

EMEA COLLEGE OF ARTS & SCIENCE, KONDOTTY

Courses on Human Values & Professional Ethics

SL.NO	COURSE CODE	COURSE	DEPARTMENT	SEMESTER
1	WASB01	Methodology and Perspective of social science	West Asian Studies	I UG WAS
2	MB4E06	Biosafety and Bio ethics	Micro Biology	IV UG MB
3	A14	Intellectual Property Right	Bio Chemistry	IV UG BC
4	HIS4C111	Methods of Historical Research	History	IV PG History
5	BB111B04	Organizational Behavior	Business Administration	III UG BBA
6	BB1A47	Management Concept and Business Ethics	Business Administration	I UG BBA
7	JOU2C03	News Reporting and Editing	Journalism	II UG ENG
8	BC5D02	Basic entrepreneurship and Management	Commerce	II UG B.Com
9	BC5B111	Legal Environment for Co-Operatives	Commerce	V UG B.Com

DETAILS OF COURSES

COURSE TITLE	METHODOLOGY AND PERSPECTIVES OF SOCIAL SCIENCES
COURSE CODE	WAS1 B01
STREAM	SOCIAL SCIENCE
No. of Contact hours	90

Aim of the Course

The course intends to familiarize the students with the broad contours of Social Sciences and their methodology.

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Objectives of the course

- Identify the main concerns of social science disciplines.
- Articulate the basic terminology and theories prevalent across disciplines.
- Understand qualitative and quantitative models within the social sciences.
- To learn to apply the methods and theories of social science to contemporary issues
- Critically read popular and periodical literature from a social science perspective.

Course Outline

MODULE I - Introduction to Social Sciences

Emergence of Social Sciences - Thomas Hobbs - John Locke. Historical background. of disciplinary diversification -an analysis of the disciplines that make up Social Sciences - basic principles and concepts - epistemology of social sciences- relevance of the study of social sciences.

Module II -Development of Social Sciences

Social sciences and their inter relationships :sociology,(Comte, Weber -) Political science- - Anthropology- Economics- History(vico - Ranke and Hegel), West Asian tradition in historical writing- ,Ibn hisham, Al Tabri, Al- Masoodi , Ibn kaldun ,

Module III. Objectivity in Social Sciences

What is Objectivity- fact- evidence, empiricism, limits to Objectivity in Social Sciences, ethical issues in Social Sciences

Module IV - Research methods and techniques

Identification of the problem-, review of related literature,- bibliography- research questions- hypothesis- ,chapterisation- , data collection - classification- analysis of data- documentation- report /thesis writing.

Core Course

BACHELOR OF BUSINESS ADMINISTRATION BBA6B12 ORGANISATIONAL BEHAVIOR

Time: 5 Hours per week Credits: 4

Internal 20: External 80

Objectives:

- To familiarize the students with the basic concepts of individual behavior and organizational behaviour
- To enable the students to catch an idea about inter-personal and group behavior
- To acquire knowledge regarding the organizational change and organizational development

Learning Outcomes:

On learning the course, the students will be able to-

- Understand the different concepts of Organisational Behaviour
- Analyse individual and group behaviour
- Understand and deal with Organisational change, development and stress

Module I: Organizational Behaviour (OB):

Meaning-Features-Nature and Scope of OB-The Basic Assumptions of OB, Major Disciplines and their Contributions to OB; Concepts of Strategic Organisational Behaviour and International Organisational Behaviour.

15 Hours

Module II: Individual Behaviour:

Factors Affecting Individual Behaviour-Basic Psychological Process—Personality, Determinants of Personality—Personality Traits—Perception, Perceptual Process-Factors Affecting Perception—Learning, Theories of Learning—Social Learning-Learning Curve.

15 Hours

Module III: Group:

Concept of Group Dynamics—Features of Group— Types of Group Behaviour—Formal and Informal Group Behaviour—Group Norms—Group Cohesiveness. Teamwork- Types of Teams-Team Building-Team Roles- Team Norms- Team Cohesiveness.

15 Hours

Module IV: Motivation and Leadership:

Motivation- Concept, Theories-Maslow's, Herzberg's and Mc Gregor's, X and Y theories); Financial and Non-Financial Motivation. Leadership- Types— Theories (Trait theory, Michigan Studies and Fiddler's Contingency Model); Modern Approach to Leadership Theories—Leadership Styles.

20 Hours

Module V: Stress Management—

Meaning, Types of Stress— Causes of Stress Consequences of Work Stress- Conflict, Types of Conflicts— Levels of Conflict, Conflict Resolution-Organisational Development— Meaning, Need, Benefits and Limitations -Steps in OD - Organizational Changes.

15 Hour

Reference books:

1. Fred Luthans: Organisational behaviour, McGraw hill Education.
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behaviour in organization, McGraw hill.
3. Henry Mintzberg: The structure of organization, Prentice Hall.
4. