

**THE NEW COLLEGE (AUTONOMOUS), CHENNAI - 600 014.**  
**DEPARTMENT OF SOCIOLOGY**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**B.A. SOCIOLOGY SYLLABUS**

**FIRST YEAR (FIRST SEMESTER)**

Part	Paper	Paper Code	Title of the paper	Hrs.	Cr.	Marks		
						Int.	Ext.	Total
I	Lang-I		Language-I	05	03	25	75	100
II	English-I		Foundation English-I	05	03	25	75	100
III	Core-I		Fundamentals of Sociology-I	05	04	25	75	100
III	Core-II		Indian Social Institutions	05	04	25	75	100
III	Allied-I		Organizational Behaviour (OB)	06	05	25	75	100
IV	NME-I		Introduction to Sociology	02	02	25	75	100
IV	SBE-I		Soft Skills - I	01				
IV	VE-I		Value Education - I	01				

**NME : NON-MAJOR ELECTIVE**

**SBE : SKILL BASED ELECTIVE**

**FIRST YEAR (SECOND SEMESTER)**

Part	Paper	Paper Code	Title of the paper	Hrs.	Cr.	Marks		
						Int.	Ext.	Total
I	Lang-II		Language-II	05	03	25	75	100
II	English-II		Foundation English-II	05	03	25	75	100
III	Core-III		Fundamentals of Sociology-II	05	04	25	75	100
III	Core-IV		Indian Social Structure	05	04	25	75	100
III	Allied-II		Human Resource Management (HRM)	06	05	25	75	100
IV	NME-II		Introduction to Social Work	02	02	25	75	100
IV	SBE-I		Soft Skills - I	01	02	25	75	100
IV	VE-I		Value Education - I	01	02	25	75	100

**NME : NON-MAJOR ELECTIVE**

**SBE : SKILL BASED ELECTIVE**

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**SECOND YEAR (THIRD SEMESTER)**

Part	Paper	Paper Code	Title of the paper	Hrs.	Cr.	Marks		
						Int.	Ext.	Total
I	Lang-III		Language-III	05	03	25	75	100
II	English-III		Foundation English-III	05	03	25	75	100
III	Core-V		Classical Sociological Theory	05	04	25	75	100
III	Core-VI		Social Problems in India	05	04	25	75	100
III	Allied-III		Sociology of Marketing	06	05	25	75	100
III	Allied-IV (II B.A. History)		Hospital Management	06	05	25	75	100
IV	EVS		Environmental Science	02	02	25	75	100
IV	SBE-II		Soft Skills - II	01				
IV	VE-II		Value Education - II	01				

**SBE : SKILL BASED ELECTIVE**

**EVS : ENVIRONMENTAL SCIENCE**

**SECOND YEAR (FOURTH SEMESTER)**

Part	Paper	Paper Code	Title of the paper	Hrs.	Cr.	Marks		
						Int.	Ext.	Total
I	Lang-IV		Language-IV	05	03	25	75	100
II	English-IV		Foundation English-IV	05	03	25	75	100
III	Core-VII		Modern Sociological Theory	05	04	25	75	100
III	Core-VIII		Social Change in India	05	04	25	75	100
III	Allied-V		Sociology of Consumer Behaviour	06	05	25	75	100
III	Allied-VI (II B.A. History)		Social Problems in India	06	05	25	75	100
IV	SBE-III		Computer Skills	02	02	25	75	100
IV	SBE-II		Soft Skills – II	01	02	25	75	100
IVI	VE-II		Value Education - II	01	02	25	75	100

**SBE : SKILL BASED ELECTIVE**

**THE NEW COLLEGE (AUTONOMOUS), CHENNAI - 600 014.**  
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**B.A. SOCIOLOGY SYLLABUS**

**THIRD YEAR (FIFTH SEMESTER)**

Part	Paper	Paper Code	Title of the paper	Hrs.	Cr.	Marks		
						Int.	Ext.	Total
III	Core-IX		Research Methodology	06	05	25	75	100
III	Core-X		Social Movements in India	06	05	25	75	100
III	Core-XI		Communication & Society	06	05	25	75	100
III	Core-XII		Social Demography	06	04	25	75	100
III	Core (MBE-I)		Social Statistics	06	04	25	75	100

**MBE : MAJOR BASED ELECTIVE**

**THIRD YEAR (SIXTH SEMESTER)**

Part	Paper	Paper Code	Title of the paper	Hrs.	Cr.	Marks		
						Int.	Ext.	Total
III	Core-XIII		Urban Sociology	06	05	25	75	100
III	Core-XIV		Medical Sociology	06	05	25	75	100
III	Core-XV		Industrial Sociology	06	05	25	75	100
III	Core (MBE-II)		Rural Sociology	06	04	25	75	100
III	Core (MBE-III)		Elementary Statistics	06	04	25	75	100
IV			NSS/NCC/Sports/Extension Activities		02			

