



# MES COLLEGE ERUMELY

**COURSES RELATED TO  
HUMAN VALUES**



# **M.Com**

**(Finance & Taxation, Management & IT)**

Course Code	<b>CM010102</b>
Title of the Course	<b>ORGANISATIONAL BEHAVIOUR</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>3</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the Course

To understand human behaviour at Individual, Interpersonal, Group and Inter-Group levels and to recognise issues inherent in organisational change, growth, development and conflict

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Basic understanding about the concepts of organisation behaviour.	Understanding	<b>PSO1</b>
2	A very good understanding about individual behaviour, personality and motivation.	Understand and evaluate	<b>PSO1</b>
3	Imparting deep understanding about group behaviour and leadership related to organisational behaviour.	Understanding	<b>PSO1</b>
4	Add the knowledge base of the learner regarding change management and deal with stress.	Evaluate and Apply	<b>PSO1</b>
5	Impart knowledge about the role of organisational culture and conflict on organizational behavior.	Understand and Apply	<b>PSO1</b>

### Unit wise arrangement of the course

Module No.	Unit No.	Contents	Remarks
<b>Module 1- Introduction to Organisational Behaviour – 15 hours</b>			
1	1.1	Meaning and definition of Organisation Behaviour – Scope – Basic concepts of OB – Foundations of OB- Challenges and Opportunities of OB.	Short questions
	1.2	Role of organisation behaviour – Determinants — Challenges and opportunities of OB – Contributing disciplines – Difference between organisational behaviour and organisation theory.	Short questions and short essays
	1.3	Models of OB – Autocratic model – Custodial model – Supportive model – Collegial model.	Short questions short essays and essay questions

<b>Module 2- Individual Behaviour and Motivation – 25 hours</b>			
2	2.1	Concept of Human Behaviour - Characteristics - Models of Man, Factors influencing Individual Behaviour.	Short questions and short essays
	2.2	Personality-Determinants - Personality Traits.	Short questions short essays and long essay questions
	2.3	Perception – Process of perception – Factors influencing Perception – Perceptual errors.	Short questions short essays and long essay questions
	2.4	Attitudes - values -- Learning – Process of Learning - Reinforcement - Behaviour modification.	Short questions short essays and long essay questions
	2.5	Motivation – Concept - Theories or models of motivation- Need hierarchy, Theory X and Theory Y - Two factor theory.	Short questions short essays and long essay questions
	2.6	Contemporary theories of motivation –ERG - Cognitive evaluation - goal setting- equity-expectancy model.	Short questions short essays and long essay questions
<b>Module 3- Group Behaviour and Leadership – 25 hours</b>			
3	3.1	Transactional Analysis - Johari Window – Ego states -Life positions.	Short questions short essays and long essay questions
	3.2	Group - Factors influencing group behaviour- Norms-Cohesiveness.	Short questions short essays and long essay questions
	3.3	Stages of Group Development- Group Structure- Group Decision making.	Short answer and Short essays
	3.4	Teams- Types of teams- Group Vs Teams.	Short answer and Short essays
	3.5	Difference between Authority and Power – Sources of Power- Tactics used to gain power - Status –Problems caused by status system	Short questions short essays and long essay questions
	3.6	Leadership- features – concepts – qualities of good leaders – Leadership styles.	Short questions short essays and long essay questions
	3.7	Theories of Leadership - Behavioural approach - Situational approach – Transactional and transformational Leadership.	Short questions short essays and long essay questions
<b>Module 4- Organisational Change, Development and Stress Management – 15 hours</b>			
4	4.1	Organisational Change – Forces for change - Resistance to change- overcoming resistance to change.	Short questions and short essays
	4.2	Types of change – Revolutionary and evolutionary change.	Short questions and short essays
	4.3	Greiner’s five stages of organisational growth- Organisational Development - concept - OD intervention techniques.	Short questions short essays and long essay questions

	4.4	Stress – Meaning –Types of stress- Causes of Stress- Consequences.	Short questions short essays and long essay questions
	4.5	Stress Management – Need- Techniques adopted for Stress Management in Organisations.	Short questions short essays and long essay questions
<b>Module 5- Organisational Culture and Conflict – 10 hours</b>			
5	5.1	Concept and determinants of organisational culture.	Short questions and short essays
	5.2	Conflict – concept – stages in organisational conflict - functional and dysfunctional aspects of conflict – levels of conflict - Stimulation and resolution of conflict.	Short questions short essays and long essay questions

**Suggested Assignment:**

1. Analysis of Case studies on individual and group behaviour in leading corporates
2. Evaluation of case studies on motivation and leadership in organisation
3. Case study on organisational change, resistance to change and organisational culture

**Recommended Text Books**

1. Robbins S.P., Organisational Behaviour (16<sup>th</sup> Ed.), Pearson.
2. Dwivedi R.S., Human relations and organizational behaviour, MacMillain Publishers
3. Organisational Behaviour, Aswathappa, Himalaya Publishing House
4. Gupta C.B., A Text Book of Organisational Behaviour, S Chand & Company
5. Jai B.P. Sinha, Culture and Organizational Behaviour, Sage India.
6. Kumar Paranit, Organisational Behaviour, Gen Next Publication.
7. King & Lawley, Organisational Behaviour, Oxford University Press.

**References**

1. Organisational Behaviour concepts and cases ,Ghanekar, Anjali ,Everest publisher
2. Human Relations and organisational behaviour : Global perspective, Dwivedi R.S. Macmillan
3. Organisational Behaviour: Foundations, Theories, and Analyses, John B. Miner. Oxford University Press.
4. Fred Luther, Organisational Behaviour, Pearson Education.
5. Sekaran Uma S, Organisational Behaviour, Tata McGraw Hill.

Course Code	<b>CM010202</b>
Title of the Course	<b>HUMAN RESOURCE MANAGEMENT</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>3</b>
Hours	<b>5 per week and Total 90</b>

### Objectives of the course

To give an overview as to how an organisation identifies requirements of human resources, how it acquires, rewards, develops, motivates and manages people effectively and also provide an insight into the developments taking place in the field of Human Resource Management.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Acquaintance with basic concepts of HRM and performance appraisal.	Understanding	<b>PSO1</b>
2	Understanding about human resource development, stress management and work life management.	Understanding	<b>PSO1</b>
3	High level knowledge about various aspects of training.	Understanding	<b>PSO1</b>
4	Understanding about various aspects of industrial relations so as to evaluate the real cases of industrial relations.	Evaluate	<b>PSO1</b>
5	Understanding about HR outsourcing HR accounting and HR audit.	Understanding	<b>PSO1</b>

### Unit wise arrangements of the course

Module No	Unit No	Contents	Remarks
<b>Module 1- Human Resource Management – 20 hours</b>			
1	1.1	Human Resource Management – Nature, Scope and Functions - Role and status of HR manager.	Short questions, Short Essay
	1.2	HR policies – Need and Importance – Types of policies- Formulation of Policies.	Short questions, Short Essay
	1.3	HR planning process – Objectives- Need and Importance- Levels of HR Planning - Problems of HRP.	Short questions, Short Essay, Long essay
	1.4	Job analysis- Objectives- Process and Techniques- Job description and specification- Job design – Methods.	Short questions, Short Essay, Long essay
	1.5	Recruitment – Sources and techniques-	Short questions,

		selection- Steps.	Short Essay, Long essay
	1.6	Placement – Concept- Induction- Objectives.	Short questions, Short Essay
<b>Module 2- Human Resource Development- 18 hours</b>			
2	2.1	Concept of HRD: -Objectives, Mechanisms and Assumptions of HRD- HRM vs HRD.	Short questions, Short Essay
	2.2	Qualities of an HRD manager-Principles of HRD.	Short questions, Short Essay
	2.3	Employee Counselling-Need , Concepts, Forms and Steps Human Capital, Emotional Quotient, Mentoring.	Short questions, Short Essay
	2.4	Impact of TQM, Quality Circles, Kaizen on HRM.	Short questions, Short Essay, Long essay
<b>Module 3- Training and Development -17 hours</b>			
3	3.1	Concept of Training-Need and Importance - Organisation and management of training function;	Short questions, Short Essay
	3.2	Training methods and techniques-Attitudinal Training.	Short questions, Short Essay, Long essay
	3.3	Technical training - Training for creativity and problem solving – training for management change – Training for Productivity.	Short questions, Short Essay, Long essay
	3.4	Role, responsibilities and challenges to training managers and employees.	Short questions, Short Essay
<b>Module 4- Performance Appraisal and Industrial Relations – 20 hours</b>			
4	4.1	Performance appraisal – significance - Methods or techniques of performance appraisal.	Short questions, Short Essay, Long essay
	4.2	Job Evaluation- Objectives and Process-Limitations.	Short questions, Short Essay, Long essay
	4.3	Promotion and demotions; transfer, separations: resignation; discharge; dismissal; suspension; retrenchment.	Short questions, Short Essay
	4.4.	Lay off; -Industrial relations – Compensation-Grievance-meaning and causes of grievance	Short questions, Short Essay
	4.5	Importance of Grievance handling - procedure of grievance handling - Hot stove rule-code of discipline.	Short questions, Short Essay, Long essay
	4.6	Employee participation in management-techniques - Sweat equity scheme.	Short questions, Short Essay
<b>Module 5- HR Outsourcing , Records , Accounting and Audit – 15 hours</b>			
5	5.1	HR outsourcing:-legal requirements-contractor’s liabilities- liabilities of the company towards contractor’s labourers.	Short questions, Short Essay

	5.2	H R records and reports- significance – types.	Short questions, Short Essay
	5.3	Human Resource Accounting – meaning – significance – Approaches to HR Accounting (Theory only).	Short questions, Short Essay, Long essay
	5.4	HR appraisal and audit - concept, scope, methods and importance.	Short questions, Short Essay

### **Suggested Assignments**

1. Evaluation of real life case studies related to employee participation in management, employee grievance redressal.
2. Make a report on the history sweat equity issues made by companies in India.
3. Evaluation of case studies of companies adopted Kaizen technique, Quality circle and TQM.

### **Recommended Text Books:**

1. Human Resource Management, Gupta, C.B.: Chand and Sons.
2. Aswathappa K., Human Resource and Personnel Management; Tata McGraw Hill, New Delhi, 1997.
3. Human resource Management, L M Prasad, Sultan Chand.
4. Human resource Management- Text and Cases, S S Khanka, S Chand.
5. Human Resource Management, Sashi K Gupta and Rosy Joshi, Kalyani Publishers.
6. Human Resource Management, D N Venkatesh, P Jyothi, Oxford University Press.
7. Human Resource Management, Uday Kumar Haldar, Juthica Sarkar, Oxford University Press.

### **References**

1. International Human resource Management – P Subbarao, Himalaya Publishing House.
2. Human Resource Management -Text and Cases- V S P Rao , Excel Publishers.
3. Introduction to International Human Resource Management, Eileen Crawley, Stephen Swailes and David Walsh, Oxford University Press.
4. Strategy Human Resource Management, Agarwala Tanuja, Oxford University Press.

