

**SRI VENKATESWARA UNIVERSITY :: TIRUPATI**  
**S.V.U. COLLEGE OF ARTS**  
**M.A. DEGREE COURSE IN WOMEN'S STUDIES & MANAGEMENT**  
**CHOICE BASED CREDIT SYSTEM**  
(effective from the batch of students admitted from the academic year 2015-16)  
**REVISED SCHEME OF INSTRUCTIONS AND EXAMINATIONS**

Semester	Course Code	Title of the Course	Core / Elective	No. of Credits	IA	SEE	Total Marks	
I	101	Women's Studies – Basic Principals and Issues	Core	4	30	70	100	
	102	Computer Applications	Core	4	30	70	100	
	103	Legal and Human Rights of Women	Core	4	30	70	100	
	104	Enterprise and Management	Core	4	30	70	100	
	105	Social Processes and Behavioural Issues	Core	4	30	70	100	
			Practical : 102 + 103 + 104 + 105	--	4	--	100	100
II	201	Women and Development	Core	4	30	70	100	
	202	Research Methods and Statistics	Core	4	30	70	100	
	203	Skill Development and Participatory Learning and Action	Core	4	30	70	100	
	204	Human Resource Planning with focus on Women	Core	4	30	70	100	
	205	Human Values and Profession Ethics-I	Core	4	30	70	100	
	206	Documentation & Seminar	--	4	30	70	100	
			Practical : 201 + 202 + 203 + 204	--	4	--	100	100
III	301	Guidance and Counseling with focus on Women	Core	4	30	70	100	
	302	Social Work Initiatives for Women's Development	Core	4	30	70	100	
	303	Human Resource Development with focus on Women	Core	4	30	70	100	
	304	Gender Science & Technology	Core	4	30	70	100	
	305	Marketing and Sales Management	Core	4	30	70	100	
			Practical : 301 + 302 + 304 + 305	--	4	--	100	100
IV	401	Women's Health and Nutrition	Core	4	30	70	100	
	402	Accounting and Financial Management & Tally	Core	4	30	70	100	
	403	Advocacy, Extension and Outreach Programmes (with focus on Women) & NGO Management	Core	4	30	70	100	
	404	Human Resource Management	Core	4	30	70	100	
	405	Human Values and Profession Ethics-I	Core	4	30	70	100	
	406	Project work	--	4	30 (Viva)	70	100	
			Practical : 401 + 402 + 403 + 404	--	4	--	100	100

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**REVISED SYLLABUS**  
**1<sup>ST</sup> SEMESTER**

**PAPER – 101 : WOMEN'S STUDIES – BASIC PRINCIPLES AND ISSUES**

**Objectives:**

- ◆ To give an overview of the Academic discipline of Women's Studies and its genesis. To Create awareness of the ideologies and social factors which led to the marginalization of women.
- ◆ To Sensitize Women towards the current social issues confronting them.

**UNIT – I : Introduction to Women's Studies**

Definition – Meaning – Genesis – Growth – Objectives and scope of Women's Studies in India – Women's Studies – an international perspective.

Status – Concept – Meaning – Definition – Types of Status – Achieved and Ascribed Status – Factors and Indicators on Status of Women. Status of Women in Indian Society – Pre and Post Independence Periods.

**UNIT – II : WOMEN AND SOCIAL INSTITUTIONS**

Family – Meaning – Definition – Joint – Nuclear – Patriarchal Family – Matriarchal Family.

Marriage – Definition – Monogamy – Polygamy – Polyandry.

Multiple roles of women – Role conflict – Role change.

**UNIT – III : GENDER CONCEPTS**

Socialization – Meaning – definition – stages – agencies of socialization.

Social Construction of Gender – Sex and Gender – Gender discrimination – Gender Stereotyping – Gender Roles – Gender needs – Practical and Strategic.

Gender Justice & Equality

**UNIT – IV : ISSUES RELATED TO GIRL CHILD AND WOMEN**

- a) Female foeticide – Female infanticide – Child Marriage – Dowry – divorce – Widowhood – Prostitution – domestic violence – Problems of elderly women – Problems of single women – Marginalized and deprived. (Groups (SC/ST, Mathammas, Devadasies, women prisoners), Sexual Harassment, Violence.

**UNIT – V :**

- a) Women Movement in Andhra Pradesh and India – Dalit Women's Liberation Movement – Telangana Movement – Anti Arrack Movement – Srikakulam Movement.
- b) Women Movement in USA, U.K. and China – A birds eye View.
- c) Important Women's Organizations and Associations in India – National Organization of Women in India (Now) – All India Women's Conference (AIWC) – Women's India Association (WIA) – Indian Association for Women's Studies (IAWS) and A.P. Mahila Sangam.

**Practicals:**

1. Assessment of Women's status in rural areas.
2. Gender discrimination (Female foeticide, Food Security etc.)
3. Multiple role of women.
4. Problems faced by women (Single, Divorce Women).
5. Types of Marriages that are existing in Society (Child marriage, Polygamy etc.).
6. Socialization.

**References:**

1. MAITHREYI KRISHNA RAJ : Contribution to Women's Studies, (Bombay, SNTD, 1991).
2. MAITHREYI KRISHNA RAJ : Women Studies in India – Some Perspectives (Bombay : Popular Prakasham 1986).
3. Govt. of India : Towards Equality, Report of the Committee on the Status of women, (Ministry of Education and Social Welfare, December, 1974).
4. Govt. of India : National Perspective Plan for women 1988-2000 A.D., (Ministry of Human Resources Development, Department of Women and Child Development, 1988).
5. Paul Chowdary : Women Welfare and Development, (New Delhi L Inter India Publications 1992).
6. Rehna Ghadially (Ed.) : Women in Indian Society, (New Delhi : Sage Publications, 1988).
7. Promilla Kapur : Empowering the Indian Women (Ministry of Information and Broadcasting) Govt. of India, 2001.
8. Sangeetha Purushothaman : The Empowerment of Women in India (Sage Publications, New Delhi, 1998).
9. Sakuntala Narasimhan : Empowering Women (Sage Publications, New Delhi, 1999)
10. Suzanne Williams : The Oxfam Gender training Manual Oxfam, U.K., 1994).

## PAPER – 102 : COMPUTER APPLICATIONS

### Objectives:

1. To impart the skills in document processing, spreadsheets, Database Management and Basic Web Design and Technology
2. To support them in Effective Business Decision Making and Ethical issues surrounding Technology in the work place.

### Unit – I :

**An overview of Computer Systems :** Parts of Computer – The Processor, Memory, Input / Output devices, Storage and Software.

**Types of Computers :** Super Computers, Mini Computers, Work Stations, Micro Computers, Desktop Models, Laptop computers, Handled Computers.

**Input Devices :** The Keyboard, the Mouse, the Track ball, Scanner, Digital Camera, Keyboard, Mouse, Track Ball, Joystick, Touch Screen.

**Output Devices :** Monitors CRT Monitors, Flat Panel, Monitors, P.C. Projectors, Sound Systems, Hard Copy, Dot Matrix Printers, Inkjet Printers, Laser Printers, Plotters.

### Unit – II :

**Storing Information in a computer:** Magnetic Disks – Hard disk, Floppy disk, Optical Storage devices – CDROM, DVD ROM, CD-Recordable, Cd-Rewritable.

**Operating system:** Basics, Introduction, the functions of an operating system – The User interface, Running programs, Managing files, Managing hardware.

**PC Operating Systems:** MS-DOS, Micro Soft Windows, UNIX / LINUX.

### Unit – III : MS Office

**Introduction to M.S. Office application:** Starting an application – creating – opening – saving documents – printing an office documents.

**M.S. Word :** Introduction – entering – editing text – formatting text and pages – creating. Special word techniques – printing envelopes using mail merge – object link and embedding features.

**M.S. Excel :** Introduction – Excel for data analysis, worksheet and its structure – data entry editing – sorting, filtering and copying.

