

Appendix No: 'B' Item No: 'B-2'
SRI VENKATESWARA UNIVERSITY: TIRUPATI
SVU COLLEGE OF ARTS
DEPARTMENT OF SOCIOLOGY

(Syllabus Common for S V University College and affiliated by SVU Area)
(Revised Scheme of Instruction and Examination, Syllabus etc., with effect from the
Academic Year's 2016-17 for I and II Semesters and 2017-18 for III and IV Semesters)

Revised CBCS Pattern with effect from 2016-17

M.A. SOCIOLOGY

SCHEME OF INSTRUCTION AND EXAMINATION

SEMESTER- I

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1.	MASO 101	Classical Sociological Theories	6	4	Core	20	80	100
2.	MASO 102	Sociological Research Methods And Statistics	6	4		20	80	100
3.	MASO 103	Indian Society And Inclusive Growth	6	4		20	80	100
4.	MASO 104	Participatory Research	6	4		20	80	100
5.	MASO 105	Principles Of Sociology	6	4	CF	20	80	100
6.	MASO 106	Human Values And Professional Ethics	6	4	EF	20	80	100
			36	24	Total	120	480	600

***All CORE Papers are Mandatory**

- **Compulsory Foundation - Choose one paper**
- **Elective Foundation - Choose one paper.**
- **Interested students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits.**

SEMESTER- II

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks
1.	MASO 201	Applied sociology	6	4	Core	20	80	100
2.	MASO 202	Social demography	6	4		20	80	100
3.	MASO 203	Rural sociology and development	6	4		20	80	100
4.	MASO 204	Extension work	6	4		20	80	100
5.	MASO 205	Environmental sociology	6	4	CF	20	80	100
6.	MASO 206	Human values and professional ethics	6	4	EF	20	80	100
			36	24	Total	120	480	600

***All CORE Papers are Mandatory**

- **Compulsory Foundation - Choose one paper**
- **Elective Foundation - Choose one paper.**
- **Interested students may register for MOOC with the approval of the concerned DDC but it will be considered for the award of the grade as open elective only giving extra credits.**

SEMESTER- III

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks	
1	MASO 301	Medical Sociology	6	4	Core	20	80	100	
2	MASO 302	Urban Sociology And Development	6	4		20	80	100	
3	MASO 303	Field Work And Extention (10 days placement)	6	4		20	80	100	
4	MASO 304	4a	Human Rights	6	4	Generic Elective	20	80	100
		4b	Sociology Of Gender						
		4c	Gerontology	6	4		20	80	100
		4d	Sociology Of Andhra Pradesh						
5	MASO 305	5a	Social Psychology and Personality Development	6	4	Open Elective	20	80	100
		5b	Business and Society						
TOTAL			36	24		120	480	600	

* All CORE Papers are Mandatory

- Generic Elective - Choose two
- Open Electives are for the Students of other Departments. Minimum One Paper should be opted. Extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study.
- Interested students may register for MOOC with the approval of the concerned DDC.

SEMESTER- IV

S. No	Code	Title of the Course	Credit Hrs / Week	No. of Credits	Core / Elective	IA	SEE	Total Marks	
1	MASO 401	Criminology	6	4	Core	20	80	100	
2	MASO 402	Industrial Dynamics	6	4		20	80	100	
3	MASO 403	Dissertation and Viva-Voce	6	4		20	80	100	
4	MASO 404	4a	Social Welfare and Administration	6	4	Generic Elective	20	80	100
		4b	Social Entrepreneurship Development						
		4c	Sociological Perspectives	6	4		20	80	100
		4d	Globalization and Society						
5	MASO 405	5a	Globalization and Educational Pursuits	6	4	Open Elective	20	80	100
		5b	Visual Sociology						
TOTAL			36	24		120	480	600	

* All CORE Papers are Mandatory

- Generic Elective - Choose two
- Open Electives are for the Students of other Departments. Minimum One Paper should be opted. Extra credits may be earned by opting for more number of open electives depending on the interest of the student through self study.
- Interested students may register for MOOC with the approval of the concerned DDC.

NEW SYLLABUS
DEPARTMENT OF SOCIOLOGY, 2016

SEMESTER - I

MAS0 1: CLASSICAL SOCIOLOGICAL THEORIES

Unit-I

Sociological Theory: Nature and Characteristics, Types of theories: Speculative and Grounded theories, Grand and Miniature theories. Macro and Micro theories, Middle range theories

Unit-II

Beginnings of Sociological Thought: Auguste Comte: Hierarchy of Sciences, Law of Human Progress. Herbert Spencer: Theory of Evolution. Organic Analogy

Unit –III

Emile Durkheim: Methodology of Social Sciences. Division of labour, Suicide, Social interpretation of Religion

Unit-IV

Max Weber: Methodology, Values in Social Sciences. Types of Authority. Bureaucracy, Class, Status and Power. Religion and the rise of Capitalism

Unit-V

Creativity and innovation, originality Advancement of knowledge and Application to the society

REFERENCES

- Aron, Raymond. 1967. *Main Currents in Sociological Thought*. Vol. I and II. Harmondsworth: Penguin Books.
- Bendix, R. *Max Weber: An Intellectual Portrait*.
- Bottomore, Tom, B- "Marxist sociology", in David L. Sills (Ed.). *The International Encyclopaedia of the Social Sciences*. Vol. 10. New York: Macmillan Company.
- Bottomore, Tom, B. 1965. *Classes in Modern Society*. London: George Alien and Unwin
- Collins, Randall. 1997. *Sociological Theory*. New Delhi: Rawat.
- Coser, Lewis A. 1996. *Masters of Sociological Thought*. New Delhi: Rawat Publications.
- Durkheim, Emile. 1938. *The Rules of Sociological Method*. New York: The Free Press.
- Durkheim, Emile. 1947. *The Division of Labour in Society*. New York: The Free Press.
- Durkheim, Emile. 1961. *The Elementary Forms of Religious Life*. New York: Collier Books.
- Durkheim, Emile. 1970. *Suicide: A Study in Sociology*. London: Routledge and Kegan Paul.
- Freund, Julien. *Max Weber*.
- Gerth, Hans and C Wright Mills. 1948. *Max Weber: Essays in Sociology*. London: Routledge and Kegan Paul.
- Gouldner, Alvin, 1975. *For Sociology : Renewal and Critique in Sociology Today*. Harmondsworth: Penguin Books.
- Gouldner, Alvin. 1971. *The Coming Crisis of Western Sociology*. London: Heinemann.
- Huges, John A., et al. 1995. *Understanding Classical Sociology - Marx, Weber and Durkheim*. London: Sage Publications.
- Martindale, D. 1960. *The Nature and Types of Sociological Theories*. Boston: Houghton Mifflin Company.
- Mel Rhodes: *An Analysis of Creativity*. in *Phi Delta Kappan* 1961, Vol. 42, No. 7, p. 306–307
- Mills, C. Wright. 1970. *The Sociological Imagination*. Harmondsworth: Penguin.
- Nisbet, R.A. 1966. *The Sociological Tradition*. London: Heinemann Educational Books Ltd.
- Rex, John. *Key Problems in Sociological Theory*.
- Salge, T.O. & Vera, A. 2012, *Benefiting from Public Sector Innovation: The Moderating Role of Customer and Learning Orientation*, *Public Administration Review*, Vol. 72, Issue 4, pp. 550-560
- Timasheff, Nicholas S and Theodorson, George A. 1976. *Sociological Theory, Its Nature and Growth*. New York: Random House.
- Zeitlin, Irving M. 1981. *Ideology and Development of Sociological Theory*. Englewood Cliffs, NJ: Prentice Hall.

MASO 2 : SOCIOLOGICAL RESEARCH METHODS AND STATISTICS

Unit: I

Science and Scientific Method: Definition and Characteristics of Scientific Method. Applicability of Scientific method to Social Phenomena. Sociological Research: Meaning and Uses. Hypothesis: Meaning. Types, Source and Attributes of a sound hypothesis; Concept of Null Hypothesis inter-relation between theory and research.

