

# UNIVERSITY OF CALCUTTA

#### GURUPADA SAREN SECRETARY

COUNCILS FOR UNDERGRADUATE STUDIES, UNIVERSITY OF CALCUTTA.

Ref.No : CUS/ 258(cir.)/18 Dated the 04<sup>th</sup> May, 2018

#### To

The Principals/T.I.C. of all the Undergraduate Colleges offering Communicative English (Major) affiliated to the University of Calcutta

Sir/Madam,

The undersigned is to inform you that the proposed revised semester wise draft Syllabus for Communicative English (Major) under CBCS has been uploaded in the Calcutta University website (www.caluniv.ac.in).

The said syllabus has been prepared by the U.G. Board of Studies in English, C.U., suppose to be implemented from the academic session 2018-2019

You are requested kindly to go through it and send your feedback within 15th May, 2018.

In this regard you may send your observation/ suggestion to the **Department of U.G. Councils, C.U**. or through <u>email</u> (<u>u.g.councilsc.u@gmail.com</u>), and you also may contact **Prof. Chinmay Guha, Department of English, C.U.** through e-mail (cuengsyllabus@rediffmail.com).

Your cooperation in this regard will be highly appreciated. Kindly treat the matter as urgent.

Thanking you,

Yours faithfully,

4.05.18 Secretary

# SENATE HOUSE

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# **UNIVERSITY OF CALCUTTA**

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

# **Objectives:**

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

# **COURSE STRUCTURE**

	Core Courses CC	AECC	SEC	DSE	Credits
SEM - I	CC1 Phonetics and Phonology CC2 Grammar and Usage	AECC1 Communicative English			CC1=6 CC2=6 AECC=2 GE1=6
					Total=20
SEM - II	CC3 Socio-linguistics CC4 Listening, Reading and Speaking Skills	AECC2 ENVS			CC3=6 CC4=6 AECC=2 GE2=6
					Total=20
SEM - III	CC5 English Comprehension & Composition CC6 Technical English and Copy Editing CC7 English Language Teaching		SECA Any One Travel Writing or Review Writing		CC5=6 CC6=6 CC7=6
					SECA=2 GE3=6
					GE3=0
					Total=26

SEM -IV	CC8 PR & Advertising CC9 Mass Communication: Print Media C10 Mass Communication: Electronic Media and New	SECB Any One Mock Interview, Group Discussion Or Plan & Budget		CC8=6 CC9=6 CC10=6 SEC2=2 GE4=6
	Media	Writing		
				Total=26
SEM -V	CC11 News Reading and Writing, Public Service Announcement, Commentary and Compering CC12 On Job Training: Corporate/ Media		DSEA (Any two) Newspaper Report and Feature Writing or Power Point Presentation or Radio and TV Script Writing	CC11=6 CC12=6 DSE=6+ 6
				Total=24
SEM- VI	CC13 Entrepreneurship Development CC14 Project		DSEB (Any two) Advertising or Research based Project or Public Relations	CC13=6 CC14=6 DSE=6+ 6
				Total=24
			Grand Total	140

#### MARKS DIVISION

# FOR ALL CC PAPERS:

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

# FOR ALL DSE PAPERS

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

#### FOR ALL SEC PAPERS

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

### SEMESTER 1 CC1 – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-1-1-TH/TU) PHONETICS AND PHONOLOGY

- 1. The production of speech sounds
  - Air stream mechanism
  - Human Organs of Speech

#### 2. Phonology

- The phoneme
- Allophones
- Symbols and transcription

#### 3. Vowels

- English Short Vowels
- English Long Vowels
- Diphthongs
- Triphthongs
- 4. Voicing and Consonants
  - English plosives
  - Fortis and lenis
- 5. Fricatives and Affricates
  - Production of fricatives and affricates
  - The fricatives of English
  - The affricates
- 6. Nasals and other Consonants

- Nasals
- Lateral
- Approximants
- 7. The syllable
  - Syllabic Consonants
  - Consonant Clusters
- 8. Stress in Simple Words
  - The nature of Stress
  - Levels of Stress
  - Placement of Stress within the Word
- 9 Aspects of connected speech
  - Rhythm
  - Assimilation
  - Elision
  - Linking r

#### 10. Intonation

- The structure of the tone-unit
- Pitch possibilities in the simple tone-unit
- Fall-rise and rise-fall tones followed by a tail
- Problems in analyzing the form of intonation

# **Readings:**

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

# CC2 – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-1-2-TH/TU)

# **GRAMMAR AND USAGE**

- Accurate Grammatical Usage
- Words often confused and misused

- Synonyms and antonyms
- Understanding American expressions
- Common Grammatical Errors
- Phrasal Verbs and Idioms
- Developing Listening Skills: understanding gist, main points, deduce meaning.
- Grammatical and Communicative Functions
- Vocabulary Teaching

• Developing Reading Skills: predicting, skimming, scanning, understanding text organization, summarizing etc.