**M.S. Power Point:** Introduction – building presentations – creating the presentation – creating the test and chart slides. Preparing charts – customizing presentation. Drawing slide and creating slide shows.

**M.S. Access :** Introduction – creating databases – tables and working with records – using queries – creating Forms – Creating Reports.

### Unit – IV : Office Automation :

**Organization of an office:** nature of office, nature of office work, the definition and need for office automation.

**Document Preparation:** Word processing, various office equipment that help in document preparation. Introduction to document storage and retrieval.

**Communication System:** Telephone – intercom – data Communication – LAN and WANs.

**Decision Support Systems:** Introduction – spread sheet and Graphics. Automation Organization and management, how to manage innovations in the office, Benefits of office automation.

### Unit – V : Internet

Definition – History – Inter working – WWW – E-mail Basics – Advantages and Disadvantages – Creation of E-Mail – User IDs., Passwords and E-mail Address – Message Components – Mailer inner working – E-mail management – Search Engine – Mailing lists – News Group Computer Viruses.

### References:

1. Peter Norton : “Introduction to Computers” , 4<sup>th</sup> Edition.
2. Bajaj K.K. : “Office Automation” Macmillan.
3. “Fundamentals of the internet and the WWW” : Rymond Greenlaw and Ellen Hepp, Tata Mc. Graw Hill.
4. Sanjay Saxna, “MS Office 2000 for everyone”
5. Leion and Jeon M. “Computers for everyone”
6. “Windows XP Home Edition”
7. Raghav Bahl, “Exploring Micro Soft Office XP”.
8. “Web Technologies”, Achyts Godbole and Atul Kahate, TMGH 2003

### Practicals:

- M.S. Office Package
- Power Point Presentation
- Mail Merge
- DOS Commands

## PAPER – 103 : LEGAL AND HUMAN RIGHTS OF WOMEN

### Objectives:

1. To enable the students to understand the constitutional, legal and Human rights.
2. To sensitize women about their legal rights and encourage their effective participation in the society.

### Unit – I : Constitutional Rights of Women

Fundamental Rights, Fundamental duties and Directive Principles of State Policy.

### Unit – II : Women and Marital Rights

- i. Birds eye view of laws related to marital rights of a women with regard to their individual religious, Hindus, Muslims, Christians and Parsi – Marriage, Divorce, Maintenance, Adoption, Guardianship and Property.
- ii. Family Courts Act 1986.

### Unit – III : Salient Features and Provisions related to women in Criminal Laws

IPC and CRPC – Dowry Prohibition act. 1961 – Immoral traffic prevention act (amendment) 1986 – Indecent representation of women (prohibition) act 1986 – MTP 1971 & Pre-natal diagnostic techniques (Prevention and regulation or misuse) act – Commission of Sati (Prevention) act 1987 – Gender issues in crimes – Domestic Violence Bill – 2002 – Sexual Harassment and related issues --Surrogate Motherhood – legal perspectives.

### Unit – IV : Laws related to Women’s Working conditions

Minimum Wage act 1984 – Equal remuneration Act 1976 – Maternity benefit act 1961 Factories act 1948 – Juvenile Justice act.

### Unit – V : Women and Human Rights and the Enforcement Machinery

Definition and enforcement of human right for women and children – UN Convention – CEDAW – National and State Commission for Women – Maithri Sangam – Lok Adalats

### Practicals:

Visit to Family Court

Juvenile Home for Girls and Boys.

Destitute and Street Children / Women

Factories Act – Crèche and implementation of act in different factories / visit.

### References:

Quil Ahmad, “Mohammedan law” – (Allahabad : Central Law Agency, 1992).

Goroodass Benerjee, “The Hindu Law of Marriage and Stridhana” – Delhi : Mittal Publications, 1984.

Vepa P. Sarathi, “Law of Evidence” – Lucknow : Eastern Book Company, 1989.

K. Sharma, “Divorce Law in India” – New Delhi : Deep and Deep Publications, 1990.

Dwarakanath Mitter, “The Position of Women in Hindu Law” – New Delhi : Inter India Publications, 1984.

R.N. Saxena, “The Code of Criminal Procedure” – Allahabad : Central Law Agency, 1990.

Rakesh & Singh, “ Law of Sexual Offences” – Allahabad : The Law Book Company (P) Ltd., 1994.

M. Krishnan Nair. “Family Law Vol.1” – Tiruvananthapuram : The Law Academy of Legal Laws, 1993.

Archana Parashan, “Women and Family Law Reform in India” – New Delhi : Sage Publishers, 1991.

Dilip Chand Manoja, “The Family Laws of Islam” – New Delhi : International Islamic Publishers, 1993.

Mukhopadhyay and Maheswari, “The Employees Provident Fund acts” – New Delhi : Allied Schemes Book Corporation, 1991.

Paras Diwan, “Dowry and Protection to Married Women” – New Delhi : Deep & Deep Publications, 1987.

Multiple Action Research Group, “Our Laws (Vol.1 to 10)” – New Delhi : Dept. of Women Status of women in India.

Kiran Devendra, “Changing Status of Women in India” – New Delhi : Vikas Publishing House, 1994.

Niroj Sinha, “Women and Violence” – New Delhi : Vikas Publishing House, 1989.

Indua Prakash Singh, “Women Law and Social change in India” – New Delhi : Radiant Publishers, 1989.

Sinha B.S., “ Law and Social Change in India” – New Delhi, Deep & Deep Publications, 1983.

Sushma Sood, “Violence Against Women” – Jaipur : Arihant Publishers, 1990.

Vimala Veena Ragavan, “Rape and Victims of Rape” – New Delhi : Northern Book Centre, 1987.

Srivastava, “Women and Law – New Delhi : Lectural Publications, 1954.

The Indecent Representation of Women (Prohibition) Act, 1986.

M.T.P. Act., 1971.

Pre-natal Diagnostic Techniques (Prevention and Regulation of Misuse) Act, 1984.

## PAPER – 104 : ENTERPRISE AND MANAGEMENT

### Objectives

- To orient student on the need for entrepreneurship.
- To train students on the development and organization of new enterprises.

**Unit – I : Entrepreneurship** – Concept and definition of Entrepreneurship – Entrepreneurial functions – origin and growth of Entrepreneurship in India – Small Scale Enterprises (SSE) – Entrepreneurial Competencies – Institutional interface.

**Unit – II : Establishing New Enterprises** – Choice of Enterprise – Market Assessment for SSE – Choice of Technology Financing, Preparation of the Business Plan.

**Unit – III : Business Plan for Entrepreneurs** - Development and competents, Project idea, Product Idea Scan, Technology, Marketing, Manufacturing, Money and Capital, finalizing the business and starting the Enterprise.

**Unit – IV : Women and Entrepreneurship** – Concept and definition of Women Entrepreneur – Growth of women Entrepreneurship in India (Recent Trends) – Challenges before women entrepreneurs in India (SWOT Analysis) – Entrepreneurship development, the thrust areas for action – Industrial estates for women Entrepreneurs (A Case study of ALEAP)

**Unit – V : Performance Appraisal and Growth Strategies** – Management Performance Assessment Control – Strategies for Stabilization and Growth – Managing Family Enterprises

### Practicals :

1. Collecting Case Studies of Women Entrepreneurs.
2. Visit to Enterprise row by women entrepreneurs and regional entrepreneurship support system.
3. Visit to Entrepreneurial Development Cell (Campus . Mahila University)
4. Preparation of Project Proposal for a Selected Enterprise.

### References:

1. Sivakama Sundari , S. “Entrepreneurship Development for Rural Women” (Vol. 1), Asian and Pacific for Transfer of Technology, New Delhi, 1995.
2. Lalitha Rani, D – “Women Entrepreneurs” APH Publishing Corporation, New Delhi, 1999.
3. Sundara Pandian M. “Women Entrepreneurship : Issues and strategies”, Kanishka Publishers, Distributors, New Delhi, 1999.

