



UNIVERSITY OF CALCUTTA

Notification No. CSR/ 12 /18

It is notified for information of all concerned that the Syndicate in its meeting held on 28.05.2018 (vide Item No.14) approved the Syllabi of different subjects in Undergraduate Honours / General / Major courses of studies (CBCS) under this University, as laid down in the accompanying pamphlet:

List of the subjects

<u>Sl. No.</u>	<u>Subject</u>	<u>Sl. No.</u>	<u>Subject</u>
1	Anthropology (Honours / General)	29	Mathematics (Honours / General)
2	Arabic (Honours / General)	30	Microbiology (Honours / General)
3	Persian (Honours / General)	31	Mol. Biology (General)
4	Bengali (Honours / General /LCC2 /AECC1)	32	Philosophy (Honours / General)
5	Bio-Chemistry (Honours / General)	33	Physical Education (General)
6	Botany (Honours / General)	34	Physics (Honours / General)
7	Chemistry (Honours / General)	35	Physiology (Honours / General)
8	Computer Science (Honours / General)	36	Political Science (Honours / General)
9	Defence Studies (General)	37	Psychology (Honours / General)
10	Economics (Honours / General)	38	Sanskrit (Honours / General)
11	Education (Honours / General)	39	Social Science (General)
12	Electronics (Honours / General)	40	Sociology (Honours / General)
13	English ((Honours / General/ LCC1/ LCC2/AECC1)	41	Statistics (Honours / General)
14	Environmental Science (Honours / General)	42	Urdu (Honours / General /LCC2 /AECC1)
15	Environmental Studies (AECC2)	43	Women Studies (General)
16	Film Studies (General)	44	Zoology (Honours / General)
17	Food Nutrition (Honours / General)	45	Industrial Fish and Fisheries – IFFV (Major)
18	French (General)	46	Sericulture – SRTV (Major)
19	Geography (Honours / General)	47	Computer Applications – CMAV (Major)
20	Geology (Honours / General)	48	Tourism and Travel Management – TTMV (Major)
21	Hindi (Honours / General /LCC2 /AECC1)	49	Advertising Sales Promotion and Sales Management –ASPV (Major)
22	History (Honours / General)	50	Communicative English –CMEV (Major)
23	Islamic History Culture (Honours / General)	51	Clinical Nutrition and Dietetics CNDV (Major)
24	Home Science Extension Education (General)	52	Bachelor of Business Administration (BBA) (Honours)
25	House Hold Art (General)	53	Bachelor of Fashion and Apparel Design – (B.F.A.D.) (Honours)
26	Human Development (Honours / General)	54	Bachelor of Fine Art (B.F.A.) (Honours)
27	Human Rights (General)	55	B. Music (Honours / General) and Music (General)
28	Journalism and Mass Communication (Honours / General)		

The above shall be effective from the academic session 2018-2019.

SENATE HOUSE
KOLKATA-700073
The 4th June, 2018

Paul
4/6/18
(Dr. Santanu Paul)
Deputy Registrar

UNIVERSITY OF CALCUTTA

BA (Major) Communicative English Syllabus Under Choice Based Credit System (CBCS)

Objectives:

- To train and prepare the students to seek and find employment in the corporate, media, English language teaching and content writing sectors
- To develop communicative competence in students
- To impart knowledge, ideas and concepts in the technicalities of proper pronunciation, structure, appropriate use and style of the English Language as well as the application areas of English communication
- To expose the students to the employment opportunities, challenges and job roles.
- To enable the students to conduct independent surveys, collect and analyze data, prepare and present reports and projects
- To guide the students to establish self-employment strategies

