# BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, CHHATRAPATI SAMBHAJINAGAR.

**Circular No./SU/Curri./M.A. Liberal Arts IInd Yr./NEP-2020/27/2024.**

It is hereby inform to all concerned that, the syllabus prepared by the the Head of History & Ancient Indian Culture and recommended by Dean, Interdisciplinary Studies, the Hon'ble Vice-Chancellor has **accepted Curriculum of M.A. Liberal Arts Second Year [III & IV Semester] as per the Norms of National Education Policy-2020 under the Faculty of Interdisciplinary Studies** run at the University Department of History & AIC, in his emergency powers under Section-12[7] of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council.

This is effective from the Academic Year 2024-2025 and Onwards as appended herewith.

This syllabus is also available on the University website www.bamu.ac.in.

All concerned are requested to note the contents of the circular and bring notice to the students, teachers and staff for their information and necessary action.

University campus,
Aurangabad-431 004.
Ref. No. SU/MA Liberal Arts/IInd yr./
Curri./2024/3600-609
Date: 18.07.2024

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**Deputy Registrar,**
**Academic [Syllabus]**
**Section.**

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**Dr. Babasaheb Ambedkar Marathwada University, Aurangabad**
2] **The Director,** University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

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**5] The Programmer [ Computer Unit-2] Examinations,**
6] The In-charge, [E-Suvidha Kendra],
7] The Public Relation Officer,
8] The Record Keeper,
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

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# Dr. Babasaheb Ambedkar Marathwada University,

## Chhatrapati Sambhajinagar.




# Master of Liberal Arts

# Syllabus for Second Year

# As Per NEP – 2020

**NEP-2020, M.A. LIBERAL ARTS: SEM III AND SEM IV SYLLABUS FORMAT 2023-2024 ONWARS**

# Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajinagar.

Illustrative Credit Distribution Structure for Two Year / One Year PG

**Master of Liberal Arts Programme**

| Year (2 Yr PG) | Level | Sem (2 Yr) | Major | | | Research Methodology | On Job Training / Field Project | Research Project | Cum. Cr | Degree |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Mandatory | Activity | Elective | | | | | |
| **II** | 6.0 | **Sem III** | **1. MLA 607** Comparative Religion and Indology<br>**2. MLA 608** Agriculture Innovation and Technology<br>**3. MLA 609** Theory and Practice of Liberal Arts | **MLA 664** Communication Language | **1. MLA 627** Indian Polity: Past and Present<br>**2. MLA 628** Management Theories<br>**3. MLA 629** Geo Political Studies<br>**4. MLA 630** Dramatic Performing Arts and Public Speaking | | | **MLA 665** Interdisciplinary Research Methods | **22** | |

## Master of Liberal Arts Programme

| Year (2 Yr PG) | Level | Sem (2 Yr) | Major | | | Research Methodology | On Job Training / Field Project | Research Project | Cum Cr | Degree |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Mandatory | Activity | Elective | | | | | |
| **II** | | **Sem IV** | **1.MLA 610** Advanced Research Methodologies **2.MLA 611** Gender Inequality and Feminist Theories **3.MLA 612** Media Management | | **1. MLA 631** History of Thoughts and Ideas **2. MLA 632** Contemporary India **3. MLA 633** Heritage Management **4. MLA 634** New Corporate Communication and Soft Skills | | | **MLA 666** Research Writing | **22** | |
| **Cum. Cr. For PG Diploma** | | | **24** | **4** | **8** | **4** | **4** | **--** | **44** | |

Professor & Head
Department of History & AIC,
Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhajinagar -431004

# DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, CHHATRAPATI SAMBHAJINAGAR.




## MASTER OF LIBERAL ARTS

## SYLLABUS FOR SECOND YEAR

## AS PER NATIONAL EDUCATION POLICY – 2020

## CURRICULUM

## NEP-2020, M.A. LIBERAL ARTS: SEM III AND SEM IV SYLLABUS

**Effective From the Academic Ye 4-25**

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,**
**CHHATRAPATI SAMBHAJINAGAR**
**M.A. LIBERAL ARTSSYLLABUS**
**SYLLABUS FOR M.L.A (III, IV Semesters)**

**SEMESTER III**

| Course Code | Course Title | Credits |
|---|---|---|
| | **CORE COURSE** | |
| MLA 607 | COMPARATIVE RELIGION AND INDOLOGY | 04 |
| MLA 608 | AGRICULTURE INNOVATION AND TECHNOLOGY | 04 |
| MLA 609 | THEORY AND PRACTICE OF LIBERAL ARTS | 04 |
| | **ELECTIVE COURSES** | |
| MLA 627 | INDIAN POLITY: PAST AND PRESENT | 04 |
| MLA 628 | MANAGEMENT THEORIES | 04 |
| MLA 629 | GEO POLITICAL STUDIES | 04 |
| MLA 630 | DRAMATIC PERFORMING ARTS AND PUBLIC SPEAKING | 04 |
| | **ACTIVITY COURSE** | |
| MLA 664 | COMMUNICATION LANGUAGES | 02 |
| | **RESEARCH PROJECT** | |
| MLA 665 | INTERDISCIPLINARY RESEARCH METHOD | 04 |

**SEMESTER IV**

| Course Code | Course Title | Credits |
|---|---|---|
| | **CORE COURSE** | |
| MLA 610 | ADVANCED RESEARCH METHODOLOGIES | 04 |
| MLA 611 | GENDER INEQUALITY AND FEMINIST THEORIES | 04 |
| MLA 612 | MEDIA MANAGEMENT | 04 |
| | **ELECTIVE COURSES** | |
| MLA 631 | HISTORY OF THOUGHTS AND IDEAS | 04 |
| MLA 632 | CONTEMPORARY INDIA | 04 |
| MLA 633 | HERITAGE MANAGEMENT | 04 |
| MLA 634 | NEW CORPORATE COMMUNICATION & SOFT SKILLS | 04 |
| | **RESEARCH PROJECT** | |
| MLA 666 | RESEARCH WRITING | 04 |