## PAPER – 105 : SOCIAL PROCESSES AND BEHAVIOURAL ISSUES

### Objectives:

- Training the students in decision making regarding the content and structure of jobs.
- Providing learning opportunities.
- To apply the social and behavioural principles in the work place and civil society.

### Unit – I : Social Process and Issues

Indian Environment the changing scenario – Social Issues and Organizational Relevance – Organizational values and work ethics.

### Unit – II : Intra Personal Process

Understand Human Behaviour

**Perception** – Definition, Mechanisms of perception, factors influencing perception – perception and its implications in organizations.

**Motivation** – Motivational Process – Maslow hierarchical theory.

### Unit – III : Inter Personal Process

**Communication** – Concept, types – Communication Model, Barriers to Effective Communication – Effective communication techniques for women.

### Unit – IV : Group and Inter Group Process

Building of rapport and mobilization of rural people – interaction with people – Group formation – Group process – Group dynamics..

### Unit – V : Organizational Process

Power dynamics – Male, female – Organizational – Culture with particular reference to women

### Practicals:

- Practicals regarding Motivation
- Practicals regarding Communication
- Practicals regarding leadership
- Practicals regarding Conflict
- Practicals regarding Personality

### Reference:

*Mullins, Laurie J; 1989 – Management and organizational Behaviour, Pitman : Gnat Britain.*

*Stephen. P Robbins, 1988 ; Organizational Behaviour : Concepts, Controversies and Applications. Prentice – Hall.*

## 2<sup>nd</sup> semester

### PAPER – 201 : WOMEN AND DEVELOPMENT

#### Objectives:

1. To Provide the Students with a holistic view of the developmental programmes of the government for women.
2. To analyze the contribution of programmes and policies in redefining the changes in women's status, image and their roles.

**Unit – I : i)** Concept of Development - Definition, meaning and scope – Women and Development – Women in Development – Gender and Development

**ii)** Human Development Index – Gender Development Index

**Unit – II :** Socio Economic Determinants of Women's Development – Education, Employment, Health, Political Participation, Mass Media and Housing.

**Unit – III : Women's Development Under Five Year Plans - Welfare Perseptive (I – V Plan) – Development Perspective (VI – VII Plan) – Empowerment Perspective (VIII plan onwards)**

**Unit – IV : a) Policies of Government of India and Andhra Pradesh – National Policy for the Empowerment of Women (NEP) – New Economic Policy and its impact on Women.**

#### Unit – V : Programmes for Women's Development

**i) Programmes of Central Government – Community Development Programme (CDP), Integrated Rural Development Programme (IRDP), Integrated Child Development Services (ICDS), Self Help Groups (SHGs), Minimum Needs Programme (MNP).**

**ii) Programmes of Andhra Pradesh Government – Kishore Balika Pathakam (KBP) Girl Child Protection Scheme, Indira Kranti Pathakam (Velugu).**

**iii) Support Systems – Role and functions of the Dept. of Women & Child Development – Central Social Welfare Board – State Social Welfare Board – National / State Commission for Women – Women's Development Corporation.**

#### Practicals:

Study of the Status of women in rural as well as urban areas.

Visit to Balamahila Pragathi Pranganam to study the activities and programmes as related to the objectives.

Visit to PASS in order to study the activities planned and executed for women's development.

Visit to TRENDS in Mangalam to study the training imparted to women.

Assessment of literacy rate of women in rural and urban areas.

Assessment of Health status of women in rural and urban areas.

Study of Atrocities on women, collecting information from the police stations in Tirupati.

Assessment of problems of women – Married and unmarried, working and non-working.

Study of status of 'Mathangi Women' in Jeevakona.

#### References

Paul Chowdary, D. "Women Welfare and Development (A Source Book)", Inter-India Publication, New Delhi – 1991.

Lakshmi Devi, "women Empowerment and Societal improvement", Anmol Publications, Pvt. Ltd., New Delhi – 1998.

Lakshmi Devi, "Women and Development", Anmol Publications, New Delhi – 1998

Andal, N. "Women and Indian Society", Rawat Publications, New Delhi – 2002.

"Draft National Perspective Plan for Women, 1988-2000 AD", Department of Women and Child Development, Govt. of India.

Mahadevan, "women and Population Dynamics (Perspectives from Asian Countries)", Sage Publications, New Delhi – 1989.

Maithreyi Krishnaraj, "Women and Development (The Indian Experience)", Shubhada Saraswat Prakasham, Pune, 1988.s

#### Journals:

Social Welfare

Social Work

Changing Villages

Krurshetra

Moving Technology

Annual reports of the different departments of Govt. of India and State Governments and United Nations.

## PAPER – 202 : RESEARCH METHODS AND STATISTICS

### Objective:

1. To introduce student to fundamentals of research methodology applicable to women's studies and management.
2. To enable students to calculate simple statistical constants and to analyze the data collected.
3. To enable students to have an understanding of research and research design.

### Unit – I : Introduction Research with special reference to Women's Studies:

Definition – Meaning – Objectives and uses of Social Science Research.

Definition – Meaning – Scope and significance of Research in Women's Studies.

Definition – Meaning and Functions of Research Design – Steps in Research Design – Problem formulation – Conceptualization – Hypothesis – Types of Research Design : Exploratory, Diagnostic and Experimental

### Unit – II : Sampling

Definition – merits and demerits of sampling – Types of Sampling – Probability Sampling – Random Sampling – Multistage Sampling – Cluster Sampling – Stratified Sampling – Systematic Sampling.

Non Probability sampling – Purposive Sampling – Convenience Sampling – Quota Sampling – Snowball Sampling.

### Unit – III : Quantitative and Qualitative Techniques

Characteristics of Quantitative and Qualitative research

Quantitative methods : Interview – questionnaires (Schedule).

Quantitative Methods – Observation – Participatory research – Case Studies – Focus Group – Oral History.

Other Methods : Action Research.

Techniques – Scaling (Thurstone and likert scales).

### Unit – IV : Statistics

Measures of Central Tendencies – Measures of Dispersion – SD – SP – Simple Correlation.

't' Test (Students 't' distribution with simple mean) chi-square test (2 x 2, 3 x 3).

### Unit – V : Report Writing and Presentation

Research Project Proposal – Report Writing and Presentation – Bibliography – References – Footnotes and Citation.

#### Practicals :

- ◆ SPSS Package and usage.
- ◆ Preparation of various charts

#### References:

Kitari C.R. : *"Research Methodology, Methods and Techniques"* (New Delhi : Wiley Eastern Ltd., 2001).

Goode W.J. & Hatt P.K. : *"Methods in social Research"*, (London : Mc. Grand Hill Book Co., 1952).

Babbie Earl : *"The Practice for Social Research"* (London : Wadsworth Publishing Co., 1983).

Wilkinson T.S. & Bandarkar : *"Methodology and Techniques of Social Research"* (Bombay : Himalaya Publishing House, 1979).

Sarma KVS. : *"Statistics Made Simple"*, (New Delhi : Prentice, Hall of India Pvt. Ltd., 2001).

Young P.V. : *"Scientific Social Surveys and Research"* (New York : Prentice Hall, 1966).

Neera Desai and Maithreyi Krishna Raj : *"Women and Society in India"* (New Delhi : Ajantha Publications, 1987).

SNDT Women's University Publications *"Contribution to Women's Studies Series – 4,4, Oral History in Women's Studies Concept, Method and Use"* (Bombay : SNDT Women's University, 1990).

Blalock M. Hubert : *"Conceptualization and Measurement in the Social Sciences"*, (New Delhi, Sage Publication, 1982).

Kotari C.R. : *"Research Methodology, Methods and Techniques"* (New Delhi : Wiley Eastern Ltd., 1985).

Guptha B.N. : *"Statistics"* (Agra : Aahithya Bhavan, 1984).

Dev Doss RP and Kulandavel K. – *Hand Book of Methodology of Research* – Oxford Press, 1985.

Garett – *Statistics in Psychology and Education* – 10<sup>th</sup> Indian Reprint 1986 Valeits Fefer and Simsons co., Bombay.

Sharma S.R. – *Statistical methods in Educational Research* – Anmol Publication Pvt. Ltd., New Delhi, 1994.

## PAPER – 203 : SKILL DEVELOPMENT AND PARTICIPATORY LEARNING & ACTION

### Objectives:

1. To Expose the students to know the concept, principles and Philosophy of Participatory learning and action. Acquire skills in practicing participatory appraisal methods in the field.
2. Apply the participatory learning and action methods in monitoring and evaluating different types of projects.
3. To equip and train the students in various skills.

### PART : A

**Unit – I : Communication :** Meaning – Process – Barriers – principles – interpersonal communication – formal Vs. informal Communication – Critical and Lateral Channels of communication – oral communication : Public Speaking – Listening and its importance – interview – Art of Conducting Good Interview and fairing in interview – written communication : Essentials of effective written communication, Letter writing, memos, circulars, minutes, proposals, reports

### Unit – II : ‘C’ Language

Introduction: History of C language – Features of C – C Structure – Variables – Constants – Data Types – Arithmetic Expressions : Working with variables – understanding data types and constants – the assignment operators – the print function – the scan f function.

Working with functions – Defining a function – arguments – local variables – returning function results – global variables

Decision making : the for statement – nested for loop – the while statement – the do statement

Arrays : defining an array – initializing arrays – character arrays

### DBMS :

Introduction to DBMS – why the database is important – problems with file system management – file system Vs. DBMS  
Introduction to SQL : Data definition commands (DDL) – Data manipulation commands (DML) – Data Control Commands (DCL) – Select Queries.

### Unit – III : Soft Skills

**Soft Skills :** Concept & Significance – presentation skills – influencing skills –negotiating skills – culture training – time management – team building skills – motivation skills – leadership skills : Definition – scope – functions and characteristics of leader – Gender issues in Leadership – Methodology adopted for Capacity building of women

**UNIT – IV : Participatory Extension:** Introduction to concepts and approaches – importance, key features, principles and process of participatory approaches – different participatory approaches (RRA, PRA, PLA, AEA, PALM, PAR, PAME, ESRE,FPR) and successful models.

**Participatory tools and techniques** – Space-related Methods : Village map (Social & resource) – Time related methods : Time line, trend analysis, seasonal diagram – Daily activities schedule, dream map.

### UNIT – V :

Preparation of participatory action plans – concept and action plan preparation – participatory technology development and dissemination – participatory planning and management - phases and steps in planning and implementation – process monitoring, participatory evaluation.

### REFERENCES:

- Bills Scot, “THE SILLS OF COMMUNICATION”, Gower publishing company limited, London  
Larry L. Barker. “COMMUNICATION”, Prentice Hall of India, New Delhi  
Lesiker and petin, “BUSNINESS COMMUNICATION”, Prentice Hall of India, New Delhi  
Piyush Dhar Chaturvedi and Mukesh Chuturvedi, “BUSINESS COMMUNICATION”, Pearson Education  
Balaguruswamy C, ‘PROGRAMMING C’  
Adhikary, “PARTICIPATORY PLANNING AND PROJECT MANAGEMENT IN EXTENSION SCIENCE”, Agrotech Publication Academy  
Mukharjee N. “PARTICIPATORY LEARNING AND ACTION”, Concept Publishing Company, New Delhi.  
Mukharjee Amitava, “PARTICIPATORY RURAL APPRAISAL – METHODS AND APPLICATIONS IN RURAL PLANNING”, Concept Publishing Company, New Delhi.  
Mukharjee Neela “PARTICIPATORY LEARNING AND ACTION WITH 100 FIELD METHODS”, Concept Publishing Company, New Delhi.  
Mukharjee Neela “PARTICIPATORY RURAL APPRAISAL AND QUESTIONEEAIRE SURVEY”, Concept Publishing Company, New Delhi.  
Singh BK, “PRA / PAL AND PARTICIPATORY TRAINING” Adhyayan Publication & Distribution.  
Somesh Kumar, “METHODS FOR COMMUNITY PARTICIPATION” Vistaar Publications.



## **PAPER – 204 : HUMAN RESOURCE PLANNING WITH FOCUS ON WOMEN**

### **Objectives :**

- To train the students as effective Human Resource Planners
- To expose the students to the processes and techniques of manpower planning, that enhance effectiveness of human resource management.

### **Unit – I : Basics of Human Resource Planning**

Introduction to HRP System – The Emerging Context – Process and Functions of Human Resource Planning – Methods and Techniques : Demand Management – Methods and Techniques : Supply management – Contemporary Trends in Managing Demand and Supply

### **Unit – II : Approaches to Analysing Job**

Job Analysis – Changing Nature of Roles – Job Evaluation : Concepts and Methods – Competency Approaches to Job Analysis

### **Unit – III : Key Human Resource Practices**

Recruitment – Selection – Dislocation and Relocation of Employees – Orientation – Career and Succession Planning – Performance and Potential Appraisal

### **Unit – IV : Intellectual Capital Accounting**

Human Resource Information System – Human Resource Audit – Human Resource Accounting

### **Unit – V : Women in Human Resource Planning**

### **Practicals :**

Case studies – (National & International)

### **References:**

1. Garden, Mc Beath, **ORGANISATION AND MANPOWER PLANNING** (Business Books )
2. Thornes H. Pattern: **MANPOWER PLANNING AND DEVELOPMENT OF HUMAN RESOURCES**, (John Wiley)

## **205: HUMAN VALUES AND PROFESSIONAL ETHICS - I**

### **Unit-I:**

Definition and Nature of Ethics- Its relation to Religion, Politics, Business, Legal, Medical and Environment. Need and Importance of Professional Ethics - Goals - Ethical Values in various Professions.

### **Unit-II:**

Nature of Values- Good and Bad, Ends and Means, Actual and potential Values, Objective and Subjective Values, Analysis of basic moral concepts- right, ought, duty, obligation, justice, responsibility and freedom. Good behavior and respect for elders, Character and Conduct.

### **Unit-III:**

Ahimsa (Non- Violence), Satya (Truth), Brahmacharya (Celibacy), Asteya (Non-possession) and Aparigraha (Non- stealing). Purusharthas (Cardinal virtues)-Dharma (Righteousness), Artha (Wealth), Kama (Fulfillment Bodily Desires). Moksha (Liberation).

### **Unit-IV:**

Bhagavad Gita- (a) Niskama karma. (b) Buddhism- The Four Noble Truths – Arya Astangamarga, (c) Jainism- mahavratas and anuvratas. Values Embedded in Various Religions, Religious Tolerance, Gandhian Ethics.

### **Unit-V:**

Crime and Theories of punishment- (a) Reformatory, Retributive and Deterrent. (b) Views on man and Yajnavalkya.