COURSE STRUCTURE

	Core Courses CC	AECC	SEC	DSE	Credits
SEM - I	CC1 Phonetics and Phonology CC2 Grammar and Usage	AECC1 Communicative English			CC1=6 CC2=6 AECC=2 GE1=6
					Total=20
SEM - II	CC3 Socio-linguistics CC4 Listening and Speaking Competence	AECC2 ENVS			CC3=6 CC4=6 AECC=2 GE2=6
					Total=20
SEM - III	CC5 English Comprehension & Composition CC6 Technical English and Copy Editing CC7 English Language Teaching		SECA Any One Travel Writing or Review Writing		CC5=6 CC6=6 CC7=6
					SECA=2 GE3=6
					Total=26

SEM -IV	CC8 PR & Advertising CC9 Mass Communication and Mass Media: Print, Electronic, Digital and New Media CC10 Business English Communication		SECB Any One Mock Interview, Group Discussion or Plan & Budget Writing		CC8=6 CC9=6 CC10=6 SECB=2 GE4=6
					Total=26
SEM -V	CC11 News Reading and Writing, Public Service Announcement, Commentary and Compering CC12 On Job Training: Corporate/ Media			DSEA (1) DSEB (1)	CC11=6 CC12=6 DSEA + DSEB =6+6
					Total=24
SEM- VI	CC13 Entrepreneurship Development CC14 Project			DSEA (2) DSEB (2)	CC13=6 CC14=6 DSEA + DSEB=6 +6
					Total=24
				Grand Total	140

MARKS DIVISION**FOR ALL CC PAPERS:**

Internal – 10 marks
Attendance – 10 marks
Tutorial – 15 marks
End Semester – 65 marks

FOR ALL DSE PAPERS

Internal – 10 marks
Attendance – 10 marks
Tutorial – 15 marks
End Semester – 65 marks

FOR ALL SEC PAPERS

Internal – 10 marks
Attendance – 10 marks
End Semester – 80 marks

SEMESTER 1

CC1 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-1-1-TH/TU)

PHONETICS AND PHONOLOGY

1. The production of speech sounds
 - Air stream mechanism
 - Human Organs of Speech
2. Phonology
 - The phoneme
 - Allophones
 - Symbols and transcription
3. Vowels
 - English Short Vowels
 - English Long Vowels
 - Diphthongs
 - Triphthongs
4. Voicing and Consonants
 - English plosives
 - Fortis and lenis
5. Fricatives and Affricates
 - Production of fricatives and affricates

- The fricatives of English
 - The affricates
6. Nasals and other Consonants
 - Nasals
 - Lateral
 - Approximants
 7. The syllable
 - Syllabic Consonants
 - Consonant Clusters
 8. Stress in Simple Words
 - The nature of Stress
 - Levels of Stress
 - Placement of Stress within the Word
 - 9 Aspects of connected speech
 - Rhythm
 - Assimilation
 - Elision
 - Linking r
 10. Intonation
 - The structure of the tone-unit
 - Pitch possibilities in the simple tone-unit
 - Fall-rise and rise-fall tones followed by a tail
 - Problems in analyzing the form of intonation

Readings:

- A Textbook of English Phonetics for Indian Students – T. Balasubhramanian- Macmillan Publications
- The Phonetics and Phonology of English: A Handbook – D Thakur – BharatiBhawan Publication
- Better English Pronunciation – J.D. Connor – Cambridge University Press
- English Phonetics and Phonology – Peter Roach – Cambridge University Press
- Pronunciation Practice Activities – Martin Hewings – Cambridge University Press
- An Outline of English Phonetics- Daniel Jones
- English Pronouncing Dictionary- Daniel Jones
- A Course in Phonetics- Peter Ladefoged
- English Pronunciation in Use- Martin Hewings- Cambridge University Press
- Intonation in Context- Barbara Bradford & David Brazil

CC2 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-1-2-TH/TU)

GRAMMAR AND USAGE

- Accurate Grammatical Usage
- Words often confused and misused
- Synonyms and antonyms
- Understanding American expressions
- Common Grammatical Errors
- Phrasal Verbs and Idioms
- Word Class: Lexical and Functional Category
- Sentence Structure
- Verbs – Classification
- Infinitive and Gerund
- Voice
- Concord
- Conditionals