## MASTER OF LIBERAL ARTS

## III SEMESTER SYLLABUS

| COURSE CODE.: MLA 607 | No. of Credits :04 | SEMESTER: III (M.L.A Course) |
|---|---|---|
| **COURSE TITLE: COMPARATIVE RELIGION AND INDOLOGY** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** Religion was a connecting force in the ancient world the study of comparative religion in the critical angel can help to develop the rationalism in the minds of student's learner. Further India having the rich hold of realizes cultural of Vedic Buddhist and Jain as well as Islam. A special focus is given on the study of Indology to provide a comparative prospective of world religions is the basic purpose of the present paper. | | |
| **PRE-REQUISITES:** | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Comparative religion: World Religions and Global Issues, Ethical Conflicts and Religious Values, Cross-Cultural Environmental Ethics differences. | 10+2=12 |
| II | Comparative Study of Buddha, Jesus, Aadi Shankar Acharya and Karl Marx and Dr. B. R .Ambedkar : A Study in Comparative Ethics, End of the World, Religion and Sexuality, Women and Religion. | 10+2=12 |
| III | Sociology and Religion, Theories and Criticisms of Religion, Current trends in Religion Studies: Animals and Religion, Pilgrimage and Sacred places, Religious Pluralism in India. | 10+2=12 |
| IV | **Indology:** Introduction to Indology, history and philosophy of Indology. Vedic literature - from Veda to Brahmana, Origins of "Samskara and Karma"-from Upanishad to Buddhism, Sanskrit Literature Vedic Prose, | 9+3=12 |
| V | Introduction to philosophy Buddhism and Jainism Inscriptions of Asoka, Overview of History of Indian Buddhism. Elementary Sanskrit and Pali grammar, Introduction to Historical Grammar of Old Indo-Persian–Phonology and its impact on Indian studies in grammar and linguistics. | 9+3=12 |

**Text books:**


1. Darrell J. Fasching, Dell de Chant, David M. Lantigua, Comparative Religious Ethics: Narrative Approach to Global Ethics, John Wiley & Sons, 2011
2. William Albert Graham, Islamic and Comparative Religious Studies: Selected Writings, Ashgate Publishing, Ltd., 2010
3. René Gothóni, How to do Comparative Religion?: Three Ways, Many Goals, Walter de Gruyter, 2005
4. Kimberley Christine Patton, Benjamin C. Ray, A Magic Still Dwells: Comparative Religion in the Postmodern Age, University of California Press, 2000
5. Y. Masih, A Comparative Study of Religions (Google eBook), Motilal Banarsidass Publ., 2000
6. Douglas Charing, Comparative religions: a modern textbook, Blandford Press, 1982
7. KedarNath Tiwari, Comparative Religion (Google eBook), Motilal Banarsidass Publ.,1983
8. SarojaBhate, Indology: past, present, and future, Sahitya Akademi, 2002
9. William Norman Brown, India and Indology: Selected Articles, Motilal Banarsidass Published, 1978
10. Vasudev Vishnu Mirashi, Literary and Historical Studies in Indology, Motilal Banarsidass, Publ, 1975
11. Douglas T. McGetchin, Indology, Indomania, and Orientalism: Ancient India's Rebirth in Modern Germany, Fairleigh Dickinson Univ Press, 2009
12. D. D. Kosambi, Brajadulal Chattopadhyaya, Combined Methods in Indology And Other Writings, Oxford University Press, Incorporated, 2005
13. Asiatic Society, Future of Indology: A Collection of Seminar Papers, Asiatic Society, 2003
14. Ramchandra Narayan Dandekar, Recent Trends in Indology: German Indology: Past and Present, Pune, Shakuntala Publishing House, 1969 &Bhandarkar Oriental Research Institute, 1978

| COURSE CODE.: MLA 608 | No. of Credits: 04 | SEMESTER: III (M.L.A Course) |
|---|---|---|
| **COURSE TITLE: AGRICULTURE INNOVATION AND TECHNOLOGY** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** India is an agrarian Nation having rich traditional knowledge of farming agriculture was a basic potential course which has change the profile of Indian society However two green regulation in India possible due to technological innovations to provide up-to-date knowledge about modern agricultural development is the basic perspective behind this paper. | | |
| **PRE-REQUISITES:** | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Origin and development of agriculture in India. Modes and methods of traditional farming, elements of social systems and barriers to social change in agro based structure. | 9+3=12 |
| II | Nature, Scope of agriculture innovations, technology and extension in agriculture, role of communication in extension, Understanding the concept of innovation and adoption in agricultural. | 10+2=12 |
| III | Principles of extension administration, agricultural innovation, technology and extension in agriculture, the effective role of agricultural research institutes in extension work, diffusion of innovation. | 9+3=12 |
| IV | Objectives and Key Issues, sharing agricultural information, ICT a Promising Means, ICT and Agricultural Industry, Innovations for sustainable agriculture. | 10+2=12 |
| V | **Innovations:** Fertilizer tree, perennial crops, cover crops, urban agriculture, integrated fish and crop, contemporary agrarian issues, the current status of agricultural research in India, Agro–Channel. | 10+2=12 |

## Suggested Reading List:


1. World Bank, Enhancing Agricultural Innovation: How to Go Beyond the Strengthening of Research Systems, World Bank Publications, 2007
2. United Nations, Technology and Innovation Report 2010: Enhancing Food Security in Africa through Science, Technology and Innovation, United Nations, United Nations Publications, 2010
3. The World Bank, Agricultural Innovation Systems: An Investment Sourcebook (Google eBook), The World Bank, World Bank Publications, 21-Feb-2012
4. Arnul f Grübler, Charlie Wilson, Energy Technology Innovation, Cambridge University Press, 2013
5. OECD, Improving Agricultural Knowledge and Innovation Systems OECD Conference Proceedings: OECD Conference Proceedings (Google eBook), OECD, OECD Publishing, 2012
6. Setotaw FeredeTesema, Impact of Technological Change on Household Production and Food Security in Smallholders Agriculture: The Case of Wheat-tef Based Farming Systems in the Central Highlands of Ethopia, CuvillierVerlag, 2006
7. David J. Bennett, Richard C. Jennings, Successful Agricultural Innovation in Emerging Economies: New Genetic Technologies for Global Food Production, Cambridge University Press, 2013
8. United Nations, Rural Development and Poverty in South Asia, United Nations Publications, 2004
9. Olaf Erenstein, Zero tillage in the rice-wheat systems of the Indo-Gangetic Plains: A review of impacts and sustainability implications, Intl Food Policy Res Inst, 2009

