Unit IV New Political Issues

- Environmental Politics
- Sovereignty
- Security Challenges

References:

- Baylis John and Steve Smith, 2005, *Globalization of World Politics*, London, OUP
- Dougherty James. E. and Robert L. Pfaltzgraff, 1999, *Contending Theories of International Relations: A Comprehensive Survey*, New York, Longman
- Jackson Robert and George Sorensen, 2005, *Introduction to International Relations*, New Delhi, OUP
- Mingst Karen, 2005, *Essentials of International Relations*, New York, W. W. Norton and Co.
- Walker R.B.J., 2004, *International Relations as Political Theory*, Cambridge, CUP

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04CEEC21- Statistical Techniques in Economics (4 Credits, 60 Hours)

UNIT – I Central tendency:

- **Basic concepts:** Population, Sample, Parameter, Frequency. Representation of data, Techniques of data collection; Sampling vs. Population, primary and secondary data.
- **Measures of central tendency:** Mean, Median, Mode, Arithmetic, Geometric and Harmonic mean.

UNIT – II Dispersion, Skewness and Kurtosis:

- **Measures of dispersion:** Range, Mean Deviation, Standard deviation, Coefficient of variation, Quartile deviation,
- Skewness, Kurtosis and their applications in economics

Unit III Probability and Probability Distributions I:

- **Probability:** Concept, Rules of probability (Addition and Multiplication).
- Random variables, Probability distribution, Mathematical expectations

Unit IV: Probability and Probability Distributions II:

- **Theoretical Probability distributions** – Binomial, Poisson and Normal distribution and their properties and uses.

Modes of Transaction:

Lecture method is generally used but along with it, as and when required, discussion method would be fruitful.

Numerical examples may be provided to the students by teacher and assignment method would help them to learn by doing.

Students may be asked to collect relevant economic data and analyze the relations so as to understand the practicality of the subject.

Wherever necessary Power point presentations may be used for delivery of lectures

Activities:

- Various examples on statistical techniques.
- Analysis of application of statically technique then various cases.
- Students must visit at least two industries to get hands on experience of theory taught in the class.
- Summuer internship is to be encouraged to all students specializing in economics.

References:

- Croxton, F.E., D.J. cowden and S. Klein (1973), Applied General Statistics, Prentice Hall, New Delhi.
- Gupta, S.C. and V.K. Kapoor (1993), Fundamentals of Applied Statistics, S. Chand & Sons, New Delhi.
- Speigal, M.R. (1992), Theory and Problems of Statistics, McGraw Hill Book, London.
- Gupta S.P.(2005), Statistical Methods , Sultan Chand , New Delhi.
- Monga G. S.(2003), Mathematics and Statistics for Economics. Vikas Publishing House Pvt Ltd.

Sardar Patel University
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SEMESTER 4

UA04CEEC22 -International Economics –I (4 Credits, 60 Hours)

UNIT I Theories of International Trade - I:

- Importance of the study of international economics
- Inter-regional and international trade
- Theories of absolute advantage, comparative advantage
- Opportunity cost Theory of Trade

UNIT II Theories of International Trade – II

- Heckscher-Ohlin theory of trade – its main features, assumptions and limitations
- Trade based on economics of scale
- Technology Gap and product cycle.

UNIT III Gains from Trade:

- Gains from trade – Their measurement and distribution
- Trade as an engine of economic growth
- Immiserizing growth
- Concepts of terms of trade - offer curves.

UNIT IV Theory of Optimum Tariff's and Custom Union

- Types of tariffs and quotas
- Concept of optimum tariff.
- Regional Trading Block
- Economic integration.

Modes of Transaction:

- Lecture method is generally used but along with it as and when required discussion method would be fruitful.
- Activity assignments (i.e. practical numerical problems) may be given to the students and assignment method would help them to learn by doing
- Students may be given training by way of tutorials.
- Power Point presentation may be used for delivering lectures

Activities:

- Students must visit at least two industries for the experience of theory taught in the class.
- Summer internship is to be encouraged to all students specializing in economics.

