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8.2. Sociology of Health  
8.3. Modernization, Globalization and Society  
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Paper – 1
Fundamentals of Social Sciences

Learning objectives
The student will be able to understand the nature, various approaches, organs of the state, social perspectives and application of ICT.

Learning Outcomes: On successful completion of the course the student will be able to:
1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History
3. Know the psychological aspects of social behaviour
4. Comprehend the nature of Polity and Economy
5. Knowledge on application of computer technology

Unit – I – What is Social Science?
1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

UNIT-II: Understanding History and Society
1. Defining History, Its Nature and Scope
2. History- A Science or an Art
3. Importance of History in the Present Society
4. Types of History and Chronology of Indian History

Unit – III – Society and Social Behaviour
1. Definition , Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society
4. Thought process and Social Behavior

Unit – IV – Political Economy
1. Understanding Political Systems
2. Political Systems – Organs of State
3. Understanding over Economics - Micro and Macro concepts
4. Economic Growth and Development - Various aspects of development

Unit - V – Essentials of Computer
1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
Reference Books
1. The social sciences : An Integrated Approach by James M. Henslin and Danniel F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
7. ML Seth – Macro Economics - Lakshminarayana Agarwal, 2015
8. Fundamentals of Computers by V. Raja Raman

Activities:
1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.
Paper – II
Perspectives on Indian Society

Learning objectives
The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

Learning Outcomes: On successful completion of the course the student will be able to:
1. Learn about the significance of human behavior and social dynamics.
2. Remembers the Indian Heritage and freedom struggle
3. Comprehend the philosophical foundations of Indian Constitution
4. Knowledge on Indian Economy

Unit – I – Man in Society
1. Human Nature and Real Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns

Unit-II: Indian Heritage and Freedom Struggle in India
1. Cultural & Heritage sites of Tourism in India
2. Indian Dance, Music, and Yoga
4. Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit – 3 – Indian Constitution
1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to State

Unit – 4, Indian Economy
1. Indian Economy - Features – Sectoral contribution in income
2. Role of Financial Institutions - RBI - Commercial Banks
3. Monetary and Fiscal Policies for Economic Development
4. Economic Reforms - Liberalization - Privatization- Globalization

Unit – 5 - Impact on Society & Analytics:
1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences

References
1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipin Chandra
4. Introduction to the Constitution of India D.D.Basu
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

Activities:
1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.
II SEMESTER
3. Sociological Analysis

Unit I

- Definition of Sociology - Nature and Scope, the emergence of Sociology
- Sociology and its relationship with other Social Sciences
- Characteristics and Functions of Human Society
- Individual and society

Unit II

- Social Groups - The concept of Social Groups
- Types of Social Groups - Primary and Secondary groups, Community
- Social Structure - The concepts of ‘Status’ and ‘Role’
- Culture - The concept - Characteristics of Culture - Components of Culture

Unit III

- Socialization - The Agencies of Socialization
- Theories of Socialization
- Social Control

Unit IV

- Social Stratification: Characteristics of Social Stratification
- Theories and Forms of Stratification

Unit V

- Social Processes: Associative Process (Cooperation, Accommodation, Assimilation)
- Dissociative Process (Conflict, Competition)

Recommended Books:

Koenig, Samuel : Sociology – An Introduction
Mac Iver and Page : Society
Bierstadt, Robert : Social Order
Davis, Kingsley : Human Society
Johnson, H.M : Sociology, A systematic Introduction
Ian Robertson : Sociology
Haralombos : Sociology, Themes and perspectives
4. Classical Sociological Traditions

Unit I

- Auguste Comte: - Law of Three Stages
  - Hierarchy of Sciences
  - Social Statics and Dynamics and Positivism
- Herbert Spencer: - Theory of Evolution and Organic Analogy

Unit II

- Karl Marx: - Dialectical Materialism
  - Marxist Theory of Social Change
  - Marxian Theory of Class
  - Alienation and Surplus Value