### **REFERENCES:**

1. John S Mackenjie: A manual of ethics.
2. "The Ethics of Management" by Larue Tone Hosmer. Richard D. Irwin Inc.
3. "Management Ethics' integrity at work' by Joseph A. Petrick and John F. Quinn. Response Books: New Delhi.
4. "Ethics in Management" by S.A. Sherlekar, Himalaya Publishing House.
5. Harold H. Titus: Ethics for Today
6. Maitra, S.K: Hindu Ethics
7. William Lilly: Introduction to Ethics
8. Sinha: A Manual of Ethics

9. Manu: Manava Dharma Sastra or the Institute of Manu: Comprising the Indian System of Duties: Religious and Civil (ed.) G.C.Halighton.
10. SusrptaSamhita: Tr.KavirajKunjanlal, KunjalalBrishagratha. Chowkarnba Sanskrit series. VolLII and III, Varnasi, Vol I 00,16'20,21-32 and 74-77 only.
11. CarakaSamhita :Tr.Dr. Ram Karan Sarma and VaidyaBhagavan Dash, Chowkambha Sanskrit Series office. Varanasi I, 11.111 VolIPP 183-191.
12. Ethics, Theory and Contemporary Issues. Barbara Mackinnon Wadsworth/Thomson Learning, 2001.
13. Analyzing Moral.Issues, Judith A. Boss. May Field Publishing Company - 1999.
14. An Introduction to Applied Ethics (Ed.) John H.Piet and Ayodhya Prasad. Cosmo Publications
15. Text Book for Intermediate First Year Ethics and Human Values. Board of Intermediate Education- Telugu ~ Akademi, Hyderabad.
16. I.C Sharma Ethical Philosophy of India. Nagin& co Julundhar

## **PAPER – 206 : DOCUMENTATION & SEMINAR**

**70 +30**

### **3<sup>RD</sup> SEMESTER**

#### **PAPER – 301: GUIDANCE AND COUNSELLING WITH FOCUS ON WOMEN**

##### **Objective:**

- ◆ The main objective of the course is to provide the students with sound technical knowledge and to develop in them the capacity to tackle the problems they will meet during the course of their professional career.

##### **Unit – I : Guidance**

- i) Meaning, Scope, Purpose, functions and role of guidance, principles underlying guidance, Historical Development of Guidance
- ii) Types of services in a guidance programme : a) Appraisal Service – Observation, interview, autobiography. Cumulative record, test data, socio-metric techniques.  
b) Informational Service-purpose, types, principles and material involved, Career Planning and Placement Service.

##### **Unit – II : Counselling**

- i) Meaning, Scope, Purpose, functions and role of Counselling, principles underlying Counselling, Types of Counselling, Historical Development of Counselling.
- ii) Expectations and goals of Counselling, roles and functions of Counselor, characteristics of counselor and counselee, qualities of a good counselor, factors facilitating counseling relationships.

##### **Unit – III : Counselling Theories**

- i) Trait-factor, Client-centered, Eclectic counseling, Behavioural Counselling, Rational emotive, Reciprocal inhibition, existentialism.
- ii) Role of non-verbal communication in counseling.

##### **Unit – IV : Group Guidance and counseling**

- (i) Concept, Characteristics, individual Vs Group Techniques; Similarities and Differences; Advantages and limitations.
- ii) General principles of evaluation of guidance and counseling programme, Major approaches, concept of accountability.
- iii) Guidance and counseling to women & adolescent girls.

**Unit – V :** Report Presentation of a Case Study on Guidance and Counselling.

**PRACTICALS :**

1. Visit to Child Guidance Counselling Clinic - SVRR Hospital - TPT
2. Visit to PPTTC (HIV/AIDS) Counselling centre – Maternity Hospital – TPT
3. Visit to Family Counselling Centre - CSWB – TPT
4. Visit to Family Counselling Centre – NGO (PASS) – TPT
5. Visit Guidance Counselling Centre - TPT
6. Report on activities of Guidance and Counselling

**References:**

1. Narayana Rao, "Counselling and Guidance" – 2<sup>nd</sup> Edition, Tata Mc. Graw-Hill Publishing Ltd., New Delhi, 2000.
2. Masch. "Principles of Guidance and counseling" – Sarup and Sons, New Delhi, 2000.
3. Sitaram Jayaswal. "Guidance and Counselling – An eclectic approach" – Prakash Kendra, Lucknow, 1990.
4. Kukhopadhyaya, "Guidance and Counselling" – (A Manual), Himalaya Publishing House Ltd., New Delhi, 1989.
5. Swadesh Mohan, "Career Development in India" - Vikas Publishing House Pvt. Ltd., New Delhi, 1998.
6. Adams, James, F. "Problems in Counselling" – The Macmillan Co., New York, 1970.
7. Hansen, James, C. "Counselling Process and Procedure" – Macmillan Co., New York, 1978.
8. Johnson Dorothy, E. and Mary Vestermark, J. "Barriers and Hazards in Counselling" – Houghton Mifflin Co., Boston, 1970.
9. Kaur, Surajit, "Fundamentals of Counselling" – Sterling Publishers, New Delhi, 1971.
10. Kochhar, K. "Educational and Vocational Guidance in Secondary Schools", Sterling Publishers, New Delhi, 1976.
11. Krumboltz, John D and Carl E. Tharasen, "Counselling Methods" – Holt, Rinehart, Winston, New York, 1976.
12. Pepinsky, Harold B. and Pauline Nichols Pepinsky, "Counselling, Theory and Practices" – The Ronald Press Co., New York, 1954.
13. Shertzer, B. and Stones, C. "Fundamentals of Guidance" – Houghton Mifflin Co., Boston, 1976.
14. Shertzer, B. and Stones, C. "Fundamentals of Counselling" – Houghton Mifflin Co., Boston, 1976.
15. Waters, Jane, "Techniques of Counselling" – McGraw Hill Book Co., New York, 1965.
16. Brammer, L.M. and Shatram, E.L. "Therapeutic Psychology" New Delhi, Prentice – Hall of India, 1968.
17. Fuster, "Counselling in India", New York : The Macmillan and Co., 1964.
18. Goldman, L. "Using Tests in Counselling", New York, Appleton Centry Crafts, 1971.
19. Jones, A.J. and Steward, N.B. "Principles of Guidance" Tata – Mc Graw Hill, Bombay, 1970.
20. Kemp, Gratoon, C. "Foundations of Group Counselling", McGraw Hill Book Co., New York, 1970.
21. Krumboltz, John D. Tharesen Carl, E. "Behavioural Counselling" – Holt, Rinehart and Winston Inc., New York, 1966.
22. Miler, F.W. "Guidance Principles and Services" Charles Ohio, F.merril Publishing Co., Columbus, 1968.
23. Miller, Carol, H. "Foundations of Guidance" – Harper and Row Publishers, New York, 1971.
24. Ohlsen, Merie, M "Group Counselling" – Hold Rinchart and Winston inc., New York, 1970.
25. Parricha, Prem, "Guidance and Counselling in Indian Higher Education" NCERT, New Delhi, 1976.
26. Tolber, "Counselling for Career Development" – Houghton Mifflin Co., Boston, 1973.

**Journals:**

1. British Journal of Guidance.
2. Counselling Psychologist.
3. Indian Journal of Clinical Psychology.
4. Journal of Counselling Psychology.
5. Personnel and Guidance.
6. The School Counsellor.
7. Journal of Community Guidance and Research.

## **Paper – 302: SOCIAL WORK INITIATIVES FOR WOMEN’S DEVELOPMENT**

### **Unit – I**

Social Work – Definition, objectives and functions - Values and Principles of Social Work - Social Work Practice in India.

### **Unit – II**

Social Work Methods – Social Case work – Definition, Scope, Purpose, Components- Principles, Process and Approaches to Case work. – Social group work – Definition, Scope, Objectives, Purpose, Principles, Process of Social group work - Application to women in need.

### **Unit – III**

Community Organization – Definition, Process and Principles of Community organization – Social Action, Definition, Scope, Principles, social action for improvement of women – Social Welfare Administration, concept, definition - social welfare administration at centre, state and local levels.

### **Unit – IV**

Fields of Social Work – Family welfare, child welfare, school social work, correctional institutions, Medical and Psychiatric social work, Industrial settings, gerontology, Community development.

### **Unit – V**

Social work initiatives for Women – Methods and strategies –Social work interventions to women in various situations and settings including Indigenous, migrant, displaced and poor women.

### **Practicals**

Develop knowledge of the socio-economic and cultural realities, and their impact on the client system with specific focus on marginalized women in agencies or in community and applying the knowledge gained in the classroom to reality situation through

Casework - Group work - Community Development.