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Course Code	<b>CM820402</b>
Title of the Course	<b>LEGAL FRAMEWORK FOR IT BASED BUSINESS AND INTELLECTUAL PROPERTY RIGHTS</b>
Semester	<b>Four</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

### Objective of the Course:

To provide awareness regarding legal framework for IT based business houses and cyber law as well as IPR

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Providing an awareness regarding concept of cyberspace and legislations involved	Understand	<b>PSO1, 4</b>
2	Developing idea regarding cybercrime and consequences	Understand	<b>PSO1, 4</b>
3	Understanding about IT Act and IT Security as well as standards	Understand	<b>PSO1, 4</b>
4	Getting knowledge about Intellectual property rights	Understand	<b>PSO1, 4</b>
5	Developing understanding about E contracts	Understand	<b>PSO1, 4</b>
6	Gain awareness regarding procedural formalities and impact with relation to IPR.	Understand and analyse	<b>PSO1, 4</b>

### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1- Introduction to Cyberspace and Legislation- 15 hours</b>			
1	1.1	Introduction- Cyberspace vs. Physical space; Scope of Cyber Laws. Components of Cyber Laws in India	Short answer, short essay
	1.2	Information Technology Act, 2000; Relevant provisions from Indian Penal Code, Indian Evidence Act, Bankers Book Evidence Act, Reserve Bank of India Act, etc	Short answer, short essay
<b>Module 2 -Cybercrimes- Concept, Forms and Consequences- 18 hours</b>			
2.	2.1.	Concept of Cyber Crimes – ‘Cyber Contraventions’ & Cyber Offences’ Cyber Crimes and legal issued involved	Short answer, short essay
	2.2	Unauthorised Access, Cyber Hacking, Denial of Access to Authorised Person, E	Short answer, short essay ,

		mail bombing, Web jacking, Web Defacement & Salami Attacks	long essay
	2.3	Cyber Defamation– meaning; applicability of provisions of IPC; penal liabilities, Phishing, Cyber Stalking, Cyber pornography, Cyber Terrorism.	Short answer, short essay and long essay
	2.4	Case Laws relating to above situations	Short answer, short essay, long essay
<b>Module 3- Information Technology Act, Information Security and Standards- 21 hours</b>			
3	3.1	Information Technology Act – a brief overview; Documents or transactions to which IT Act shall not be applicable;	Short answer, short essay and long essay
	3.2	meaning of Computer, Computer system and Computer network; E – governance; Concept of Electronic Signature; Concept of Cyber contraventions and Cyber Offences	Short answer, short essay
	3.3	Case laws relating to the above situations covered under IT Act	Short answer, short essay
	3.4	Introduction to Information Security, Network Security, Cyber Security, SQL injection, social site security.	Short answer, short essay and long essay
	3.5	Application and Business Security Developments, Policy Standards and Laws, BCP, DR Planning and Audit.	Short answer, short essay
<b>Module 4 - Historical Perspectives, Key forms and Legislations for IPR- 18 hours</b>			
4	4.1	Historical perspective- WIPO- international treaties- Paris and Berne conventions- WTO- multilateral agreements- TRIPS- India and TRIPS- Issues and Challenges-benefits-criticism	Short answer, short essay and long essay
	4.2	Key forms of IPR- patents- copyrights- trademarks- industrial designs- layout designs of ICs- geographical indications- trade secrets- plant varieties	Short answer, short essay and long essay
	4.3	IPR and Indian legislations- Indian Trademarks Act 1999- The Copy rights (Amendment) Act 1999- Geographical Indications of Goods ( Registration and protection) Act 1999- Semiconductor Integrated Circuit Layout Design Act 2000- The Industrial Designs Act 2000- Protection of Plant Varieties and Farmer’s Rights Act 2001- Biological Diversity Act 2002- The Patents (Amendment)Act2005.	Short answer, short essay and long essay

<b>Module 5 E Contracts – 21 hours</b>			
5	5.1	E-Contract–legal provisions regulating the– contract with special reference to the provisions of IT Act, 2000.	Short answer, short essay, long essay
	5.2	Copyright issues in Cyber space–relevant provisions under Copy right Act, regulating copyright issues in Cyber space	Short answer, short essay, long essay
	5.3	Online Software Piracy–legal issues involved; Analysis of sufficiency of provisions of Copyright Act to deal with Online Software Piracy	Short answer, short essay and long essay
	5.4	Trademark issues in Cyberspace – DomainName; Cyber-squatting as a form of Domain Name dispute;	Short answer, short essay, long essay
	5.5	Case law relating to above situations	Short answer, short essay, long essay
<b>Module 6 Procedural formalities and Impact of IPR – 15 hours</b>			
6	6.1	Procedure for registering IPRs- role of government- Department of Industrial Policy and Promotion,	Short answer, short essay,
	6.2	Major agencies for administering IPRs- enforcement mechanism- Intellectual Property Appellate Board.	Short answer, short essay,
	6.3	Impact of IPRs on developing countries in general and India in particular- impact on agriculture- bio piracy- impact on pharmaceutical companies- public health programmes-SMEs.	Short answer, short essay, long essay

**Suggested Assignment:**

1. To present case laws relating to e business
2. To present case laws in the above mentioned fields and the impact of the judicial verdicts
3. To trace the amendments in legal framework for IT based business and its impact.

**Recommended Text Books**

1. Kant Mani, A Practical Approach to Cyber Law- Kamal Publishers
2. Sathish Chandra- Cyber Law in India- ABS Books
3. Vishnu Sharma, Vineeth Bali, Vikram Sharma- Fundamentals of Cyber Security and Law- StarEdu
4. M K Bhandari- Law relating to Intellectual Property Rights- Central Law Publications
5. V K Ahuja- Law relating to Intellectual Property Rights-LexisNexis

**Reference**

1. Bare Act- Indian Evidence Act
2. Indian Penal Code
3. Indian Contract Act
4. I T Act with Amendments
5. Copyrights and Trade Marks Act
6. Patents Act
7. RBI Act

**M.S.W.**

**SW010104 SOCIAL WORK PRACTICE WITH INDIVIDUALS**

**Total Credits: 3**

**Total Hours: 54**

- Course Outcomes**
- Understand Social Case Work as a method of Social Work and apply it as an intervention method.
  - Demonstrate knowledge of the values and Principles of Social Case Work and to develop the capacity to practice them.
  - Acquire the required skills for practicing social case work.
  - Demonstrate ability to adopt a multi- dimensional approach in assessment.
  - Able to document and social case work practice
  - Apply social case work method in various settings.

**Course Outline**

**Module 1 Introduction to Social Case Work**

**UNIT 1:** Definition and objectives of Social Case Work

Historical developments of Case Work in West and India. Trends in Social Case Work Practice, Social Case Work practice in Indian Society.

**UNIT 2:** Practice Frame Work- Values, Principles. Application of Code of Ethics.

**UNIT 3:** Components of Social Case Work; the Person, The Place, The problem, problem solving process

**Module 2 Overview of the phases of social case work:**

**UNIT 4:** Study, Diagnosis, Treatment, Follow up

- Psycho Social Study- Purpose, nature, Contents,
- Social Diagnosis- Definition, Contents, Types, and Steps.
- Social Treatment- - Phases, and different types of treatment

**UNIT 5:** Phases of Direct Social Work Practice:

- Exploration, Engagement, Assessment and Planning;
- Implementation and goal attainment;
- Termination and Evaluation

## **Module 2      Exploration and Engagement Phase**

**UNIT 6:** Exploration Phase: establishing rapport,

Assessment: Definition, Multidimensionality of assessment- various components of assessment

**UNIT 7:** Client-Worker Relationship: Definition, use and characteristics. Transference and Counter-Transference and their use in diagnosis and treatment.

**UNIT 8:** Interviewing- concept, techniques for social case work practice  
Maintaining psychological contact with the clients: Verbal and nonverbal skills in social case work

**UNIT 9:** Goal Setting : purpose, types, guidelines for selecting and defining goals

**UNIT 10:** Formulation of Contract: concept, rationale

## **Module 4      Social Case Work Intervention**

**UNIT 11:** Social Case Work Models: Problem Solving, psychosocial,

**UNIT 12:** Task centred, Solution focused, System theory

**UNIT 13:** Crisis intervention, Cognitive restructuring

**UNIT 14:** Planning and developing an action plan based on the models of social case work

**UNIT 15:** Developing and supplementing resources, utilising and enhancing support systems

**UNIT 16:** Termination: Types, when to terminate, steps  
Consolidating gains and planning maintenance strategies, relapse prevention,

**UNIT 17:** Evaluation: Outcomes, process, satisfaction

## **Module 5      Recording Social Case Work, Use of Supervision**

**UNIT 18:** Recording: use, structure and content, Methods of recording:  
Verbatim, narrative, condensed, analytical and summary records

**UNIT 19:** Supervision and development of personal and professional self,  
Reflective practice in social case work

**Module 6      Scope of Social Case Work**

**UNIT 20:** Scope of social case work in different settings - family and child welfare settings, medical & psychiatry settings,

**UNIT 21:** Correctional settings, industrial settings,

**UNIT 22:** Community Development settings, school setting,

**References**

1. Beistek Felix. (1957). *Case Work Relationship*. Chicago: Loyola University Press
2. Grace Mathew. (1992). *Introduction to Social Case Work*. Bombay: Tata Institute of Social Sciences.
3. Hamilton Gordon, (1976). *Principles of social case recording*. New York: Colombia University Press.
4. Hepworth & Larsen. (2010). *Direct Social Work Practice: Theory and Skills (Eighth Edition)*. Belmont, CA: Brooks/Cole/ Thompson.
5. Woods, M. & Hollis, F. (2000). *Case work: A Psycho-Social Therapy*. New York: McGraw I Inc.
6. Perlman, H.H. (1957). *Social Case Work: A Problem Solving Process*. Chicago: University of Chicago Press.
7. Roberts, R.W., Nee R.H.(1970). *Theories of Social Case Work*. Chicago: University of Chicago press.
8. Fischer, J. (1978). *Effective Case Work Practice- An Eclectic Approach*. New York: McGraw Hill Book Co.



**SW010105 SOCIAL WORK PRACTICE WITH COMMUNITIES**

**Total Credits: 3**

**Total Hours: 54**

- Course Outcomes**
- Display an depth knowledge about the community organization process.
  - Understand the use and practice of community organization in various fields of social work.
  - Explain the role of social worker in social action and social reform for social development.
  - Able to undertake social audit, social impact assessments
  - Able to analyze ongoing community organization programmes.
  - Identity the emerging trends and experiments in community organization

**Course Outline**

**Module 1 Community - meaning - types, structure and dynamics**

**UNIT 1:** Community: Meaning, Definition and types. Characteristics, Structure and Functions of Community

**UNIT 2:** Social Analysis of community: Social System, Economic System, Political System, Cultural System, Legal System, Religious system, Value System, Consciousness, Social Problems, Dominations, Dynamism, Functions of community.

**UNIT 3:** Deconstructing concept of communities: Dalit, Feminist and Racial connotations of communities, community and identity. The process of community integration and disintegration.

**Module 2 Leadership and Community Organization**

**UNIT 4:** Leadership: Concept - types of community leaders and power structure (Catalyst, connectors, civic leaders, elite, officials) of the community, Significance of leadership in the process of community development.