Unit III

- Emile Durkhiem: - Division of Labour
  - Rules of Sociological Method
  - Suicide
  - Elementary forms of Religious Life

Unit IV

- Max Weber: - Typology of Social Action
  - Rationalization
  - Methodology of Social Science – Ideal Types
  - Protestant Ethics and Spirit of Capitalism
  - Weberian Theory of Authority, Class, Status and Power

Unit V

- Vilfredo Pareto: - Logical and Non-logical Action,
  - Residues & Derivations
  - Circulation of Elites

Recommended Books

Bogardus: The development of Sociological thought
Cohen, Percy: Modern Social theory
Raymond Aaron: Main currents in Sociological thought
Margaret Vine: Sociological Theory
Coser, Lewis: Masters of Sociological Thought
Merton, Robert. K: Social Theory and Social Structure
5. Perspectives on Indian Society

Unit I

- Theoretical Perspectives:
  - Dialectical
  - Structural and Functional
  - Cognitive Historical Approach
- Foundation of Indian Society:
  - Hindu View of Life
  - Purusharthas
  - Varna Dharma
  - Ashrma Dharma

Unit II

- Marriage in India:
  - Types of Marriage
  - Forms of Hindu Marriage
  - Hindu Marriage as a Sacrament
  - Changing Trends in Marriage and
  - Marriage among Muslims and Christians
- Family in India:
  - Types of Family
  - Structure and Functions of Joint Family
  - Family in Rural and Urban Setting
  - Changing Trends in Indian Family

Unit III

- Caste System:
  - Features and Function of Caste System
  - Theories of Origin of Caste System
  - Cultural and Structural View about Caste System

Unit IV

- Religion and Polity:
  - Religion and Ritual Systems
  - Leadership and Polity
  - Socio-Religious Movements

Unit V

- Tradition and Modernity:
  - Composition of Indian Society
  - Unity and Diversity
  - Great Tradition and Orthogenetic Changes

Recommend Books:
Prabu Padarinath: Hindu Social organisation
M.N. Sreenivas: Social Change in Modern India
J.H. Huttan: Caste in India
Mandle Baum, David: Society in India
6. Social Research Methods

Unit I

- Social Survey: Social Research, Experimental Study, Longitudinal and Cross Sectional Research, Participatory Research

Unit II

- Theory, Fact and Hypothesis: Their Functions and Relationships, Their Operational Differences
- Selection of a research problem: Research Design, Experimental, Explorative and descriptive research design

Unit III

- Methods of Data Collection; Observation; Questionnaire
- Interview Schedule, Interview, Historical method, Case Study

Unit IV

- Definition and Characteristics of Sampling
- Merits and Demerits of Sampling
- Types of Sampling: Probability and Non Probability Sampling

Unit V

- PRA Techniques
- Skills in conducting field work
- Report Writing.

Recommended Books:

Good and Hatt: Methods in Social Research.
P. V. Young: Scientific Social Survey and Research
Seltiz Jahoda and others: Research methods in Social relations
Black and Champion: Methods and issues in Social research
7. Social change and Development

Unit I

- Definition and Meaning and Forms of Social Change
- Evolution, Progress – Development
- Change in Structure; Change of the Structure.

Unit II

- Social Change in Contemporary India: Sanskritization, Westranization, Modernization, Securalization
- Tradition and Continuity
- Social Tensions and Social Resilience.

Unit III

- Development: Economic Development, Human Development, Social Development
- Sustainable Development

Unit IV

- Social Structure and Development: Structure as Felicitator, Initiator, Development and Socio-Economic Disparities, Gender and Development

Unit V

- Indian Experience of Development: NITI Aayog
- Social Consequences of Economic reforms
- Socio-Cultural repercussions of Globalization.