### **References:**

1. Singh D. K. & Bhartiya, A. K., Social Work- Concepts & Methods, New Royal Book Company, Lucknow.
2. Encyclopedia of Social Work in India, Ministry of welfare, Govt. of India, New Delhi, 1987.
3. Friedlander W. A., Introduction to Social Welfare, Popular Prakashan, New Delhi.
4. R.k.Upadhyay, Social Case work. Rawat publications, New Delhi
5. Sanjay Bhattacharya Social work: An Integrated Approach, Deep and Deep publications New Delhi.
6. Siddiqui H.Y.Group work,Theories and Practices, Rawat publications, Jaipur
7. Barger G. and Specht H., Community Organization, Columbia University Press, New York, 1969.
8. Gangrade K.D., Community Organization in India, Popular Prakashan, Bombay 1971.
9. Chaudhari D. Paul, Social Welfare Administration, Atma Ram & Sons, Delhi
10. Goel S.L. & Jain R.K. Social Welfare Administration: Theory and Practice, Vol. I & II, Deep and Deep Publications, New Delhi,1988

## **PAPER – 303 : HUMAN RESOURCE DEVELOPMENT WITH FOCUS ON WOMEN**

### **Objective :**

- ◆ To educate the students as how to use the available Human Resources through Human Resource Development.
- ◆ To train the students to become Human Resource Experts.

### **Unit – I : HRD : CONCEPT AND SYSTEM**

The Process and System of HRD, Status and Role of Women in HRD  
Career System, Career and Women  
Coaching and Mentoring  
Development System – Designing and development of HRD System

## **Unit – II : HRD SYSTEMS AND PROFESSION**

Reward System  
Self Renewal System  
Professionalisation of HRD  
HRD Strategies and Experiences

## **Unit – III : ROLE AND RESPONSIBILITIES OF HRD MANAGERS**

Role of HRD Manager - case studies of women managers  
Making HRD Facilitator  
HRD Interventions  
Trade Unions role in HRD

## **Unit – IV : COMPARATIVE HRD WITH SPECIAL FOCUS ON WOMEN**

HRD in the Government and Public Systems with special focus on Women  
HRD in Health Sector with special focus on women  
HRD in other Sectors (Defence, Police, Voluntary Organizations and Panchayati Raj Institutions) with special focus on women

## **Unit – V : HRD ISSUES AND EXPERIENCES WITH SPECIAL FOCUS ON WOMEN**

HRD Audit  
Technology ,HRD and Women  
HRD, Globalization and Women

### **Practicals:**

- To study and assess National & International Case Studies.
- Reports of Case Study Analysis

### **References:**

1. T.V. Rao, “Alternative Approaches and Strategies of Human Resource Development” – Rawat Publications, Jaipur, 1988.
2. Madan Mohan Varma, “Human Resource Development” – Gitanjali Publishing House, 1988.

## **PAPER – 304- GENDER SCIENCE & TECHNOLOGY**

### **Unit – I: Gender and Development in Science Technology and Management**

- Definition of Gender, Focus on Gender, Gender Analysis
- Mainstream Gender in Science and Technology
- Gender Management System - Objectives - GMS Structures- GMS Mechanisms
- Mainstreaming Gender development policies

### **Unit – II: Environment and Sustainable Development: The Gender Dimension**

- Women’s Local and Indigenous Knowledge Systems- Agriculture, Biodiversity and Food Security
- Education, Careers and Decision-Making
- Science for women: supporting women’s development and livelihood activities through Science & Technology

### **Unit – III: Approaches for applying Gender in Science and Technology**

- Capacity development for technology choice
- Capacity development for promoting women in innovation systems
- Approaches for action: interconnections and empowerment through a gender Perspective

### **Unit – IV: Rural Women and Technology Development**

- Women in Technology roles
- Women in Micro finance
- Impact of Technology on Women and Vice Versa
- Transfer Technology for Development of Women
- Self-Help Group Women Beneficiaries and Adoption of Science & Technology

### **Unit – V: Technology Support Systems**

Financing – Information Systems – Organizing at Enterprise Level – Women and Information Technology Systems.

**Object oriented Programming concepts :** Encapsulation, abstraction, inheritance, polymorphism – Element of C++ Tokens – identifiers – Variables and constants – Data types – operator – Control Statement – Function parameter passing – Class and object – Constructor and destructor – overloading – inheritance.

**Practicals :**

- Report on Case Studies on Women and Technology
- C++ Lab

**References:**

- Jain, S.C., “women and Technology” – Rawat Publications, Jaipur Beghs, 1985.
- Poonacha, Veena, Coverage of Women in the Print Media: Content Analysis of the Sunday Observer, Research Centre for Women’s Studies, SNDT Women’s University, Bombay, 1988.
- Singh, Indu Prakash, Indian Women: The Power Trapped, Galaxy Pub, New Delhi, 1991.
- Everts, Saskia (1998). Gender and Technology: Empowering Women, Engendering Development. London: Zed Books
- Carr, Marilyn (2000). ‘Gender, Science and Technology for Development in the Context of Globalization’, in AWIS Magazine, Volume 29, Number (4) pp 13–16, Fall 2000.
- Elizabeth McGregor and Fabiola Bazi (2001) Gender Mainstreaming in Science and Technology A Reference Manual for Governments and Other Stakeholders June 2001.
- Rege, Sharmila (ed), Sociology of Gender: The Challenge of Feminist Sociological Knowledge, Sage, New Delhi, 2003.
- Mohanty, Manoranjan, (eds), Class, Caste, Gender, Sage, New Delhi, 2004
- Malini Bhattacharya (Ed)., Women and Globalization, Tulika Books in Association of School of Women’s Studies, Jadapur University, New Delhi, 2005

**PAPER – 305: MARKETING & SALES MANAGEMENT**

**Objectives:**

- ◆ To enable the Student basic understanding of fundamental marketing concepts and their application by business and non-business organizations.
- ◆ To explain the strategic Organizational and Marketing Planning Process.
- ◆ To enable the student the role of marketing management in implementing and controlling the marketing.

**UNIT – I**

Marketing: Meaning & Significance – Marketing Philosophies – Implementing Marketing Concept – Marketing Mix – Marketing Environment – Green Marketing – Organizing Marketing – Women and Marketing Management.

**UNIT – II**

Marketing Planning – Marketing Research & Information System – Demand and Sales Forecasting – Segmentation – Targeting and Positioning

**UNIT – III**

Product Strategy – Product Classification – Product Mix – Product Line – Branding & Packaging – Product Life Cycle Strategies – New Product Development – Innovation Diffusion – Pricing Strategy – Objectives of Pricing – Factors Influencing the Price – Methods of Pricing Cost Based – Demand Based – Competition Based – New Product Pricing – Role played by Women in Product study and Product Mix.

**UNIT – IV**

Sales Management – Goals and Functions – Salesmanship – Selling Skills – Buyer – Seller Dyads – Theories of Selling – Selling Process – Sales Territories – Routing and Setting Sales Quotas – Sales Contests, Women and Sales Management – Women and Sales Selling Skills in Women.

## **UNIT – V**

Compensating Sales Personnel – Developing and Administering Sales Personnel – Motivating Sales People – Sales Evaluation – Sales Analysis – Sales Expenses Control – Sales Audit – Women in Sales and Sales and Women.