References:

- Kenen, P.B.(1996), The International Economy, 3rd Edition, Cambridge University Press, London.
- Kindlberger, C.P. (1973), International Economics, R.D. Irwin, Homewood.
- Krugman, P.R. and M. Obstgeld (1994), International Economics: Theory and Policy, Glenview, Foresman.
- Salvatore, D. (1997), International Economics, Prentice-Hall, Upper Saddle River, N.J.
- Sodersten, Bo and G. Reed (1994), International Economics, Macmillan Press Ltd. Delhi.
- M. C. Vaish and Sudamasingh (2001), International Economics. Oxford and IBH Publishing Company, New Delhi.
- H. G. Mannur(1996), International Economics. Vikash Publishing, New Delhi.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4
UA04CEEC23- Banking and Financial System (4 Credits, 60 Hours)

UNIT I Commercial Banking:

- Definition and Functions of commercial bank
- Liabilities and assets of banks
- Process of credit creation
- Role of banks in Economic Development.

UNIT II Central Banking

- Importance of Central Bank, Central Banking Principles,
- Functions of Central Bank
- Control of credit – Objective and Methods of Credit Control

UNIT III Monetary Policy

- Dear Money , Cheap Money, Neutral Money Policy
- Monetary Policy for a developing Economy,
- Role of Central Bank in Economic Development

UNIT IV Financial System

- Organised Financial Institutions,
- Non Bank financial Intermediaries (NBFI)
- Unorganised Financial Institutions,
- Financial Market Reforms,
- Narsimham Committee Report.

Activities:

- Students must visit at least two industries to get hands on experience of theory taught in the class.
- Summer internship is to be encouraged to all students specializing in economics.

References:

- Dewet K K and M H Navalur (2009) Revised Edition, Modern Economic Theory, S. Chand & Co., New Delhi
- Bhole, L. M. (2006), Financial Institutions and Markets- Structure, Growth and Innovations, Tata MacGraw Hill Publishing Company Ltd
- Chandra Prasanna, (2000), Financial Management- Theory and Practice, Tata MacGraw Hill
- Gupta, S.B. (1983), Monetary Economics, S. Chand & Co., New Delhi.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04CEPS21 - Experimental Psychology (Theory)-II (4 Credits, 60 Hours)

Objectives:

1. To provide students knowledge that Psychology is an experimental science
2. To acquaint students with knowledge of the methods of studying problems of psychology

Unit I Creativity

Definition and Nature of Creativity
Stages of Creative Thinking
Characteristics of Creative Thinker
Measurement of Creativity
Aspects of Creativity
Artificial Intelligence

Unit II Reaction time

Reaction time
Judgment time
Determinants of reaction time

Unit III Association

Definition and meaning
Types of verbal association
Classification of Association (Measurements)
Laws of Association
Diagnostic and Clinical use of association

Unit IV psychological measurement of individual differences:

The nature of individual differences
Characteristics & construction of standardized psychological tests
Types of psychological tests
Use, misuse & limitation of psychological tests
Ethical issues in the use of psychological tests

Reference:

- L. Postman and J.P.Egan – Experimental psychology: an introduction – Harper and Row New York Underwood - Experimental Psychology
- R.S.Woodworth H.Schlosberg –Experimental Psychology
- Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India Robert A. Baron, Psychology, III edition (1995) Prentice Hall India.
- Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.
- Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers. Fernald and Fernald
- Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.
- Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Pub. & Distributors Pvt Ltd

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4
UA04CEPS22 - Fields of Psychology-II (4 Credits, 60 Hours)

Objectives:

- To acquaint students with knowledge of concept and application of various fields of psychology.

Course content:

Unit I: Forensic Psychology

Introduction to Forensic Psychology

Polygraph Testing, Narco-analysis, Brain electrical oscillation signature profile, interviewing techniques, Offender profiling, Inform consent.