| COURSE CODE.: MLA609 | No. of Credits: 04 | SEMESTER: III (M.L.A Course) |
|---|---|---|
| COURSE TITLE: THEORY AND PRACTICE OF LIBERAL ARTS | | |
| Internal assessment: 40 Marks and | | External assessment : 60 Marks |
| COURSE-OBJECTIVES: This course intends to bring together students, learners and scholars from different faculties of knowledge to come at one platform and brainstorm and engage their skills to understand utility of social science and liberal arts in the social scenario. | | |
| PRE-REQUISITES: | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | The Concept of Liberal Arts, Its origin and development, Changing role of liberal arts in civic society.The role of logic, evidence and scientific thinking. The importance of Liberal Arts in NEP. | 8+2=10 |
| II | Nature and scope of liberal arts, comparative philosophies of Plato, Aristotle, Avicenna, Al-Biruni, Kautilya and Charvak, Ramification of arts in classical oriental literature | 10+2=12 |
| III | Indian and western philosophy of liberal arts, liberal trends in pre-colonial, colonial and post-colonial art and aesthetics, architecture, literature and social sciences. | 12+2=14 |
| IV | Development of Liberal Philosophy in 19th century, J.S. Mill on Liberty, Philosophy of Harold Lasky, Liberalism in Post-Modern period. Emergence of liberal education in India after NEP 2020. | 12+2=14 |
| V | Liberal philosophy in India, Dr. B.R. Ambedkar Liberalism in Post-Independence India with special reference to M.N. Roy, Deendayal Upadhyaya and Ram Monohar Lohiya | 10+2=12 |

**Suggested Reading List:**


1. Mehta, Uday Singh, Liberalism and Empire: A Study in Nineteenth-Century British Liberal Thought, Chicago, University of Chicago Press, 1999
2. Bayly, C. A., Recovering Liberties: Indian Thought in the Age of Liberalism and Empire, Cambridge, Cambridge University Press, 2011
3. Shakoor, Abida, Origins of Modern Europe; Medieval National Consciousness, New Delhi, Aakar Books, 2004
4. Mahajan, Gurpreet, Identities and rights: aspects of liberal democracy in India, London, Oxford University Press, 1998
5. Sarma, G.N. and ShakirMoin, Roy to Nehru, Aurangabad, ParimalPrakashan, 1976
6. Pant, S.N., Western and Indian Philosophy, Lucknow, S Chand Publishers, 1996
7. Gandhi, M.K., My Experiment of Truth, Ahmadabad, Navjeevan, 2001
8. Gandhi, M.K., Hind Swaraj, Ahmadabad, Navjeevan, 2001
9. Bhole B.L., Indian Political Thinkers, Nagpur, Vidya Books, 2006
10. Judith Butler, Elizabeth Weed, the Question of Gender: Joan W. Scott's Critical Feminism, Indiana University Press, 2011
11. Ben Jackson, Marc Stears, and Liberalism as Ideology: Essays in Honour of Michael Freeden, Oxford, Oxford University Press, 2012
12. Martin Moir, Douglas M. Peers, Lynn Zastoupil, J.S. Mill's Encounter with India, University of Toronto Press, 1999
13. KedarNath Tiwari, Classical Indian Ethical Thought: A Philosophical Study of Hindu, Jaina, and Buddhist Morals, New Delhi, MotilalBanarsidass Publisher, 1998
14. Gurmukh Ram Madan, Western Thinkers on Indian Society, New Delhi, Anamika Pub & Distributors, 2000
15. Rajendra Prasad, a Conceptual-analytic Study of Classical Indian Philosophy of Morals, New Delhi, Concept Publishing Company, 2008
17. Speeches and Writings of Dr. B.R. Ambedkar, Government of Maharashtra, 2001
18. Collected Works of Mahatma Gandhi, New Delhi, Government of India 1994

| COURSE CODE.: MLA-627 (Elective) | No. of Credits:04 | SEMESTER: III (M.L.A Course) |
|---|---|---|
| SUBJECT TITLE: INDIAN POLITY : PAST AND PRESENT | | |
| Internal assessment: 40 Marks and | | External assessment : 60 Marks |
| COURSE-OBJECTIVES: The objective of this is to strengthen the roots of Indian polity. Democracy can be the way of life if Indian polity is carefully studies. | | |
| PRE-REQUISITES: | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | The concept of poly and its development Aristotle's perception of polity and its modern ramification contribution and J S Mill, HeralLasky and PanditJawahrlal Nehru | 9+3=12 |
| II | The ancient background of Indian polity subh and samiti in rugvedic India, The role played by Janapads in ancient India. | 10+2=12 |
| III | The role of polity in Buddhist sangas Dr. Babasaheb Ambedkar prospective on Indian polity prepare on Indian polity. | 9+3=12 |
| IV | The development of Indian polity from 1974 to 2014 Adult franchise and electoral reforms. Compulsory voting and people's awareness about their political right. | 10+2=12 |
| V | Challenges before Indian polity-Terrorism, Crime and Valence and Corruptions difficulties in developing polity as way of life, the role of civic societies and growth of NGOs and responsible institution in Indian polity. | 10+2=12 |

## Suggested Reading List:


1. Banerjee, P., Public Administration in Ancient India, London, 1916.
2. Bhambhri, C.P., Substance of Hindu Polity, Meerut, International PublicationHouse, 1959.
3. Brown, D.M., The White Umbrella, Indian Political Thought from Manu toGandhi, Berkeley and Los Angels, University of California Press, 1964.
4. Law, N.N., Aspects of Ancient Indian Polity, Calcutta, Orient Longman, 1960.
5. Shamashastry, R., Evolution of Indian Polity, Calcutta, 1920.
6. Altekar, A.S., State and Government in Ancient India, Delhi, Motilal Banarsidass,1959.
7. Basham, A.L., The Wonder that was India, New York, Macmillan, 1959.