## **PRACTICALS**

A Study report on Selling Skills of Women  
Case study analysis of Marketing & Sales Management

## **REFERENCES**

- Philip Kotler, “**MARKETING MANAGEMENT**” (Pearson Education)
- Kotler & Armstrong, “**PRINCIPLES OF MARKETING**” – Prentice Hall, India.
- Kotler, Philip, “**MARKETING MANAGEMENT – ANALYSIS AND CONTROL**” Prentice – Hall of India Pvt. Ltd.: New Delhi, 1986.
- S. Neela Megan “**MARKETING IN INDIA**” (Vikas)
- Still, Cundiff & Govanti, “**SALES MANAGEMENT DECISIONS, STRATEGIES AND CASE**”, Prentice – Hall of India
- David Jobber and Geoff Lancaster, “**SELLING AND SALES MANAGEMENT**”, Pearson Edition
- Vaswar Das Gupta, “**SALES MANAGEMENT – IN INDIAN PERSPECTIVE**”, Prentice – Hall of India

## **4<sup>th</sup> SEMESTER**

### **PAPER – 401 : WOMEN’S HEALTH AND NUTRITION**

#### **Objectives:**

- ◆ To Create awareness about the importance of Nutrition and Health to improve the quality of life in general and women in particular.
- ◆ To create understanding and awareness about Reproductive Health and Reproductive Rights.
- ◆ To identify the role of women in population control

#### **Unit – I : Nutrition and Health**

Concept – Definition – Nutrition and Health – Interrelationship between Health and Nutrition.  
Common Nutritional disorders among women and children in India.

#### **Unit – II : Nutritional and Health Programmes**

National Nutritional programmes – Applied Nutrition Programme, Supplementary Feeding Programme – National Health Programmes – Anaemia Censure Programme, goiter Control Programme and Vitamin ‘A’ - Immunization Programme.

#### **Unit – III : Nutrition and Health Education**

Nutrition Education – Definition – Concept – Channels – Advantages of Breast feeding and colostrums – Gender Bias in Nutrition intake – Food security.

Health Education – Concept – Definition – Objectives, IEC (Information Education and Communication)

Health Care services – Sub Center Level, PHC, CHC.

#### **Unit – IV : Reproductive Health and Reproductive Rights**

Reproductive Health problems – Menstrual disorder – Urinary Tract infection – Abortion – Still birth – Infant and Maternal Mortality – Menopause – STD, HIV and AIDS.

An Integrated approach for RCH – Antenatal, Natal and Postnatal Care.

Reproductive Rights

#### **Unit – V : Family Welfare**

Family Planning and Contraceptives – Gender Bias Practices.

Policies and Programmes of Population control in India (Pre and Post Cairo Conference).

#### **Practicals:**

1. Visit to PHC, CHC, UHC, Subcenters.
2. Assessment of Nutritional and Health status of Women.
3. Visit to STD Clinic and VCTC, PPTCC.

#### **References:**

1. Swaminathan.M. – “*Principles of Nutrition and Dietetics*” (Bangalore : The Bangalore & Printing Publishing Co., Ltd., 1986).
2. NIN Publication – “*Nutritive Value of Indian Foods*” (Hyderabad : NIN, 1989).
3. Proceedings of the Nutrition Society of India Eleventh Gopalan Creation. (Hyderabad : NIN, 1988).

4. Shukla, P.K. – “*Nutritional Problems of India*” (New Delhi : Prentice Hall of India, 1982).
5. PARK, K – “*Park’s Textbook of Preventive and Social Medicine*”, (Jabalpur : Banarasidas Publishers, 1988).
6. ICSSR – “*Health for All – An Alternative Strategy*” (Pune : Indian Institute of Education, 1981).
7. Reddy, P.R. and Sumangala P. (Eds.) – “*Women in Development, Vol.II*” (New Delhi : B.R. Publishing Corporation, 1999).
8. Mahadevan (Ed.) – “*Health Education for Better Quality of Life*” (New Delhi : B.R. Publications, 1990).
9. Giane Recharadson – “*Women and AIDS Crisis*” New Edition (London : UNWIN, HYMAN, 1998).
10. Pallack Rosalind Patcheesky – “*Abortion and Women’s Choice Questions for Feminism*” (Verso, 1986).
11. WHO – HIV SERO “*Positivity and AIDS Prevention & Control,*” (New Delhi : B.R.Publishing Corporation, 1989).
12. Govt. of India – *National Population Policy*”, Document (New Delhi : Ministry of Health and Family Welfare, India – 2000).
13. United Nationals – “*IPCD Report – Cairo*” (New York : UN 1994).
14. Mahadevan et. al. (Eds.) – *Reproductive health of Human Kind*” (New Delhi : BR Publishing Corporation, 2000).
15. I.C.S.S.R. – “*Health for all – an Alternative Strategy*” (Pune, Indian Institute of Education, 1981).
16. Das Gupta Monica & Krishnan T.N. – “*Women and Health*” (New Delhi : Oxford 1998).
17. Krishna Raj Maithrey (Ed.) – “*Gender, Population and Development*” New Delhi : Oxford 1999).

## **PAPER – 402 : ACCOUNTING AND FINANCIAL MANAGEMENT & TALLY**

### **Objectives:**

- To train the Students in maintenance of Accounts.
- To orient and teach them Accounts and Financial Management.

### **UNIT – I**

Introduction – Meaning – Principles – Concepts – Conventions – Functions of Accounting – Double Entry System – Classification of Accounts – Ledger Postings – Subsidiary Books – Trail Balance – Three Column Cash Book, Importance of Accounting and Finance Management for Women Entrepreneurs

### **UNIT – II**

Bank Reconciliation Statement – Preparation of Final Accounts – Trading, Profit and Loss Account and Balance Sheet Adjustments

### **UNIT – III**

Financial Management – Introduction – Scope of Finance – Functions of Finance – Objectives of Financial Management – Organization of Finance Function – Role of Financial Manager – Operating and Financial Leverages – EBTI – EPS Analysis – Computation of leverages – Budgeting and Budget control – Women in Finance Management

### **UNIT – IV**

Management of Working Capital – Concepts – Need for Working Capital – Operating Cycle – Financing of Working Capital Needs – Estimation of Working Capital Requirements – Investment Appraisal – New, Types, Methods and Limitations.

### **UNIT – V**

Features and Importance of Tally – Components of Gateway of Tally – Creation of a Company – Creating, Displaying and altering Single or Multiple Ledgers – Groups and Accounting Vouchers – Display of Financial Statements – Inventory Masters – Configuration – Creating, Displaying and Altering Single or Multiple Stock Groups – Stock Categories – Unit of Measure – Stock Godowns - Stock Items and Inventory Vouchers - Display of Inventory Reports – maintenance of Out standings – Calculating Interests – Maintenance of Budgets VAT: Concept and Classification – Configuration – Creation of Ledgers – Voucher Entries for Single and Multiple Ledgers – VAT rates – VAT on Imports and Exports – VAT Computations and Reports – TDS: Configuration – Creation of Ledgers and Vouchers for Deductions, Payments, Deposits and Advances – TDS Reports – TCS: Configuration – Creation of Ledgers and Vouchers for Collections, Receipts, and Advances – TCS Reports – ST: Configuration – Creation of Ledgers and Vouchers for Service Providers, Service Users and Advances – ST Reports – FBT – Configuration – Creation of Ledgers and Vouchers – FBT Reports, Women and Computer Accounts skills

### **PRACTICALS**

- Practice and Report of Accounting Maintenance
- Study of Eco enterprise of Finance Management
- Case study Analysis



## **REFERENCES**

- Jain and Narang, "INTRODUCTION TO ACCOUNTANCY", Kalyani Publications
- R.L. Gupta, "ADVANCED ACCOUNTANCY", Kalyani Publications
- Nandhani A.K. and Nandhani K.K, "IMPLEMENTING TALLY 7.2", BPB Publications, New Delhi
- Kiran Kumar, K, "TALLY 6.3", Lasya Publishers, Hyderabad

## **PAPER – 403: ADVOCACY, EXTENSION AND OUTREACH PROGRAMMES (WITH FOCUS ON WOMEN) & NGO MANAGEMENT**

### **Objectives:**

- ◆ To enable students to understand the changing concept of extension and expose them to outreach programmes and Equip students with skills of extension work.
- ◆ To enable students to understand the role of NGOs. in development with a focus on women and develop skills for NGO Management.
- ◆ To enable students to understand the new role women have to play for community development.