**UNIT 5:** Theories of leadership.

**UNIT 6:** Community Organisation as a Para-Political Processes Community organization as a para-political process, Leadership, Concept of power,

sources of power, Understanding community power structure, Powerlessness and empowerment, Cycle of empowerment, Challenges in participation.

### **Module 3 Community Organization**

**UNIT 7:** Community organization - definition, objectives and a brief historical development of community organization in India, Community Organization as a method of social work.

**UNIT 8:** Principles of Community Organization

**UNIT 9:** Phases of Community Organisation: Study, analysis, assessment, discussion, organization, action, Evaluation, modification and continuation.

**UNIT 10.** Methods of Community Organisation: Methods (Arthur Dunham's classification of CO methods- method of planning and related activities, group decision making and co-operative action, communication, promotion and social action, financing and fund raising, method of administration)

**UNIT 11.** Characteristics of a Good Community Organiser, Skills needed for community organization, Role of Community organizer

### **Module 4 Approaches, Models and Strategies of Community Organization**

**UNIT 12:** Approaches - The social work approach, the political activist approach, neighbourhood maintenance approach/community development approach, system change approach, structural change approach.

**UNIT 13:** Models of Community Organisation – Locality Development Model, Social Planning Model, Social Action Model.

**UNIT 14:** Strategies and techniques in community organization: formation and capacity building of CBOs, capacity building of community level institutions (PRI, SHG), strategies for capacity building of the marginalized groups, committee formations, Organising conferences, training programmes, consultation, negotiation, leadership and cadre building and networking.

### **Module 5 Application of Community Organization in the various fields of Social Work**

**UNIT 15:** Social Audit, Social Impact assessment studies, PRA /PLA

techniques

**UNIT 16:** Ongoing community programmes at the grass root level

**Module 6      Social action**

**UNIT 17:** Concept of social action, objectives - principles, methods of social action.

Means of Social Action: Research and Collection of Data – Survey, Analysis and Assessment, Planning Solution, Meeting Key Persons, Groups and Agencies, Public Meetings, Discussions, Create Public Opinion, Awareness, education, Use of Mass Media and Press Meeting for Propaganda, Use of Legislation and Enforcement of Legislation, Representation to the Authorities, Proposal to the Authorities, Coordinating the work of different groups and agencies, Implementing the Action and Reflection, Modification and Continuation.

**UNIT 18:** Strategies of Social Action: Campaign / Promotional Strategy, Collaborative Strategy, Pressure / Advocacy Strategy, Negotiate Strategy, Legal Suasion / Litigation Strategy, Conscientization Strategy, Human Relation Strategy, Political Organisation Strategy, Economic Organisation Strategy, Conflict Management Strategy, Situation Modification Strategy

**UNIT 19:** Social Problems and Social Action, Role of Social Worker in Social Action, Social Activists and Social Action Groups in India.

**UNIT 20:** Social action for social reform and social development - scope of social action in India.

**UNIT 21:** Social Legislation through social action - Role of social worker  
In social action. Social Action Groups.

**UNIT 22: Paulo Freire and Saul Alinsky in working with community**

Approaches by Paulo Fraire, Saul Alinsky, Mahatma Gandhi, Ambedkar, Medha Patkar and Other National and Regional Social Activists.

**References**

- 1 Ross Murray, G., (1985). *Community Organization: Theory and Principles*. New York: H&C

and Row Pub.

- 2 Siddhiqui, H.Y. (1997). *Working with community*. New Delhi: Hira Publications.
- 3 Cox M. F. & Erlich L, J. (1987). *Strategies of Community Organisation*. Illinois: F.E. Peacock Publishers
- 4 Jack Rothman, etal. (2001). *Strategies of community interventions & Macro practices –* Peacock Publications, 6th Edition
- 5 Banmala, *Community Organisation*. Indian Institute of Youth Welfare, 134, Shivaji Ma
- 6 Freire, Paulo. *Pedagogy of the Oppressed*. Adult Education & Liberation.
- 7 Freire, Paulo, *Education as Practice of Freedom*
- 8 Freire, Paulo, *Cultural Action for Freedom*.
- 9 Gandhi M.K., *Social Service*. Work & Reform ( 3 vols.)
- 10 Ramachandran P., (1996). *Towards an understanding of People's Movements: History from below*. Institute for Community Organization Research.
- 11 Adams, Robert, Oominelli, Lena & Payne, Malcom (ed.l, *Social Work: Themes, Issues & Critical Debates*. Ch. 17, Radical Social Work.
- 12 D'Abreo, Desmond, A., *From Development Worker to Activist*.
- 13 Haynes, Karen S. & Mickelson, James S., *Affecting Change, Social Movements* Pub. 107 ff.
- 14 Kramer, R.M. & Spechit,H. (1974). *Community Organisation Practice. Strategies*.
- 15 Fink, Arthur,E .(1978). *The fields of Social Work*. New York : Holt Rinchest and Winston
- 16 Anne Hope & Sally Timmet (1985). *A handbook for community workers*. 3 volumes, Gwera Mambo Press

## SW010106 - FIELD PRACTICUM 1

**Total Credits: 6**

**Total Hours: 216**

### OBJECTIVES:

1. Understanding a community in terms of its geographical, social, economic and political systems, power structures and their inter-relationships based on the theoretical understanding obtained from the courses in the semester;
2. Understanding and practice the values and code of ethics of professional social work practice and familiarize with the principles of social work;
3. Develop understanding of the assumptions, principles, phases and models of community organization;
4. Knowledge of the structure and function of the decentralized governance system and various institutions in the community
5. Demonstrate professional rapport building skills with the people in the community;
6. Demonstrate skills in social analysis and need assessment, program planning, implementation and evaluation frame work in a community setting
7. Demonstrate oral, written and presentation skills of communication in a community context;

### Field Practicum Requirements:

Each Student shall complete the following practicum requirements in the first semester

No	Activity	Minimum Requirement	Credits
1	Rural Camp	5 days – 72 hours	1.5
2	Observational visits to at least five Social Work related organizations	5 days – 18 hours	1.5
3	Community based field work at least for 18 days of 7 hours duration for the practice of stages of community organization	18 Days – 126 hours	3
	<b>Total</b>	<b>216 Hours</b>	<b>6</b>

### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Weightage
1	Evaluation by agency supervisor	1
2	Rural camp	2
3	Field work Presentation	1
4	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"> <li>• Understanding of concepts and quality of field work reports</li> <li>• Application of theory in to practice</li> </ul> Completion of requirements (observational visit (5), community programme (1), completion of 126 hours in the community based field work) and participation in individual conference	2 4

**SW010204 SOCIAL WORK PRACTICE WITH GROUPS**

**Total Credits: 3**

**Total Hours: 54**

- Course Outcomes**
- Understand Social Group Work as a method of Social Work and apply it as an intervention method.
  - Demonstrate skills to apply the method for development and therapeutic work
  - Understand the scope of Social Group Work in different settings.
  - Understand group work as an instrument of change/development in individual in groups
  - Develop skills to work with different stages and record the process
  - Display therapeutic skills for Group Work practice

**Course Outline**

**Module 1 Introduction to Group Work and groups**

**UNIT 1:** Definition of Social Group Work- Philosophy, Objectives  
Historical development, current trends, its relevance and scope

**UNIT 2:** Values , Principles of group work

**UNIT 3:** Group- definition, Characteristics, Types of groups - open and closed groups , Treatment groups (Re-socialization groups, therapeutic groups, T-groups) , Task oriented groups (forum, committees and work team), Developmental groups ( self help groups and support groups

**UNIT 4:** Role of groups in development of the individual

**Module 2 Group Process**

**UNIT 5:** Stages of Group development

**UNIT 6:** Group Process: Bond, acceptance, isolation, rejection, conflict and control , Subgroups- meaning and types

**UNIT 7:** Tools for assessing group interaction- Socio gram and sociometry, functional and non functional role of individuals in group

**Module 3 Group Dynamics : Definition**

**UNIT 8:** Group formation, Group norm, Group cohesiveness, Group culture, Group control, Group morale, Communication, Interaction

pattern , Decision making, Goal setting, Conflict resolution

**UNIT 9:** Group leadership, Concept.

**UNIT 10:** Theories, Types , Roles and qualities of Leadership,  
Participatory leadership training

**Module 4      Group Work process and Recording in Social Group Work**

**UNIT 11:** Group Work process- intake, study, objectives and goal setting, interventions, evaluation and follow up

**UNIT 12:** Programme as a tool- principles of programme planning, programme media, programme development process

**UNIT 13:** Group Worker – Role and functions, skills, qualities, group work format

**UNIT 14:** Recording- Definition, Importance, Content, Principles and types.

**Module 5      Group Work Models and Therapeutic Group Work**

**UNIT 15:** Group Work Models: Social, Remedial, Reciprocal Models.

**UNIT 16:** Treatment Groups: Educational, Growth, Remedial and Socialization

**UNIT 17:** Group Work and Group Therapy

**UNIT 18:** Concept – Principles of Group Therapy

**UNIT 19:** Process in Group Therapy

**Module 6      Group Work Practice in different settings, Research and evaluation:**

**UNIT 20:** Group Work Practice includes problems to be intervened, group formation, principles applied, role of social work in :

- a) Child care settings,
- b) Family settings ,
- c) Correctional settings ,
- d) Community development settings ,
- e) Educational settings
- f) Health care setting

**UNIT 21:** Research in group work

**UNIT 22:** Evaluation-Definition, types -Process evaluation, outcome evaluation to be applied in group work

**References**

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- mistakes*. Sage Publications.
2. Douglas Tom, (1978). *Basic Group Work*. Tavistock Pub.
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  5. Konopka, Gisela, (1963). *Social Group Work: Helping Process*. Prentice Hall.
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  7. Perlman Helen Harris, (1990). *Social case work*. New York : University of Chicago Press
  8. Schwartz Willam. (1971). *Practice of Group Work*. New York: Columbia University Press
  9. Shulman Lawrence, (1999). *Skills of helping individuals, families, groups, communities*, Illinois : F.E. Peacock Publishers Inc.
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  11. Toseland, Ronald W & Rivas, Robert F., (1984), *Introduction to group work practice*, Macmillan & Co Ltd.
  12. Trecker, Harleigh B, (1972). *Social Group Work: Principles and Practice*, Associated Pub. House.
  13. Wilson, Gertrude, (1949). *Social group work practice: the creative use of the social process*, Houghton Mifflin Company
  14. Wilson, Rayland, (1949). *Social group work method*.