Unit –II

The Research Process: Major steps in Social Research. Research Design: Exploratory, Descriptive, Diagnostic and Experimental research designs.

Unit-III

Quantitative Methods and Survey Research

Sampling Method: Types.

Probability Sampling: Simple Random Sample, Systematic Sampling Stratified Random Sampling, Multistage Cluster Sampling

Non probability sampling: Purposive quota and snowball sampling

Collection data

Questionnaire-Advantages and limitations

Interview-interview schedule, advantages and limitations

Unit-IV

Qualitative research methods: Field Work Observation- Participant and non-participant. Case study, content Analysis.

Unit –V

Statistics- Definition Correlation and Causation. Karl Pearson's Coefficient of Correlation. Chi-Square Test- Characteristics, Degrees of freedom, Levels of Significance. Uses of Chi-Square Test.

REFERENCES

- Babbie. Earl.1989. The practice of social research Belmont: Wadsworth Publishing Company.
- Barnes, John A.1979. Who should know What. Social Science, Privacy and Ethics. Harmondsworth: Penguin
- Beteille, A. and T.N.Madan.1975. Encounter and Experience: Personal Accounts of Fieldwork. New Delhi: Vikas Publishing House
- Bosc, Pradip Kumar. 1995. Research Methodology. New Delhi:ICSSR
- Bryman,Alan.1988. Quality and Quantity in Social Research. London: Unwin Hyman
- Croxtan, Frederick E and Cowden, Dudley J.1969. Applied General Statistics, New Delhi:Prentice Hall of India (P) Ltd.
- Goode and Hatt,1952. Methods in Social Research,Mc Graw-Hill International Book Company-London.
- Gupata,S.P.1991.Statistical Methods.in New Delhi:Sultan Chand and Sons.

MASO 3 : INDIAN SOCIETY AND INCLUSIVE GROWTH

Unit-1

Approaches to the study of Indian Society – Archeological approach, Ideological approach, Ethical Approach, Sociological Approach, Religious approach..Distinctive characteristics of Indian Society, Linguistic diversity and Cultural diversity. The Indian Village –settlement pattern the village as nucleus of Indian Society.

Unit-II

Family: Family and household. Family structure and composition. Types of family, Joint, Nuclear families. Changes in family

Unit-III

Marriage: Marriage as an institution. Rules of marriage .Forms of marriage. Challenges- Dowry, divorce, separation. Status of women in contemporary India.

Unit-IV

Social inequality .Origin and future of Caste system, Mahatma Jyotirao Phule– Educational Thought-Dr.Babasaheb Ambedkar– concept of nationalism- Life Skill Education

Unit-V

Inclusive Growth: Inclusive growth in India: Past performance and Future Prospects – Inclusive Growth – Poverty Reduction in India – Strategy for more Inclusive Growth – Growth in Agriculture – Infrastructure and Energy – Public Expenditure on Education – Public Expenditure on Health care – Governance Issues.

Reference:

- DeSouza ,P.R. ed. 2000 contemporary India –Transitions(New-Delhi:Sage)
- Dhanagare, D.N.1993: Themes and Perspectives in Indian Sociology (Jaipur, Rawat)
- Dube, Lela, 1997. Women and kinship: comparative perspectives on Gender in South and south East Asia New Delhi: Sage publications
- Madan , T.N1965. family and kinship: A study of the pundits of Rural Kashmir, Bombay: Asia Publishing House.
- M.N.Srinivas,1960: India`s village. Asia Publishing House, Bombay.
- Singh, K.S. 1992: the people of India: An Introduction, Seagull books, Calcutta.
- Uberoi, Patricia. 1993. Family, Kinship and Marriage in India. New Delhi, Oxford University Press.
- De Janvry, and Elisabeth Sadoulet (2010), ‘Agricultural Growth and Poverty Reduction: Additional Evidence’, World Bank Research Observer, 9(25), pp. 1-20.
- Government of India (GOI) (2006a). Census of India 2001: Population Projections for India and States 2001-2026, Technical Group on Population Projections, Office of the Registrar General, New Delhi.
- Government of India (GOI) (2006b). Morbidity, Health Care and the Condition of the Aged, NSS 60th Round, 507 (60/25.0/1), National Sample Survey Organization, Ministry of Statistics and programme Implementation, New Delhi.
- Government of India (GOI) (2006c). National Health Profile 2006, Central Bureau of Health Intelligence, Directorate General of Health Services, Ministry of Health and Family Welfare, New Delhi.Planning Commission of India. 2008. Eleventh Five Year Plan 2007-2012; Oxford University Press, New Delhi.
- Habito, CF 2009, Patterns of inclusive growth in developing Asia: Insights from an enhanced Growth-Poverty Elasticity analysis, ADBI Working paper no. 145, Asian Development Bank Institute, August.

MASO 4 : PARTICIPATORY RESEARCH

Unit-I

Origin of Participatory action research (PAR), Historical roots of Participatory Action Research,(PAR) Historical roots of Participatory Rural Appraisal (PRA), Foundations of Participatory Rural Appraisal (PRA), Principles of Participatory Rural Appraisal (PRA).

Unit-II

Participatory Action research, Conventional Research methodology differences, Participatory development, stages of Participatory development, CLTS (community led total sanitation)

Unit –III

Tools and Techniques of PRA: Mapping: Transect Walk, Village history, Social mapping, Resource mapping, Mobility map, Venn diagram (Chapati/Institutional)

Unit –IV

Ranking: Wealth/Wellbeing ranking, Pair wise ranking, Timeline, Problem analysis and problem prioritization , Hundred seed methods .

Unit-V

Voluntarism: NGOs and Development, Evaluation and Monitoring of Project , livelihoods Analysis.

References:

1. De Silva G.V.S, N.Mehatha, A. Rehman and P. Wignarafa. 1979.” Bhoomisena:Astruggle for people’s power” Development Dialogue2:3-70
2. Mohd.Anisur Rahman .1985” The theory and practice of participatory Action Research” in Orlando Falso Borda (Ed), The challenge of socialChange, SAGE pub,New Delhi,1985.
3. NeelMukarjee.1993.”Participatory RuralAppraisal. New Delhi: Concept Publishing Co.
4. Orlando Fals Borda. 1979.” Investigating Reality in order to transform it.” Dialectical Anthropology,49(1):33-56
5. Rily JohnM.2022.Stakeholders in Rural Development. Delhi: Sage Prakash, Swati. “Power, Privilege and Participation.” <http://urbanhabitat.org/node/155>
6. Tesh, Sylvia Noble. Overview, Uncertain Hazard: Environmental Activists and Scientific Proof. Ithaca, NY: Cornell University Press, 2001. (reserve)
7. Rossi, Peter H., Howard E. Freeman and Mark W. Lipsey. Evaluation: A systematic approach. SAG Publications, 2004. 7th ed. (reserve)
8. Stoecker, Randy. Research Methods for Community Change. Chapter 7. Thousand Oaks, SAGE Publications, 2007. (reserve)

MASO 5 : PRINCIPLES OF SOCIOLOGY

Unit I

Sociology: Nature and Scope; Methods of Enquiry. Sociology and other Social Sciences. Human Society-Characteristics. Individual and Society: Mutual relationship.

Unit II

Culture: Concept and Development, Concept of social system., Social structure and Function. Role, status, norms, values, power, authority and folkways.

Social movement, concept, causes and types

Unit III

Personality and Social System. Significance of Heredity and Environment. Socialization: Concept, Growth and Development of Self. Theories of Freud, Mead and Cooley. Social Groups: Concept and Types

Unit IV

Social Inequalities and Social Stratification: Dimensions of Stratification. Functional and Conflict analysis of social stratification. Social Control: Significance, Mechanism and Agencies.