**Reference Books:**


1. Manu Smriti, Ed. by S.N. Mandalik, Bombay, 1886
2. Arthashstra of Kautilya, Ed. by R. Shamasastry, Mysore, 1924.
3. Dgha Nik ya, Ed. by T.W. Rhys Davids and Y.E. Carpenter, London, 1890-1911.
4. Divyvadna, Ed. by E.D. Cowell and R.A. Neil, Cambridge, 1886
5. Kamandakya N tis ra, Ed. by R.L. Mitra, Calcutta, 1884.
6. Mahvastu, Ed. by E. Senart, Paris, 1882-97.

| COURSE CODE.: MLA- 628 (Elective) | No. of Credits: 04 | SEMESTER: III (M.L.A Course) |
|---|---|---|
| **COURSE TITLE: MANAGEMENT THEORIES** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** Management and communication are the two basic weapons which have elevated human life. In the post second world war period number of new management thinkers aroused like a star and they have enriched the tradition of human learning to inculcate modern management values among the learners is the basic purpose of this paper. | | |
| **PRE-REQUISITES:** | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Emergence of Management science, in the new world classical theory of management by F. W. Taylor, its important features and criticism. The rise of organizational theory in management. | 9+3=12 |
| II | The significance of decision making theory in modern management contribution by Herbert Simon, its importance salient features and critical appreciation. | 10+2=12 |
| III | Brief introduction to management theory by Henry Fayol, its important dimensions and relevance to the modern world. | 9+3=12 |
| IV | The rise of behavioral approach and improvement of behavioral management theory by Mary Parker Fillet, critical assessment and limitation of behavioral theory. | 10+2=12 |
| V | The new dimensions of Ecological management theory and its applications in current scenario, critical study of the theory evolved by Fret W. Riggs. The relevance of management theory in Asian context and need of developing Indian management theory. | 10+2=12 |

**Suggested Reading List:**


1. R. N. Singh- Management thinkers, Himalaya Publications, New Delhi.
2. S. R. Maheshwari- Administrative theory, MCMillan Publishers, New Delhi
3. Herold Koontz- Essentials of Management, McGraw Hils, New Delhi, Prasad and Prasad-Administrative thinkers
4. Bernard Chester- The functions of the executive, Harvard University Press, Cambridge.
5. Administration thinkers-Prasad and Prasad, Light and life publisher, New Delhi 1980.
6. Strategic Management Theory: An Integrated Approach / Edition 9 by Charles W. L. Hill, Gareth Jones, Cengage LearningOct 2009
7. Leadership Roles and Management Functions in Nursing: Theory and Application / Edition By Carol J. Huston, Lippincott Williams & Wilkins 2014
8. Project Management Theory and Practice / Edition 1 by Gary L. Richardson, Taylor & Francis 2010
9. Management Theories for Educational Change by Keith Morrison, Paul Chapman, SAGE Publications 1998

| COURSE CODE.:MLA-629 (Elective) | No. of Credits:04 | SEMESTER: III (M.L.A Course) |
|---|---|---|
| **COURSE TITLE: GEO POLITICAL STUDIES** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** Confident peace's are the two dynamic forces after Second World War. Super power, their tactics as well as their diplomatic strategies in the new world have let to the birth of geopolitical studies. United nation moves and strategies are also relevant to understand this phenomenon hence these papers have been included to provide new global dimensions of geopolitical strategies. | | |
| **PRE-REQUISITES :** | | |
| **UNIT** | **COURSE CONTENT** | **PERIODS** |
| **I** | Definition, nature and scope, significance of Geo political studies method of political analysis. | 9+3=12 |
| **II** | Resource wars, Identity conflicts, disinformation, geostrategic rivalries, Global power shift and increasing number of non-state actors, analyzing contemporary international relations implications of geography in controlling international relations. | 10+2=12 |
| **III** | Currency wars economic, diplomacy competitive intelligence, economic warfare, indirect strategies and state capitalism. | 9+3=12 |
| **IV** | Geo politics and theories of international relations geopolitics in Europe, Asia, Africa, Latin America, Geopolitics of land, sea air and space. | 10+2=12 |
| **V** | Conflicts and cooperation in international basins, geopolitics and geo strategies geopolitical conflicts and UN role in peace keeping forces geopolitical studies and the role of mass media. Indian approach to Geo - political studies and strategies developed by India in recent times. | 10+2=12 |

**Suggested Reading List:**


1. Beck; Ulrich (2006) Power in the Global Age. Polity Press.
2. Dicken, Peter (2007) Global Shift. Mapping the Changing Contours of the World Economy. 5th Edition. SAGE. London.
3. Perrins, Diane (2004) Global station and Social Change: People and Places in a Divided World, Routledge
4. Robertson, Roland (1994):"Globalization or Globalization". Journal of International Communication 1 (1), 1994.
5. Therbom, Goran (2000): "Globalizations: Dimensions, Historical Waves, Regional Effects, Normative Governance". International Sociology.

7) Wallestein, Immanuel (2000) "Globalization or the Age of Transition? A Long-Term View of the Trajectory Of the World System". International Sociology.

8. Dicken, Peter (2007) Global Shift Mapping the Changing Contours of the World Economy. 5th Edition. SAGE. London.

| COURSE CODE.: MLA 630{Elective} | No. of Credits :04 | SEMESTER: III (M.L.A Course) |
|---|---|---|
| COURSE TITLE: DRAMATIC PERFORMING ARTS AND PUBLIC SPEAKING | | |
| Internal assessment: 40 Marks and | | External assessment : 60 Marks |
| COURSE-OBJECTIVES: The objective of this paper is to focus basic principles of dramatic boy language & gestures as elements of public speaking. The art of public speaking can be described as very significant skill in public life & civil society. | | |
| PRE-REQUISITES: | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | The concept of performing arts, Definition, nature, Scope and significance of dramatics, Contribution of Bharatmuni, Aristotle and Shakespeare. | 9+3=12 |
| II | Concept of SanchariBhav and Sadharnikaran as perused by Bharatmini, the role arties in presentation of performing art and his essential qualities. | 10+2=12 |
| III | The concept of theater (Rangabhumi) in Greek and Indian Culture, The Sanskrit classical place and their presentations in the open theater. | 9+3=12 |
| IV | The role of Director in the development of play, The acting as an Art and Science, the relationship between Indian Theater and New Electronic Media such as Radio, TV and Cinema. | 10+2=12 |
| V | The changing nature of Indian Dramatics and its Presentation techniques. Public Speaking as an art and its preparation. The critical study of world best speaker, political campaign and public speakers. | 10+2=12 |