**MBE : MAJOR BASED ELECTIVE**

**SEMESTER-I****FUNDAMENTALS OF SOCIOLOGY-I**  
**(CORE-I)****UNIT-I INTRODUCTION**

- # Meaning
- # Nature and Scope
- # Importance

**UNIT-II RELATIONSHIP BETWEEN SOCIOLOGY AND OTHER SOCIAL SCIENCES**

- # Sociology and History
- # Sociology and Economics
- # Sociology and Political Science

**UNIT-III SOCIETY**

- # Meaning and Characteristics
- # Types – Primitive-Agrarian-Industrial-Postindustrial
- # Society and community

**UNIT-IV SOCIAL GROUPS**

- # Meaning
- # Characteristics & Importance
- # Primary Groups and Secondary Groups - Meaning, Characteristics, Comparison

**UNIT-V SOCIALIZATION**

- # Meaning
- # Agencies – Family -'Peer-group'- School-Religion-Mass-media

**PRESCRIBED BOOKS**

- Giddens, Antony., **Sociology**., 5<sup>th</sup> Edition., Polity Press., U.K., 2006.

**REFERENCES**

- Appelbaum & Chambliss., **Sociology**., 2<sup>nd</sup> Edition., Addison Wesley Longman, Inc., 1997.

**SEMESTER-I****INDIAN SOCIAL INSTITUTIONS**  
**(CORE-II)****UNIT-I SOCIAL INSTITUTION**

- # Meaning
- # Characteristics
- # Functions

**UNIT-II FAMILY**

- # Meaning
- # Types
- # Joint Family in India–Characteristics – Advantages & Disadvantages – Changing Trends

**UNIT-III MARRIAGE**

- # Meaning
- # Types
- # Hindu Marriage – Muslim Marriage – Christian Marriage – Divorce

**UNIT-IV KINSHIP**

- # Meaning
- # Classification – Primary – Secondary – Tertiary – Distant Kins
- # Usages – Joking relationships – Avoidance – Technonymy – Avunculate – Amitate – Couvade

**UNIT-V RELIGION**

- # Meaning
- # Functions
- # Hindu way of life

**PRESCRIBED BOOKS**

- Ahuja, Ram., **Indian Social System.**, Rawat Publications., Jaipur., 2006.
- Hasinain, Nadeem., **Indian Society and Culture.**, Jawahar Pub., New Delhi., 2004.

**REFERENCES**

- Das, Veena., **Handbook of Indian Sociology.**, Oxford University Press., New Delhi., 2005.

**SEMESTER-I****ORGANIZATIONAL BEHAVIOUR**  
**(ALLIED-I)****UNIT-I INTRODUCTION**

- Meaning
- Scope
- Models - Autocratic, Custodial, Supportive & Collegial Models

**UNIT-II PERSONALITY**

- Meaning
- Determinants – Heredity & Environment
- Theories – Freud’s Psycho-analytical Theory, Cooley’s Looking-Glass Self & John Bearden’s The Big-Five Model

**UNIT-III MOTIVATION**

- Meaning
- Process
- Theories – Maslow’s Hierarchy of Needs, Herzberg’s Two Factor Theory & McGregor’s Theory X and Theory Y

**UNIT-IV GROUP DYNAMICS**

- Meaning
- Group Formation – Causes & Stages
- Group Cohesiveness – Factors & Consequences

**UNIT-V LEADERSHIP**

- Meaning
- Nature
- Leadership Style – Autocratic, Participative, Supportive & Free-rein Styles

**PRESCRIBED BOOKS**

- Stephen P. Robbins & Judge, T.A., **Organizational Behaviour.**, 12<sup>th</sup> Edition., Prentice Hall of India, New Delhi, 2007.
- Aswathappa, K., **Organizational Behaviour.**, 5<sup>th</sup> Edition., Himalaya Publishing House., Mumbai., 2002.

**REFERENCES**

- Luthans, Fred., **Organizational Behaviour.**, 9<sup>th</sup> Edition., McGraw Hill., New York., 2002.
- Newstorm and Davis., **Organizational Behaviour.**, 11<sup>th</sup> Edition., Tata McGraw Hill., New Delhi., 2003.

**SEMESTER - I****INTRODUCTION TO SOCIOLOGY**  
**(NON-MAJOR ELECTIVE-I)****UNIT-I INTRODUCTION**

- # Meaning
- # Nature and Scope
- # Importance

**UNIT-II BASIC CONCEPTS**

- # Society – Meaning and Characteristics
- # Community – Meaning and Characteristics

**UNIT-III SOCIAL GROUPS**

- # Meaning
- # Characteristics
- # Types – Primary and Secondary

**UNIT-IV SOCIAL INSTITUTIONS**

- # Family – Meaning, Functions, Types
- # Marriage – Meaning, Functions, Types

**UNIT-V SOCIALIZATION**

- # Meaning
- # Types – Anticipatory Socialization, Re-Socialization, Adult Socialization
- # Agencies – Family – School – Neighbourhood - Religion- Media

**PRESCRIBED BOOKS**

- Giddens, Antony., **Sociology.**, 5<sup>th</sup> Edition., Polity Press., U.K., 2006.
- Ahuja, Ram., **Indian Social System.**, Rawat Publications., Jaipur., 2006.
- Hasinain, Nadeem., **Indian Society and Culture.**, Jawahar Pub., New Delhi., 2004.

**REFERENCES**

- Appelbaum & Chambliss., **Sociology.**, 2<sup>nd</sup> Edition., Addison Wesley Longman, Inc., 1997.

**SEMESTER-II****FUNDAMENTALS OF SOCIOLOGY-II**  
**(CORE-III)****UNIT-I CULTURE**

- # Meaning
- # Characteristics
- # Cultural Lag-Cultural Relativism - Ethnocentrism

**UNIT-II ASSOCIATIVE SOCIAL PROCESS**

- # Meaning
- # Cooperation – Meaning, Types and Importance
- # Accommodation – Meaning, Forms
- # Assimilation – Meaning and Characteristics

**UNIT-III DISSOCIATIVE SOCIAL PROCESS**

- # Meaning
- # Conflict – Meaning, Types and Consequences
- # Competition – Meaning, Characteristics and Importance
- # Distinction between Competition & Conflict

**UNIT-IV SOCIAL CONTROL**

- # Meaning
- # Informal means – Folkways-Mores-Customs-Values-Norms
- # Formal means – Law and Education

**UNIT-V SOCIAL MOBILITY**

- # Meaning
- # Types – Vertical (Upward & Downward) & Horizontal social mobility
- # Factors affecting Social Mobility

**PRESCRIBED BOOKS**

- Giddens, Antony., **Sociology**., 5<sup>th</sup> Edition., Polity Press., U.K., 2006.

**REFERENCES**

- Appelbaum & Chambliss., **Sociology**., 2<sup>nd</sup> Edition., Addison Wesley Longman, Inc.,1997.



**SEMESTER-II****INDIAN SOCIAL STRUCTURE**  
**(CORE-IV)****UNIT-I SOCIAL STRUCTURE**

- # Meaning
- # Status – ‘Status-Set’ – ‘Status-Sequence’
- # Role – ‘Role-Set’ – ‘Role-Conflict’ – ‘Multiple-roles’

**UNIT-II CASTE IN INDIA**

- # Meaning & Characteristics
- # Origin – Traditional – Occupational – Political – Religious & Racial Theories
- # Changing Trends

**UNIT-III CLASS IN INDIA**

- # Meaning
- # Characteristics
- # Differences between Class and Caste

**UNIT-IV GENDER INEQUALITY IN INDIA**

- # Meaning of Gender
- # Gender Discrimination – Dowry, Purdah, Widowhood
- # Gender Injustice – Female Infanticide, Domestic Violence

**UNIT-V STATUS OF WOMEN IN INDIA**

- # Status of Women in Ancient India
- # Status of Women in Medieval India
- # Status of Women in Modern India

**PRESCRIBED BOOKS**

- Ahuja, Ram., **Indian Social System.**, Rawat Publications., Jaipur., 2006.
- Hasinain, Nadeem., **Indian Society and Culture.**, Jawahar Pub., New Delhi., 2004.

**REFERENCES**

- Das, Veena., **Handbook of Indian Sociology.**, Oxford University Press., New Delhi., 2005.

**SEMESTER-II**

**HUMAN RESOURCE MANAGEMENT (HRM)**  
**(ALLIED-II)**

**UNIT-I INTRODUCTION**

- Meaning
- Nature and Scope
- Importance

**UNIT-II RECRUITMENT**

- Meaning
- Sources – Internal & External sources
- Methods – In-house, Direct, Indirect & Third-party methods

**UNIT-III SELECTION**

- Meaning
- Procedure (Steps involved in selection process)
- Barriers to effective selection

**UNIT-IV TRAINING**

- Meaning
- Need
- Methods:
  - On the Job Methods – Job Instruction Training (JIT), Job Rotation & Apprenticeship Training
  - Off the Job Methods – Vestibule Training, Role Playing & Programmed Instruction

**UNIT-V PERFORMANCE APPRAISAL**

- Meaning
- Process
- Methods:
  - Traditional Methods – Confidential Report, Critical Incident Technique & Graphic Rating Scale
  - Modern Methods – Management by Objectives (MBO), Assessment Centre & 360° Appraisal

**PRESCRIBED BOOKS**

- Stephen P. Robbins & Judge, T.A., **Organizational Behaviour.**, 12<sup>th</sup> Edition., Prentice Hall of India, New Delhi, 2007.
- Aswathappa, K., **Organizational Behaviour.**, 5<sup>th</sup> Edition., Himalaya Publishing House., Mumbai., 2002.