Recommended Books:

Yogendra Singh : Modernization of Indian Tradition
M.N. Srinivas : Social change in Modern India.
8. Advanced Sociological Theories

Unit I


Unit II

- Structural Functionalism - Radcliffe Brown, Malinowski, Talcott Parsons and Robert Merton
- Neo Functionalism - Jeffery Alexander
- Structuration - Anthony Giddens

Unit III

- Conflict and Neo Marxism – Marx, Simmel, Coser, Dahrendorf, Collins Habermas, Althusser

Unit IV

Interactions Perspectives

- Symbolic Intractionism: Mead, Cooley, Blumer
- Phenomenology: Alfred Shultz, Peter Berger, Luckmann
- Ethnomethodology: Garfinkel, Goffman
- Exchange Theory: George Homans, Peter Blau

Unit V

Recent Trends in Sociological Theorizing

- Deconstruction: Jacques Derrida
- Power: Michel Foucault

Recommended Books:

1) Kinloch: Sociological theory, the development and major Paradigms
2) Thimasheff: Sociological theory nature and growth
3) Jack Hobbs: Sociology in Context
4) Jonathna Turnor: Structure of Sociological Theory
9. Social Statistics

Unit I

- Statistics; Its importance and Application in Sociological research, Advantages and Limitations
- Data analysis: Classification and Tabulation

Unit II

- Measures of Central Tendency: Mean, Median and Mode; Their Advantages and Disadvantages - Their application.

Unit III

- Measures of Dispersion: Range
- Quartile Deviation,
- Standard Deviation,
- Co-efficient of Variation and their Uses in Social Research.

Unit IV

- Measures of Association: Correlation, Rank order Correlation.
- Test of Significance – Chi square.

Unit V

- Diagrammatic Presentation of Data - Graphic Presentation of data
  - One Dimensional Diagrams
  - Two Dimensional Diagrams
  - Three Dimensional Diagrams
  - Pictogram and Cartograms
  - Graphs of time series
  - Graphs of Frequency Distribution

Recommended Books:

1) Statistical methods : S.P. Gupta
2) Yule and Kendel : An introduction to theory of Statistics
3) Wallis and Roberts : Statistic – A new approach
4) Rei Chmann, W.J. : Use and abuse and Statistic
10. Urban Sociology and Urban Development

Unit I

- Nature and Scope of Urban Sociology – Urban Community Characteristics
- Urban Centres: Pre-Industrial, Industrial and Post Industrial

Unit II

- Demography and Ecology: Demographic and Morphological Features of Urban Centres in India.
- Urban Ecological Process: Meckenjee’s Theory of Human Ecology
- Urban Ecological Theories.

Unit III

- Family, Kinship and ethnicity in Urban India

Unit IV

- Urbanisation: The Concept of Urbanisation
- Causes and Components of Urbanization
- Trends and Levels of Urbanization India.
- Impact and Problems of Urbanization

Unit V

- Urban Development and Urban Problems: Housing, Pollution, Crime
- Slums and Slums Improvement
- Urban Community Development
- Urban Planning

Recommended Books:

1) M.S.A. Rao : Urban Sociology in India
2) Willim G. Flanangan : Urban Sociology
3) R. Ramachandran : Urbanisation and Urban system in India
11. Rural sociology and Rural Development

Unit I

- Introduction: Definition, Nature and Scope of Rural Sociology
- Rural and Urban differences; rural and Urban Continuum

Unit II

Ecology and Demography:
- Rural Ecology: Village and settlement pattern, types and forms
- Demographic Characteristics of rural areas in India.
- Indian Villages – Tradition and Change

Unit III

Rural social structure:
- Dominant caste
- Jajmani System
- Role of religion in rural life
- Rural leadership and polity

Unit IV

Rural Economy:
- Land Ownership pattern
- Land reforms and its impact with special reference to Andhra Pradesh
- Green Revolution and its impact
- Changing Agrarian Relations & Peasant Movement

Unit V

Rural Development:
- Rural Problems: Poverty, Indebtedness, Rural Housing, Rural House.
- Panchayat Raj
- Rural Development Programmes in India

Recommended Books:

A.R. Desai : Rural Sociology
N. Long : Introduction to the Sociology of Rural Development
Chitambar : Rural Sociology
12. Sociology of Disaster