Unit V

Social change: Concept and Explanation. Factors of Social Change. Theories of Social Change: General Outlines of Evolutionism, Diffusionism, Functional and Conflict Schools.

REFERENCES

1. Bierstedt, Robert. 1971, *Social Order*. Bombay: Tata Mcgraw Hill
2. Bottomore, TomB. 1975, *Sociology: A Guide to Problems and Literature*. London, The Macmillan Press Ltd.,
3. Davis, Kingsley. 1960. *Human Society*. New Delhi; Macmillan.
4. Dube, S.C. 1971, *Explanation & Management of Change* New Delhi: Tata-Macgraw Hill.
5. Etzioni, A. & Etzioni (Ed.). 1964, *Studies in Social Change*. New York: Basic Books Inc., Publishers
6. Inkles, Alex. 1987. *What is Sociology?* New Delhi: Prentice Hall of India
7. Jayaram.N. 1987 *Introductory Sociology*, New Delhi: Macmillan India Ltd.,
8. Johnson, Harry M. 1995 *Sociology : A Systematic Introduction*. New Delhi, Allied Publishers
9. Lapiere, Richard, T. 1965 *Social Change*, New York: McGraw - Hill Co.,
10. Maclver and Page.1959; *Society: An Introductory Analysis*, London, Macmillan.
11. Merton, R.K. 1968, *Social Theory & Social Structure*. New York: The Free Pres.
12. Mills. C. Wright. 1970, *Sociological Imagination* (Ch. 1) Harmondsworth: Penguin
13. Moore, Wilbert E. 1969 *Social Change*, New Delhi: Prentice Hall of India.
14. Ogburn & Nimkoff. 1950, *A Handbook of Sociology*. London Routledge , and Kegan Paul
15. Schaefer, Richard .T and Robert P. Lamm. 1999, *Sociology*, New Delhi: Tata-Mcgraw Hill.
16. Maciver. R.M. The modern state
17. Cooley C.H: Introductory sociology.
18. Park and Borgess: Introduction to the science of Sociology.

MASO 6 - HUMAN VALUES AND PROFESSIONAL ETHICS

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.

Individual and Society: 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 astanga marga, (c) Jainism- mahavrata and anuvrata. Values Embedded in Various Religions, Religious Tolerance, Gandhian Ethics.

Unit-V.

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

Books for study:

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: Manu Dharma Sastra or the Institute of Manu: Comprising the India System of Duties: Religious and Civil(ed.) G.C.Haughton.
10. Susruta Samhita: Tr.Kaviraj Kunjanlal, Kunjalal Brishagratha, Chowkamba Sanskrit series, Vol I,II and III, Varnasi, Vol I OO, 16-20, 21-32 and 74-77 only.
11. Caraka Samhita :Tr. Dr.Ram Karan Sarma and Vaidya Bhagavan Dash, Chowkambha Sanskrit Series office, Varanasi I, II, III Vol I PP 183-191.
12. Ethics, Theory and Contemporary Issues. Barbara Mackinnon, Wadsworth / Thomson Learning, 2001.
13. Analyzing Moral Issues, Judith A. Boss, Mayfield Publishing Company, 1999.
14. An Introduction to Applied Ethics (Ed.) John H.Piet and Ayodhya Prasad, Cosmo Publications.
15. Text book for Intermediate logic, Ethics and Human Values, board of Intermediate Education& Telugu Academic Hyderabad
16. C Sharma Ethical Philosophy of India. Nagin & co Julundhar.

NEW SYLLABUS
DEPARTMENT OF SOCIOLOGY - 2016

SEMESTER – II

MASO 1 APPLIED SOCIOLOGY

Unit- I

Sociological Imagination-Understanding clients -communication – Research – interpersonal skills critical thinking-Where Applied

Unit- II

Sociologists work-What is Human services-Industries – private Organization – Public Agencies – NGO's

Unit- III

Applied Sociologists – Man made disasters – Translational Role-communicate knowledge- General business skills – attention to detail – specialist knowledge in technical – commercial , industrial (or) scientific areas – Consultancy
Natural disasters

Unit-IV

Distinguishing Academic and Applied Sociology-Creative Collaboration – Productive partnerships – professional Dent

Unit- V

Sociological practices -Climed Sociology, social Engineering . Public Sociology Jobs in Applied Sociology .

References

1. Wade, Louise C. 1967. The Heritage from Chicago's Early Settlement Houses. *Journal of the Illinois State Historical Society*, 60:4, 411-441.
2. Nyden, Phillip, Leslie Hossfeld, and Gwendolyn Nyden. 2012. *Public Sociology Research, Action, and Change*. Sage.
3. Steele, Stephen F. and Jammie Price. 2007. *Applied Sociology: Terms, Topics, Tools, and Tasks*. Cengage Learning.
4. Cragun, Ryan T., and Ronald Lawson. 2010. "The Secular Transition: The Worldwide Growth of Mormons, Jehovah's Witnesses, and Seventh-day Adventists." *Sociology of Religion* 71(3):349-373.
5. Lee, James, Vera Sanchez, Claudio G. and Yoko Baba. 2013 "Sunday Friends: The Working Alternative to Charity". *Journal of Applied Social Science* 7 (2): 148-187.
6. Onesimo Sandoval, J.S., Jennings, J. Rataj. M. and E. Klein. 2012. "Engaging Latinos in Access to Counseling and Education: An Applied Research Project to Understand Quality of Life Among Latino Immigrants in St. Louis, MO." *Journal of Applied Social Science* 7 (1) 24-41.
7. Stanger-Hall, K. F., & Hall, D. W. (2011). Abstinence-Only Education and Teen Pregnancy Rates: Why We Need Comprehensive Sex Education in the U.S. *Plos ONE*, 6(10), 1-11. doi:10.1371/journal.pone.0024658
8. Nichols, Laura, and Norma A. Winston. 2014. Undergraduate Students as Applied Sociologists: Community-Based Research Addresses Homelessness. *Footnotes*. April 2014.
9. Clark, Elizabeth. 1990 "Contemporary Clinical Sociology: Definitions and Directions." *Clinical Sociology Review* 8: 100-115.
10. Iutovich. Joyce, M. 1997 Professionalization of Applied Sociology: The Role of Sociological Practice Organizations. In *Directions in Applied Sociology* (ed. Steele, S. and J.M. Iutovich) p. 7-39: Society for Applied Sociology.
11. stoecker, randy. 2009. "community organizing and social change." *Contexts* 8:20-25.
12. Cragun, Ryan T. 2013. *What You Don't Know About Religion (but Should)*. Pitchstone Publishing, Durham: North Carolina.
13. Canadian Press. August 28, 2013. Court rules against B.C. polygamous leader Winston Blackmore, issues \$150,000 in penalties. *National Post*. Accessed 7-29-2014. <http://news.nationalpost.com/2013/08/28/court-rules-against-b-c-polygamous-leader-winston-blackmore-issues-150000-in-penalties/>

MASO 2: SOCIAL DEMOGRAPHY

Unit I

Social Demography: Nature and scope, Basic concepts - Fertility, Mortality, Fecundity, Migration, Sterility, Family size, Conception, Contraception. Sources of demographic data: population census, Vital statistics, National Sample Survey.

Unit II

Population theories: Malthusian Theory, Demographic Transition Theory, Optimum Theory of population.

Unit III

Components of Population change : Fertility, mortality and migration. Fertility: Factors affecting fertility, causes for higher fertility in developing countries. Mortality: Crude Death Rate, Infant Mortality, causes for mortality decline in India. Migration: Types of migration, causes and consequences of migration.

Unit -IV

Population problems: Population growth in India. Causes of population explosion in India. Problems of rapid population growth in India.

Population structure and characteristics: Population problems: Population growth in India. Causes of population explosion in India. Problems of Rapid population growth in India.

Unit-V

Population Control. Population policy in India. Family Planning in India Achievements and failures. Population control measures in India. Population education: Need, importance, and objectives of population education in India.