# **Readings:**

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

#### SEMESTER 2 CC3 – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-2-3-TH/TU)

# SOCIO LINGUISTICS

# Learning Objectives and Expected Outcome:

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

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

> Differentiate between acceptable and unacceptable sentences in English

- > Apply and use various kinds of jargons and register as per context
- Definition of natural language
- Language Functions
- Official language, mother tongue
- Di-glossia
- Bilingualism and Multilingualism
- Speech community
- Standard language (R P) and Dialects
- Language contact- Pidgin, Creole
- Language acculturation
- Communicative / Sociolinguistic Competence
- Register: Speech Situation, Types, Linguistics features, Non-linguistic features and domains of Register.
- Style
- Slang, jargon
- Code switching and code-mixing
- Lingua franca-link language
- Varieties of English: British, American, Australian, Caribbean, Indian
- Language and ethnicity
- Language and identity
- Language and power
- Language death

# **Readings:**

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

# CC4 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-2-4-TH/TU)

# LISTENING AND SPEAKING COMPETENCE

# Learning Objectives and Outcomes:

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

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

▶ Listen to a text and identify specific and global information

- Read aloud a text with proper stress and intonation
- Enact a dialogue on a specific situation with proper contextual language markers and turn taking
- Speak independently on a given topic
- Developing Listening Skills: understanding gist, main points, deduce meaning.
- Communicative Functions
- Listening for global information
- Listening for specific information
- Loud Reading for pronunciation and fluency
- Situational Conversation
- Extempore

# **Readings:**

- Study Listening- Tony Lynch- Cambridge University Press
- Communicate 2- Keith Marrow and Keith Johnson
- Speaking Effectively- Jeremy Comfort- Cambridge University Press
- Resource Books for Teachers- Listening- Goodith White- OUP
- Resource Books for Teachers- Conversation- Rob Nolasco- OUP
- Resource Books for Teachers- Role Play- Gillian Porter-Ladousse-OUP

# **SEMESTER 3**

# CC5 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-3-5-TH/TU)

# **ENGLISH COMPREHENSION & COMPOSITION**

- Reading Comprehension
- Summarization.
- Precis
- Reports
- Abstract

# CC6 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-3-6-TH/TU)

# **TECHNICAL ENGLISH AND COPY EDITING**

# Learning Objectives and Expected Outcomes:

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

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

> Write descriptions of gadgets and prepare technical reports

> Prepare a content, proof read and edit it appropriately

# **Unit 1: Technical English**

Writing Descriptions of gadgets and processes

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

# **Unit 2: Copy Editing**

Scope and needs

- Various types of scripts
- Qualities and duties of a copy writer
- Steps of copy editing
- Interaction with the author
- Title and cover description
- Main features
- Incorporating illustrations
- Copy rights
- Dealing with Multi authorship
- In house manuals
- Proof reading and editing

# **Readings:**

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

# CC7 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-3-7-TH/TU)

# **ENGLISH LANGUAGE TEACHING**

#### Learning Objectives and Expected Outcomes:

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

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

> Apply strategies to teach the skills of listening, speaking, reading and writing

- Design syllabus and lesson plans
- Plan and implement language tests
- Aims and objectives in language teaching
- Techniques, approaches and methods of Language Teaching
- Need analysis and syllabus design
- Teaching listening
- Teaching speaking
- Teaching reading
- Teaching writing
- Lesson planning
- Testing and Evaluation

### **Readings:**

- Techniques and Principles in Language Teaching- Larsen-Freeman & Anderson- OUP
- Teaching and Learning English: A Source-book for Teachers and Teacher-trainers- M L Tickoo- Orient Black Swan Publications
- Task Based Language Learning and Teaching- Rod Ellis- OUP
- A Course in Language Teaching- Penny Ur- OUP
- Approaches and Methods in Language Teaching- Jack C. Richards & T.S. Rodgers-Cambridge University Press
- Curriculum Development in Language Teaching- Jack C Richards- Cambridge University Press

# SECA – (1) <u>TRAVEL WRITING</u> – 2 CREDITS (Course Code: ENG-M-SECA-3-1-TH/TU) or

# (2) <u>**REVIEW WRITING</u> – 2 CREDITS (Course Code: ENG-M-SECA-3-2-TH/TU)**</u>

# SEMESTER IV CC 8 – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-4-8-TH/TU)

#### PR & ADVERTISING

- Public relations
- Meaning and definition
- Essentials of public relations
- Principles of public relations
- Methods of public relations (tools)
- PR Ethics
- Press release

- Press conferences
- Future of PR
- Functions of advertising
- Elements of advertising
- Selection of advertising media
- Outdoor advertising
- Indoor advertising
- Formulation of an advertising campaign
- Types of Advertisements
- Classifieds and display advertisements
- Advertising vis-à-vis PR and marketing
- Qualities and duties of a copy writer
- Steps of copy editing
- Title and cover description
- Main features

# CC9 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-4-9-TH/TU)

# MASS COMMUNICATION: IDEAS AND CONCEPTS AND PRINT MEDIA

#### Learning Objectives and Expected Outcomes:

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

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

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

# Unit 1: Mass communication - origin and development

Need for communication

- Functional requirements of society
- Types of communication
- Elements of communication
- Barriers of communication
- 7C's of communication
- Functions and uses of mass communication
- Mass media and its functions