Unit I

Introducing Disaster:
- The disaster construct
- Mainstream topics of Hazards and Disaster Research
- Conceptual understanding of societal response to disaster

Unit II

Social science research agenda for the Disasters:
- Theoretical
- Methodological and
- Empirical issues

Unit III

Disaster Vulnerability and social Marginality:
- Race
- Class
- Caste
- Ethnicity
- Gender

Unit IV

Sociological studies and Disaster:
- Case studies from India and Beyond

Unit V

Disaster prevention and Mitigation:
- Sustainable reduction on disaster

Recommended Books:

Race, class and environmental justice : Cutter
Vulnerability to environmental hazards : Cutter
Human system responses to disaster : Drabek
13 Sociology of tribal society in India

Unit I

- Basic Concepts: Primitive Tribe, Adivasi, Vanavasi, Girijan, Adimjati,
- Scheduled Tribe, De-notified Tribe, PTG, Indigenous People.

Unit II

- Distribution of Scheduled tribes in India: Racial, linguistic and geographical; Population and sex ratio.

Unit III

- Culture through ethnographies: The Toda, Khasi, Muria, Kond, Jarawa.

Unit IV

- Tribal Welfare Policies: Changing approaches to tribal development- Pre & Post-Independence: isolation, assimilation and integration; Constitutional safeguards, PESA, National Policy for Scheduled Tribes 2006.

Unit V

- Problems and conflicts: land alienation, indebtedness, forest regulation and policy, mines and people; displacement.

Recommended Books

14. Industry and Society

Unit I

- Sociological Dimensions of Industrial Society
- Division of Labour, Anomie, Bureaucracy, Rationality, Production Relations
- Alienation: Views of Emile Durkheim, Karl Marx and Max Weber
- Rise and development of Industry and Early Industrialization.

Unit II

- Concept of Globality
- Globalization as Economic, Political and Cultural Process
- Impact on Family, Religion, Stratification, Habitat, Settlement
- Environmental Problems - Globalization and Political Economy

Unit III

- Work, Technology and Work
- Modernity and Organization in the Industry
- Ethical Issues at Work: Human Relations at Work, Formal, Informal and Mixed Relations

Unit IV

- Functions of Management, Scientific Management
- Corporate Social Responsibility
- Corporate Governance, Issues and Principles

Unit V

- Industrial Relations, Conflicts, Causes, Types, Grievances, Resolution of Conflict, Conciliation, Arbitration, Adjudication, Collective Bargaining
- Labour Legislations
- Industrial Disputes Act-1947

Recommended Books:
Gisbet, P: Fundamentals of Industrial Sociology
Schnelder, Er.: Industrial Sociology
Dayal, Zachariah(Ed): Industrial Sociology and Labour Welfare
Tripati, PC: Personal Management and Industrial Relations
15. Social Psychology

Unit I


Unit II

Theories of Self: Looking Glass Self; Self and Significant Other.

Unit III

Motivation: Concept of motivation; social motives; theories of motivation.

Unit IV

Leadership: characteristics, Types; Emergence of Leadership

Unit V

Personality: Social Factors Influencing Personality, Learning and Behaviour
Theories of Personality.

Recommended Books

- Sharma, Rajendra K and Rachana Sharma. 1972. Social Psychology. New Delhi:
- Atlantic Publishers and Distributors (P) LTD.
15. Applied Sociology

Unit I
- Social case work: Definition and scope
- Concepts of Adjustment and Maladjustment
- Principles of Case Work: Individualization, Acceptance, Non-Judgmental attitude, Participation, Relationship, Effective communication of feelings, client Self
- Determination, and Confidentiality
- Components of Social work: the person, the problem, the place and the process

Unit II
- Theories and approaches of Case Work: Psycho-social approach, Functional approach, problem-solving approach, crisis theory
- Techniques of Case Work: Supportive, Resource Enhancement and Counseling
- Application of case work Method

Unit III
- Characteristics of Social Group work
- Historical evolution of group with special reference to the Indian context
- Social group work in different settings and Analysis of group processes
- Values and Principles in group work and formation of Groups
- Importance of group processes
- Processes in different types of groups

Unit IV
- Leadership, Isolation, Decision making
- Conflict – Communication – relationships
- Facilitation: Knowledge of skills and techniques for effective work with groups/problem solving.