REFERENCES

1. Bhende, Asha and Tara Kanitkar. 1978. Principles of population studies. Bombay: Himalayan Publishing House
2. Bogue Donald . 1969. Principles of Demography. New York: John Wiley & Sons Inc.
3. Davis, Kingsley. 1951. *The population of India and Pakistan*. Princeton: Princeton University.
4. Saxena GB . *Indian population in Transition*.
5. Thomlinson, Ralph. 1965. *Population Dynamics*. New York: Random House.
6. Thomson, Warren : *Population Problems*.
7. CICRED . *The Population of India*.
8. *Census of India Reports*.
9. Hatcher Robert et al. 1997. *The Essentials of Contraceptive Technology*, Baltimore: John Hopkins School of Public Health.
10. Bose, Asish. 1991. *Demographic Diversity of India*. Delhi : B.R. Publishing Corporation.
11. Premi, M.K. et al. 1983. *An Introduction to Social Demography*. Delhi: Vikas Publishing House.
12. Rajendra Sharma . 1997. *Demography and Population Problems*. New Delhi: Atlantic Publishers.
13. Chandrasekhar, S. (Ed). 1974. *Infant Mortality, Population Growth and Family Planning in India*. London: George Alien & Unwin Ltd.
14. U.P. Sinha; over all sex ratio of the Indian population 1951-71.
15. M.K. Jain; declining proportions of females in India.
16. Malthus Thomas, *An essay on the principles of population*, London ward loedemd co Ltd., 1980.

MASO 3: RURAL SOCIOLOGY AND DEVELOPMENT

Unit –I

Concept of Rural Development, Basic elements of Rural Development and change

Dilemmas in development: Rural V/S Urban Development, Agriculture V/S Industrial development capital V/S Labour dogma, Autonomus V/s Induced development –Barriers to development : social, economic, political, attitudinal and behavioral

Unit-II

History of Rural Development in India. Community development programmes. Green Revolution, Land reforms, area approach programmes: IRDP, IAAP, HADP, TADP, DPAP.

Target Group Approach Programmes: SFDA, MFDA, DWCRA, Antyodaya, MNP, DDR, JRY, NREP, IWDP, SGSY, SGRY

Unit-III

Problems of rural society: Poverty, Unemployment, Under employment, Immigration, agrarian crisis, Farmer Suicide, Paradigm of rural development: Gandhian paradigm, West ran paradigms, Marxist paradigm

Unit-IV

Current rural development programmes : MGNREGS, CLDP, IWMP, IJP, IKP, RWSS ,(Rural water supply and sanitation) INDIRAMMA (Integrated Novel Development In Rural Areas and Model Municipal Area)

Unit-V

Rural Development Administration: Administrative Structure and functions, Role of NGO's.

References:

- Desai A.R. 1984. Rural sociology in India .Bombay popular
- Desai, Vasant. 1991 Rural development
- NIRD 1988 Rural development in India
- GR Madan Changing pattern of Indian Villages Chand &co Delhi 1964
- NABARD Bombay ,NIRD Hyderabad , AMR-APARD, CRD
- Journal of Rural Development ,NIRD Kurukstra

MASO 4: EXTENSION WORK

Under this course, the students will be required to visit five of the Institutions mentioned below, study their structure and activities, carry out some extension work and submit a report (including some case studies) at the end of the semester:

- NGO
- Orphanages
- Leprosy Homes
- Hospitals
- Welfare Hostel
- Shelter Homes
- Old age Homes
- Other such Organizations/ Institutions

MASO- 5: ENVIRONMENTAL SOCIOLOGY

Unit – I

Definition, Nature and scope of Environmental Sociology- Branches of Ecology - Plant, Animal and Human – Nature and Nurture relationship Community social Responsibility on Perishable and Non-Perishable resources

Unit – II

Environmentalism - Tribal and Forest Livelihood – Forest policy and Tribal development – Rural Livelihood – Social, economic and Environmental issues - Environment and Urbanization - Rural indigenous community – Local culture and environmental protection

Unit – III

Population Explosion and Ecological Imbalances – Climate change – Global Warming - Disaster Management – Natural Calamities –Environmental degradation Challenges, River linking projects – Sustainable energy – New and Renewable energy – Biomass –Pollution – Air, water, land, soil, radiation, ozone depletion, Acid Rain

Unit – IV

Environmental Activism – Environmental crises Awareness – NGOs role – Gender, Caste, Land and Water use – SHGs in Eco-protection – Wasteland, Drought and Desert area development

Unit – V

Environmental policy and Management - State and Inter National agencies – National movements on environment - Bio - diversity Act - Information Building on Solar Power – Corporate Social Responsibility (CSR) – Naturopathy –Eco-Tourism, Environmental planning for sustainable development

References

- Binde N. Lohari, Environmental Quality and Management
- Centre for Science and Environment GOI, the State of India's environment
- David M. Meer, Society and population
- Nitha Bhalla, climate change threatens India's Economy food security, New Delhi
- Satish pandey ,A Journal of environmental Research and Development, Jevad Publication, Bhopal
- World Bank, Tourism and the Environment

MASO 6 - HUMAN VALUES AND PROFESSIONAL ETHICS

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.

Books for study:

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.Haughton.
10. Susruta Samhita: Tr.Kaviraj Kunjanlal, Kunjalal Brishagratha, Chowkamba Sanskrit series, Vol I,II and III, Varnasi, Vol I OO, 16-20, 21-32 and 74-77 only.
11. Caraka Samhita: Tr. Dr.Ram Karan Sarma and Vaidya Bhagavan Dash, Chowkambha Sanskrit Series office, Varanasi I, II, III Vol I PP 183-191.
12. Ethics, Theory and Contemporary Issues. Barbara Mackinnon, Wadsworth / Thomson Learning, 2001.
13. Analyzing Moral Issues, Judith A. Boss, Mayfield 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

NEW SYLLABUS
DEPARTMENT OF SOCIOLOGY, 2016

SEMESTER - III

MASO 1 A: MEDICAL SOCIOLOGY

Unit – I

Medical Sociology - Nature and Scope – Functions of Medical sociologist - Lifestyle diseases – Social Attitudes, Variables, class and Health – Hospital Pollution - social Psychology- Medical Tourism

Unit – II

The Sick role - Basic needs like water, Nutrition, Hygiene and Sanitation – The Patient - Physician relationship – Labeling theory, Deviance, Stigma and Stress – Qualities of a Good physician

Unit – III

Methods in Socio – Medical Research - Interview Techniques – Non – directive or unstructured interview – Focused interview – Repetitive interview – Key informant interview – Rapid qualitative assessment techniques – Rapid rural appraisal – Rapid Epidemiological assessments – Rapid assessment using anthropological methods – RAP Methodology – Social marketing – Price – Operational research – OR in Health services – Social surveys, Case study and files study and Field study – Observation

Unit – IV

The Hospital as a social system - Health and Medical care – Preventive, curative and Critical Care - Ambulatory, palliative and Hospice care, The Nurse practitioner – Emerging Para Medical practitioners - Hospital Management – Diagnostic and Therapeutic Issues

Unit – V

The Patient Leadership -Pain and Behavior Therapy – Welfare of the Disabled – Health education – Organ and Body donation- National Health Programmes – Health Insurance

References

- Bird, Chloe E.; Conrad, Peter; and, Fremont, Allen M. (2000). Handbook of Medical Sociology (5th ed.). Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-014456-0. OCLC 42862076.
- Charles C. Ragin, Constructing Social Research: The Unity and Diversity of Method, Pine Forge Press, 1994, ISBN 0-8039-9021-9
- Childhood Mortality and Health in India. Source: Institute of Economic Growth University of Delhi Enclave North Campus India by Suresh Sharma. Retrieved 2011-09-20.
- Cockerham. William C. 1978. Medical Sociology. Prentice Hall inc, New Jersey, USA
- Conrad, Peter (2007). The Medicalization of Society: On the Transformation of Human Conditions into Treatable Disorders. Baltimore, MD: Johns Hopkins University Press. ISBN 978-0-8018-8584-6. OCLC 72774268.
- Earl Babbie, The Practice of Social Research, 10th edition, Wadsworth, Thomson Learning Inc., ISBN 0-534-62029-9
- European Commission, The Leader approach — A basic guide, Luxembourg: Office for Official Publications of the European Communities, 2006, ISBN 92-79-02044-7
- Glenn Firebaugh, Seven Rules for Social Research, Princeton University Press, 2008, ISBN 978-0-691-13567-0
- Hardy, Paul A. J. (1997). Chronic pain management: the essentials. U.K.: Greenwich Medical Media. ISBN 1-900151-85-5.
- Helman, Cecil (2007). Culture, Health, and Illness (5th ed.). London, England: Hodder Arnold. ISBN 978-0-340-91450-2. OCLC 74966843.
- History | The New School for Social Research. The New School “ A New York University | College. Web. 27 Sept. 2011.
- Main, Chris J.; Spanswick, Chris C. (2000). Pain management: an interdisciplinary approach. Churchill Livingstone. ISBN 0-443-05683-8.
- Law, Jacky (2006). Big Pharma: Exposing the Global Healthcare Agenda. New York, NY: Carroll & Graf. ISBN 978-0-7867-1783-5. OCLC 64590433.
- Millon, Theodore; Paul H. Blaney; Roger D. Davis (1999). Oxford Textbook of Psychopathology. Oxford University Press US. p. 446. ISBN 978-0-19-510307-6.
- Stanley Jaya Kumar. G & P. Siva Kumar, 2007 Medical Sociology – Grooming Social Scientists in Medical Field Sonali Publications New Delhi
- W. Lawrence Neuman, Social Research Methods: Qualitative and Quantitative Approaches, 6th edition, Allyn & Bacon, 2006, ISBN 0-205-45793-2

MASO 2: URBAN SOCIOLOGY (AND) DEVELOPMENT

Unit-I

Introduction to Urban Sociology: Nature, Scope, Growth and importance of study of Urban Sociology. Rural-Urban differences and continuum, Urban Community and spatial dimension: Park, Burgers.

Unit-II

Urban Social structure: Urban centers- Traditional and modern: Marriage, Family, Kinship, Caste, Religion in Urban; Changing occupational structure.

Unit –III

Urban social process: Urbanism- concept, causes and consequences: origin and development of cities: classification of cities: Urban ecology-concept and process: Urbanism as a way of life.

Unit-IV

Urban Social Problems: Unemployment, poverty, slums, drug addiction, environmental degradation, pollution, crime, prostitution, street children, gambling, alcoholism, child labor, beggary.

Unit-V

Urban Planning and Development: Factor affecting planning. Panicles. Principles, Programmers and consequences: barriers to Urban Development NGOs and Urban Development.

REFERENCES

1. Abrahamson, M.1976. urban sociology. Eaglewood: Prentice Hall.
2. Bharadwaj, R.K.1974. Urban Development in India. National Publishing House.
3. BoseAshish, 1978. Studies in India Urbanization 1901-1971, tata Mc Graw Hall.
4. Castells, M.1977. The Urban Question. Arnold London.
5. Coiling Worth, J.B. 1972. Problems of Urban Sociology. Vol. VII, George and Unwin Ltd.
6. Desai A. R. and Pillai S.d.(ed) 1970. Slums and Urbanization. Popular Prakashan, Bombay.
7. Gold, Harry. 1982. Sociology of Urban Life. Prentice Hall Englewood cliff.
8. Howard. S.Becker. 1996. Social Problems – A Modern Approach, Printed in United States of America.
9. Madhan, G.R. 1987. Indian Problems, Allied Publishers, Hyderabad,Bangalore,Chennai And New Delhi.
10. Mishra, V.S.2009, Environmental Disaster and law,APH Publishing Corporation,New Delhi.

MASO 3 – FIELD WORK AND EXTENSION (10 DAYS PLACEMENT)

The student will carry out field work for at least 10 days in a village/town to collect primary data on a specific problem under the personal supervision of one or two faculty . During the course of field work the students will also under take extension work in the field area and apply any one of the participatory research techniques learnt in course MASO 105.

The students will prepare a field report with details of field work, sampling methods data collecting techniques , profile of the field area extension work carried out and the participatory research techniques applied .

At the end of the course, the students will appear before a viva voce Board as specified under the scheme of valuation.

MASO 4a: HUMAN RIGHTS

Unit I

Nature and scope of Human Rights; types- Natural civil and political importance of study of Human Rights, limitations of the study of Human Rights.

Unit II

Evolution of Human Rights - Magna Carta, Bill of Rights in England, American Bill of Rights, U.N. Charter, Universal Declaration of Human Rights.

Unit III

Human Rights and Constitutional Framework - Preamble, Fundamental Rights, Directive Principles, Fundamental Duties, Protection of *Human Rights Act*(1993).

Unit IV

Role of human rights in development, theories of development, development and trade off on human rights. Rights of disadvantaged groups: Problems of rights of dalits, OBCs, Minorities, children and women.

Unit V

Human Rights Education - Need for Human Rights Education. Promotion of positive social attitudes. Global efforts- Role of U.N., Vienna Declaration. National efforts- National Human Rights' Commission, State Human Rights Commissions. Role of Universities and NGOs in Human Rights Education.

REFERENCES

1. Bajwa, G.S. Human Rights in India implementation and violation, annual publication, New Delhi- 1995.
2. Bhalla, S.L. 1991. Human Rights; an Institutional Framework for Implementation. Doctashelf.
3. Baxi, Upendra(Ed.). 1987. *The Right to be Human*. New Delhi: Lancer International.
4. Chandana U; Human rights. Allahabad law agumen publication Allahabad 1999.
5. Gokulesh Sharma; Human rights and social justice development and dep publication 1997.
6. Haragopal, G. *Course Material for P.O. Diploma in Human Rights, 5 Vo Is*. 1998. Hyderabad, Centre for Distance Education, University of Hyderabad.
7. ILO. 1970. Trade Union Rights and their relation to Civil Liberties. Geneva: Vijapur, Abdul P. and Kumar Suresh. 1999. *Perspectives on Human Rights*. New Delhi: Manak Publications.

MASO 4b: SOCIOLOGY OF GENDER

Unit –I

Concept of Gender, Nature, Biology, culture and Gender. Sexual division of labour, Gender roles and Gender role attitudes. Women and House work. Character sticks of Housework. Multiple roles and role conflict.

Unit- II

Feminist perspectives. Varieties of feminism:

Liberal Feminism: JS Mill, Betty Freidan

Social feminism : Julit Mitchell , Alison Jagger

Radical feminism: Kate Millet, Shulamith Firestone

Unit- III

Socio-economic problems of women in India: Gender Gap in Indian census. Gender discrimination, Women Education, Dowry, Female infanticide. Atrocities of women: Domestic violence, forms of violence against women: Physical violence, Sexual violence, Emotional violence – Sexual harassments at work place.

Unit- IV

Impact of violence against women: Physical, Sociological, Psychological, Economical impact and Health impact.

Unit –V

Empowerment and Development of women in India. Strategies for empowerment: Education, Economic, Political, and Health impact, Women's Commission: National and A.P state; Programmes for women Development; Central and A.P state (current programmes) , Role of women in technology.