Readings:

- A Practical English Grammar – A.J. Thomson, A.V. Martinet – Oxford University Press
- A Handbook of English Grammar and Usage – D. Thakur – BharatiBhawan Publication
- Function in English- Jon Blundell et al- OUP
- Oxford Practice Grammar – John Eastwood – Oxford University Press
- A Remedial English Grammar – F.T. Woods
- Word Power Made easy- Norman Lewis- Penguin Publishers
- Intermediate English Grammar- Raymond Murphy- Cambridge University Press
- Advanced Grammar in Use- Martin Hewings- Cambridge University Press
- Living English Structure (5th Edition)- W. Stannard Allen- Pearson Publications
- Oxford Pocket Basic English Use- Michael Swan- OUP
- Basic English Usage- Michael Swan- OUP
- Practical English Usage- Michael Swan- OUP
- Oxford Word Skills- OUP
- Functions of English- Lee Jones- Cambridge
- Cambridge Phrasal Verbs Dictionary
- English Vocabulary in Use- McCarthy
- The Oxford New Essential Thesaurus
- Grammar Practice Activities- Penny Ur

SEMESTER 2

**CC3 –6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-2-3-TH/TU)**

SOCIOLINGUISTICS

Learning Objectives and Expected Outcome:

- To impart knowledge about the appropriateness, grammaticality and acceptability of the English language
- To assist the students in learning the concepts of register, style and jargon as well as the various varieties of English

At the end of the semester the students will be able to:

- Differentiate between acceptable and unacceptable sentences in English
 - Apply and use various kinds of jargons and register as per context
- Accent and dialect
 - Regional and social dialects
 - Official language, mother tongue
 - Speech community
 - Bilingualism and Multilingualism
 - Lingua franca – link language
 - Standard language (R P) and Dialects
 - Language contact- Pidgin, Creole
 - Linguistic vs. Communicative competence
 - Register: Speech Situation, Types, Linguistics features, Non-linguistic features and domains of Register.
 - Style
 - Slang, jargon
 - Code switching and code-mixing
 - Lingua franca-link language
 - Varieties of English: British, American, Australian, Caribbean, Indian
 - Language and identity
 - Language and power
 - Language and culture

Readings:

- Introduction to Socio-Linguistics- Ronald Wardough
- Introduction to Socio-Linguistics- Ralph Fasold
- Introduction to Socio-Linguistics- R.A Hudson
- Oxford Introduction to Language Study: Sociolinguistics – Bernard Spolsky – OUP
- A Glossary of Sociolinguistics – Peter Trudgill – Oxford University Press

CC4 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-2-4-TH/TU)

LISTENING AND SPEAKING COMPETENCE

Learning Objectives and Outcomes:

- To facilitate the learners in acquiring listening and speaking competence
- To assist the learners in independent language comprehension and production
- To make the students aware of the different communicative functions of English

At the end of the semester the students will be able to:

- Listen to a text and identify specific and global information
 - Read aloud a text with proper stress and intonation
 - Enact a dialogue on a specific situation with proper contextual language markers and turn taking
 - Speak independently on a given topic
- Listening and feedback: the hearing listening distinction, stages of listening process, types of listening, variables affecting listening
 - Developing Listening Skills: understanding gist, main points, deduce meaning.
 - Communicative Functions
 - Listening for specific information
 - Listening to a conversation, speech and lecture
 - Listening for global information
 - Loud Reading for pronunciation and fluency
 - Situational Conversation
 - Extempore

Readings:

- The Four Skills for Communication –Josh Sreedharan – Foundation Books
- Communicative English – E. Sureshkumar and P. Sreehari – Orient Blackswan
- Study Listening- Tony Lynch- Cambridge University Press
- Communicate 2- Keith Marrow and Keith Johnson
- Speaking Effectively- Jeremy Comfort- Cambridge University Press
- Resource Books for Teachers- Listening- Goodith White- OUP
- Resource Books for Teachers- Conversation- Rob Nolasco- OUP
- Resource Books for Teachers- Role Play- Gillian Porter-Ladousse-OUP
- Improve Your Communication Skills –Alan Barker – Kogan Page, London

SEMESTER 3

CC5 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-3-5-TH/TU)

ENGLISH COMPREHENSION & COMPOSITION

- Reading Comprehension – Skimming and Scanning, Identifying Main Ideas, Drawing inferences
- Summarizing
- Precis
- Reports
- Abstract
- Article Writing
- Expansion Writing
- Composition: Reflective, Descriptive, Narrative and Argumentative
- Dialogue Writing

Recommended Readings:

- *Write Rightly: A Course for Sharpening Your Writing Skills*, GeethaRajeevan, CUP
- *Writing with a Purpose*, C. Tickoo and J. Sasikumar, OUP

CC6 - 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-3-6-TH/TU)

TECHNICAL ENGLISH AND COPY EDITING

Learning Objectives and Expected Outcomes:

- To train the students in technical writing in English in writing descriptions of gadgets, preparing texts and reports as well as comprehending technical texts
- To prepare the students in content writing and copy editing

At the end of the semester the students will be able to:

- Write descriptions of gadgets and prepare technical reports
- Prepare a content, proof read and edit it appropriately

Unit 1: Technical English

Writing Descriptions of gadgets and processes

- General and safety instructions
- Preparing checks lists
- Technical texts for comprehension
- Survey Report Writing
- Industrial accident Report Writing

Unit 2: Copy Editing

Scope and needs

- Various types of scripts
- Qualities and duties of a copy writer
- Steps of copy editing
- Interaction with the author

- Title and cover description
- Main features
- Incorporating illustrations
- Copy rights
- Dealing with Multi authorship
- In house manuals
- Proof reading and editing

Readings:

- Technical Writing- Gearson
- English for Technical Communication- Sudarshan, C. Savitha- Cambridge University Press
- Tech Talk- Vicky Hollett and John Sydes- OUP
- Technical English 2 Course Book- David Bonamy- Pearson Publications

CC7 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-3-7-TH/TU)

ENGLISH LANGUAGE TEACHING

Learning Objectives and Expected Outcomes:

- To train the learners in the various approaches and methods in language teaching
- To impart knowledge about lesson planning and language testing

At the end of the semester the students will be able to:

- Apply strategies to teach the skills of listening, speaking, reading and writing
 - Design lesson plans
 - Plan and implement language tests
- Aims and objectives in language teaching
 - Language Perspectives: First, Second and Foreign Language
 - Acquisition vs. Learning
 - Techniques, approaches and methods of Language Teaching – Grammar-translation method, Audio-lingual method, Structural approach, Communicative approach
 - Teaching listening
 - Teaching speaking
 - Teaching reading
 - Teaching writing
 - Lesson planning
 - Testing and Evaluation
 - Materials for language teaching

Readings:

- Techniques and Principles in Language Teaching- Larsen-Freeman & Anderson- OUP
- A Course in Language Teaching- Penny Ur- CUP
- Approaches and Methods in Language Teaching- Jack C. Richards & T.S. Rodgers- Cambridge University Press
- English Language Teaching – Geetha Nagaraj – Orient Blackswan

SECA – (1) TRAVEL WRITING – 2 CREDITS (Course Code: ENG-M-SECA-3-1-TH/TU)

or

(2) REVIEW WRITING– 2 CREDITS (Course Code: ENG-M-SECA-3-2-TH/TU)