## SW010206 - FIELD PRACTICUM 2

**Total Credits: 6**

**Total Hours: 216**

### OBJECTIVES:

1. Understand the functioning of a structured setting/agency – Primary or Secondary (e.g., a school, a hospital, or an institution providing services for people with inability, social, 'physical or mental)
2. Understand in depth the application of Social Work methods in dealing with individuals (case work) and groups (group work)
3. Develop the ability to do interventions ensuring clients' participation.
4. Be familiar with the method of social work research through field level application
5. Develop skill in writing academic articles based on practice experience.
6. Develop the skill in recording

### Field Practicum Requirements:

No	Activity	Minimum Requirement	Credits
1	Observational visits to at least five Social Work related organizations	5 days – 18 hours	1.5
2	Agency based field work at least for 25 days	25 Days – 198 hours	4.5
	Total	<b>216 Hours</b>	<b>6</b>

### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Weightage
1	Evaluation by agency supervisor	1
2	Case Work (4), Group Work (1)	2

3	Field work Presentation	2
4	<p>Evaluation by faculty supervisor based on performance of the student in the field work:</p> <ul style="list-style-type: none"> <li>• Understanding of concepts and quality of field work reports</li> <li>• Application of theory in to practice</li> </ul> <p>Completion of requirements: Observational visits(5), completion of 198 hours in the agency based field work)and participation in individual conference</p>	<p>1</p> <p>4</p>

**SW010302      ADMINISTRATION OF HUMAN SERVICE ORGANIZATIONS**

**Total Credits: 3**

**Total Hours: 54**

**Course**

**Outcomes**

- Develop understanding of the evolution of administration as a science and as a method in Social Work Practice.
- Develop understanding and appreciate the utility of the administrative structures, processes and procedures in an organization.
- Acquire knowledge and skills in the use of different management techniques in HSO.
- Develop an understanding of elements of management and
- Understand concepts in organizational management.
- Acquire knowledge of the concept of social marketing and its scope in social work practice.

**Course Outline**

**Module 1                      Introduction to Administration**

**UNIT 1:** Evolution of administration as a science. Concepts - Administration, Organization, Management, Business Administration, Public Administration.

**UNIT 2:** Social Welfare Administration: Meaning, definition, scope, social welfare administration as a method of social work.

**UNIT 3:** Different social welfare programmes at the Central and State levels: Profile and functions of Central and State Ministries relevant to social welfare: MoWCD, MoSJE, MoUA, MoRD & PRI

**Module 2                      Introduction to Voluntary Organization**

**UNIT 4:** Voluntary Organization: Organizational Structure, Functions and Principles. Role and type of voluntary organizations.

**UNIT 5:** Organizational structure, Organization - Types of organizations, characteristics of HSO, Procedures in registering an organization-Societies Registration Act, Trust Act and Companies Act (2013- Section VIII)

**UNIT 6:** Administrative skills; writing letters, reports and minutes, Fund

raising, conducting meetings, Public Relations and Networking

**Module 3 Elements of Administration and Approaches to Organizational Management**

**UNIT 7:** Basic elements in administration: Planning, Organizing, Staffing, Leading (directing, coordinating), Controlling (Reporting & Budgeting)

**UNIT 8:** Organizational Management: Concept, functional areas – Production, Finance, Marketing and Human Resources

**UNIT 9:** Approaches to Organizational Management - Bureaucratic, Democratic, Human Relations Model,

**UNIT 10:** System Theory, Theory X , Theory Y and Theory Z.

**Module 4 Organisational Behaviour**

**UNIT 11:** Concept of Organizational Behaviour, Organizational Culture, Organization development-process, approaches and strategies

**UNIT 12:** Evaluation of motivational theories and basic understanding of their application in the work context

**UNIT 13:** Leadership; meaning, definition and importance of leadership,

Theories of Leadership: Trait theory, Behavioural theories, contingency theories

**UNIT 14:** Communication in Organization

**Module 5 Social Development Administration**

**UNIT 15:** Voluntary Action for Social Development, Concept and meaning of voluntary action. Voluntary Sector in India: NPOs, CSOs, CBOs.

**UNIT 16:** Social Entrepreneurship: Definition, types of Social Entrepreneurship, History of Social Entrepreneurship, Functions of Social Entrepreneurship, Difference between Social and Business Entrepreneurship.

**UNIT 17:** Corporate Social Responsibility (CSR): Definition, Meaning and objectives of CSR, Provisions for CSR in Companies Act, models of

projects.

**UNIT 18:** Staff training and Development-Objectives and Needs - Training Process-Methods of Training-Tools and Aids - Evaluation of training Programs. Organizational Development programmes.

## **Module 6      Marketing of Social Services**

**UNIT 19:** Social Marketing and marketing mix, Cause Related Marketing (CRM).

**UNIT 20:** Relevance of social services in developing economy; applications of marketing in social services such as health and family welfare.

**UNIT 21:** lifelong learning programmes, environment protection, social forestry, organizing for marketing social services.

**UNIT 22:** beneficiary research and measurement of their perceptions and attitudes; socio-economic-cultural influences on beneficiary system.

## **References**

1. Abha, Vijay and Prakash.(2000). *Voluntary Organizations and Social Welfare*. ABD Publishers
2. Chhabra.T.N.( 1999). *Principles and Practice of Management*. New Delhi: Dhanpat Rai & Co
3. Chowdhary D.Paul.(1992). *Social Welfare Administration*. New Delhi: Atma Ram
4. Goel S.L, *Social Welfare Administration VOL. 2: Theory and Practice*, Deep & deep Publication, Goel S.L., Jain R.K., (1988) .*Social Welfare Administration VOI. I: Theory and Practice*, Deep & Deep Publication,
5. Kohli A.S., Sharma S.R. (1996). *Encyclopaedia of Social Welfare and Administration* Vol. 1-7, New Delhi : Anmol Pub. Pvt. Ltd.
6. Lawani B.T.(1999). *NGOs in Development*. Jaipur: Rawat Publication.
7. Lewis Judith A., (1991), *Management of Human Services, Programs*. Brooks Cole Publishing Co.
8. Pasad.L.M. (2000). *Principles and Practice of Management*. New Delhi: Sultan Chand & Sons.
9. Ralph Brody. (2005).*Effectively Managing Human Service Organizations* (Third Edition). New Delhi: Sage Publications
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11. Sidmore Rex A. (1990). *Social Work Administration: Dynamic Management and*

- Human Relationships*. New Jersey: Prentice Hall
12. Chahine Teresa, *Introduction to Social Entrepreneurship*
  13. Bhattacharya Sanjay, *Social Work Administration and Development*, Rawat Publications New Delhi
  14. Rao, V. (1987). *Social Welfare Administration*. Bombay: Tata Institute of Social Sciences.

## SW010303 - FIELD PRACTICUM 3

**Total Credits: 3**

**Total Hours: 216**

### OBJECTIVES:

- To gain an in-depth knowledge of the specialization area.

### Elective (Specialization) –Community Development (CD)

#### Specific objectives:

- Understand the administrative structure and functioning of the agency
- Be familiar with the policies, laws and government programmes applicable to the client systems of the agency
- Be familiar with the approaches and intervention strategies in the development sector
- Develop the skill in using PRA techniques in the setting
- Develop skill in intervention at organizational / community level ensuring people's participation

#### Field Practicum Requirements:

No	Activity	Minimum Requirement	Credits
1	Organizational visits to at least five agencies in the area of specialization	5 days – 18 hours	1.5
2	Concurrent/block Field Practicum for 25 days	25 Days – 198 hours	4.5
	Total	<b>216 Hours</b>	<b>6</b>

#### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Weightage
1	Evaluation by agency supervisor	1
2	Field work Presentation	2
3	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>Understanding of concepts and quality of field work</li></ul>	2



	reports <ul style="list-style-type: none"> <li>• Application of theory in to practice</li> </ul> Completion of requirements: (Organizational visits (5), (organizational Study (1), community intervention (1), Study the projects of the agency (2), project proposal (1), PRA (1), completion of 198 hours in the community/agency based field work) and participation in individual conference	<b>5</b>
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### **Elective (Specialization) – Family and Child Welfare (FCW)**

#### **Specific objectives:**

1. Understand the administrative structure and functioning of the agency
2. Be familiar with the policies, laws and government programmes applicable to the client systems of the agency
3. Develop skill in intervention at individual and group levels
4. Develop skill in family assessment and intervention
5. Develop skill to work with children

#### **Field Practicum Requirements:**

<b>No</b>	<b>Activity</b>	<b>Minimum Requirement</b>	<b>Credits</b>
<b>1</b>	Organizational visits to at least five agencies in the area of specialization	5 days – 18 hours	1.5
<b>2</b>	Concurrent/block Field Practicum for 25 days	25 Days – 198 hours	4.5
	<b>Total</b>	<b>216 Hours</b>	<b>6</b>

#### **Field Practicum Evaluation**

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

<b>No</b>	<b>Parameters</b>	<b>Weightage</b>
1	Evaluation by agency supervisor	1
4	Field work Presentation	2
5	Evaluation by faculty supervisor based on performance of the	

	student in the field work:	2
	<ul style="list-style-type: none"> <li>• Understanding of concepts and quality of field work reports</li> <li>• Application of theory into practice</li> </ul> Completion of requirements: (Organizational visits (5), Organizational Study (1), Intervention: (Individual (3), Group (1), Family (1), Completion of 198 hours in the community/agency based field work) and participation in individual conference	5

### Elective (Specialization) – Medical and Psychiatric Social Work

#### Specific objectives:

1. Understand the administrative structure and functioning of the agency
2. Understand the functioning of multidisciplinary team in a psychiatric setting and the role of social worker in the team
3. Develop the skill in case history taking and mental status examination
4. Be familiar with the approaches and intervention strategies in the psychiatric setting
5. Develop skill in intervention at individual and group levels

#### Field Practicum Requirements:

No	Activity	Minimum Requirement	Credits
1	Organizational visits to at least five agencies in the area of specialization	5 days – 18 hours	1.5
2	Concurrent/block Field Practicum for 25 days	25 Days – 198 hours	4.5
	Total	<b>216 Hours</b>	<b>6</b>

#### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Weightage
1	Evaluation by agency supervisor	1
4	Field work Presentation	2

5	<p>Evaluation by faculty supervisor based on performance of the student in the field work:</p> <ul style="list-style-type: none"> <li>• Understanding of concepts and quality of field work reports</li> <li>• Application of theory in to practice</li> </ul> <p>Completion of requirements: (Organizational visits (5), Organizational Study (1), Intervention: (Case history and mental status examination (5), individual (3),Group (1), Completion of 198 hours in the agency based field work) and participation in individual conference</p>	<p>2</p> <p>5</p>
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<b>Semester 3: Elective Courses ( Specialisation Groups)</b>	
<b>Group 1: Community Development (CD)</b>	
<b>SW800301</b>	Rural & Urban Community Development
<b>SW800302</b>	Environment and Disaster Management
<b>SW800303</b>	Community Health for Development Practice

**SW800301 RURAL & URBAN COMMUNITY DEVELOPMENT**

**Total Credits: 3**

**Total Hours: 54**

- Course Outcomes**
- Understand the concepts of rural and urban community development and the strategies and approaches for Rural & Urban Development.
  - Understand the problems and issues of People in Rural/Urban/Tribal/Coastal settings in India and the various Governmental programmes and interventions in these settings.
  - Study the functioning of rural and urban local self-government (LSG) and cooperative institutions and their contribution towards Rural and Urban Development.
  - Study the role of Civil Society and NGOS in Rural and Urban Development

**Module 1 Introduction to Rural and Urban Community Development**

**UNIT 1:** Definitions, concepts and objectives of rural community development.

**UNIT 2:** History and evolutions of rural community development models in India. Concepts of urban, urbanism, urban community development, urbanization.