REFERENCES:

1. Bhasin Kamala, Understanding Gender, Kali for Women, New Delhi, 2000.
2. Basu Aparna, Women's Education in India in Ray and Basu (edt): From Independence Towards Freedom , OUP, 1999.
3. Chodhuri Maitreyee, Feminism in India, Women Unlimited, New Delhi, 2004.
4. Chakravarty Uma, Gendering caste through a feminist Lense , Stree, Calcutta, 2003.
5. Courting Disaster , PUDR Report, 2003.
6. Davis Kathy, Evans Mary, Lorber, J (edt), Handbook of Gender and Women's Studies ,Sage Publication , UK, 2006.
7. Delamont Sara, Feminist Sociology, Sage Publications Ltd, 2003.
13. Radha Kumar, History of Doing, Kali for Women, New Delhi, 1992.
14. Rege Sharmila, Sociology of Gender , Sage Publications, New Delhi, 2003.
16. Wharton A. S, Sociology of Gender , Blackwell, 2005

MASO 4c GERONTOLOGY

Unit-I

Gerontology: Concept of the “Aged”. “Senior Citizens”. Nature and Scope of Gerontology. Theories of ageing-Engagement Vs Integration . Role Theory’s Social status of the aged-Social Roles , privileges and expectations, Loss of Spouse, Vulnerability to Disease ,Retirement .Loss of Income and Authority, Becoming Grand Parents, Terminal Sick Roes.

Unit-II

The Aged and Indian Society: Social Life-space and Successful ageing in Hindu Society, Interaction and adaptation. Life style of the Aged, Religiosity of the Aged. Social Adjustment in old age. Family and the Aged in Rural and Urban Setting.

Unit-III

Problems of Ageing; social, economic, Physical, Psychological, Medical ,Gender and Rural-Urban Problems of coping with ageing for retired salaried people, aged people in organized setor and unorganized daily wage earning sector.

Unit-IV

SOCIETY of Retirement; Retirement as an event, as a social role, Retirement as decision. Retirement as decision Retirement income. Consequences of Retirement. Retirement adjustment and the future. Support Systems- at the community retirement level, family level, and state level. State policies Rehabilitation of the aged. Welfare,, occupation. Housing, Health aspects, Sources of Help.

Unit-V

Emerging trends; Re-employment and leisure facilities. Changing Societal attitudes. Association of the aged. Increasing involvement of the aged in social and community affaires. Strategies for accommodation the ages in society.

REFERENCES:

1. Biswas SK(ED) 1987 Ageing in contemporary India. Calcutta; Indian Anthropological Society.
2. Bhatia, PC (ED) 2000 Lecture – series in Geriatrics, New Delhi: National Institute of Primary Health.
3. Choudary S.K(ED) 1992. Problems of the Aged and Old age Homes, Bombay; Akshar Pratiroop Ltd.
4. Indira Jai Prakash (ED) 1991. Quality Aging Collocated Papers, Varasnasi: Association of Gerontology.
5. Mthayya B.C and M Annesuddding, 1992. Rural aged: existing Conditions,. Problems and Possible interventions- a study in Andhra Pradesh, Hyderabad, National Institute of Rural Development.
6. Vijayakumar, S: 1991. Family life Socio-Economic problems of the Aged, New Delhi: Asish Publishing House.
7. Rao K.S 1994. Ageing, New Delhi, National Book Trust of India.
8. Sati P.N 1987.Needa and Problems of the aged. Udaipur, Himanshu Publishers. Soodam, K.S., 1975.Ageing in India. Calucutta; T.K. Mukherjee Minerva Association (Pvt.)Ltd.,

MASO 4d: SOCIOLOGY OF ANDHRA PRADESH

Unit-I

Profile of Andhra Pradesh: Historical outline of Andhra Society; Emergence of A.P; Ecological and regional facets of AP.

Unit-II

Culture and Society: Telugu Language and culture, population of AP., Tribal Communities and culture in AP, Social Stratification in AP.

Unit-III

Social Movements in Andhra Pradesh; Social reform movements: Anti arrack movement, Peasant Movements, Political Movements : Freedom struggle in AP. Telangana Armed struggle, Naxalite Movement, Separate Telangana Movement, Jai Adhra Movement, Rayalaseema Movement. Political parties and ideologies in AP

Unit-Iv

Welfares and development: Rural Development Programmes, Development of urban poor, various programmes for the welfare of weaker sections and minorities. Contemporary development issues, Janma Bhoomi, Women Empowerment , Self help groups and Development, Special programmes for poverty alleviation.,

Unit-V

Meaning, causes and consequence of social tensions. Regionla disparities and tensions Social Tensions Change

REFERENCES:

1. Bhargava, G.S: A study of the Communist Movement in Andhra, Dellhi, 1995
2. Chow, Paul 1966. A hand Book of Social Welfare. Delhi: Atma Ram and Sons.
3. Desai, A.S.(ed). Peasant struggles in India (1979).
4. Gurunatham, J.: The Andhra Movement, Guntur,1913.
5. Kesavanarayana, B. Political and Social Factors in Andhra, Vijawada, 1976.
6. Kothari, Rajani, (ED) . Caste in Indian Politics (1970).
7. Krishna Rao, Y.V., and A. Balaram Murthy. 1987.Andhra Pradesh Darsini. Visalandhra Publishing House – Hyderabad.
8. Lakshmiranjhanam , K.& Balendu Sekharam, K. Andhrulu Charitra-Samskaruti(Andhra History and Culture),Kurnool , 1952.
9. landsberger, Henrg A. (ED) .Rural protest, peasant Movements and Social change (1974).
10. Madan TN, 1994. Pathways, Approaches to the Study of Society in India. OUP. New Delhi.
11. Mahadevan , k , et al. 1992. The composite culture of India; In Glory of Indian Heritage, B.R. publishing Corporation, New Delhi.
12. Mahadevan k.(ed) 2001.Participaroty Experiment in Holistic Rapid Development. B.R.Publslhling Corporation, New Delhi.
13. Narayana Rao, K.V. The Emergence of Andhra Pradesh, Bombay, 1973.
14. Ramanuja Rao, D.: Visalandhra Vacchindi, (Enlarged Andhra has Come).
15. Rao, G.R.S. 1975. Regionalism in India. New Delhi.
16. Rao , P.R . 1997; History of Modern Andhra Sterling Publishers Provate limited, New Dellhi.
17. Regani, Sarojini. High lights of freedom Movement in Andhra Pradesh,Hyderabad, 1986.
18. Registrar General, India. 2001 Census of India Andhra Pradesh, Series 29-paper-I.
19. Rudhraiah Chowdary. G.1990: Andhra Pradesh to Rythu Udyamalul, Telugu Academy.
20. Setty, E.D.2000. A model for securing people participation in Janma Bhoomi .
21. Rural Development, MCR, H.R.D. Institute, Hyderabad.
22. Shaw AM, 2000: Sociology in Regional Context, Seminar, 495.
23. Weiner, Myron. 1957. Party politics in India. London

MASO 5a SOCIAL PSYCHOLOGY AND PERSONALITY DEVELOPMENT

<u>Topic</u>	<u>Reading material covered</u>	Unit-I	
8/23	1	Foundations Of Social Psychology	Chpt 1
8/28	2	Methods in Social Psychology	Chpt 2:
8/30	3	The Social Self	Chpt 3 pp 54-68; S1: Fryberg paper
9/4	4	Self-Esteem and Self-Serving Biases	Chpt 3: pp 69-91; S2: Solomon paper
9/6	5	Attributions About Others	Chpt 4: pp 95-116
9/11	6	Social Judgments	Chpt 4: pp 116-129
Unit-II			
9/18	7	Attitudes and Behavior	Chpt 6: pp 185-194; S3: Rudman paper
9/20, 25	8, 9	Persuasion	Chpt 6: pp. 194-213
9/27, 10/2	10, 11	Behavioral influences on attitudes	Chpt 6: pp 213 –223; S4: Aronson paper
10/4	12	Conformity and Compliance	Chpt 7: pp 227-248; S5: Cialdini paper
10/9	13	Obedience To Authority	Chpt 7: pp 248-259
Unit -III			
10/16, 18	14, 15	Aggression	Chpt 11
10/23	16	Stereotyping	Chpt 5: pp. 133-150; S6: Stone paper
10/25	17	Prejudice	Chpt 5: pp. 150-157; S7: Fiske paper
10/30	18	Discrimination	Chpt 5: pp. 157-170
11/1	19	Stigma	Chpt 5: pp. 171-176; S8: Johns paper
11/6	20	Reducing Intergroup Conflict	Chpt 5: pp 176-180
Unit-IV			
11/13	21	Group Processes	Chpt 8: pp 263-280; 294-302
11/15	22	Attraction To Others	Chpt 9: pp. 307-328
11/20	23	Love And Close Relationships	Chpt 9: pp. 328-347; S9: Mehl paper

Unit- V

Personality: Meaning, definition, theories, types and factors influencing personality –
 Motivation: Meaning, definition, types and characteristics of motive, theories of motivation.
 Intelligence: Concept, theories and assessment. Important tests for measurement of personality, attitude and intelligence.