SEMESTER 4

**CC 8 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-4-8-TH/TU)**

PR & ADVERTISING

- Public relations
- Meaning and definition
- Essentials of public relations
- Principles of public relations
- Methods of public relations (tools)
- PR Ethics
- Press release
- Press conferences
- Future of PR
- Functions of advertising
- Elements of advertising
- Selection of advertising media
- Outdoor advertising
- Indoor advertising
- Formulation of an advertising campaign
- Types of Advertisements
- Classifieds and display advertisements
- Advertising vis-à-vis PR and marketing
- Qualities and duties of a copy writer
- Steps of copy editing
- Title and cover description
- Main features

CC9 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)

(Course Code: ENG-M-CC-4-9-TH/TU)

MASS COMMUNICATION AND MASS MEDIA: PRINT, ELECTRONIC, DIGITAL AND NEW MEDIA

Learning Objectives and Expected Outcomes:

- To impart ideas and concepts about communication strategies, psychological and sociological impact of media on society.
- To give students knowledge about print media and the various sources and types of news

At the end of the semester the students will be able to:

- Recognize the various types of communication, the barriers to communication and the various forms and functions of mass media
- Identify the various forms and sources of news in print media
- Write captions, letters to the editor and post editorial material.
- Understand and realize the impact of media on society

Unit 1: Mass communication

- Features of mass communication and effects of mass media

Unit 2: Print Media

- News agencies: press trust of India
- Impact of Newspaper on Society
- Paid news
- Yellow journalism
- Organizational structure of Newspaper
- Sources of News
- Types of News
- Photo journalism & caption writing
- Letters to editor
- Post editorial
- Magazine journalism

Unit 3: Electronic, Digital and New Media

Learning Objectives and Expected Outcomes:

- To impart knowledge about the various forms of electronic media
- To train the students in radio and television programme genres
- To facilitate learning about the online platforms and online content writing

At the end of the semester the students will be able to:

- Identify the types of radio and television programmes

- Know the various design and layouts of radio and television programmes
- Understand the qualities of a radio and television anchor and presenter

Radio and Television:

- Fundamentals of Radio and TV
- Writing Scripts for Radio and TV Programmes/Radio Jockey
- Role and Qualities of News Presenter and Anchor, Body Language, Tone and Fluency

New Media

- Internet and its uses
- Social media
- Cyber crime
- Mobile governance
- E governance
- Right to privacy, privacy laws
- On line writing
- Planning and writing for social media: Blogs (food, Fashion, Travel, Film, Music, Beauty etc), news for the web

Readings:

- Journalism: Principles and Practice- Tony Harcup- Sage Publications
- An Introduction to Mass Communication in India- Keval J Kumar – Jaico publishers
- Handbook of Journalism and Mass Communication – VirBala Aggarwal, V.S. Gupta
- Mass Communication and Journalism in India – D.S. Mehta – Allied publishers
- Encyclopedia of Journalism and Mass Communication- O M Gupta
- Mass Communication in India: A Sociological Perspective- J.V Villanilam
- Mass Communication and Journalism in India- Dalpat Singh Meheta
- McQuail's Mass Communication Theory- Dennis McQuail- Sage Publication
- Textbook of Mass Communication and Media- Joshi and Uma
- Broadcasting in India- P.C. Chatterjee- Sage Publications
- Radio and Television- K.M Srivastava- Sterling Publications
- Understanding Digital Culture- Vincent Miller- Sage Publications

C10 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-4-10-TH/TU)

BUSINESS ENGLISH COMMUNICATION

- 1. Communication in Business**
 - i. Role of communication in the business world
 - ii. Patterns of business communication
- 2. Business Correspondence**

- i. Business letters
 - ii. Writing memos
 - iii. Writing minutes
 - iv. Writing agenda
 - v. Writing circulars
 - vi. Writing notices
 - vii. Writing CV
 - viii. E-communication
3. **Writing Project Reports**
- i. Types of report
 - ii. Project proposal
 - iii. Writing a project report
 - iv. Appraisal report
4. **Oral Communication**
- i. Placement interview
 - ii. Presentation skills