**References / Books**


1. Art Of Dramatic Writing by Lajos Egri, Gilbert Miller Nov 2007 Wildside Press
2. Dramatic Events: How to Run a Workshop for Theater, Education or Business by Richard Hahlo, Peter Reynolds St. Martin's Press 2000
3. The Dramatic Imagination: Reflections and Speculations on the Art of Theatre / Edition 1 by Robert Edmond Jones Taylor & Francis
4. The Art of Public Speaking by Dale Carnegie, J. Berg EsenweinCreateSpace Publishing 2015
5. Public Speaking Excellence: Tips and tricks on how to become an excellent presenter by Public Speaking Kit CreateSpace Publishing
6. Public Speaking for Success by Dale Carnegie, Arthur R. Pell Penguin Publishing Group
7. The Art of Public Speaking by J. Berg Esenwein, Dale Carnegie CreateSpace Publishing
8. Introductory Successful Public Speaking by Louie J Bryant, London College of Information Technology,CreateSpace Publishing
9. The Art of Public Speaking - Dale Carnegie - Business Edition by Dale Carnegie, Dale Harbison Carnegie Seedbox Press, LLC 2015
10. Mastering Public Speaking / Edition 8 by George L. Grice, John F. Skinner, Pearson 2012

| COURSE CODE.: MLA 664 (Activity Course) | | SEMESTER: III (M.L.A Course) |
|---|---|---|
| No. of Credits :02 | | |
| COURSE TITLE: COMMUNICATION LANGUAGES | | |
| Internal assessment: 20 Marks and | | External assessment : 30 Marks |
| COURSE-OBJECTIVES: This course is designed to enhance students' communication skills through the study and practice of language in various contexts. It covers essential aspects of written and spoken communication, including grammar, vocabulary, pronunciation, and the use of language in different communicative situations. Students will engage in activities that develop their ability to convey ideas effectively and interact confidently in academic and professional settings. | | |
| PRE-REQUISITES: | | |
| UNIT | COURSE CONTENT | PERIODS |
| I | Introduction to Communication Language, Grammar Fundamentals, Vocabulary Development, Writing Skills: Paragraphs and Essays, Listening and Note-taking Skills. | 14+4=18 |
| II | Speaking Skills: Public Speaking and Presentations, Interpersonal Communication, Professional Communication, Cross-Cultural Communication | 10+2=12 |

**References / Books**


1. Intercultural Communication: A Contextual Approach by James W. Neuliep (Chapters 1-3).
2. The Culture Map: Breaking Through the Invisible Boundaries of Global Business by Erin Meyer (Chapters 1-2).
3. Language and Communication, Jack C. Richards, Richard W. Schmidt, Longman, 1983.
4. Language and Communication, Edited By: Asmita Huddar, Kanishka Publishers, 2006.
5. The Routledge Handbook of Language and Digital Communication, Alexandra Georgakopoulou, Tereza Spilioti, Routledge, 16 Jul 2015
6. Interface: Communication And Language Skills Malathy Krishnan, Deb Narayan Bandyopadhyay, Cambridge Publisher, Genre: Academic, Edition: 1st, 2023.
7. Language and Communication; Manoj Pushpa Kumara Jinadasa, Publisher: CCRC- Cultural Communication Research Centre University of Kelaniya, New Edition 2016.
8. Communicative Language Teaching Today, Jack C. Richards, Cambridge University press Cambridge, new York, 2006.

| COURSE CODE.: MLA 665 (Research Project) | SEMESTER: III (M.L.A Course) |
|---|---|
| **No. of Credits :04** | |
| **COURSE TITLE: Interdisciplinary Research Methods** | |
| **Internal Cumulative assessment: 100 Marks** | |
| **COURSE-OBJECTIVES:** This course introduces students to the principles and practices of interdisciplinary research. It focuses on integrating methodologies from various disciplines to address complex research questions. Students will learn to design, conduct, and present interdisciplinary research projects, developing skills in both qualitative and quantitativemethods and understanding the ethical implications of their work. | |
| **PRE-REQUISITES:** | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Critique writing of research papers based on your research specific areas (minimum two research papers with PowerPoint presentation) | 8+2=10 |
| II | Studying theories of research specific areas (minimum 5 theories) | 8+2=10 |
| III | Review of literature of research specific areas (up to 50 research writings) | 10+4=14 |
| IV | Writing research papers minimum 02 (two) of research specific areas. | 10+2=12 |
| V | Making bibliography and reference preparations. | 12+2=14 |

## References / Books


1. R Routledge Handbook of Interdisciplinary Research Methods,ByCelia Lury, Rachel Fensham, Alexandra Heller-Nicholas, Routledge, 2020
2. A Guide to Research Methodology for Beginners, Volume-1, By Ajit Roy, Independently Published, 2020.
3. Case Studies in Interdisciplinary Research, By Allen F. Repko, William H. Newell, Rick Szostak, SAGE Publication, California, 2012.
4. Interdisciplinary Team Research: Methods and Problems, byMargaret Barron Luszki, Publisher National Training Laboratories, 1958, Original fromthe University of California, Digitized 8 Nov 2006.
5. डॉ. निलम ताटके, संशोधन करताना : संशोधन पद्धती, डायमंड प्रकाशन, मुंबई, प्रथम आवृती, जानेवारी 2008.
6. डॉ. अजिनाथ मारुती डोके, व्यावसायिक संशोधन पद्धती, निर्मल प्रकाशन, नांदेड, एप्रिल 2023.
7. डॉ. सुधीर भाटकर, डॉ. विनोद निताळे, संशोधन पद्धती, अथर्व प्रकाशन, जळगाव, 2021

## M.L.A. IV SEMESTER SYLLABUS

| COURSE CODE.: MLA- 610 (CORE) | No. of Credits: 04 | SEMESTER: IV (M.L.A Course) |
|---|---|---|
| **COURSE TITLE: ADVANCED RESEARCH METHODOLOGIES** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** This course introduces students to the fundamental research methods used in the liberal arts. It covers both qualitative and quantitative approaches, emphasizing the development of critical thinking and analytical skills. Students will learn to design, conduct, and present research projects, drawing from various disciplines within the liberal arts. | | |
| **PRE-REQUISITES:** | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Introduction to Research in Liberal Arts, Formulating Research Questions and Hypotheses, Qualitative Research Methods I: Ethnography and Case Studies. | 10+2=12 |
| II | Qualitative Research Methods II: Interviews and Focus Groups, Quantitative Research Methods I: Surveys and Questionnaires, Quantitative Research Methods II: Statistical Analysis. | 10+2=12 |
| III | Mixed Methods Research, Ethical Considerations in Research, Data Collection and Management, o Data preservation and sharing. | 10+4=14 |
| IV | Analyzing and Interpreting Data, Techniques for data analysis, Using software for data analysis. | 8+2=10 |
| V | Structuring research papers, Academic writing style, Preparing presentations and reports, Review and Final Projects. | 10+2=12 |