**UNIT 3:** Principles and Theories of urban development: sector theory, concentric zones and multiple nuclei theory.

**Module 2 Rural and Urban Problems**

**UNIT 4:** Rural Poverty and unemployment. Water and Sanitation, Problems of Agriculture farmers and workers and food security issues in Rural India.

**UNIT 5:** Urban social problems: overcrowding, urban disorganization and maladjustments, urban migration. Poverty and unemployment in urban areas. Crime and juvenile delinquency. Urban housing and slums, waste management.

**UNIT 6:** Tribal community's social and development problems and interventions, Coastal community.

**Module 3 Strategies, Approaches and Policies in Rural and Urban Community Development**

**UNIT 7:** Concept of sustainability and sustainable development.

**UNIT 8:** Various Approaches to rural and urban development in India. A critical review of India's strategies for rural and urban development.

**UNIT 9:** National and state policies for rural and urban development. Five year plans and urban development welfare programmes for urban poor

**UNIT 10:** Urban development authorities at national and state levels.

Models of urban development in India. Public private partnership (PPP) for urban development (eg. Ahmedabad urban development Project).

**Module 4 Programmes for Rural and Urban Development**

**UNIT 11:** Ongoing programmes of Ministry of Rural Development and Panchyathi Raj of GOI and GOK.

**UNIT 12:** Analysis of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS).

**UNIT 13:** Programmes of Ministry of Urban Development at national and state levels. Urban housing schemes in Kerala.

**UNIT 14 :** Programmes of urban cooperative banks in Kerala

**Module 5 Local self government and Cooperatives in Rural and Urban Development**

**UNIT 15:** An Analysis of 73<sup>rd</sup> and 74<sup>th</sup> constitution amendment act.

**UNIT 16:** Concept of decentralized governance in India. Administrative set up for Panchyathi Raj Institution (PRI). Structure and functions of rural and urban local self-government institutions in Kerala.

**UNIT 17:** Programmes of rural and urban local bodies in Kerala. Role of local self government (LSG) in local development.

**UNIT 18:** An Analysis of Cooperative Movement and its contribution towards Rural development in India.

**Module 6 Civil Society and NGOs in Rural Development**

**UNIT 19:** Theory of Voluntarism and voluntary action for empowerment of rural communities. NGOs intervention in Rural development. Local initiatives and leadership in empowering rural communities.

**UNIT 20:** Case studies of Corporate Social Responsibility (CSR) and Rural Community Development.

**UNIT 21:** NGOs intervention in urban problems and urban community development. Role of civil society organizations (Resident associations and citizen clubs) in urban community development.

**UNIT 22:** Intervention of Corporate in urban problems: Case studies of Corporate Social Responsibilities (CSR) for urban community development.

### References:

1. Barik, C.K & Sahoo, U.C. (2008). *Panchayati raj institutions and rural development*. Jaipur: Rawat.
2. Bhowmik, J.S.G.R. (2003). *NGOs and rural development: Theory and practice*. New Delhi: Concept.
3. Johri, P.K. (2005). *Social work for community development*. New Delhi: Anmol.
4. Munjal, S. (1997). *Rural development and cooperation*. Jaipur: Sublime.
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10. Goel, S.L. & Dhaliwal, S.S. (2004). *Slum improvement through participatory urban based community structures*. New Delhi: Deep & Deep.
11. Jayapalayan.N. (2002). *Urban Sociology*. New Delhi: Atlantic.
12. Nath, V. & Aggrawal S.K. (2007). *Urbanization, urban development and metropolitan cities in India*. New Delhi: Concept.
13. Reddy J.S. (2006). *Indian's urban problems*. New Delhi ISI.
14. Thudipara J.Z. (2007). *Urban community development (ed.2)*. New Delhi: Rawat.

**SW800303 COMMUNITY HEALTH FOR DEVELOPMENT PRACTICE**

**Total Credits: 3**

**Total Hours: 54**

- Course Outcomes**
- Understand the concept of health and integrated approach to health in the context of Development.
  - Critically analyze plans and policies/services in health and implications for social work practice.
  - Demonstrate knowledge on concepts of Community Health, community participation, vital indicators and demographic data of health
  - Develop skills for intervention in community health sector

**Course Outline**

**Module 1 Community Health & Epidemiology**

**UNIT 1:** Community Health-Definition and Scope. Concept of Public health- Definition, Objectives and Areas of Public health

**UNIT 2:** Concept and various dimensions of: International /Global Health, Environmental health, Nutritional Health, Occupational Health, Maternal and child health Community Mental Health.

**UNIT 3:** Meaning and scope of epidemiology: Models and factors associated with health and diseases, Preventive and promotive health

**UNIT 4:**Special aspects of community health-Alcoholism and Drug Dependence –Agent factors, prevention, treatment and Rehabilitation-Physical and Psychological aspects of Community Health

**Module 2 Health care system and health problems in India**

**UNIT 5:** Definition of health, aspects and indicators of health. Health care systems: Organization of the various health care system- Private Health system, Indigenous system, Voluntary health system, Problems of health care system

**UNIT 6:** Important health problems in India- Current Major healthcare issues.



**UNIT 7:** Health Economics - Basics of health economics, Demand/Supply of Medical Care

**Module 3      Health Policies and Programmes**

**UNIT 8:** Policies -National Health Policy, Population Policy, Health for all, Population Dynamics in India and Kerala, GOI & State Govt. Policy in implementation of Health insurance

**UNIT 9:** National Health programmes: Family welfare; Maternal & Child Health, ICDS; School Health Programmes, National Health Mission (NHM), UIP NEMP; NLEP; NTP; Diarrhoeal disease control Programme: IDD, AIDS Control programme , National Programme for control of blindness, welfare measures for the physically challenged.

**UNIT 10:** 13 International Health organizations (WHO, UNCEF, Red Cross)

**UNIT 11:** State health programmes for weaker sections, physically challenged and developmentally challenged

**Module 4      Health Planning and Management**

**UNIT 12:** Concept of Health Planning & Planning Cycle,

**UNIT 13:** Health Planning in India and Five Year plans

**UNIT 14:** Healthcare planning process: Information Gathering, Analysis of Health Situation, Establishment of Objectives and Goals, Assessment of Resources, Fixing Priorities, Write-up of Formulated Plan, Programming and Implementation, Monitoring, Evaluation

**UNIT 15:** 18 Management techniques and methods

**Module 5      Health Care Administration**

**UNIT 16:** Concept of Health Care and levels of Health care

**UNIT 17:** Health care administration. Principles of healthcare administration, HealthCare System in India-Central, State and District level National Rural Health Mission

**UNIT 18:** Primary Health care in India- sub center, primary health center, community health center, Roles and functions of health personnel in these

level including ASHA workers.

## **Module 6 Social Work Interventions in Community Health**

**UNIT 19:** Need for social work Intervention in Community health practice-

**UNIT 20:** Skills of a social worker in health care

**UNIT 21:** Preventive and promotive programmes

**UNIT 22:** Health education in schools/families/communities. Role of social worker in community health care services

### **References**

- 1 Basavanthappa.B.T. (1998). *Community Health Nursing*, Jaypee Brothers
- 2 Dawra,S.(2002). *Hospital Administration and Management*. New Delhi: Mohit Publications
- 3 Goel, S.L.(2004).*Health Care Management & Administration*. New Delhi: Deep & Deep Publications Pvt. Ltd.
- 4 Goel, S.L.,Kumar,R.(2007). *Hospital Administration and Management- Theory and Practice*. New Delhi: Deep & Deep Publications Pvt. Ltd.
- 5 Hellberg J.H. (1971).*Community health*, Co-ordinating Agency for Health Planning
- 6 Park K, (1997).*Preventive and Social Medicine*,Jabalpur:BanarsidasBhanot Publishers
- 7 Rajneesh, Goel. (2002).*Community health care*, Deep & Deep Publications
- 8 Sundar, Kasturi. (1997). *Introduction to Community Health Nursing: with Special Reference to India*, B.I.Publications
- 9 Tabish, S.A.(2001). *Hospital & Health Services Administration*. New Delhi: Oxford University Press.

**SW010401 Social Legislation and Human Rights**

**Total Credits: 3**

**Total Hours: 54**

**Course**

**Outcomes**

- Understand the Indian Legal System and its functioning.
- Understand and appreciate the Indian Constitution with particular emphasis on the Fundamental Rights and Directive Principles.
- Understand the nature of social legislation and the various
- Explain salient features of legislations for family, women, children and other marginalized groups.
- Explain the concept of social policy and demonstrate skills in social policy analysis.
- Demonstrate skills of using legal procedures to defend the human rights of various marginalized groups

**Course Outline**

**Module 1 Legislation in India**

**UNIT 1:** Legislation –concept and definitions; meaning and scope; kinds of law, Indian legal system, legislation as a judicial branch of Government, sources of law, law making body, process of legislation and Judicial review.

**UNIT 2:** Social Legislation- concept, objectives, Social Legislation and Social policy, Social Change, Social control and social justice.

**UNIT 3:** Indian constitution and Social Legislation-fundamental rights and duties, writs, DPSP.

**UNIT 4:** Social legislation and Social work, Role of social worker in legal assistance

**Module 2 Legislations related to women, children, family and marginalized groups**

**UNIT 5:** Marriage, Divorce, widow remarriage, introduction to succession and laws of inheritance, women's property rights, maintenance.

Women's commission, Jagratha Samithy, DV Act, Family court-structure and functioning

**UNIT 6:** Laws relating to Child welfare and protection: JJ Act, POCSO Act, laws relating to child marriage, child labour, trafficking etc, Guardianship, Commission for Child Rights.

Childline; Government and Non-Governmental organizations handle legislations related to children (Children's home, Child line etc.).

**UNIT 7:** Protection of civil rights, prohibition of atrocities, Immoral traffic prevention, sexual offences, indecent representation of women, trafficking of women, Persons with Disability, protection of Elderly, constitutional provisions to SC/ST.

**UNIT 8:** Laws relating to Health: Mental Health Act, MTP, Medical Negligence, food adulteration.

### **Module 3      Tools and systems for social defence**

**UNIT 9:** Social Defence-definitions and objectives, IPC, CrPC, Role of court, Judiciary.

**UNIT 10:** Police and prisons, Rights related to arrest, detention and imprisonment.

**UNIT 11:** Probation and parole, need for rehabilitation of ex-convicts.

### **Module 4      Social Policy**

**UNIT 12:** Social Policy-concept: need and importance.

**UNIT 13:** The cycle of policy process: 1. identification of underlying problems 2.determine alternative for policy choices, 3.forecasting and evaluating alternatives 4.making a choice 5.policy implementation 6.policy monitoring,7.policy outcome,8.policy evaluation,9.problem restricting.

**UNIT 14:** Familiarise policies of local, national and global levels in the field of education, health, child welfare and environmental sustainability

### **Module 5      Social Security**

**UNIT 15:** Meaning of Social Security, need, importance and types- Social Insurance and Social Assistance.

**UNIT 16:** ESI Act, Workmen's compensation Act, Maternity Benefit Act, Minimum Wages Act – MGNREGA

**UNIT 17:** Laws relating to consumer protection, environment protection,

land reforms.