REFERENCES

1. Caspi, A.; Roberts, B. W. (2001). "Personality development across the life course: The argument for change and continuity". *Psychological Inquiry* 12 (2): 49–66. doi:10.1207/s15327965pli1202_01.
2. Roberts, B. W., Wood, D., & Caspi, A. (2010). The development of personality traits in adulthood. In O. P. John, R. W. Robins, & L. A. Pervi (Eds.), *Handbook of personality: Theory and research* (3rd ed., pp. 375-398). New York, NY: Guilford Press.
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4. Putnam, S. P., Ellis, L. K., & Rothbart, M. K. (2001). The structure of temperament from infancy through adolescence. In A. Elias & A. Angleitner (Eds.), *Advances in research on temperament* (pp. 165-182). Germany: Pabst Science.
5. Adorno, T. W., Frenkel-Brunswik, E., Levinson, D. J., & Sanford, R. N. (1950). *The authoritarian personality*. New York: Harper and Row (pp. 228).
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7. Bandura, A. (1977). *Social learning theory*. Englewood Cliffs, NJ: Prentice Hall.
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10. Eysenck, H. J. (1967). *The biological basis of personality* (Vol. 689). Transaction publishers.
11. Loehlin, J. C., Willerman, L., & Horn, J. M. (1988). Human behavior genetics. *Annual Review of Psychology*, 39(1), 101-133.

MASO 5b BUSINESS AND SOCIETY

Unit- I

Business and Society _ Business innovations-Business exists to serve society- Basics Ass value for society -s well as business-Beyond the core to change the system -Embed the values in the Business-Business -nnovation Design-Steps of Business innovation

Unit- II

1. The Social Economy – knowledge Economy knowledge mgt-Definition o social Economy-Social -conomy in Relation to the private & Public sector- Evolution of an Ideas-Social economy and civil society
2. Concepts –Evolution-Driving forces—Characteristics-3.Introducing knowledge management -Definition Dimensions, Strategies, Motivations

Unit- III

Corporate Social responsibility-Definition of cor Social responsibility- Sustainability and G.S.R-Business in society-Community Social responsibility- Business and Community Social responsibility-Businesses can be categorized by their level of community Social responsibility

Unit- IV

Business and Society relationship- Business Ethics and stakeholders - Business Environment- Relationship between business and Society - The dynamic environment of business- Definition of stakeholders- Good faith and fair Dealing- Definition Business Environment - External factors

Unit- V

The firm and organization-Business and public policy Business law and Governable- The Ubiquity of organization- Motivation and Efficiency ai in organization- A model of the organization of the firm- Business lad of corporate Governana Minor.

REFERENCES

- Beauchamp, Tom L. *Case Studies in Business, Society, and Ethics*. 4th ed. Englewood Cliffs, NJ: Prentice Hall, 1997.
- *Business and Society Review*, quarterly.
- Castro, Barry, ed. *Business and Society: A Reader in the History, Sociology, and Ethics of Business*. New York: Oxford University Press, 1996.
- Freeman, R. Edward. *Strategic Management: A Stakeholder Approach*. Marshfield, Massachusetts: Pitman, 1984.
- Hood, John M. *The Heroic Enterprise: Business and the Common Good*. New York: The Free Press, 1996.
- Miller, William H. "Citizenship: A Competitive Asset." *Industry Week*, 17 August 1998.
- Nader, Ralph. *Unsafe at Any Speed: The Designed-in Dangers of the American Automobile*. New York: Grossman Publishers, 1972.
- Warren, Melinda, and Kenneth Chilton. *The Regulatory Legacy of the Reagan Revolution: An Analysis of 1990 Federal Regulatory Budgets and Staffing*. St. Louis, MO: Washington University Center for the Study of American Business, 1989.
- Friedman, M. (1974), in S. Platt (ed.) 1989). *Respectfully Quoted: A Dictionary of Quotations Requested from the Congressional Research Service* (Library of Congress)
- Kennedy R. (2002). *The Virtue of Solidarity and the Purpose of the Firm*, in S. A. Cortright and M. Naughton (eds.). *Rethinking the Purpose of Business: Interdisciplinary Essays from the Catholic Social Tradition* (University of Notre Dame Press)
- Miller, R.A. 1998 *Lifesizing in an Era of Downsizing: an Ethical Quandary* *Journal of Business Ethics* 17:169-170.

SEMESTER – IV

MASO 1 : CRIMINOLOGY

Unit –I

Crime and Mega Cities - Concept of Deviance – Crime against children, women and aged - scope of criminology- Characteristics of crime

Unit – II

Causes And Types of crime - Socio – Psychological factors – Influence of T.V. Cinema and Net-Politics and crime - Human Trafficking – Cyber crimes – Communal violence – Terrorism - Corruption - Reasons for not seeking Legal help- Modus Operandi of crime – Perception of methods and Technology Access - Forensic and other help

Unit – III

Theories of crime - Classical and Positivist theories-Radical criminology- Labeling theory- Constitutional theories- Genetic explanations- Environmental explanations

Unit – IV

Crime prevention and HRD - Police – Public role relationship – Crime against Poor and Marginalized – Rehabilitation of victims – Judicial Activism – Nirbhaya Act - The Toxic continuum From Incivility to Violence and the role of HRD

Unit – V

Crime control by Youth Development - Programmes in India – Self Employment – Social Entrepreneurship – Ready set Go Top Skills for Job Seekers.

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- Bird, Chloe E.; Conrad, Peter; and, Fremont, Allen M. (2000). *Handbook of Medical Sociology* (5th ed.). Upper Saddle River, NJ: Prentice Hall. ISBN 978-0-13-014456-0. OCLC 42862076.
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- Cornish, D. and Clarke, R. *Opportunities, Precipitators and Criminal Decisions: A Reply to Wortley's Critique of Situational Crime Prevention*. In *Theory for Practice in Situational Crime Prevention, Crime Prevention Studies*, (Vol 16) M. Smith and D. Cornish, Eds, Criminal Justice Press, New York, 151-196.
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- *Positive Youth Development in the U.S.: Research Findings on Evaluations of Positive Youth Development Programs*". Retrieved April 9, 2014.

MASO 2 : INDUSTRIAL DYNAMICS

Unit I

Nature and Scope of Industrial Sociology. Internal Structure of the Industrial Organization- Line and Staff. Formal and Informal Organizations, Factory as a social system.

Unit II

Scientific Management - Human side of enterprise - Taylor and Lillian Gilbreth Time and Motion studies. Human Relations Approach- Hawthorne experiments.

Unit III

Sociology of Work, Morale and Motivation- Industrial Leadership. Workers participation in management.

Unit IV

Growth and Functions of Trade Unions with special reference to India. Industrial Conflict. Strikes, Methods of resolving Industrial conflicts, Collective bargaining. Grievance procedure. Labour Welfare Officer: Responsibilities and Duties.

Unit V

Technology and industrial relations. Concept of technological change, impact of technological changes: Mechanization automation, industry and society. Labour policy and the five year plans.