**REFERENCES**

- Luthans, Fred., **Organizational Behaviour.**, 9<sup>th</sup> Edition., McGraw Hill., New York., 2002.
- Newstorm and Davis., **Organizational Behaviour.**, 11<sup>th</sup> Edition., Tata McGraw Hill., New Delhi., 2003.

**SEMESTER - II****INTRODUCTION TO SOCIAL WORK**  
**(NON-MAJOR ELECTIVE-II)****UNIT-I INTRODUCTION**

- # Meaning
- # Objectives
- # Scope

**UNIT-II BASIC SOCIAL WORK CONCEPTS**

- # Social Assistance
- # Social Security
- # Social Welfare
- # Social Service

**UNIT-III METHODS OF SOCIAL WORK**

- # Social Case work
- # Social Group work
- # Community Organization

**UNIT-IV COUNSELLING**

- # Meaning
- # Qualities and Attributes of an Effective Counselor
- # Skills of Counselling

**UNIT-V GUIDANCE**

- # Meaning
- # Importance
- # Barriers – Psychological & Social

**PRESCRIBED BOOKS**

- Chowdhry, P., **Introduction to Social Work.**, Athmaram and Sons, New Delhi, 1989.
- Jones, A.J., **Principles of Guidance.**, McGraw Hill Book Co., New York., 1963.

**REFERENCES**

- Bhattacharya, S., **Social Work – An Integrated Approach.**, Deep & Deep Publications., New Delhi., 2003.
- Narayana Rao, S., **Counselling Psychology.**, Tata McGraw Hill Co., New Delhi., 1981.

**SEMESTER-III****CLASSICAL SOCIOLOGICAL THEORY**  
**(CORE-V)****UNIT-I      SOCIOLOGICAL THEORY**

- # Meaning
- # Characteristics and Functions
- # Types – Micro / Macro, Miniature / Grand, Speculative / Grounded

**UNIT-II      AUGUSTE COMTE**

- # Law of Three Stages
- # Hierarchy of Sciences

**UNIT-III    HERBERT SPENCER**

- # Theory of Social Evolution
- # Organismic Analogy

**UNIT-IV    KARL MARX**

- # Theory of Class Struggle
- # Theory of Alienation

**UNIT-V      EMILE DURKHEIM**

- # Social Division of Labour
- # Theory of Suicide
- # Theory of Religion

**PRESCRIBED BOOKS**

- Lewis A. Coser., **Masters of Sociological Thought.**, 2<sup>nd</sup> Edition., Rawat Publications., Jaipur., 1996.
- Abraham and Morgan., **Sociological Thought – From Comte to Sorokin.**, McMillan India Ltd., New Delhi., 1997.

**REFERENCES**

- Ritzer, George., **Sociological Theory.**, 5<sup>th</sup> Edition., Mc-Graw Hill., New Delhi., 2000.

**SEMESTER-III****SOCIAL PROBLEMS IN INDIA**  
**(CORE-VI)****UNIT-I INTRODUCTION**

- # Meaning
- # Approaches – Social Disorganization & Social Pathological Approaches
- # Importance of the study of social problems

**UNIT-II FAMILY DISORGANIZATION**

- # Meaning
- # Causes
- # Forms – Desertion, Separation, Divorce & Widowhood

**UNIT-III POVERTY AND UNEMPLOYMENT**

- # Poverty – Meaning, Causes & Alleviation
- # Unemployment – Meaning, Types – Visible, Invisible, Voluntary & Involuntary unemployment

**UNIT-IV CRIME AND DELINQUENCY**

- # Crime – Meaning – Causes – Prevention
- # Juvenile Delinquency – Meaning – Causes – Prevention

**UNIT-V ALCOHOLISM**

- # Meaning & Causes
- # Process
- # Prevention

**PRESCRIBED BOOKS**

- Ahuja, Ram., **Social Problems in India.**, 2<sup>nd</sup> Edition., Rawat Publications., Jaipur., 2006.

**REFERENCES**

- Madan, G.R., **Indian Social Problems.**, Vol-I., Allied Publishers., New Delhi., 1990.