**UNIT 18:** Corruption: RTI as a tool.

**Module 6      Legal service authorities and human rights**

**UNIT 19:** Legal aid, Legal Service Authorities

**UNIT 20:** Lok Adalat, Public Interest Litigation- meaning, conditions, process

**UNIT 21:** Human Rights, UNDHR, National and State Human Right Commission

**UNIT 22:** Application of Social Legislation in Social Work, Role of Social Worker in relation to Social Legislation and Human Right issues.

**References**

1. Ahuja Sangeeta, (1997). *People law and Justice: A Case Book of Public-Interest Litigation*. Orient Longman Vol.1.
2. Barusch, A. (2006). *Foundations of social policy: Social justice in human perspective* (2<sup>nd</sup>ed.). Belmont, CA: Thomson Brooks/Cole.
3. Flynn, J. P. (1992) *Social Agency Policy: Analysis and Perspectives for Community Practice*. Chicago : Nelson Hall publishers
4. Jansson, B.S. (2008) *Becoming an Effective Policy Advocate: From Policy Practice to Social Justice* (5<sup>th</sup> ed.): California : Wadsworth Publishing Company, Belmont
5. Diwan Paras; Peeyushi Diwan (1996). *Family Law (Hindus, Muslims, Christians, Parsis and Jews)*. Allahabad Law Agency
6. Matha P.D., (1986). *Family Courts*, New Delhi: Indian Social Insti.
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10. The Constitution of India, Ministry of Law and Justice, Government of India.
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12. Gangrade K.D. (1978). *Social Legislation in India*, Delhi: Concept Pub., Vol. I & II.

## SW010403 - FIELD PRACTICUM 4

**Total Credits: 6**

**Total Hours: 216**

### OBJECTIVES:

1. Gain an in-depth knowledge of the specialization area by working with an agency in the respective area
2. Practice adaptively all the methods of social work (both primary and secondary)

### Elective (Specialization) – Community Development (CD)

#### Specific Objectives:

1. Be familiar with the policies, laws and government programmes applicable to the client systems of the agency.
2. Demonstrate the ability in assessing, intervening and working with elderly.
3. Develop skill in critical evaluation of financial management of the development sector
4. Develop skill in human resource management for development practice
5. Understand the significance of social policy in Community Development and gain the basic skills of influencing the same.

#### Field Practicum Requirements:

No	Activity	Minimum Requirement	Credits
1	Concurrent/block Field Practicum for 30	30 Days – 216 hours	6
	Total	<b>216 Hours</b>	<b>6</b>

#### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Weightage
1	Evaluation by agency supervisor	1
3	Field work Presentation & Viva	2
4	Evaluation by faculty supervisor based on performance of the student in the field work: <ul style="list-style-type: none"><li>• Understanding of concepts and quality of field work reports</li></ul>	2

	<ul style="list-style-type: none"> <li>Application of theory in to practice</li> </ul> <p>Completion of requirements: (Evaluation of a project (1), (Preparation of a project (1), community intervention with the participation of the people (1), completion of 216 hours in the community/agency based field work) and participation in individual conference</p>	5
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### Elective (Specialization) – Family and Child Welfare (FCW)

#### Specific objectives:

1. Be familiar with the policies, laws and government programmes applicable to the client systems of the agency
2. Demonstrate the ability in assessing, intervening and working with elderly.
3. Be familiar with the approaches and intervention strategies employed by the agency
4. Explore the possibilities of children and youth involvement in development project.
5. Understand the gender dimensions of the agencies work

#### Field Practicum Requirements:

No	Activity	Minimum Requirement	Credits
1	Concurrent/block Field Practicum for 30 days	30 Days – 216 hours	6
	Total	<b>216 Hours</b>	<b>6</b>

#### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Weightage
1	Evaluation by agency supervisor	1
3	Field work Presentation & Viva	2
4	Evaluation by faculty supervisor based on performance of the student in the field work:	

	<ul style="list-style-type: none"> <li>• Understanding of concepts and quality of field work reports</li> <li>• Application of theory in to practice</li> </ul>	2
	Completion of requirements: (intervention: Individual (4), group (1), completion of 216 hours in the community/agency based field work) and participation in individual conference	5

### Elective (Specialization) – Medical and Psychiatric Social Work

#### Specific objectives:

1. Be familiar with the policies, laws and government programmes applicable to the client systems of the agency
2. Demonstrate the ability in assessing, intervening and working with elderly.
3. Learn the role of professional social workers in school setting
4. Understand functioning of a multidisciplinary team
5. Gain knowledge in making social diagnosis and applying Social Work intervention techniques in medical and school settings

#### Field Practicum Requirements:

No	Activity	Minimum Requirement	Credits
1	Concurrent/block Field Practicum for 30 days	30 Days – 216 hours	6
	Total	<b>216 Hours</b>	<b>6</b>

#### Field Practicum Evaluation

The evaluation of the field work will be based on overall performance of the student in all the practicum requirements.

No	Parameters	Weightage
1	Evaluation by agency supervisor	1
2	Field work Presentation & Viva	2
4	Evaluation by faculty supervisor based on performance of the student in the field work:	



	<ul style="list-style-type: none"> <li>• Understanding of concepts and quality of field work reports</li> <li>• Application of theory in to practice</li> </ul>	2
	<p>Completion of requirements: (intervention: Individual (4), group (1), completion of 216 hours in the agency based field work) and participation in individual conference</p>	5

**B.B.A.**

**BA3CMT14 BUSINESS LAWS**

Complementary Course
No. of credit : 4
No. of contact hour: 5

**Aim of the course**

To build a general awareness about the principles behind contract law and to introduce various types of special contracts

**Objective of the course**

On completion of the course, student should be able

- To identify the principles behind law of contract
- To equip students to identify the validity of contracts
- To create awareness about various special contracts

**MODULE I: General principles of law of contract**

Law of contracts; Definition-essentials of a valid contract-kinds of contracts-Offer and acceptance- revocation-communication-consideration. Doctrine of privity of contract-capacity to contract-contract- coercion-undue influence-misrepresentation-fraud-mistake-performance-discharge of contract-breach of contract-remedies for breach of contract.

**MODULE II: Contracts of indemnity and guarantee**

Definition of indemnity—essential elements-rights of parties-definition of guarantee —essential elements- rights of surety-nature of surety's liability-discharge of guarantee

**MODULE III: Contract of bailment and pledge**

Definition —essential elements- rights and duties of bailor and bailee-termination of bailment- finder of goods-Pledge-definition-rights and duties of pawnor and pawnee.

**MODULE IV: Contract of agency**

Definition- essentials-types of agency-mercantile agents-extent of agent's authority-delegation of authority- personal liability of agent- liability of agent to third parties- termination of agency.

**MODULE V: Contract of sale of goods**

Sale of goods Act; Contract of sale and agreement to sell-conditions and warranties- transfer of property- title of goods-rights and duties of seller and buyer- rights of an unpaid seller.

**References**

1. Aswathappa, K., Business Laws, *Himalaya Publishing House, Bengaluru.*
2. Kapoor, N.D., Business Laws, *Sultan Chand publications New Delhi.*
3. Sharma, S.C., Business Law, *International Publishers, Bengaluru*
4. Tulsian, Business Law, *McGraw-Hill Education Mumbai.*

## BA4CMT20 CORPORATE LAWS

Complementary Course No. of credit : 4 No. of contact hour: 5
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### Aim of the course

To build a general awareness about the principles behind, companies and partnerships.

### Objective of the course:

On completion of the course, the student should be able

- To identify the various steps in the formation of a company
- To specify the basic principles of corporate laws
- To clarify the basic principles of partnership law
- To understand the basic features of limited liability partnership

### **MODULE I: Formation and incorporation of a company (The Companies Act, 2013)**

Formation and incorporation of a company; characteristics and types of companies;

Promoters; corporate veil; pre-incorporation and preliminary contracts.

Memorandum of association – articles of association- doctrine of ultra vires- doctrine of constructive notice- indoor management-prospectus and statement in lieu of prospectus-deemed prospectus-shelf prospectus-abridged prospectus- red-herring prospectus and information memorandum- liability for misstatement of prospectus.

### **MODULE II: Management of companies and Company meetings**

Qualification and appointment of directors; powers, duties and liabilities of directors; kinds of company meetings; requisites of a valid meeting; Chairman-agenda-minutes-quorum; Motions and resolutions –proxy-ascertaining the sense of a meeting.

### **MODULE III: Winding up of companies:**

Modes of winding up; compulsory winding up- grounds and procedure; voluntary winding up-types-procedure-effects of winding up-liquidator-powers and functions- contributories; defunct companies.

### **MODULE IV: The Law Relating to Partnership and limited liability partnership**

Nature, test and types of partnership- partnership deed- rights and liabilities of partners- relations of partners to one another and to third parties- incoming and outgoing partners- Retirement- Registration and dissolution of partnership- limited liability partnerships.

### **MODULE V: Pollution control Act**

Definitions- Air- water and sound pollution- pollution control measures.

## FIFTH SEMESTER

### BA5CRT21 ORGANISATIONAL BEHAVIOUR

<p>Core Course</p> <p>No. of credit : 4</p> <p>No. of contact hour: 6</p>
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#### **Course Objectives**

- Understand the implications of individual and group behaviour in organisational context.
- Understand the concept of organisational behaviour, social organisation and the diverse environment alongside with the management of groups and teams
- Appreciate the culture of organisational culture

#### **Learning Outcome**

- Manage conflict amongst groups in business environment
- Comprehend and apply motivational theories in the workplace
- Identify changes within organisations and power and politics in organisations

#### **MODULE- I:**

Introduction to Organisational Behaviour- Various discipline contributing to OB- Hawthorne experiment- foundation of individual behaviour- need and importance of organisational behaviour-nature and scope- framework of organisational behaviour

#### **MODULE- II:**

Personality-types-factors affecting personality-perception-importance-factors influencing perception-learning-types of learning styles-the learning process

#### **MODULE- III:**

Motivation-theories-importance –types –values and attributes-characteristics-components-formation and measurement-group dynamics group behaviour-formation-types of groups-stages of group development-conflict management-nature of conflict-types of conflict

#### **MODULE-IV:**

Leadership-meaning-importance-leadership styles-leaders Vs. managers-power and politics-sources of power

#### **MODULE-V:**

Organisational structure and design-organisational climate- factors affecting organisational climate- organisational development-organisational culture-organisational change- current trend in OB

## **BA5CMT24 INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS**

Complementary Course No. of credit : 4 No. of contact hour: 5
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### **Aim of the course**

To build a general awareness about the principles behind, intellectual property legislations and three important industrial laws.

### **Objective of the course:**

On completion of the course, student should be able

- ☐ To appreciate the concepts of patent and trademark protection.
- ☐ To specify the various legal provisions in the Factories Act and Industrial Disputes Act.
- ☐ To identify the benefits offered by ESI Act.

### **MODULE - I Introduction to Intellectual property Rights**

Concept; patents; term and registration of patents; Rights of patent holder; infringement of patents; Trademark: Meaning; procedure for registration; infringement of registered trademark; Collective marks - certification trademarks-well known trade mark.

### **MODULE - II: Law relating to factories**

Approval, licensing and registration of factories; provisions regarding health, safety and welfare of workers; working hours; employment of women and young persons. Annual leave with wages.