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2. Bell, Daniel. 1974, *The Coming of Post-Industrial*. London: Henemann Publishers.
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14. B. Tulpule "Technological change and Industrial relations. Thakur and aurora, New Delhi, SRC 1971
15. N. Kaldor : *Advanced technology in a strategy of development: International labour office: 1972*
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MASO 3 : DISSERTATION AND VIVA VOCE

The student will prepare and submit a dissertation based on the data collected under the course MASO 305 – Field work and extension after classification, tabulation, application of appropriate statistical techniques, analysis and interpretation of data. They will work under the supervision of the faculty member .at the end of the semester, the student will appear before a viva voce board as specified under the scheme of valuation and defend their work

MASO 4a SOCIAL WELFARE AND WELFARE ADMINISTRATION

Unit –I

Social Welfare: Concept and Philosophy. A brief historical out-line of social welfare and Development.

Unit –II

Community Welfare Scheme and Programmes in India – People’ Participatory Approach (PPA)

Unit –III

Problems of schedule Caste, Schedule Tribes, other Back ward class and minorities in India. Constitutional safeguards and welfare Programmes for Weaker Sections: Scheduled Castes, Scheduled Tribes, Other Back ward classes, and Minorities – Critical evolution.

Unit –IV

Problems and Welfare Programmes for Women, Children, Orphans, Youth, Old, Disabled and Poor – Critical evolution.

Unit –V

Social Welfare Administration – Central Social Welfare Board and State Social Welfare Board – Structure and Functions. Panchayat Raj, District Rural Development Agency and Social Welfare Department - Structure and Welfare Functions. Role of Voluntary/ Non- Government Organizations in Social Welfare. Case study of N.G.Os.

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MASO 4b SOCIAL ENTREPRENEURSHIP DEVELOPMENT

Unit 1: Entrepreneurship: What, Why and How

- Entrepreneurship- Concept, Functions, Need and Importance.
- Myths about Entrepreneurship
- Pros and Cons of Entrepreneurship
- Process of Entrepreneurship.

Unit 2: An Entrepreneur

- Types of Entrepreneurs
- Competencies and Characteristics; Ethical Entrepreneurship.
- Entrepreneurial Value: Values, Attitudes and Motivation.
- Mindset of an Employee and an Entrepreneur- Difference
- Intrapreneur: Importance in Any Organization.

Unit 3: Entrepreneurship Journey

- Self Assessment of Qualities, Skills, Resources and Dreams.
- Generation of Ideas.
- Feasibility Study
- Opportunity Assessment
- Business Plan Preparation
- Execution of Business Plan
- Role of Society and Family in the growth of an entrepreneur.
- Challenges faced by women in Entrepreneurship.

Unit 4: Entrepreneurship as Innovation and Problem Solving

- Entrepreneurs- as problem solvers.
- Innovations and Entrepreneurial Ventures.
- Social Entrepreneurship-Concept and Importance
- Risk taking-Concept; types of business risks.
- The role of technology/ social media in creating new forms of firms, organizations, networks and cooperative clusters.
- Barriers to Entrepreneurship.
- Support structure for promoting entrepreneurship (various government schemes).

Unit 5: Understanding the Market

- Market- Traditional and E-commerce- Concept and Role
- Types of Business: Manufacturing, Trading and Services.
- Market Forces: Sellers, consumers and competitors.
- Expanding Markets: Local to global, Strategies needed.
- Marketing Mix: Concept and Elements.
- Pricing and Factors affecting pricing.
- Market Survey: Concept, Importance and Process.

References

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MASO 4c : SOCIOLOGICAL PRESPECTIVES

Unit-I

Functionalist Perspective

Emergence of Functionalism, Functionalism and Anthropological Tradition.

A.R.Radcliff Brown, Malinowski, R.K. Merton: Empirical Functionalism. Paradigm for functional Analysis. Critique of functional Postulates, Latent and Manifest functions. Theories of the Middle Range, Karl Marx: The Dialectics. Theory and Dynamics of Social Change. Concept of Class, Class Contradiction, Class formations, Class Struggle and Social Change. Alienation.

Unit-II

Conflict Perspective

George Simmel: Functions of Conflict

Dahrendorf: Dialectical Conflict model

Unit-III

Symbolic Interactions

C H Cooley: Self and its emergence - Looking Glass Self.

G H Mead: Stages in the Development of Self- Play Stage, Game Stage

Unit-IV

Ethnomethodology

Origin and nature of Ethnomethodology

Garfinkel: The Documentary Method

Zimmerman: The Practicalities of Rule use

Unit-V

Applied Sociological perspectives

Action Research Methodology

Audio – Visual Media as a tool in Research

REFERENCES

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MASO 4d: GLOBALIZATION AND SOCIETY

Unit –I

The Nature and Dynamics of Globalization the Historical and Social Context of Globalization World Capitalism, Modernization and Globalization Distinctive Characteristics of Globalization, Advantages and Disadvantage of Globalization. the role of Information and communication technology

Unit –II

Agencies of Globalization : Multinational Corporations (MNC's) , Media , Market Non Governmental Organizations (NGO's), International Agencies (International Monetary Fund , World Bank etc.)

Unit –III

Globalization and Culture Cultural Aspects of Globalization, Globalization and the Resurgence of Ethnic Consciousness: Global Tourism, DiasporaCommunities, Transnational Ethnic and Religious Movements, Religious fundamentalism. Globalization and Gender Socio-economical status of women in the World, Neo-Liberal Policies and Gender equality in the world. Gender and Human Development.

Unit –IV

Social Consequences of Globalization Inequality within and among Nation - states, Differential Perception of Globalization Mass Media & Consumer Culture. Global Culture and Local Cultures. socio economic impact of Globalization –Impact on individual and Group identities

References :

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MASO 5a GLOBALIZATION AND EDUCATIONAL PURSUITS

Unit- I

Globalization history education pursuits globalization and community colleges-
Globalization -dimensions and implication Global issues lin higher Education-
Massification –Mobility-Impact of Globalization on-Higher Education -New
Fellowship programmes

Unit- II

Globalization and the cultural Domain-People on the move-The fate of
National Cultures- The Territorial state and Global politics-Globatization of
organized violence -The Global Economy-Globalization and the Environments

Unit- III

Global media and Education -Globalization and Employment-Media Education
Changes-Progress of Media Education -Global and Digital opportunity for
Education -Market liberalization and employment

Unit- IV

Globalization and Education Faculty professional exchange -Globalization and
Global learners-Campus internationalization-Globalization, knowledge,
Education and training -What is Global learning

Unit- V

International Institutions and Education- world Bank – IMF-Surveillance of the
Global Economy-Conditionality loans-I.MF and Globalization -Criticisms

Unit- VI

UGC overseas Fellowship-ICSSR overseas Fellowship-Ambedkar overseas
Fellowship

1. Fulbright Fellowship
2. Commonwealth Fellowship
3. Rockefeller Foundation
4. Ford Fellowship

REFERENCES

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MASO 5b VISUAL SOCIOLOGY

Unit-I

Visual Sociology – definition and Scope in India Visual Communication Images with messages - Applied Visual sociology-Study of visual Communication-Images analysis-Visual sides - Types of visual aids -Visual aids media simple to advanced

Unit-II

The advantages value of visual Exploration-Interactive tools -Tools of olyph layout-Dimension of -selection tools-Visualization teeniques-Initial , visual exploration of Demands Data

Unit-III

Visual Applying Research Methods-Participant generated Visual methods Ethical warnings-Visual Ethnography-Doing Ethnographic photography-Photographing the community

Unit-IV

Visual Documentary Research –And-Innovation-Business and Media-Digital video as qualitative -Research practice-Presentation – History of Ethnographic Film -Research practices- Digital video methodology-Sociology media the business Benefits may be Enor molls -Reputational, legal operational

Unit-IV

Use Social Media and Abuse-Capturing social problems/traumas on Film Video-piraey-Social Networking Negative Effects -Social Networking Negative positive effects-Dangers of social Networking

REFERENCES

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