### Reference and Text books


1. Advanced Research Methodology (2 vol) by Ranjit Kaur Bhalla,Kaniska Publication,1 January 2012
2. Advanced Research methodologies,By Jan Roan Neethling,Faculty of Economic Sciences and Information TechnologyNorth-West University, 2016
3. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams.
4. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" by John W. Creswell.
5. "The Literature Review: Six Steps to Success" by Lawrence A. Machi and Brenda T. McEvoy
6. "Writing Ethnographic Fieldnotes" by Robert M. Emerson, Rachel I. Fretz, and Linda L. Shaw.
7. "Case Study Research: Design and Methods" by Robert K. Yin.
8. "Qualitative Interviewing: The Art of Hearing Data" by Herbert J. Rubin and Irene S. Rubin.
9. "Designing Surveys: A Guide to Decisions and Procedures" by Johnny Blair, Ronald F. Czaja, and Edward A. Blair.
10. "Discovering Statistics Using IBM SPSS Statistics" by Andy Field.
11. "The Ethics of Social Research: Fieldwork, Regulation, and Publication" by Paul R. Brewer.

| COURSE CODE.: MLA 611 (Core) | No. of Credits :04 | SEMESTER: IV (M.L.A Course) |
|---|---|---|
| **COURSE TITLE: GENDER INEQUALITY AND FEMINIST THEORIES** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** This course examines the concept of gender inequality and explores various feminist theories that analyze and challenge it. We will delve into historical and contemporary perspectives on gender roles, power dynamics, and social structures that perpetuate inequality. Through critical readings, discussions, and assignments, students will gain a comprehensive understanding of feminist thought and its relevance to contemporary social issues. | | |
| **PRE-REQUISITES:** | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Introduction to Gender and Feminism :Meaning of Nature and Scope | 6+1=7 |
| II | Major Feminist Theories: Liberal Feminism, Radical Feminism, Marxist and Socialist Feminism, Anti-caste Feminism | 9+2=11 |
| III | The Social Construction of Gender, Major Schools of Feminist Thought, Intersectionality and Contemporary Feminism | 10+2=12 |
| IV | Contemporary Issues in Gender inequality, Gender and the Workplace, Gender and Education, Gender, Media, and Representation, Gender and Health | 12+3=15 |
| V | Global Perspectives on Gender inequality, Transnational Feminisms, Gender and Human Rights, Activism and Social Change | 12+3=15 |

**References / Books**


1. Friedan, B. (1963). The Feminine Mystique.
2. Crenshaw, K. (1991). Mapping the Margins.
3. De Beauvoir, S. (1949). The Second Sex.
4. Gilman, C. P. (1892). The Yellow Wallpaper.
5. Mohanty, C. T. (2003). Feminism without Borders.
6. Adichie, C. N. (2014). We Should All Be Feminists.
7. Butalia Urvashi (1988): The other side of silence: Voices from partition of India penguin, Gurgaon.
8. Radha Kumar (1997) : The history of doing an illustrated account of movements for women's right and feminism in India 1800-1900, Kali for women, Delhi.
9. Kosambi Meera (1995): At the intersection of gender reforms and religious belief, Research Center for women studies, S.N.D.T Women University, Mumbai.
10. भसीन कमला ( अनुवाद , तांबे श्रुती ) (2010) : लिंगभाव समजून घेताना , लोकवाङमय गृह, जागोरी, मुंबई.
11. गायकवाड पुष्पा (2018) : भक्तीपंथाचा जातीविद्रोह व स्त्रीमुक्तीच्या प्रेरणा: आंबेडकरवादी परिदृष्टीने आकलन, हरीती प्रकाशन, पुणे.
12. पवार उर्मिला आणि मून मीनाक्षी (1989) : आम्ही इतिहास घडवला.
13. जोगळेकर मृणालिनी ( 1998) : स्त्रीमुक्तीच्या उद्गात्या, स्वाती प्रकाशन, पुणे.
14. परदेशी प्रतिमा, कांबळे सरोज (2007) : जातिव्यवस्था व स्त्रीमुक्ती, क्रांतिसिंह नाना पाटील अकादमी, पुणे.
15. बगाडे उमेश ( 2021) : ब्राह्मणी पितृसत्तेचा विचारव्युह, लोकवाङमयगृह, मुंबई.
16. भागवत विद्युत (2004): स्त्रीप्रश्नाची वाटचाल, प्रतिमा प्रकाशन, पुणे.
17. चक्रवर्ती उमा (2001) : पितृसत्ता, मेनन निवेदीता, और अन्य,नारीवादी संघर्ष एंव मुद्दे हिंदी माध्यम कार्यान्वित निदेशालय दिल्ली, विश्वविद्यालय, दिल्ली.

| COURSE CODE: MLA-612 { Core} | No. of Credits: 04 | SEMESTER: IV (M.L.A Course) |
|---|---|---|
| **SUBJECT TITLE: MEDIA MANAGEMENT** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:**This course helps to introduce students to principles of media management. It will also help to familiarize students with press ownership patterns, foreign equity in media. Learn problems, process and prospects of launching media ventures. | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Principles of media management and their significance, ownership patterns of media in India, Policy formulation, media as an industry and its nature and scope. | 10+4=14 |
| II | Hierarchy, functions and organizational structure of various departments. Advertising, personnel management, production, private sector relation. | 8+2=10 |
| III | Programme Production, administration, Quality control techniques, marketing strategies. | 10+2=12 |
| IV | Elements of entrepreneurship in media industry, concepts and theories of motivation and leadership. Evaluating business opportunities. Market research, legal procedures of licensing registration for print, broadcast and digital media. | 10+2=12 |
| V | Broadcast management, recent trends in Indian media management, global competition. | 10+2=12 |