### **MODULE -III: Law relating to Industrial Disputes**

Meaning of industry; machinery for the prevention and settlement of industrial disputes. Provisions relating to strikes, lay off, retrenchment, lock out, closure and transfer of undertakings.

### **MODULE - IV: Law relating to employees' state insurance**

Applicability of the Act- administration of the scheme- ESI corporation-standing committee and medical benefit council- inspectors- contributions-benefits under the Act – adjudication of disputes.

### **MODULE -V: Consumer Protection Act**

Definitions- Consumer Protection Councils- central and state consumer protection councils-objects-consumer disputes redressal agencies-composition of the District Forum- Jurisdiction of the District Forum-procedure for filing complaints- composition and jurisdiction of State Commission-composition ,jurisdiction and powers of the National Commission-procedure applicable to state and national commission-Appeal-Dismissal of frivolous or vexatious complaints-penalties.

## **BA5CRT26 INDUSTRIAL RELATIONS**

Core Course

No. of credit : 3

No. of contact hour: 3

### **Aim of the course:**

To make an awareness about relations between labour and management in an industry.

### **Objectives of the course:**

Is to enable the student

- To have a basic idea regarding industrial relations.
- To understand various prospect of workers and employers
- To understand more about the employees performance and their carrier planning.
- To know how the ....are made in industries between workers and management.
- To know how the workers are participating in daws making programmes.
- To understand various welfare facilities of education programmes provided by employers to their employees.

### **MODULE I: Introduction**

Nature of Industrial relations- meaning and importance- Industrial labour in India,- an overview of industrial growth- Private and Public Sector Employment trends- Industrial Labour force.

### **MODULE II: Bargaining agents**

Workers Organization: Role of Trade Union in Industries- Multiplicity of trade unions- inside and outside leadership. Employers Organization-Role of Employers Organization in maintaining industrial relations, Recognition of trade Unions.

### **MODULE III: Industrial Unrest**

Concepts- Causes- Problems- handling techniques and procedures relating to –go-slow-work –stoppage-gherao-retrenchment-lay –off.

### **MODULE IV: Settlement of Industrial Disputes**

State Policy- need and nature of state labour policy and intervention-ILO Statutory Measures: Holding Negotiations-bipartite-tripartite negotiations-mediation-conciliation-arbitration-adjudication.

### **MODULE V: Promotion of Industrial Peace**

Collective bargaining-works participation in management-works education-workers welfare-Industrial truce

Reference text:

1. Industrial relations, trade unions and labour registration

-P.R.N. Sinha & InduBala Sinha &  
SeemaPriyadarshini Shekhar

2. Industrial relations

-C.B. Mamoria

# **B. Com**

**(Computer Application, Finance & Taxation,  
Marketing, Office Management)**



## Core Course

### CORPORATE REGULATIONS AND ADMINISTRATION

**Instructional Hours: 72**

**Credit: 3**

**Objective:** *To familiarise the students with the management and administration of joint stock companies in India as per Companies Act, 2013*

#### Module 1

**Company** - Definition – Characteristics – Classifications –History and framework of Company Law In India - Companies Act 2013 - one person company, small company, associate company, dormant company, producer company; association not for profit; illegal association **(Instructional Hours - 10)**

#### Module 2

**Promotion and formation of a company**- Body Corporate - promoter- legal position-duties-remuneration - Memorandum of Association – Articles of Association - Contents and alteration Incorporation of Company - On-line registration of a company – CIN - Companies With Charitable Objects - Doctrines of Indoor Management, Constructive Notice, Ultra-Vires - Lifting up of Corporate veil - Conversion Of Companies **(Instructional Hours - 12)**

#### Module 3

**Share Capital** – Types - Public Offer - Private Placement - Prospectus - Contents of Prospectus – Types of prospectus – Deemed prospectus - Shelf Prospectus - Red Herring Prospectus - Abridged prospectus- Liability for Misstatements in Prospectus – Issue and Allotment of Securities – Types - Voting Rights – DVR- Application of Premiums - Sweat Equity Shares - Issue and Redemption of Preference Shares- Transfer and Transmission of Securities- Punishment for impersonation of Shareholder - Further Issue of Share Capital- Bonus Shares- Debenture Issue - **(Instructional Hours - 15)**

#### Module 4

**Membership in company and meetings**- modes of acquiring membership-rights and liabilities of members- Control -cessation of membership- Register of Members - Company meetings – Annual General Meeting - Extraordinary General Meeting- Notice of Meeting - Quorum - Chairman - Proxies - Voting - Show Of Hands – E-Voting - Poll- Postal Ballot- Motions - Resolutions - Types - Minutes - Books of accounts - Annual Return- Directors - Types - legal position – Appointment - Duties - Disqualifications - DIN - Vacation of Office - Resignation - Removal - Meetings Of Board - Resolutions And Proceedings - Powers of Board - Key Managerial Personnel- CEO- CFO - Audit and Audit Committee - related party- transactions - Corporate Social Responsibility.

**(Instructional Hours - 20)**

#### Module 5

**Winding up** - Contributory – Modes of winding up - Winding Up by Tribunal - Petition for Winding Up - Powers of Tribunal- Liquidators - Appointments- Submission of Report - Powers and Duties - Effect of Winding Up Order- Voluntary Winding Up - Circumstances - Declaration of Solvency - Meeting of Creditors- Commencement of Voluntary Winding Up- Appointment of Company Liquidator- Final Meeting and Dissolution of Company Official Liquidators –Appointment -Powers - Functions - Winding up of unregistered companies. **(Instructional Hours - 15)**

### **Module-III**

Emergence of Ecotourism-Concept and Definitions- Growth and Development- Eco-tourism Principles- Profiling the Eco Tourists- Eco Tourism Resources in India- National Parks- Wild- Life Sanctuaries-Tiger Reserves- Biosphere Reserves-Wetlands- Coral Reefs- Desert Eco-tourism.-Global Significance of Sustainable Tourism- Agenda 21 for Travel and Tourism Industry **(15 Hours)**

### **Module-IV**

Alternative Tourism and Environmental Policy - Environmental Policy - Tourism Policy in India and its Linkage with Tourism- Common Property Resources in Tourism Management- Alternative Tourism- Definition- The Potentials and Constraints- Environment Guidelines and Environment Auditing - Environment Performance- Environment Reporting **(20 Hours)**

### **Module-V**

Environmental Education and Legislation- Need and Strategies with Special Emphasis to Tourism- Planning for Sustainable Tourism- Government Measures- Local Self- government- Role of NGOs- Voluntary Associations- Review of Studies of Adversities of Tourism Industry- Recent trends. **(15 Hours)**

### ***Suggested Readings***

1. Baldwin, J.H., Environmental Planning and Management, *I.B.D. Dehradun*
2. Singh, Ratandeep, Handbook of Environmental Guidelines for Indian Tourism, *Kanishka Publishers.*
3. Dash, M.C., Fundamentals of Ecology, *Tata McGraw Hill Co. Ltd., Publishing Co. Ltd.*
4. Khoshov, T.N., The Planning and Management of Environmentally Sensitive Areas *A.Lengman U.S.*

## **Complementary Course III : COSUMER BEHAVIOUR (Common For Marketing stream and Logistics Management stream)**

**Instructional Hours-90**

**Credit-4**

***Objective-*** *To provide the basic knowledge of environmental and ecological aspects of tourism industry*

### **Module I**

Introduction- Concept-Diversity of Consumer Behaviour-Characteristics of Indian Consumer Behaviour—Applications of Consumer Behaviour Knowledge in Marketing-Difficulties & Challenges in Predicting Consumer Behaviour-Emerging Issues **(16 Hours)**

### **Module II**

Consumer Needs- Motives- Theories of Motivation and their Application-Personality and Self-concept-Theories of Personality-Perception-Thresholds of Perception- Consumer Attitude-Attitude Formation- Communication and Persuasion- Self-image- Life Style Analysis-Learning-Theories and its Application- Cognitive Learning Theories- Conditioning Theories. **(20 Hours)**

### **Module III**

Influence on Consumers-Family-Social Class- Group Dynamics and Consumer Reference Groups- Cultural and Sub- cultural Aspects- Values- Beliefs- Tradition- Cross Cultural Consumer Behaviour.

**(16 Hours)**

### **Module IV**

Consumer Decision Making-Process of Decision Making-Models- Economic-Learning- Psychological- Sociological-Howard Seth-Engel-Kollat Model-NICOSIA Model- Diffusion of Innovations- Post Purchase Behaviour and Consumer Loyalty- Consumer Satisfaction Concept- Expectancy-Disconfirmation-Equity Theory- Attribution Theory-Loyalty Programmes- Types- Dissonance Management

**(20 Hours)**

### **Module-V**

Consumerism and Organizational Behaviour-Definition-Evolution of Consumerism- Consumer Protection Acts- Redressal Agencies-Organizational Behaviour- Meaning- Factors Influencing it- Organizational Buying Process- Future Trends

**(18 Hours)**

### ***Suggested Readings***

1. Nair, Suja, R., Consumer Behaviour in Indian Perspective, *Himalaya Publishing House, Mumbai*
2. Sontakki, C.N., Consumer Behaviour, *Himalaya Publishing House, Mumbai*
3. Desmond, Consuming Behaviour, *Palgrave MacMillan, Guragaon*
4. Jain, P.C., and Monika Bhatt, Consumer Behaviour In Indian Context, *S.Chand& Company, New Delhi.*
5. Schiffman, L.G., & Kanuk, L. L., Consumer Behaviour, *Pearson Education, New Delhi*

## **Core Course: MANAGEMENT ACCOUNTING**

**Instructional Hours: 90**

**Credit: 4**

***Objective:*** *To acquaint the students with management accounting techniques for the analysis and interpretation of financial statements and to study the basic framework of financial reporting.*

### **Module I**

**Introduction to Management Accounting** – Meaning- evolution- Definition- Nature and characteristics- scope- Objectives- Functions- Distinction between financial accounting and management accounting- distinction between cost accounting and management accounting- Tools of management accounting- Limitations of Management accounting

**( 10 Hours)**

### **Module II**

**Financial Statement Analysis** - Financial Statements –Nature and limitations of financial statements- Analysis and Interpretation of Financial Statements- Objectives – Importance – Types of Financial Analysis – Internal- External – Horizontal – Vertical – Techniques of Analysis – Comparative Statements – Common Size Statements – Trend Analysis.