Recommended Readings:

- Bhatia, R.C., *Business Communication*, New Delhi: Ane Books Pvt Ltd
- Scot, O., *Contemporary Business Communication*, New Delhi: Biztnatra
- Parikh, J.P. *et al*, *Business Communication: Basic Concepts and Skills*, Hyderabad: Orient Blackswan

SECB: (1) MOCK INTERVIEW, GROUP DISCUSSION– 2 CREDITS
(Course Code: ENG-M-SECB -4-1-TH/TU)

or

(2) PLAN AND BUDGET WRITING– 2 CREDITS (Course Code: ENG-M-SECB-4-2-TH/TU)

SEMESTER 5

CC11 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-5-11-TH/TU)

NEWS READING AND WRITING, PUBLIC SERVICE ANNOUNCEMENT, COMMENTARY
AND COMPERING

Learning Objectives and Expected Outcomes:

- To help students to enhance their creative skills in media reading, writing, compering, presenting
- To prepare students to act as media professionals in the electronic and digital media

At the end of the semester the students will be able to:

- Prepare and present news for radio and television
 - Present and market commercial products
 - Design and present radio or television talk shows and discussions.
- News writing and reading- radio and television
 - Public service announcements
 - Making commentary or demonstration (with visual aids)
 - Compering (in given situations), making a speech or radio/ T.V panel discussion

Readings:

- Cambridge English for the Media- Nick Caramella, Elizabeth Lee- Cambridge University Press

CC12 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-5-12-TH/TU)

ON JOB TRAINING: CORPORATE/ MEDIA TYPES AND CHARACTERISTICS

Learning Objectives and Expected Outcomes:

- To enable students to experience and gain job skills in the corporate and media sector
- To allow for practical application of the knowledge gained in the previous semesters
- To aid students to realize the demands and expectations of the employment sector and build adaptability and negotiation tactics
- To explore the various employment options
- To understand the technicalities of English language teaching

At the end of the semester the students will be able to:

- Note and observe personal experience in the internship period and prepare a report
- Develop adaptability and job skills through adequate exposure to the employment sector

Unit 1: Corporate/ Media Internship

Unit 2: Conversational English Tutor

DSEA (Any one of the following)

1NEWSPAPER REPORT AND FEATURE WRITING– 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-DSEA-5-1-TH/TU)

2 POWER POINT PRESENTATION– 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)

(Course Code: ENG-M-DSEA-5-2-TH/TU)

DSEB: (Any one of the following)

1 – ADVERTISING – 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)

(Course Code: ENG-M-DSEB-5-1-TH/TU)

2 - RESEARCH BASED PROJECT – 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)

(Course Code: ENG-M-DSEB-5-2-TH/TU)

SEMESTER 6

CC13 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-6-13-TH/TU)

ENTREPRENEURSHIP DEVELOPMENT

Learning Objectives and Expected Outcomes:

- To impart knowledge about various opportunities and means of being self-employed
- To assist students to grasp the qualities of an entrepreneur
- To make the students of the contribution of financial, human and material resources in the making of a successful business.

At the end of the semester the students will be able to:

- Articulate the concept of an entrepreneur
- Know and select the ways to manage finance and human resource
- Prepare a project plan and a business plan
- Identify the sources and methods of funding

Unit 1: ENTREPRENEURSHIP BUILDING:

- Meaning-importance psychological sociological factors and distinctive competence

- Entrepreneurship process
- Identification of opportunities
- Choice of technology
- Make or buy decision
- Biography of Indian entrepreneurship
- Status of worldwide entrepreneurship
- Need scope and characteristics of entrepreneur special schemes for technical entrepreneurs, STED
- Social responsibility and business ethics
- Environmental awareness
- Human resource management
- Management of self and understanding human behavior
- Leadership
- Motivational attitude belief
- Assessment
- Organization-psychological-transactional approach and analysis
- Creativity
- Problem solving
- Strength-weakness-opportunity and threat techniques (SWOT)
- Decision markers
- Stress management-positive reinforcement
- Recruitment
- Selection
- Training