Unit II Rehabilitation psychology:

Meaning of rehabilitation Steps of rehabilitation

Organizing of service for rehabilitation of physically, mentally & socially challenged persons

Rehabilitation of persons suffering from substance abuse

Juvenile delinquency

Unit III Application of psychology to environment & related fields:

Definition of Environment psychology

Effects of noise

Pollution & crowding

Population psychology

Psychological consequences of population explosion & high population density

Unit IV Application of psychology in other fields:

Sports psychology

Psychological interventions in improving performance of athletes & sports

References:

- Ram Nath Sharma, Rachana Sharma-Advanced Applied Psychology: Atlantic Publishers & Distributors Pvt Ltd
- Coleman R. Griffith - 2005 An Introduction to Applied Psychology by McMilan co.
- Rowan Bayne, Ian Horton- Applied psychology: current issues and new directions- sage pub.
- M. Rajamanickam, Contemporary Fields Of Psychology and Experiments- Concept Pub.Co. Delhi

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04CEPS23 - Experiments in Psychology-II (Practical) (4 Credits, 60 Hours)

Objectives: To provide training to the students in conducting experiments.

Experiments in course (any five)

- ✓ Memory span
- ✓ Concept formation
- ✓ Suggestion by progressive weight method
- ✓ Influence of repetition of task on memorizing
- ✓ Problem solving by Pyramid
- ✓ Free association
- ✓ Habit interference

Activity, Study Tour cum Field Visits: to encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made compulsory part of the course. As part of this, they have to visit hospitals, schools, old age homes, clinics, NGOs, industries etc. in their culture and / or from other cultures to get a real feel of the settings as well as the constraints within which psychologists work in field settings. A Study Tour has to be arranged to national institutions related to Mental Health and students have to prepare and submit a report on the field visits at the end of Semester. It is desirable to include one case study, at least, about the individuals or institutions. Students can choose the cases according to their interest. For preparing case studies they have to collect personal information, conduct interviews, obtain information regarding background factors leading to the present problem, make relevant observations regarding speech, non-verbal communication etc., and to draw valid inferences based on the verbal reports and behavioural observations.

EXAMINATION- EXPERIMENTAL DEMONSTRATIONS Total - 60 marks

Report - 15 marks

Instruction & Administration - 15 marks

Viva voce - 15 marks

Journal – 15 Marks

References:

- L. Postman and J.P.Egan – Experimental psychology: an introduction – Harper and Row New York
- Harris, P. (2008). Designing and Reporting Experiments in Psychology. 3 rd ed., Open University Press, McGraw-Hill Education
- Underwood - Experimental Psychology
- R.S.Woodworth H.Schlosberg –Experimental Psychology
- Feldman R. S. Understanding Psychology, IV edition, (1996) McGraw Hill India
- Robert A. Baron, Psychology, III edition (1995) Prentice Hall India.
- Morgan, King, Weiss and Schopler, Introduction to Psychology, VII edition (1989) McGraw Hill, India
- Wortman and Loftus, Psychology, IV edition (1992) McGraw Hill International.
- Bernstein, Roy, Skull and Wickets, Psychology, II edition, (1991) Houghton College Publishers.
- Hilgard, Atkinson and Atkinson, Introduction to Psychology (1975) Oxford IBH Publishing Co. Pvt. Ltd.
- Ram Nath Sharma, Rachana Sharma - Experimental Psychology: Atlantic Publishers & Distributors Pvt

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04CEEN21 - Reading and Understanding Fiction (4 Credits, 60 hours)

Objective:

- To introduce the student to literary genre Fiction
- To inspire love for fiction and stimulate imagination
- To develop critical understanding of fiction
- To familiarize students with the cultural diversity of the world
- To provide them a meaningful context for acquiring new language
- To make them aware of the various types of fiction.

Unit No.	Description	Evaluation Pattern	Teaching Hours	Texts
1.	Understanding fiction	Short Answer Questions and /or objective	10 Hours	<ul style="list-style-type: none"> • Prasad, BA, Background to the Study of English Literature (Macmillan), Section III Novel • Rees, RJ, English Literature: An Introduction for Foreign Readers (Macmillan), Chapters I, V & VII
2.	Satirical Novel	Critical Essay-Type Questions, RTC, And/or Short Answer Questions	15 Hours	Hard Times by Charles Dickens
3.	Feminist Novel	Critical Essay-Type Questions, RTC, And/or Short Answer Questions	15 Hours	That Long Silence by Shashi Deshpande
4.	Popular Literature	Critical Essay-Type Questions, RTC, And/or Short Answer Questions	15 Hours	The Alchemist by Paulo Coelho
5.	Self Study Show your acquaintance with	Short Answer Questions and/or objective questions	5 Hours	Jane Eyre by Charlotte Bronte Vicar of Wakefield by Goldsmith No Longer at Ease by Chinua Achebe A Tale of Two Cities by Charles Dickens The Guide by R .K Narayan