Unit V
- Community Organisation practice: Community work
- Understanding Human Rights in Community Organisation practice
- Empowerment: Concept of empowerment, Barriers to, process, and Cycle of Empowerment, Locality Development Model
- Social planning model- Social action Model – Public Interest, Mobilization, Litigation, Community organization as a method
7.1. Political Sociology

Unit I

- Nature and Scope of Political Sociology
- Basic Concepts: Power and Authority, Consensus and Conflict, Elites and Masses
- State and Stateless Societies
- Political Parties and Pressure Groups

Unit II

- Approaches to the study of Politics
- Authority and Bureaucracy (Max Weber)
- Circulation and Elite and Political Elite (Pareto and C.W Mills)
- Political Systems and other Social Systems

Unit III

- Political Development: Political Socialization
- Political Culture
- Political Participation
- Nation State and nation Building

Unit IV

- Local Structure of Power: Varieties of Local Power Structure
- Local Power Structure and the Wider Political System
- State and Society under Capitalism
- State and Society under Socialism

Unit V

- State and Society in India: Caste and Politics
- Religion and Politics
- Region and Politics
- Ethnicity and Politics

Recommended Books:

- Bendix, Reinard and S.M. Lipset  : Class Status and Power
- Bhatia M.B  : History and Social Development
- Bottomore T.B  : Elites and Society
- Easton, D.  : Political Sociology
- Kothari, Rajani  : Caste and Indian Politics
7.1. Sociology of Ageing

Unit I

- Introduction to the Sociology of Aging:
  - The field of the Gerontology
  - Demographic trends of aging
  - Concept of life course and Transitions

Unit II

- Theories and Perspectives of Aging:
  - Theories of aging
  - Historical and cross cultural perspectives of aging

Unit III

- Aging and Society:
  - Poverty among the aged and social variables affecting inequality
  - Aged and politics

Unit IV

- Life Transitions and the Needs of the aged:
  - Social support
  - Living arrangements
  - Work and retirement of the aged
  - Issues of aging in India and selected countries

Unit V

- Social Security and Health care of aged in India:
  - Families and Community in providing care
  - Government policies and Programmes
  - Role of Non Governmental organizations in care of aged

Recommended Books:

Ara, S. 1996: Old age among slum dwellers
Calasanti, Toni M. and Kathleen: Gender, Social Inequalities and Aging
7.2. Gender and Society

Unit I
- Basic concepts and theoretical background to gender and feminist theory

Unit II
- Understanding Women’s Movement in India

Unit III
- Gender and Caste
- Family
- Work and Property

Unit IV
- Gender and Development

Unit V
- Gender
- Religion and Politics

Recommended Books:

Basu, Amrita 1998 : Hindu Women’s Activism in India and the Questions it raise
Jeffery, Patricia : Appropriating Gender: Women’s Activism and Politicized
- Religion in South India
Chayanika Shah : Feminist Activism and Queer Understanding
Bhasin, Kamala : Understanding Gender
7.2. Practical Applications

Unit I

- Preparation of Research Design on an assigned topic
- Preparation of Questionnaire
- Drawing Sample
- Application of PRA techniques
- Rapport Building and Collection of Data

Unit II

- Analysis of Data: Calculation of Sex Ratio, Age composition, Literacy Rates
- Fertility Rate, Mortality Rate, Dependency Ratio, Marital Composition
- Measures of Absenteeism, Measures Social Mobility, Measures Equality of Opportunity, Measures Migration, Measures Urbanization

Unit III

- Classification
- Construction of Frequency Table
- Discrete and Continuous Series
- Arithmetic Mean

Unit IV

- Standard Deviation
- Correlation-Chi-Square
- Use of Computers in Data Analysis
- SPSS