### **Unit – I : Changing Concept of Extension**

Extension work – Meaning – Scope need and methods.

Changing concept of Extension – Philosophy – Objectives – Principles functions.

Extension education components and dimensions – Characteristics of Extension Work : Building up rapport – Mobilization of rural people – Interaction with people, Government and NGOs. – Extension and Communication – Motivation and skill development specific to extension work – professional.

Women and Extension for Community Development.

### **Unit – II : Support Structures and their Functions**

Panchayats, DRDA, CAPART, NIRD, Extension as a third dimension of University Education – Area specific problems.

## **B : NGO MANAGEMENT**

### **Unit – III : Voluntarism and Social Action**

Voluntarism Vs. Activism – Voluntary Agencies – Definition – Objectives, Ideology of NGOs. – Evolution and functions of NGOs – Complementary role of contract between NGOs. With Government, Role of NGOs. In Development, National and International.

### **Unit – IV : Formation of NGO**

Factors influencing the formation of NGOs. – Preparation of Memorandum of Association and bye-laws – Registration of NGOs under Societies Registration Act., Trust Act – Enrolment of members and sustenance, growth of NGOs., capacity building - Sources of funds and methods of mobilization – donor agencies – Problems in raising funds – important provisions of Foreign Contribution Regulation Act – Financial management and accountability in NGOs. – NGOs. for Women Empowerment.

### **Unit – V : Monitoring and Evaluation**

Concept, Objectives and need for monitoring and evaluation – monitoring and evaluation of specific of NGO – Steps in monitoring and evaluation, role of donor agencies and other stakeholders – problems in monitoring and evaluation.

### **Practicals:**

1. Visit to NGOs. (RASS, PASS etc.).
2. Visit to Voluntary Organizations (RISE (Mathammas) Srikalahasti).
3. Building up rapport and Mobilization of rural people Interaction with people, Government and NGOs.
4. Report on Community Development Programme

**References:**

1. Albroosht, H. Et. al. (1989) : Rural Development Series : Agricultural Extension Vol.1 & II Basic Concepts and Methods, Wiley Eastern Limited, New Delhi.
2. Chaubey, B.K. (1979): A Hand Book of Education Extension, Jyoti Prakashan, Allahabad.
3. Dahama, O.P. and Bhatnagar, O.P. (1987) : Education and Communication for Development, Oxford and IBH Publishing Co., Pvt. Ltd., New Delhi.
4. Extension Education in Community Development (1961) : Ministry of Food and Agriculture, Government of India, New Delhi.
5. Pankajam, G. (2000) : Extension – Third Dimension of Education, Gyan Publishing House, New Delhi.
6. Ray, G.L. (1999) : Extension Communication and Management, Naya Prakash, Calcutta.
7. Reddy, A. (1997) Extension Education, Sree Lakshmi Press, Bapatla.
8. Waghmare, S.K. (1989) : Exploring of Extension Excellence, Multi Tech. Publishing Company.
9. Birtha Mikkelsen, : Methods of Development work and Research (New Delhi, Sage, 1995).
10. Katar Singh – Rural Development : Principles, Policies and Management, Sage Publications, New Delhi, 1999.
11. Michael Norton and Murray Culshaw, Getting Started in fundraising, Sage Publications, 2000.
12. John G. Sommer, Empowering the Oppressed : Grassroots Advocacy Movements in India, Sage Publications, New Delhi, 2001.
13. M.L. Dantwala, Harsh Sethi, Pravin Visaria (Eds.), Social Change through Voluntary Action, Sage Publications, New Delhi, 1998.
14. John Farrinton, et. al., NGOs. and the state in Asia, London : Routledge, 1993.
15. John Farrinton, Reluctant Partners? NGOs., the State and Sustainable Development, London : Routledge, 1993.
16. Lawani, B.T. NGOs. in Development, Jaipur : Rawat Publications, 1999.
17. Norton J. Kiritz, Programme Planning and Proposal Writing, Los Angeles : The Grantsmanship Centre News, 1980.
18. Vijay Padaki (Ed.), Development Intervention and Programme Evaluation, New Delhi : Sage Publication, 1995.
19. Voluntary Action Network India, Non-Governmental Organisation Guidelines for Good Policy and Practice, New Delhi : Vani, 1995.
20. ICSSR, Foreign Funds, NGOs in India.

**PAPER – 404 : HUMAN RESOURCE MANAGEMENT**

**OBJECTIVE :**

- ◆ Managing Human Resource effectively.

**UNIT – I : Human Resource Management : Context, Concept and Boundaries**

- i. The Changing Social Context and Emerging Issues.
- ii. The Concept and Functions of Human Resource Management
- iii. Structuring Human Resource Management
- iv. Special Focus on Women

**UNIT – II : Getting Human Resource**

- (a) Job Analysis and Job Design
- (b) Human Resource Planning
- (c) Attracting the Talent : Recruitment – Selection – Outsourcing.
- (d) Human Resource and Women

**UNIT – III : Performance Management and Potential Assessment**

- (a) Competency Mapping with Special Study of Women
- (b) Performance Planning and Review.
- (c) Potential Appraisal – Assessment Centres and Career and Succession Planning.
- (d) Human Resource Measurement and Audit.

**UNIT – IV : Human Resource Development**

- (a) Human Resource Development System – Training (b) Mentoring and Performance Coaching.  
(c) Building Roles and Teams (d) HRD and Women

**UNIT – V : women in Human Resource Management**

- (a) Status (b) Role (c) Top Women in Human Resource Management – Success Stories

**PRACTICALS:**

1. Case Studies (National and International)
2. Competency Mapping of women – A study report

**REFERENCES:**

1. David A . Decenzo and Stephen P. Robbins: **PERSONNEL / HRM**
2. MN Rudra Basava Raj, **DYNAMIC PERSONNEL ADMINISTRATION**, Himalaya Publishing House
3. Gary Dessler **HUMAN RESOURCE MANAGEMENT** Prentice Hall India Pvt. Lmt.
4. Biswajeet Pattanayak : **HUMAN RESOURCE MANAGEMENT**, (Prentice Hall of India)
5. Robert L. Mathis, et. al: **HUMAN RESOURCE MANAGEMENT**, (Thomson Learning)
6. Biswajeet Pattanayak: **HUMAN RESOURCE MANAGEMENT**, ( Prentice Hall of India)
7. David A. Decenzo and Stephen P.Robbins: **PERSONNEL / HUMAN RESOURCE MANAGEMENT** (Prentice Hall of India)
8. Srinivas R Kandula: **STRATEGIC HUMAN RESOURCE MANAGEMENT**, (Prentice Hall)

**Paper 405- HUMAN VALUES AND PROFESSIONAL ETHICS - II**

Unit-I:

Value Education- Definition - relevance to present day - Concept of Human Values - self introspection – Self-esteem - Family values-Components, structure and responsibilities of family- Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

Unit-II:

Medical ethics- Views of Charaka, Sushruta and Hippocrates on moral responsibility of medical practitioners. Code of ethics for medical and healthcare professionals. Euthanasia, Ethical obligation to animals, Ethical issues in relation to health care professionals and patients. Social justice in health care, human cloning, problems of abortion. Ethical issues in genetic engineering and Ethical issues raised by new biological technology or knowledge.

Unit-III:

Business ethics- Ethical standards of business-Immoral and illegal practices and their solutions.Characteristics of ethical problems in management, ethical theories, causes of unethical behavior, ethical abuses and work ethics.

Unit-IV:

Environmental ethics- Ethical theory, man and nature- Ecological crisis, Pest control, Pollution and waste, Climate change, Energy and population, Justice and environmental health.

Unit-V:

Social ethics- Organ trade.Human trafficking.Human rights violation and social disparities, Feminist ethics.Surrogacy/pregnancy. Ethics of media- Impact of Newspapers, Television, Movies and Internet.

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**PAPER – 406 : PROJECT WORK  
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