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments

Sardar Patel University
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SEMESTER 4

UA04CEEN22 - English Literary Criticism-II (4 Credits, 60 hours)

Objective:

- To familiarize the students with the various streams in literary criticism
- To make them aware of the inter-disciplinary nature of contemporary criticism
- To develop skills for literary criticism by familiarizing them with the factors involved in criticism like interpretation, elucidation, judgment and appreciation
- To introduce them to basic texts in criticism, relating to various schools of thought
- To develop critical thinking by introducing various tools of criticism – analysis, comparison and theoretical approaches.

UNIT - 01: William Wordsworth's 'Preface' to Lyrical Ballads.

UNIT – 02: S. T. Coleridge's **From Biographia Literaria**

UNIT – 03: P. B. Shelley's **A Defense of Poetry**

UNIT – 04: Lionel Trilling's **The Sense of the Past**

UNIT – 05: Roland Barthes' **From Work to Text**

UNIT – 06: I. A. Richards' **The Imagination**

Text Recommended:

- Prasad B, An Introduction to English Criticism, Macmillan, India
- Hudson W H, An Introduction to the Study of Literature
- Blamires, Harry, A History of Literary Criticism, Macmillan, Delhi
- Das, BB, Literary Criticism; A Reading, OUP, Delhi
- Bertens, Hans, Literary Theory: The Basics , Routledge
- Klages, Mary, Literary Theory for the Perplexed, India: Viva Books
- Peck, John Literary Terms and Criticism, Macmillan
- Sethuraman, VS, Indian Aesthetics: An Introduction, Macmillan

For Further Reading

- Rene Wallek Theory of Criticism
- Leavis FR Literature and Philosophy
- Showalter Towards Feminist Criticism
- Terry Eagleton Literary Theory; An Introduction Oxford: Blackwell
- Peter Widdowson, Literature Routledge London 1999

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations and Assignments

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04CEEN23 - History of Indian Writing in English - II (4 Credits, 60 hours)

Objective:

- To provide an overview of the various phases of the evolution of Indian Writing in English
- To generate discussions on the constraints and challenges encountered in articulating Indian sensibility in English
- To motivate students for a critical and comparative study of other literatures in English and to examine the similarities and differences in attitudes, vision and idiom of expression

UNIT - 01: Bharatmuni's Theory of Rasa

UNIT – 02: Indian English Drama:

Mahesh Dattani's **On a Muggy Night in Mumbai**

UNIT – 03: Indian English Novel:

Amitav Ghosh's **The Shadow Lines**

UNIT – 04: Indian English Poetry:

(Selected poems by concern teacher)

- Nissim Ezekiel
- A. K. Ramanujan
- Kamla Das
- Agha Shahid Ali

UNIT – 05: Indian English Short Story:

- **Toba Tek Singh** by Saadat Manto
- **Lajwanti** by Mulk Raj Anand
- **The Earning Son** by Chunilal K. Madia

Texts recommended:

- Indian Writing in English by KR Sreenivasa Iyengar, Sterling, Delhi
- A History of Indian English Literature by MK Naik, Sahitya Academi
- A Concise History of Indian Literature in English by AK Mehrotra, Permanent Black, Delhi
- Reworlding: The Literature of Indian Diaspora by ES Nelson, New York, Permanent Black
- Indo-Aglican Literature 1800-1970 by HM Williams, Orient Longman
- Indian English Fiction 1980-1990: An Assessment by Bhariya NV & V Sarang, Permanent Black

For Further Reading:

- Modern Indian Poetry in English by RD King, Permanent Black
- Perspective on Indian Drama in English by MK Naik & SM Puneekar, Permanent Black
- Patterns of Feminist Consciousness in Indian Women Writers: Some Feminist Issues by Anuradha Roy, Prestige Books

Teaching Methodology:

- Lecture method combined with discussion.
- Use of audio visual aids and internet resources
- Supervising projects, presentations and items for self-studies

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments

Study Tour cum Field Visits: To encourage students and to assess what they have studied in the class, Field Visits and Study Tour are made mandatory part of the course. As part of this, they have to visit schools, universities, heritage sites, monument, museums, central libraries, etc. to get a real feel of the settings as well as the constraints of the place and time. A Study Tour has to be arranged for the students to national institutions, heritage sites and central libraries to prepare and submit a report on the field visits at the end of Semester.