**SEMESTER-III****SOCIOLOGY OF MARKETING**  
**(ALLIED-III)****UNIT-I INTRODUCTION**

- Meaning
- Scope
- Importance

**UNIT-II BASIC MARKETING CONCEPTS**

- Needs – Wants – Demands
- Marketer – Market – Customer
- Marketing Offers – Value – Satisfaction
- Product – Price – Place – Promotion (4Ps of Marketing Mix)

**UNIT-III MARKETING MICRO-ENVIRONMENT**

- Meaning
- Elements – The Company, Suppliers, Marketing Intermediaries, Customers, Competitors & Publics

**UNIT-IV MARKETING MACRO-ENVIRONMENT**

- Meaning
- Components – Demographic, Economic, Natural, Technological, Political & Cultural environments

**UNIT-V SOCIAL MARKETING**

- Meaning
- Applied Fields
- Commercial Sector Marketing and Social Marketing – Similarities & Differences

**PRESCRIBED BOOKS**

- Philip Kotler and Armstrong., **Principles of Marketing.**, 10<sup>th</sup> Edition., Prentice-Hall of India Pvt. Ltd., New Delhi., 2004.
- Philip Kotler, Roberto and Lee., **Social Marketing.**, 2<sup>nd</sup> Edition., Sage Publications, USA., 2002.

**REFERENCES**

- Etzel, Walker and Stanton., **Marketing.**, 13<sup>th</sup> Edition., Tata-McGraw Hill., New Delhi., 2004.
- Philip Kotler., **Marketing Management.**, 11<sup>th</sup> Edition., Pearson Education Pvt. Ltd., Delhi., 2003.
- Pillai and Bagavathi., **Modern Marketing-Principles and Practices.**, 3<sup>rd</sup> Edition., S.Chand and Company Ltd., New Delhi, 2005.
- Sherlekar., **Marketing Management.**, Himalaya Publishing House., Mumbai., 2003.

**SEMESTER-III****HOSPITAL MANAGEMENT****(ALLIED-IV)****(OFFERED TO II B.A. STUDENTS OF DEPARTMENT OF HISTORICAL STUDIES)****UNIT-I INTRODUCTION**

- # Hospital management – Meaning & Functions
- # Hospital as an Institution
- # Human Resource System in Hospitals

**UNIT-II ORGANIZATIONAL STRUCTURE OF HOSPITALS**

- # Meaning of organizational structure
- # Organizational Structure in Hospitals
- # Design of Hospital Organization

**UNIT-III ORGANIZATION OF HEALTH CARE SERVICES**

- # Meaning of Health Care
- # Out-patient – In-patient – Emergency Services
- # Operation Theatre & Pharmacy

**UNIT-IV IN-HOUSE MANAGEMENT**

- # Material Management
- # Drug Management
- # Infection & Medical Waste Management

**UNIT-V MEDICAL RECORDS**

- # Meaning
- # Types & Contents
- # Uses

**PRESCRIBED BOOKS**

- Srinivasan, A.V., **Managing a Modern Hospital.**, Response Books., New Delhi., 2000.

**REFERENCES**

- Gunter Fandel., **Management Problems in Health Care.**, (Eds.), Springer Verlag., Berlin., 1988.

**SEMESTER-IV****MODERN SOCIOLOGICAL THEORY**  
**(CORE-VII)****UNIT-I    MAX WEBER**

- # Theory of Social Action
- # Protestant Ethic and the Spirit of Capitalism
- # Theory of Bureaucracy

**UNIT-II    W.I.THOMAS**

- # Situational Approach and the Study of Social Action
- # Four Wishes

**UNIT-III    TALCOTT PARSONS**

- # Pattern Variables
- # Functional requisites and AGIL Model

**UNIT-IV    ROBERT K. MERTON**

- # Role Theory
- # Reference Group Theory

**UNIT-V    PETER M. BLAU**

- # Elementary Systems of Exchange
- # Social Exchange vs Economic Exchange

**PRESCRIBED BOOKS**

- Ritzer, George., **Sociological Theory.**, 5<sup>th</sup> Edition., Mc-Graw Hill., New Delhi., 2000.
- Abraham, Francis., **Modern Sociological Theory.**, Oxford University Press., Calcutta., 2000.

**REFERENCES**

- Jonathan H. Turner., **The Structure of Sociological Theory.**, 4<sup>th</sup> Edition., Rawat Publications., Jaipur., 1995.



**SEMESTER-IV****SOCIAL CHANGE IN INDIA**  
**(CORE-VIII)****UNIT-I INTRODUCTION**

- # Meaning and Nature
- # Causes – Internal & External causes
- # Sources – Diffusion & Invention

**UNIT-II FACTORS**

- # Economic
- # Demographic
- # Technological
- # Cultural

**UNIT-III SANKRITIZATION**

- # Meaning
- # Features
- # Critical analysis

**UNIT-IV WESTERNIZATION**

- # Meaning
- # Features
- # Critical analysis

**UNIT-V MODERNIZATION**

- # Meaning & Characteristics
- # Process
- # Problems

**PRESCRIBED BOOKS**

- Kuppaswamy. B., **Social Change in India.**, 5<sup>th</sup> Edition., Konark Publishers., Delhi., 2001.
- Singh, Yogendra., **Modernization of Indian Tradition.**, Rawat Publications., Jaipur., 1983.