#### Unit 2: Print Media

- News agencies: press trust of India
- Impact of Newspaper on Society

- Paid news
- Yellow journalism
- Organizational structure of Newspaper
- Sources of News
- Types of News
- Photo journalism & caption writing
- Letters to editor
- Post editorial
- Magazine journalism

# Unit 3: Media Impact

#### Psychology and sociology of media audiences

- The audience as 'Market'
- Psychology of audience
- The public and public opinion
- Mass media and politics
- Persuasion and propaganda
- Audience measurement: the 'ratings' Game
- Audience surveys

# **Media Effects**

- Social-cultural effects
- Indian Family and Children
- Effects of media on education
- Representations of women in the mass media
- Violence in media and violence in society

#### **Readings:**

- Journalism: Principles and Practice- Tony Harcup- Sage Publications
- An Introduction to Mass Communication in India- Keval J Kumar Jaico publishers
- Handbook of Journalism and Mass Communication Vir Bala Aggarwal, V.S. Gupta
- Mass Communication and Journalism in India D.S. Mehta Allied publishers
- Encyclopedia of Journalism and Mass Communication- O M Gupta
- Mass Communication in India: A Sociological Perspective- J.V Villanilam
- Mass Communication and Journalism in India- Dalpat Singh Meheta
- McQuail's Mass Communication Theory- Dennis McQuail- Sage Publication
- Textbook of Mass Communication and Media- Joshi and Uma

# C10 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-4-10-TH/TU)

# **ELECTRONIC, DIGITAL AND NEW MEDIA**

## Learning Objectives and Expected Outcomes:

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

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

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

#### Radio as mass medium

- AIR, Broadcasting Code
- AM & FM, Community and Campus Radio,
- Types of Radio programmes: News, Features, Talk, Interviews
- Qualities of RJ
- Radio Script writing

# T.V as Medium of Communication

- Television-SITE
- Prasar Bharati (broadcasting corporation of India)
- Satellite T V/Cable TV
- Educational TV
- TV programmes: TV News, Talk Shows, Pane Discussions, Interviews, Soap operas, TV Documentaries, Commentary, Reality shows
- Role and qualities of news presenter and anchor, body language,tone & fluency

# New Media

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

# **Readings:**

• Broadcasting in India- P.C. Chatterjee- Sage Publications

- Radio and Television- K.M Srivastava- Sterling Publications
- Understanding Digital Culture- Vincent Miller- Sage Publications

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

or

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

# SEMESTER V

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

# <u>NEWS READING AND WRITING, PUBLIC SERVICE ANNOUNCEMENT, COMMENTARY</u> <u>AND COMPERING</u>

#### Learning Objectives and Expected Outcomes:

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

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

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

#### **Readings:**

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

#### CC12 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-5-12-TH/TU)

#### **ON JOB TRAINING: CORPORATE/ MEDIA TYPES AND CHARACTERISTICS**

# Learning Objectives and Expected Outcomes:

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

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

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

# Unit 1: Corporate/ Media Internship

# **Unit 2: Conversational English Tutor**

#### DSEA (Any two) 1<u>NEWSPAPER REPORT AND FEATURE WRITING</u> – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-DSEA-5-1-TH/TU)

# 2 <u>POWER POINT PRESENTATION</u> – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-DSEA-5-2-TH/TU)

# 3 <u>RADIO AND TV SCRIPT WRITING</u> – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-DSEA-5-3-TH/TU)

# SEMESTER VI

# CC13 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-6-13-TH/TU)

# ENTREPRENEURSHIP DEVELOPMENT

# Learning Objectives and Expected Outcomes:

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

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

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

# **Unit 1: ENTREPRENEURSHIP BUILDING:**

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

# 1. TECHNOLOGY MANAGEMENT

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

# 2. PROJECT FORMULATION

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

# **Unit 2: FINANCIAL MANAGEMENT:**

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

# 1. MARKETING MANAGEMENT

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

# 2. MONITORING AND FOLLOWUP:

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

# 3. DATA BASE MANAGEMENT:

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

# 4. STATUTORY PROVISION:

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

• Income Tax, Sales Tax and Excise Rules

# 5. KNOWLEDGE INPUT:

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

## **Readings:**

- Enterprise and Entrepreneur by Dilip Gangopadhyay
- Entrepreneurial Development by Dr. S.S. Khanka Chand publication

# CC14 - 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-CC-6-14-TH/TU)

# **PROJECT**

# Learning Objectives and Expected Outcomes:

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

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

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

# Unit 1: Basic concepts of Research Methodology

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

# **Unit 2:**

- Project (Socio-economic survey)
- Viva

# **Readings:**

• Research Methodology- C. Kothari

#### **DSEB:** (Any two)

1 – <u>ADVERTISING</u> – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-DSEB-6-1-TH/TU)

2 - <u>RESEARCH BASED PROJECT</u> – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-DSEB-6-2-TH/TU)

3 - <u>PUBLIC RELATIONS</u> – 6 CREDITS (1 CREDIT INTERNAL) (Course Code: ENG-M-DSEB-6-3-TH/TU)

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