1. TECHNOLOGY MANAGEMENT

- Criteria for principles of product, selection and development
- Choice of technology and plant equipment
- Energy requirement and utilization
- Plant layout and process planning for the product
- Quality control/ quality assurance and testing of the product
- Production management: elements of production process, production planning and control, product developing testing facilities, patents, quality assurance, time control and cost control, total quality management
- Material purchasing management: materials planning and budgeting, source selection and public buying, value engineering, value analysis, economic ordering quantity, inventory control, linkage with import and export management

2. PROJECT FORMULATION

- Needs, scopes and approaches
- Stages and methodology project identification, selection of a project format, project report writing

- Analysis and evaluation of a project report
- Critical decision making area-money-market-people
- Interaction with appraisal authority and financial institutions, project outline of relevant professions
- Economic viability and financial feasibility
- Business and industrial laws, labour relations
- Entrepreneurs and society, changing concept of social responsibility, shift to ethics, institutionalizing and challenge of relativism

Unit 2: FINANCIAL MANAGEMENT:

- Institutions, financial procedure and financial incentives, banking norms as in vogue
- Financial ratio and their significance
- Costing and pricing
- Knowledge of capital market and mobilization thereof
- Funds flow and cash flow concept

1. MARKETING MANAGEMENT

- Exposure to demand based, resource based, import substitutes and export promotion industries
- Market survey techniques
- Elements of marketing and sales management
- Nature of product and market strategy, packing and advertising, after sales services
- Touch of Import-Export procedure and methods
- Analyzing marketing opportunities, planning marketing strategy, forecasting marketing mix, advertising the marketing program and sales management

2. MONITORING AND FOLLOWUP:

- Sickness in small scale industries and their remedial measures
- Coping with uncertainties and managing the situation

3. DATA BASE MANAGEMENT:

- Books of accounts, financial statement
- Creation of data base/ management information system (MIS)

4. STATUTORY PROVISION:

- Licensing, registration – Municipal by laws and Insurance coverage
- Important provision by factory Act, Sales of Good Acts, Partnership Acts
- Pollution control and Environmental Act
- Income Tax, Sales Tax and Excise Rules

5. KNOWLEDGE INPUT:

- Industrial and economic policy declared by Govt. from time to time

Readings:

- Enterprise and Entrepreneur by DilipGangopadhyay
- Entrepreneurial Development by Dr. S.S. Khanka – Chand publication

CC14 – 6 CREDITS (5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-CC-6-14-TH/TU)

PROJECT**Learning Objectives and Expected Outcomes:**

- To enable the students to understand various methods of qualitative and quantitative research
- To help students to understand data collection and analysis
- To help students to write and present a project and defend their hypothesis

At the end of the semester the students will be able to:

- Conduct an independent field survey
- Collect and analyze data
- Present and defend their findings

Unit 1: Basic concepts of Research Methodology

- Referencing and note taking
- Bibliography preparation
- Preparing hypothesis statement
- Data collection and analysis

Unit 2:

- Project (Socio-economic survey)
- Viva

Readings:

- Research Methodology- C. Kothari

DSEA (Any one of the following)

1RADIO AND TV SCRIPT WRITING – 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-DSEA-6-1-TH/TU)

2 TOURISM WRITING – 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-DSEA-6-2-TH/TU)

DSEB: (Any one of the following)

1 - PUBLIC RELATIONS – 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-DSEB-6-1-TH/TU)

2-CONTENT WRITING – 6 CREDITS
(5 CREDITS THEORY AND 1 CREDIT TUTORIAL)
(Course Code: ENG-M-DSEB-6-2-TH/TU)

NOTE: The course details of DSE and SEC papers will be finalised soon in a workshop.