**REFERENCES**

- Hasinain, Nadeem., **Indian Society and Culture.**, Jawahar Pub., New Delhi., 2004.

**SEMESTER-IV****SOCIOLOGY OF CONSUMER BEHAVIOUR**  
**(ALLIED-V)****UNIT-I INTRODUCTION**

- Meaning
- Scope
- Importance

**UNIT-II THEORIES OF CONSUMER BEHAVIOUR**

- Marshall's Economic Theory
- Maslow's Need-Hierarchy Theory
- Freud's Psycho-analytical Theory

**UNIT-III INTERNAL FACTORS INFLUENCING CONSUMER BEHAVIOUR**

- Biological Factors – Age & Life-cycle Stage
- Psychological Factors – Motivation, Perception, Learning, Attitudes & Personality

**UNIT-IV EXTERNAL FACTORS INFLUENCING CONSUMER BEHAVIOUR**

- Situational Factors – Time, Environment & Credit and Debit Card Facilities
- Social Factors – Family, Reference Group, Culture & Social Class

**UNIT-V CONSUMER BUYING-DECISION PROCESS**

- Buying-Decision for Existing Product – 5 Steps
- Buying-Decision for New Product – 5 Steps
- Types of Buying behaviour – Complex, Dissonance Reducing, Habitual & Variety Seeking Buying Behaviours

**PRESCRIBED BOOKS**

- Philip Kotler and Armstrong., **Principles of Marketing.**, 10<sup>th</sup> Edition., Prentice-Hall of India Pvt. Ltd., New Delhi., 2004.
- Etzel, Walker and Stanton., **Marketing.**, 13<sup>th</sup> Edition., Tata-McGraw Hill., New Delhi., 2004.
- Batra and Kazmi., **Consumer Behaviour.**, Excel Books., New Delhi., 2004.

**REFERENCES**

- Pillai and Bagavathi., **Modern Marketing-Principles and Practices.**, 3<sup>rd</sup> Edition., S.Chand and Company Ltd., New Delhi, 2005.
- Sherlekar., **Marketing Management.**, Himalaya Publishing House., Mumbai., 2003.

**SEMESTER-IV****SOCIAL PROBLEMS IN INDIA**  
**(ALLIED -VI)****(OFFERED TO II B.A. STUDENTS OF DEPARTMENT OF HISTORICAL STUDIES)****UNIT-I INTRODUCTION**

- # Meaning
- # Social Disorganization
- # Causes of social disorganization

**UNIT-II CRIME**

- # Meaning
- # Causes
- # Prevention

**UNIT-III POVERTY AND UNEMPLOYMENT**

- # Poverty – Meaning, Causes & Alleviation
- # Unemployment – Meaning, Types – Visible, Invisible, Voluntary & Involuntary unemployment

**UNIT-IV CORRUPTION**

- # Meaning
- # Causes
- # Impact

**UNIT-V ALCOHOLISM**

- # Meaning & Causes
- # Process
- # Prevention

**PRESCRIBED BOOKS**

- Ahuja, Ram., **Social Problems in India.**, 2<sup>nd</sup> Edition., Rawat Publications., Jaipur., 2006.

**REFERENCES**

- Madan, G.R., **Indian Social Problems.**, Vol-I., Allied Publishers., New Delhi., 1990.

**SEMESTER-V****RESEARCH METHODOLOGY**  
**(CORE-IX)****UNIT-I INTRODUCTION**

- # Meaning
- # Research Process
- # Types – Basic & Applied, Empirical & Conceptual, Qualitative & Quantitative
- # Significance of Research

**UNIT-II RESEARCH PROBLEM**

- # Meaning
- # Selection – Sources
- # Formulation – Techniques

**UNIT-III RESEARCH DESIGN**

- # Meaning
- # Features of a good research design
- # Types – Exploratory, Descriptive & Experimental Research Designs

**UNIT-IV TOOLS OF DATA COLLECTION**

- # Observation – Meaning, Types, Merits & Demerits
- # Interview – Meaning, Types, Merits & Demerits
- # Questionnaire – Meaning, Types, Merits & Demerits

**UNIT-V RESEARCH REPORT**

- # Meaning
- # Structure
- # Essentials of a good research report

**PRESCRIBED BOOKS**

- Goode and Hatt., **Methods in Social Research.**, Tata McGraw-Hill., Singapore., 1987.
- Kothari, C.R., **Research Methodology-Methods and Techniques.**, Vishwaprakashan, New Delhi., 1997.