**Textbooks:**


1) Burton PW, Advertising copy writing, Greiedin Ohio.
2) Borden & Marshal, Advertising Management, Taraporewala.
3) Burke J .D. Advertising in the Market Place, McGraw Hill.
4) Wright Warner, Advertising, McGraw Hill.
5) Gloag J.C. Advertising in Modern Life Heinaman.
6) Rege G. M. Advertising Art and Ideas, Bombay, 1985.
7) Chavahan J.S. and Mulhan P.N, Essentials of Advertising Oxford and IBH Publication Co.
8) डॉ. विजय अग्रवाल, मीडिया मॅनेजमेंट, प्रिंट, ईलेक्ट्रॉनिक एंव ऑनलाइन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाळ, 2013.
9) चैतन्य धारूरकर, अभिव्यक्तिस्वातंत्र्य - प्रसारमाध्यमे आणि कायदा, डायमंड प्रकाशन, मुंबई, मार्च 2024.
10) विदुला म्हैसकर- चव्हाण, प्रसारमाध्यमे भूमिका आणि कायदे, विद्या बुकस, औरंगाबाद, नोंव्हे 2021.

| COURSE CODE.: MLA- 631 (Elective) | No. of Credits: 04 | SEMESTER: IV (M.L.A Course) |
|---|---|---|
| **COURSE TITLE: HISTORY OF THOUGHTS AND IDEAS** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** The course comprehensively understands the development of political and social ideas in history of India from ancient times to the colonial era. The critical understanding of the development of Ideas enables students to undertake the critically evaluation of political and social ideas through historical process. | | |
| **PRE-REQUISITES:** | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Polity: Monarchy, Vairajya, Oligarchy, Tribal State, Rights and Duties of King/Monarch and Subjects,Legitimacy and Succession, Differences in Brahminical, Jain and Buddhist Ideas, | 10+2=12 |
| II | Social Concepts : Varna, Caste, Patriarchy, Ganas, Kul | 8+3=11 |
| III | Islamic Theory of Kingship and State | 10+2=12 |
| IV | Colonialism and the Rise of Modern Thought, Reformist Ideas: Brahmo Samaj, Prarthana Samaj, Arya Samaj, Aligarh Movement, Singh Sabha, | 12+2=14 |
| V | Anti-Caste Ideas: Ideology of Satyashodhak Samaj, Shri Narayan Movement, Self-Respect Movement, Ideas of V.R. Shinde and Dr. B. R. Ambedkar. | 8+3=11 |

## Suggested Reading List:


1. Banerjee S.C., Dharma-Sutras: A Study in Their Origin and Development, Calcutta, Punthi Pustak, 1962
2. Basu J., India in the Age of the Brahamanas, Calcutta, Sanskrit PustakBhandar, 1969
3. Bloch M., Marxism and Anthropology, Oxford, Claredon Press,
4. Mencher J. (ed.), Social Anthropology of Peasantry, Bombay, Soumya Pub., 1983
5. Pathak, V.S., Ancient Historians of India, Bombay, Popular Prakashan, 1966
6. Lang, A., Custom and Myth, London, 1884
7. Lang, A., Myth, Ritual and Religion, London, 1887
8. Partiger, F.E., Ancient Indian Historical Traditions, London, 1922
9. Raichaudhury, H.C., Political History of Ancient India, Calcutta, 1952
10. Sharma, R.S., India's Ancient Past, New Delhi, Oxford India Press, 1998
11. Jha, D.N., Ancient India: An Historical Outline, Delhi, Manohar, 1998
12. Thapar Romila, History of India, Vol-1, Delhi, Penguin, 1987
13. Sharma, R.S., Aspects of Political Ideas and Institutions in Ancient India, Delhi, 2009
14. Butalia Urvashi (1988): The other side of silence: Voices from partition of India penguin, Gurgaon.
15. Radha Kumar (1997): The history of doing an illustrated account of movements for women's right and Feminism in India 1800-1900, Kali for women, Delhi.
16. Kosambi Meera (1995): At the intersection of gender reforms and religious belief, Research Center for Women studies, S.N.D.T Women University, Mumbai.

| COURSE CODE.: MLA-632 (Elective) No. of Credits: 04 SEMESTER: IV (M.L.A Course) | | |
|---|---|---|
| **COURSE TITLE: CONTEMPORARY INDIA** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** This course provides an in-depth exploration of the political, social, economic, and cultural landscape of contemporary India. It examines the country's post-independence developments, current challenges, and future prospects. Students will gain a nuanced understanding of India's diversity and complexity through interdisciplinary perspectives. | | |
| **PRE-REQUISITES:** | | |
| **UNIT** | **COURSE CONTENT** | **PERIODS** |
| **I** | Introduction to Contemporary India, Overview of contemporary India.Political Landscape and Governance, Historical context of post-independence India, Major events and milestones. | 10+2 |
| **II** | Political Landscape and Governance, Economic Development and Challenges, Social Issues and Movements | 10+2 |
| **III** | Education and Health in India, Regional Diversity and Identity. | 06+2 |
| **IV** | Urbanization and Rural Development, India's Foreign Policy and Global Role, Media and Communication in India. | 12+3 |
| **V** | Environmental Issues and Policies, Cultural Heritage and Contemporary Arts, Contemporary Challenges and Future Prospects | 10+3 |

**Reference book**:


1. Amdedkar B. R., FederationVersus Freedom, Thakkar and Co, Mumbai, 1939.
2. Bhatirt, B. (1-983).The philosophical and Sociological Foundation of Education, NewDelhi,Doaba House.
3. Bhattacharya, S.(2006). Sociological Foundation of Education: Atlantic Publishers. New Delhi.
4. Chandra Bipan, et.al., India after Independence, 1947-2000, Penguin Books, New Delhi, 1999.
5. Chandra Bipin Rise and Growth of Economic Nationalism in Inda, Delhi, 1966.
6. Chatterjee, Partha (ed.), State and Politics in India, Oxford University Press, New Delhi,1997
7. Dhankar. N. (2010). Education in Emerging Indian Society. New Delhi: APH PublishingCorporation.
8. Dietmar, Rothermund, Contemporary India: Political, Economic and Social Development, Palgrave, Delhi, 2013.
9. Gupta M. L. Glimpses of Indian History: Past and Present, Anmol Publisher, 2002
10. Kakkat, S. B. (1995). Changing Perspectives in Education. New Delhi: Vikas, PublishingHousePvt. Ltd.