Unit V

- Diagrammatic and Graphic Presentation of Data
- Bar Diagram
- Rectangle
- Pie Diagram
- Histogram, Frequency Polygon and Ogives
UNIT I: Perspectives on Law:
- Scope and importance of sociology of Law and Nature sources of Law
- Emergence of Sociology of Law.
- Theories of Natural Law, Legal Positivism, Historical School, Jurisprudence and legal realism.
- Anthropological and Sociological Perspectives

UNIT II: Law and Society:
- Contributions of Durkheim, Marx, Weber, Ehrlich and Pound
- A review of critical legal studies

UNIT III: Law in Indian Society:
- Colonialism and the modern legal system in India
- The organization of the legal system in India

UNIT IV: Community, Identities and Law in India:
- Cultural/ community rights and the individual conceptual issues
- Religion, Caste, Gender and jurisprudence

UNIT V: Human Rights in India:
- Human Rights Law — National and International Instruments
- Critique of Human Rights Situation - Human Rights/ Civil Liberties Movement in India

Recommended Books:

The Sociological Movement in Law London: Macmillan,
Roberts, Roger. (1979) Order and Dispute: An Introduction to Legal Anthropology,
7.3. Sociology of Tourism

Unit I: Introduction:

- Definition of Tourism, Different Conceptualization of Tourism,
- Development of tourism through the ages

Unit II: Tourist as a Subject:

- Who is a Tourist, Tourist Motivation, Attitude and Perceptions, Push and Pull factors in Tourist travel.

Unit III: Tourist and Natives:

- Guest- Host relationship- experience, behavior and attitudes, Doxey Irritation index.

Unit IV: Tourism and Institutions:

- Institutionalized and Non-Institutionalized forms of Tourism, Social Institutions and their role in Tourism, Influence of tourism on social institutions

Unit V: Tourism and Social Change:

- Impact of tourism on local community, Tourism as an agent of social change

Recommended books:


Unit- I.

- Meaning and Scope of Social Welfare Administration

Unit- II.

- Evolution of Social Welfare Administration

Unit- III.

- Approaches to Social Welfare Administration

UNIT- IV

- Personal Laws: Hindu Laws related to Marriage and Divorce, Laws related to Children:

Unit- V.

- Management of Social Service Organizations
- Human Resources: Executive Boards, Professional and Staff Relationship, Participation in Team, Supervision.

Recommended books

8.1. Sociology of Women

Unit I: Sociology of Women
- Scope and relevance of the study
- Sociological approaches to the study of women
- Women’s movement in India – changing trends

Unit II: Feminism
- a) Meaning and emergence of the concept of feminism,
- b) Types of feminism – post feminism, anti feminism

Unit III: Social construction of gender in India
- a) Patriarchy as an ideology and practice
- b) Cultural images of women
- c) Negative stereotypes of women

Unit IV: Women empowerment in India: issues and challenges
- a) Education, modernisation, & globalisation
- b) Policies & programmes to women’s empowerment

Unit V: Women & Media
- a) Portrayal of women in media
- b) Commodification of women

Recommended Books:
- An introduction to sociology – feminist perspective—Abbot P & Wallance
- Women studies in India — Mythreyi Krishnaraj
- Women & Society in India — Neera Desai
8.2. Sociology of Mass Media

Unit I


Unit II

- Sociological perspective of mass media: Functionalist, Feminist, Interactionist.

Unit III

- Social Interaction and Everyday Life: The study of everyday life; Types of communication Verbal and Non-verbal communication; interpersonal, intrapersonal, group, mass communication. Communication and modern technology.

Unit IV

- Media and popular culture: Cultural studies as an interface between humanities and social sciences; popular culture, high culture, low culture.

Unit V

- Media and Globalization: Media and Development, Impact of media in developing societies; democracy and issues of media regulation.