**REFERENCES**

- Babbie, Earl., **The Practice of Social Research.**, 7<sup>th</sup> Edition., Wadsworth Publishing Company., USA., 1995.
- Young, Pauline, V., **Scientific Social Surveys and Research.**, 4<sup>th</sup> Edition., Prentice-Hall., NJ-USA., 1988.

**SEMESTER-V****SOCIAL MOVEMENTS IN INDIA**  
**(CORE-X)****UNIT-I INTRODUCTION**

- # Meaning
- # Characteristics – Collective Action, Ideology, Leadership, Goals and Social Change.
- # Types – Revolution, Reform, Regressive and Expressive Movements

**UNIT-II BACKWARD CASTE MOVEMENTS**

- # Self-Respect Movement in Tamil Nadu – Leadership, Objectives, Ideology and Social Change
- # Non-Brahmin Movement in Maharashtra – Organization, Leadership, Ideology and Social Change

**UNIT-III PEASANT MOVEMENTS**

- # Telengana Movement – Causes, Organization, Ideology and Social Change.
- # Naxalbari Movement – Causes, Leadership, Ideology and Social Change.

**UNIT-IV WOMEN'S MOVEMENT IN INDIA**

- # Social Reforms and Women's Movement – Role of Social Reformers and Changes in the Status of Women
- # Women's Movement During National Movement-Women's Participation in Freedom Struggle, Role of Leaders and Women's Organizations
- # Women's Movement in Post-Independence Era – Anti-Arrack Movement, Social Change

**UNIT-V NEW SOCIAL MOVEMENTS**

- # Dalit Movement – Meaning, Leadership, Ideology, Social Change.
- # Environmental Movements in India – Meaning & Types, Chipko Movement

**PRESCRIBED BOOKS**

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**SEMESTER-V****COMMUNICATION AND SOCIETY**  
**(CORE-XI)****UNIT-I INTRODUCTION**

- Meaning
- Nature
- Process
- Functions

**UNIT-II COMMUNICATION SKILLS**

- Oral Skills
- Written Skills
- Responding Skills

**UNIT-III TYPES OF COMMUNICATION**

- Formal & Informal
- Upward, Downward & Sideward
- Oral, Written and Gestural

**UNIT-IV BARRIERS TO COMMUNICAITON**

- Language
- Psychological
- Environment
- Speech

**UNIT-V MASS-COMMUNICATION**

- Meaning & Types
- Meaning and Types of Advertisement
- Techniques of Advertisement

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**SEMESTER-V****SOCIAL DEMOGRAPHY**  
**(CORE-XII)****UNIT-I INTRODUCTION**

- Meaning
- Scope
- Significance

**UNIT-II SOURCES OF DEMEOGRAPHIC DATA**

- Census
- Vital Statistics
- Sample Surveys

**UNIT-III POPULATION STRUCTURE AND CHARACTERISTICS**

- Meaning
- Age and Sex composition
- Educational composition

**UNIT-IV THEORIES OF POPULATION GROWTH**

- Malthusian Theory
- Optimum Theory

**UNIT-V COMPONENTS OF POPULATION CHANGE**

- Fertility : Meaning – Factors
- Mortality : Meaning – Infant Mortality – Causes of Infant Mortality
- Migration : Meaning – Types – Push and Pull factors affecting migration.

**PRESCRIBED BOOKS**

- Gurusamy, S., **Social Demography.**, Sterling Publishers., New Delhi., 1997.

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**SEMESTER-V****SOCIAL STATISTICS**  
**(MAJOR BASED ELECTIVE-I)****UNIT-I INTRODUCTION**

- # Meaning
- # Scope
- # Functions
- # Limitations

**UNIT-II CLASSIFICATION AND TABULATION**

- # Classification – Meaning, Rules & Types
- # Tabulation – Meaning, Objectives, Rules & Types

**UNIT-III DIAGRAMMATIC REPRESENTATION**

- # Meaning
- # Rules in Constructing Diagram
- # Types – Single bar, Multiple bar and Pie-diagrams

**UNIT-IV MEASUREMENT AND SCALING TECHNIQUES**

- # Meaning
- # Types – Nominal, Ordinal, Interval and Ratio scales
- # Scaling Techniques – Likert Scale & Bogardus' Social Distance Scale

**UNIT-V SAMPLING DESIGNS**

- # Meaning
- # Probability Sampling – Simple Random, Stratified Random, Systematic & Cluster
- # Non-Probability Sampling – Purposive, Convenient & Quota

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**SEMESTER-VI****URBAN SOCIOLOGY**  
**(CORE-XIII)****UNIT-I INTRODUCTION**