**Readings:**

"Challenges of Governance: Development, Decentralisation and Democracy" edited by Niraja Gopal Jayal."India 2030: The Rise of a Rajasic Nation" edited by GautamChikermane.

**Topics:**

- Contemporary socio-political challenges.
- Future economic and developmental prospects.
- Vision for India's future.

| COURSE CODE.: MLA-633 { Elective} No. of Credits: 04 | SEMESTER: IV (M.L.A Course) |
|---|---|
| **COURSE TITLE: HERITAGE MANAGEMENT** | |
| **Internal assessment: 40 Marks and** | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** This course provides an in-depth exploration of heritage management, covering the principles, practices, and challenges involved in the preservation and management of cultural heritage. Students will learn about the theoretical frameworks, policies, and practical approaches used by professionals in the field. The course also emphasizes the importance of heritage in social, cultural, and economic contexts. | |
| **PRE-REQUISITES:** | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Heritage: Definition, Scope and importance, cultural heritage management, Need for preservation of heritage. | 6+1=7 |
| II | World Heritage Movement, Role of International Organizations, e.g. UNESCO, World Heritage Monuments, World Heritage Monuments in India. | 9+2=11 |
| III | History of Cultural Heritage in India, Role of Government bodies, Indian Legislation about Cultural Heritage, Role of Non-Government Organizations and Universities | 10+2=12 |
| IV | Heritage Management: Policy and Practice, Developmental issues and their impacts, Impact of natural factors, e.g. natural calamities, Illegal trade of art objects and smuggling | 12+3=15 |
| V | Public participation in preservation of cultural heritage, Enhancing public awareness: formal and non-formal education, Tourism and cultural heritage | 12+3=15 |

**Suggested Reading List:**


1. Batra, M. L. 1996. Conservation: Preservation and Restoration of Monuments. New Delhi:Aryan Books International.
2. Basham, A.L. 2007. The Illustrated Cultural History of India. Oxford University Press.
3. Bhandari, N.K. 2007. Cultural Heritage of India. Delhi: Eastern Book Corporation.
4. Bhowmik, S. K. 2004 Heritage Management: Care, Understanding and Appreciation ofCultural Heritage. Jaipur: Publication Scheme.
5. Biswas, Sachindra Sekhara. 1999. Protecting the Cultural Heritage (National Legislationand International Conservation). New Delhi: Aryan Books International.
6. Deshpande, M. N. 1994. Care of Cultural Heritage. New Delhi: National Museum Institute.
7. Dhawan, Shashi. 1996. Recent Trends in Conservation of Art Heritage. Delhi: Agam Kala Prakashan.
8. Ghoshmaulik, S. K. and K.K. Bass 2001. Understanding Heritage: Role of Museum.Bhubaneswar: Academic Staff College.
9. Howard, Peter. 2003. Heritage: Management, Interpretation, Identity. London: Continuum.
10. Paddayya, K. 2004. Heritage management with special reference to modern impacts onArchaeology sites of lower Deccan. Deccan Studies 1 (2): 7-24.
11. Rao, P.R. 1988. Cultural Heritage of India. Delhi: Sterling.
12. Renfrew, C. 2000. Loot, Legitimacy and Ownership. London: Duckworth.
13. Singh, L.K. 2008. Indian Cultural Heritage from Tourism Perspective. Delhi: ISHA Books

| COURSE CODE: MLA-634 { Elective} | No. of Credits: 04 | SEMESTER: IV (M.L.A Course) |
|---|---|---|
| **SUBJECT TITLE: NEW CORPORATE COMMUNICATION & SOFT SKILLS** | | |
| **Internal assessment: 40 Marks and** | | **External assessment : 60 Marks** |
| **COURSE-OBJECTIVES:** In the new millennium concept of new corporate culture has emerged and corporate communication as well as public relation have become means of fine tuning between industries and society in order to provide wider knowledge about this new horizon this paper has been planned to develop consciousness about work culture and faster productivity in every work culture and faster productivity in every walk of life this paper has been included to signalized the changing corporate culture and moral values for the healthy | | |
| **PRE-REQUISITES:** | | |

| UNIT | COURSE CONTENT | PERIODS |
|---|---|---|
| I | Emergence of new corporate culture in new millennium, strategic public relations in corporate communication and Management, defining strategies and its relevance in public relations and corporate culture, campaign planning management and execution, the role of corporate communication and public relations in crisis and disaster management. | 10+4=14 |
| II | Defining stakeholder for understanding their hopes and aspirations, media selection process, study of symmetrical and asymmetrical models on handling crisis/ building a distinct corporate identity, concepts variable and process making of house journal, their new styles. | 8+2=10 |
| III | Media relations, new median corporate communication, critical aspects in media relations, logo lettering and communication process in effective presentation. | 10+2=12 |
| IV | **Soft Skills:** Introduction to Soft Skills, Effective Communication Skills, Interpersonal Skills and Relationship Building, Teamwork and Collaboration, Problem-Solving and Critical Thinking. | 10+2=12 |
| V | Leadership and Management Skills, Emotional Intelligence, Conflict Resolution and Negotiation, Time Management and Productivity, Stress Management and Resilience, Professional Etiquette and Ethics | 10+2=12 |

**Text Books**


1. Wilcox, Auld and Agee, Public relations strategies and tactics, Harper and Raw, 1986
2. Arya Ashoka, Dynamics and PR Manus, 1993
3. Black Sam, Practical Public Relations, Isaac Pitman, 1970
4. Burton Paul, Corporate Public Relation, New York, Reinhold, 1966
5. Lesly Philips, Lesley's Handbook of PR and Communication, American management Association, New York
6. Communication N Soft Skills, by Niraj Kumar, Chetan Srivastava, New Royal Book Company, India January 2014.
7. Essentials of corporate Communication: Implementing practices for effective Reputation management, Cees B.M. van Riel and Charles J. Fombrun, Simultaneously published in the USA and Canada by Routledge, First published, 2007.
8. Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman.
9. Collaborative Intelligence: Thinking with People Who Think Differently by Dawna Markova and Angie McArthur.