Recommended books:

- Williams, Raymond, 1983. Keywords: a vocabulary of culture and society, New York: OUP
8.2. Sociology of Health

Unit I

- Medical Sociology; Emergence Nature Scope Relevance
- Concepts of health, Illness, Disease & their perceptions
- Social Inequality & Access to Health care

Unit II

Illness & the Social System:
- Illness - The Process of seeking medical care
- Sick role - concept & theories
- Therapeutic process & interaction
- Hospital as a Social system

Unit III

Health & Community:
- Community Health : Concept, Programme & practices
- Nutrition & Malnutrition
- The organisation of Health care in India - Primary health care Delivery & utilization
- National health Programmes
- National Health Policy

Unit IV

Man Environment – Disease:
- Social Ecology of Disease
- Social Epidemiology Select Diseases
- T.B, Cancer, Leprosy, AIDS, Malaria and S.T.D

Unit V

Health Education & Communication:
- Forms of Communication, Information Education Communication (IEC)
- Models in Health Education Health Communication Techniques
- Health Education & Communication ; Concept & Process

Recommended Books:
Cockerham, William : Medical Sociology
Coe, Rodney : Sociology of Medicare
Venktaratnam : Medical Sociology in an Indian Setting
Conard, Pater etal : Hand Book of Medical Sociology
8.3. Modernization, Globalization and Society

UNIT I: Introduction

• a. The nature, Characteristics of globalization
• b. The historical and contemporary context of globalization
• c. World capitalism, modernization and globalization
• d. The role of information and communication technology e. The needs and utilities of globalization.

UNIT II: Agencies of globalization

• a. Political economy of globalization
• b. Agencies of globalization: Multinational corporations (MNCs),
• c. The State, media, market,
• d. Nongovernmental organizations (NGOs) e. International agencies (IMF, W B, etc.).

UNIT III: Globalization, society and culture

• a. The ethos of globalization (unbridled freedom, individualism, and consumerism)
• b. Diffusion and projection of American value system and cultural patterns through the media
• c. Cultural homogenization, hegemony and dominance
• d. Globalization and the resurgence of ethnic consciousness

UNIT IV: Social Consequences of Globalization

• a. Inequality within and among nation states
• b. Differential perception of globalization among nations and their populations
• c. Socio-economic impact of globalization
• d. Impact of globalization on individual and group identities.

UNIT V: Globalization and the Indian experience

• a. Globalization and public policy
• b. Debate on globalization
• c. Globalization: Problems and prospects.

Recommended books:
➢ Drezem Jean and Amartya Sen. 1996. Indian economic development and social opportunity. Delhi:
➢ Globalization and the post-colonial world - The new political economy of development. London:
8.3. Civil society, NGOs Development

Unit-I

- NGOs: meanings, definition, characteristics, Objectives and Types. Genesis,
- present status of NGOs and their role in social upliftment. History, origin
- and development of NGOs. purpose of NGOs. Aspects, issues of NGOs.
- challenges of NGOs: poverty reduction, child welfare and women
- empowerment.

Unit II

- Facets of NGOs: NGOs and grass root level dimensions: tribal welfare,
- providing card to the needy, upliftment of illiterates, identifying the
- personality development, channelization the poor to reach the destination,
- social welfare aspects: target groups, social change.

Unit-III

- Civil Society: concepts, methods, approaches and dimension of civil society.
- Civil society and social change; social movements and civil society.
- Movements Women development, Dalit issues, Peasant and agrarian issues.

Unit-IV

- Volunteerism and NGOs: volunteerism: nature, origin and scope. Type of
- volunteerism, relevance of volunteerism, voluntary action, imparting
- education, environmental awareness, human resource development, labour
- force participation and elimination of ignorance.

Unit-V

- Registration of NGO: kind of NGOs, nature of registration, modalities of
- registration, purpose of registration, the Non Governmental Organizations,
- Trust, and Community Based Organization: the relevance, the differences,
- and relationships.

Recommended books:

- Deb Prasanna Choudhury (2011). Strategic Planning and Management of Nonprofit Organizations and NGOs Theory, Practice, Research and Cases. Asian Books