Sardar Patel University
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SEMESTER 4

UA04CEJM21 – Advertising And Marketing Research (4 Credits, 60 hours)

Objective: To discuss the foundations of research and audience analysis that is imperative to successful advertising

Course Content:

Unit I Fundamental marketing research skills

- Research techniques I
- Sampling methods
- Research design
- Steps in the research process

Unit II Product Research

- New product research
- Product specifications
- Branding Research
- Pricing Research
- Packaging research
- Product testing
- Comparison tests
- Analysis of trends, competition
- Searching for and analyzing the Competitive Advantages

Unit III Copy research

- Objectives and product appeals
- Creative strategy research
- Message element selection
- Consumer attitude and usage studies
- Concept testing
- Name testing
- Slogan testing

Unit IV Copy testing - different measures and methods

- Free association tests
- Direct questioning
- Direct mail tests
- Statement comparison test
- Qualitative interviews
- Focus groups
- Focus Group Moderating
- Motivational research

Unit V Broadcast pretesting

- Trailer tests
- Theatre tests
- Live telecast tests

- Clutter tests
- Television storyboard pretesting
- Radio commercial pretesting

Unit VI Post testing

- Measuring advertising effectiveness
- Attitude change
- Recognition test
- Aided recall
- Sales tests
- Inquiry tests
- Measurements of perception, communication, influence
- Customer Satisfaction Research

References-

- Harper W Boyd, Ralph Westlall and Stanley I' Stasch, Marketing Research - Text ami Cases - Irwin 2000
- Alan D Fletcherand Tomas A Rower, Fundamentals of Advertising Research - Wadsworth Publishing 1991.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4
UA04CEJM22 – Current Affairs (4 Credits, 60 hours)

Course Content

Unit I: Current Affair (1 Credit, 25%)

- Indian and World Geography: Physical, Social, Economic Geography of India and the World.
- Indian Polity and Governance: Constitution, Political System, Panchayati Raj, Public Policy, Rights Issues, etc.
- Economic and Social Development: Sustainable Development, Poverty, Inclusion, Demographics, Social Sector initiatives, etc.
- General issues: Environmental Ecology, Bio-diversity and Climate Change

Unit II: Organization (1 Credit, 25%)

- United Nation Organization and its all agencies
- Regional Organization – EU, ASEAN, SAARC, NGOS

Unit III India's Relation (1 Credit, 25%)

- Indo- China, Indo –United States, South Asia and Neighbouring Countries

Unit IV Arts and Culture (1 Credit, 25%)

- Indian Literature
- Sports and culture
- Books, Magazines and Newspaper

Reading List

- Nitin Singhania, *Indian Art and Culture*, McGraw Hill Education (India) Pvt Ltd., New Delhi, 2015.
- Mammen Mathew, *Manorama Yearbook 2016*, Malayalam Manorama, Thiruanantapuram, 2016.
- M. Laxmikanth, *Indian Polity for Civil Services Examinations*, 4th edition, McGraw Hill Education, New Delhi, 2013.
- Ramesh Singh, *Indian Economy*, 5th edition, McGraw Hill Education, New Delhi, 2013.
- Economic Survey - (Economy)
- Ashok Kumar Singh, *Science and Technology for Civil Services Examination*, 1st edition, McGraw Hill Education, New Delhi, 2008.
- R. Rajagopalan, *Environmental Studies: From Crisis to Cure*, 2nd edition, Oxford University Press, USA, 2011.
- Magazines: Yojana, Outlook, Frontline, Pratiyogita Darpan
- Newspaper- Hindu, Times of India, Regional Newspapers and e -Newspapers