- # Meaning
- # Scope
- # Rural-Urban Differences
- # Urbanism as a way of life

**UNIT-II PERSPECTIVES OF URBAN SOCIOLOGY**

- # Social Change Perspective
- # Ecological Perspective
- # Social Structure Perspective

**UNIT-III THEORIES OF CITY GROWTH**

- # Concentric Zone Theory – E.W. Burgess
- # Sector Theory – Homer Hoyt
- # Multiple Nuclei Theory – Harris & Ullman

**UNIT-IV URBAN NEIGHBOURHOOD**

- # Meaning
- # Approaches
- # Functions

**UNIT-V URBAN SLUMS**

- # Meaning
- # Characteristics
- # Measures to prevent slum formation
- # Tamilnadu Slum Clearance Board

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**SEMESTER-VI****MEDICAL SOCIOLOGY**  
**(CORE-XIV)****UNIT-I INTRODUCTION**

- # Meaning
- # Scope
- # Importance

**UNIT-II SOCIOLOGICAL DIMENSION OF HEALTH AND DISEASE**

- # Meaning – Health, Disease, Illness & Well-being
- # Mind – Body – Society
- # Illness as Deviance

**UNIT-III MEDICAL CARE SEEKING BEHAVIOUR**

- # Meaning
- # Factors – Age, Gender & Social Class

**UNIT-IV SOCIOLOGY OF MEDICAL PROFESSION**

- # Professionalization and De-professionalization of Medical Doctor
- # Socialization of Physician and Nurses
- # Doctor – Nurse – Patient relationships

**UNIT-V MEDICINE AND SOCIETY IN INDIA**

- # Structure of Health Care Delivery System in India
- # Medical Issues – Infant Mortality & Maternal Mortality
- # Programmes – AIDS Control & T.B Eradication

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**SEMESTER-VI****INDUSTRIAL RELATIONS**  
**(CORE-XV)****UNIT-I INTRODUCTION**

- Meaning
- Nature
- Significance

**UNIT-II FACTORY SYSTEM**

- Meaning
- Characteristics
- Process – Mechanization, Automation, Specialization & Routinization

**UNIT-III TRADE UNION**

- Meaning
- Characteristics
- Functions
- Types – Reformist Union, Revolutionary Union, Labour Union, Craft Union, Industrial Union and General Union

**UNIT-IV COLLECTIVE BARGAINING**

- Meaning
- Features
- Forms
- Conditions essential for successful collective bargaining

**UNIT-V LABOUR WELFARE**

- Meaning
- Principles
- Types – Safety, Health & Counselling
- Labour Welfare in India

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**SEMESTER-VI****RURAL SOCIOLOGY**  
**(MAJOR BASED ELECTIVE-II)****UNIT-I INTRODUCTION**

- # Meaning
- # Nature & Scope
- # Importance

**UNIT-II VILLAGE COMMUNITY**

- # Meaning
- # Characteristics
- # Factors – Topographical, Economic, Social, & Ecological Factors

**UNIT - III RURAL ECONOMY**

- # Mode, Objectives & Techniques of Production
- # Land Relations
- # Rural Occupations

**UNIT-IV RURAL POLITY**

- # Meaning & Importance
- # Aspects of Rural Political Life
- # Panchayat Raj – Meaning and Structure

**UNIT-V RURAL RELIGION**

- # Nature & Importance
- # Aspects of rural religious life
- # The Village Temple – its importance

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**SEMESTER-VI****ELEMENTARY STATISTICS**  
**(MAJOR BASED ELECTIVE-III)****UNIT-I MEASURES OF CENTRAL TENDENCY**

- # Mean – Meaning, Computation, Merits & Demerits
- # Median – Meaning, Computation, Merits & Demerits
- # Mode – Meaning, Computation, Merits & Demerits

**UNIT-II MEASURES OF DISPERSION**

- # Range – Meaning, Computation, Merits & Demerits
- # Quartile Deviation - Meaning, Computation, Merits & Demerits
- # Standard Deviation - Meaning, Computation, Merits & Demerits

**UNIT-III CORRELATION**

- # Meaning
- # Types – Positive & Negative, Simple, Partial & Multiple, Linear & Non-Linear
- # Computation of Karl Pearson's co-efficient of Correlation
- # Computation of Spearman's Rank Correlation

**UNIT-IV SKEWNESS AND KURTOSIS**

- # Meaning
- # Measures of Skewness – Pearson's Coefficient & Bowley's Coefficient
- # Connective curves and Kurtosis

**UNIT-V FUNDAMENTALS OF COMPUTER**

- # Operation system – Meaning and Types
- # MS OFFICE, MS WORD, MS EXCEL and MS POWERPOINT
- # Internet Resources – World Wide Web (WWW), Search Engines
- # Significance of using Web Resources

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