**(15 Hours)**

### **Module III**

1. Jha, D.N., Ancient India – An introductory outline, *Rupa & Co. New Delhi*
2. Pandey, A.B., *The Medieval India (Mughal period), Vol. II*
3. Kosambi, D.D., Culture and Civilization of Ancient India in Historical Outline
4. Sharma, R.S., Aspects of Ancient Indian Political Ideas and Institutions- 1959, *Delhi*.
5. Sharma, R.S., Indian Society, Historical Probing,

## Optional Courses- MARKETING

### SEMESTER III

#### Optional Core I: CUSTOMER RELATIONSHIP MANAGEMENT

**Instructional Hours – 90 Hours**

**Credit -3**

*Objectives: The purpose of this course is to familiarize the students with the concepts and strategies involved in Customer Relationship Management*

#### **Module I**

Customer Relationship Management – Introduction – Definition-Need for CRM - Concepts - Customer Loyalty and Optimizing Customer Relationships - Strategic Framework for CRM - Origin and Role of CRM - Components of CRM-CRM Processes. **(20 Hours)**

#### **Module II**

Customer Satisfaction- Product Marketing- Direct Marketing- Customer Learning Relationship- Key Stages of CRM-Forces Driving CRM- Benefits of CRM-Growth of CRM Market in India- Key Principles of CRM. **(20 Hours)**

#### **Module III**

CRM Strategy- CRM Strategy Development Process-CRM Value Creation Process- Customer Profitability- Customer Acquisition and Retention - Customer Strategy **(15 Hours)**

#### **Module IV**

CRM Process Framework- Governance Process- Performance Evaluation Process- Monitoring System- Key Performance Indicators- CRM Budget and CRM Return on Investment **(15 Hours)**

#### **Module V**

Use of Technology in CRM- Call Centre Process- CRM Technology Tools -Implementation- Selection of CRM Package- Reasons for Failure of CRM **(20 Hours)**

#### **Suggested Readings**

1. Peelen, E.D., Customer Relationship Management, *Pearson Education, Mumbai*.
2. Francis, Buttle & Stan Maklan, Customer Relationship Management Concepts and Technologies, *Taylor and Francis, UK*.
3. Bhat, G.K., Customer Relationship Management, *Himalaya Publishing House, Mumbai*.
4. Peeru, H., Mohamed & Sagadevan, A., Customer Relationship Management, *Vikas Publishing House, Noida*.

# **B. Sc Psychology**

## PY3CRT07 LIVING IN THE SOCIAL WORLD

**Credit:4**

**Teaching Hours: 7/week**

**Objectives:**

- To understand the psychological processes behind human behaviour in a social setting
- Explain the psychological aspects of various social phenomena (Understand the psychological aspects of various social issues in the society and the nation)
- Implication of social psychology in everyday living

**Module I: Introduction to Social Psychology**

Social Psychology (Definition). Focus of social psychology.

Research methods in Social Psychology (very briefly) – Systematic observation, Survey, Correlation, Experimental method, Field experiment, Sociometry.

Socialization (Definition).

**References**

Baron, R. A., Branscombe, N. R., Byrne, D., & Bhardwaj, G. (2010). *Social Psychology*. Delhi: Pearson. pp. 5-14,23-27.

Baron, R.A. & Branscombe, N.R. (2015). *Social Psychology*. Delhi: Pearson. pp.2-11,18-24.

Singh, A. K. (2015). *Social Psychology*. Delhi: PHI learning Pvt. Ltd. pp. 169-170.

**Module II: Social Cognition**

Social Cognition (Definition). Schemas: Types. Priming. Self- fulfilling prophecy.

Heuristics - Types. Automatic processing.

Potential sources of error in social cognition (Briefly): Negativity bias, Optimistic bias, Overconfidence barrier, Planning fallacy, Counterfactual thinking, Thought suppression, Magical thinking, Terror management.

Affect and Cognition: How feelings shape thoughts and thought shapes feelings.

**References**

Baron, R. A., Branscombe, N. R., Byrne, D., & Bhardwaj, G. (2010). *Social Psychology*. Delhi: Pearson. pp. 39-69.

Baron, R.A. & Branscombe, N.R. (2015). *Social Psychology*. Delhi: Pearson. pp. 34-64.

Singh, A. K. (2015). *Social Psychology*. Delhi: PHI learning Pvt. Ltd. pp. 109-125.

**Module III: Social Perception**

Social perception: Nonverbal communication- Facial expressions, Gazes, Stares, Body language, Touching. Deception and Microexpressions.

Attribution: Theories of Attribution – Heider, Jones and Davis, Kelly, Shaver, Weiner. Basic sources of attribution errors. Applications of Attribution theory in understanding depression.

Impression formation (Definition). Impression management- tactics.

## PSY6 CRT17 MANAGING BEHAVIOR IN ORGANIZATION

**Credit :4**

**Teaching Hours:4/week**

### **Objectives:**

To familiarize and learn concept of human organizations and behavior in organizations.

To introduce topics like Leadership, Motivation, Power, Conflict, Negotiation in organizations and to learn strategies to Manage organizations more effectively.

### **Module1: Organizational Decision Making:**

Definition, Nature of decision making: decision characteristics, types of decisions. Decision making process, Problems in decision making process: misunderstanding a situation, rushing the decision Making process.Improving decision making process: Improving the roles of individual, structured group decision making process.Techniques of decision making. Models of Individual decision making: Classical, Behavioral decision making models, Individual decision making process.

### **References**

Singh, K. (2013). *Organizational Behaviour*. India: Dorling Kindersley Pvt. Ltd. Pp. 329-347.  
Luthans, F. (1997).*Organizational Behaviour*. (7<sup>th</sup>ed). New York: McGraw Hill International. Pp. 532-547

### **Module 2: Power conflict and negotiation:**

Definition, bases of power, power tactics, Indian perspectives on power. Power in action.

Conflict: Conflict: conflict process , Sources, Types, Functionality and Dysfunctionality of Conflict, Classification of Conflict Intra Individual, Interpersonal, Intergroup and Organizational, Resolution of Conflict, Meaning and Types of Grievance and Process of Grievance Handling. Negotiation- Process, types, Johari window.

Empowerment and Participation - The nature of empowerment and participation, How participation works, Programs for participation, Important considerations in participation.

Assertive Behaviour - Interpersonal Orientations, Facilitating smooth relations, Stroking.

### **References**

Singh, K. (2013). *Organizational Behaviour*.India: Dorling Kindersley Pvt. Ltd.,Pp. 377-393.  
Hellriegel& Slocum.(2004).*Organizational Behaviour*. Singapore: ThompsonSouth-Western publishers, Pp. 225-244.

### **Module 3: Organizational culture:**

What is organizational culture: definition, Concept, Characteristics, Elements of Culture, Implications of Organizational culture, Process of Organizational culture, cultural typologies, Strong vs. Weak cultures, culture vs. formalization, Organizational culture vs. National culture What do cultures do? Culture's functions, culture as a liability.

Creating and sustaining culture: How a culture Begins, Keeping a culture Alive.

How employees learn culture: Rituals, Material symbols, language.

### References

- Singh, K. (2013). *Organizational Behaviour*. India: Dorling Kindersley Pvt. Ltd., Pp. 399-416.  
 Robbins, S. P., Judge, T. A., & Sanghi, S. (2009). *Organizational Behaviour*. Dorling Kindersley Pvt. Ltd., Pp. 600-623.

### Module 4: Managing Organizational Change and Development:

Concept, forces of change, managing planned change, Changing structure, changing technology, changing the physical setting, changing people.

Resistance to change: Individual resistance, organizational resistance, overcoming resistance to change, the politics of change.

Approaches to managing organizational change: Lewin's three-step Model Organizational Development: OD values, OD interventions. Key issues of management change: Innovation, Creating a Learning organization.

### References

- Singh, K. (2013). *Organizational Behaviour*. India: Dorling Kindersley Pvt. Ltd. Pp. 425-460.  
 Luthans, F. (1997). *Organizational Behaviour*. (7<sup>th</sup>ed). New York: McGraw Hill International. Pp. 592-610

### Module 5: Organizational Stress:

Work place stress: Meaning of Job Stress-Definition Burnout, Background of stress.

Causes of Stress: Individual, Group, Organizational, Extra organizational Stress.

Effect of Job Stress: Physical, Psychological, Behavioral problems. Coping Strategies: Individual, organizational.

Employee counseling, Types of counseling.

### References

- Singh, K. (2013). *Organizational Behaviour*. India: Dorling Kindersley Pvt. Ltd. Pp. 181-198.  
 Luthans, F. (1997). *Organizational Behaviour*. (7<sup>th</sup>ed). New York: McGraw Hill International. Pp. 194-207.

### Module 6: Social Responsibility and Ethics:

Nature of social responsibility: Law and social responsibility, Historical perspectives, social responsibility organizational stake holders. Diverging Views on social responsibility. The nature of Managerial Ethics: Sources of ethics, moral development, Managerial ethics. Ethical and unethical managerial Behavior: Ethical standard and Managerial dilemma.

Ethics and Ethical behavior in Organization: Sexual harassment, pay and promotion discrimination, Employee privacy issue.

### References

- Sinha, J. B. P. (2008). *Cultural and Organizational Behavior*. New Delhi: Sage  
 Steers, R. M. (1991). *Introduction to Organizational Behavior*. New York: Harper Collins.

**Activity based assignments** and seminars -Assignments and seminars only on related topics so as to enable students to apply principles and theories studied to analyze phenomena relating to day to day aspect of behavior.

### References



- Hellriegel&Slocum.(2004). *Organizational Behaviour*. Singapore: Thompson South-Western Publishers.
- Hitte, M. A., Miller, C. C., & Colella, A. (2006). *Organizational Behaviour*. New Delhi: WileyIndia.
- Luthans, F. (1996). *Organizational Behavior*. (7<sup>th</sup>ed). New York: McGraw Hill International.
- Luthans, F. (2007). *Organizational Behaviour*. (11<sup>th</sup>ed). New York: McGraw Hill International.
- McShane&Glinow. *Organizational Behaviour*, McGraw Hill Publication.
- Pierce, J. L., Gardner, D. G. (2002). *Management and Organizational Behaviour*. Noida: Thomson
- Robbins, S. P., Judge, T. A., & Sanghi, S. (2009). *Organizational Behavior*. Dorling Kindersley Pvt. Ltd.
- Sinha, J. B. P. (2008). *Cultural and Organizational Behaviour*. New Delhi: Sage
- Steers, R. M. (1991). *Introduction to Organizational Behaviour*. New York: Harper Collins.

## PY6 CB04 HEALTH PSYCHOLOGY

### **Objectives:**

To make awareness about the scope of health psychology and its role in achievement and maintenance of health.

To make awareness about of the stress and coping behavior of individuals in various life situations.

To make aware of the role of Psychology in general health and chronic health problems.

### **Module I: History and concepts.**

Need and Significance of Health Psychology, Historical and Conceptual basis of Health Psychology. Quality of Life in relation to health-wellness state and illness state

### **Module 2: Psychobiology of Health Biomedical Science and Health Psychology.**

Mental Health .Illness as an expression of emotional needs, Stress, Coping and Management.Role of psychological process in Somatoform disorders.

### **Module 3: Health and Behavior Change Health Behaviour and Health Models.**

Health Compromising Behaviour: Alcohol use and abuse, smoking, sexual behaviour, Jealousy, Rumor spreading.Health Enhancing techniques: Exercise, Yoga,Eating and health, positive thinking, skill development.

### **Module 4: Society and Health Culture,Social class, Gender and attitude in relation to Health.**

Social relationships – Support system, social networking, friendships service availability and utilization Doctor- Patient communication & relationship in the context of Health psychology.

### **Module 5: Managing Lifestyle illness and terminal illness**

Psychological factors in Cancer , Diabetes ,Coronary Heart Disease and Asthma.

Psychological Factors in Degenerative Neurological diseases- Alzheimer's disease, Dementia and Problems of aging and adjustment.Psychological factors in Pain and Pain management.

### **References**

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