Sardar Patel University
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SEMESTER 4

UA04CEJM23 – Documentary And Short Film making (Practical) (4 Credits, 60 Hours)

UNIT1: Introduction

- Exploring the concept of documentary/ short film, situating documentary film in social sciences, connecting the themes of short film with contemporary times
- Social, political and historical issues to documentary film, examples - film analysis, coursework discussion. Screening of RAM KE NAAM by Anand Patwardhan
- Understanding the demand of fiction short stories in visual medium. Screening of TTT films

UNIT 2: Application of filmmaking

- Proposal/Treatment/Plot line & Synopsis writing
- Observation, visual documentation: photo/multimedia project. Exercise of observation
- Pitching, Budgeting, Scripting (Documentary & Short film- differences and similarities), Presentation of film idea

UNIT 3: Pre-production & Production

- Interviewing for documentary: exercises, interview analysis, understanding language and its importance
- Finalizing treatment, further pre-production activities: filming schedule, locations, characters, schedule, etc.
- Technical preparations: sound and camera control. Camera exercises. Crew Control
- Date and day of shooting, weather, geography
- Visit to film studios in various Indian places, location recce, orientation with personalities

UNIT 4: Post production

- Technical preparation: editing, using Adobe Premiere, Filmora, Edus
- Transcript editing, preparing filmlogs, script editing, rough cutting, fine cutting,
- Sound & background score, dubbing, colour correction

Assessment of Internal and External Exams:

Assessment based on Projects: 60 Marks

Film Pitching & Film Proposal: 15 Marks

Script & Screenplay Submission: 15 Marks

Final Graduation Short Film for 15mins: 15 Marks

Final Graduation Documentary film for 15mins: 15 Marks

Reference Books:

- Bernard, Sheila Curran (2004) Documentary Storytelling for Video and Filmmakers. Burlington, MA: Focal Press.
- Hampe, Barry (1997) Making Documentary Films and Reality Videos. A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events. New York: Henry Holt and Co.
- Rabiger, Michael (1998) Directing the Documentary. 3rd Edition. Burlington, MA: Focal Press.

Sardar Patel University
B.A. (Advanced) (English Medium)
SEMESTER 4

UA04SERM21 – Research Methodology (4 Credits 60 Hrs)

Course content:

Unit I - Introduction of research (25%)

- Definition, characteristics and objectives of Research
- Types of research from the viewpoint of application, objectives and inquiry modes - Pure and Applied; Exploratory, Descriptive, Experimental, Field research, Survey, Case study; Qualitative and Quantitative
- Variables – Types of variables
- Control in research

Unit II –Research Procedure (25%)

- Research Process
- Research Problem and Hypothesis Formulation
- Research proposal

Unit III - Research Design and scales (25%)

- Types of research designs
- Important concepts related to research design
- Types of Data and scales for obtaining them - Nominal, Ordinal, Interval, Ratio
- Concept of reliability and validity

Unit IV – Additional concepts in Research (25%)

- Measures of variability – range mean deviation, quartile deviation, standard deviation
- Referencing – APA, OXFORD; Bibliography- Endnotes & Footnotes
- Google for research

Activities:

- Discussions
- Library research and reference
- Projects and presentations
- Assignments
- Visit to Research Anlysisit firms, Political analysis organizations, central libraries, etc. to get a real feel of the settings as well as the constraints of the place and time.
- To prepare and submit a report on the field visits at the end of Semester.

Reference books:

- P. Philominathan, Research Methodology Practice, Shri A.V.V.M. Pushpam College – Poondi – Thanjavur
- Kothari C. R., Research Methodology – Methods & Techniques, Vishwa Prakashan – New Delhi, 1990.
- Gopal M. A An Introduction to Research Procedure in Social Sciences, Asia Publishing House, Bombay
- Darlington, Richard B., Sharon Weinberg, and Herbert Walberg (1973). Canonical variate analysis and related techniques. Review of Educational Research, 453-454.
- Gorsuch, Richard L. (1983) Factor Analysis. Hillsdale, NJ: Erlbaum
- Morrison, Donald F. (1990) Multivariate Statistical Methods. New York: McGraw-Hill.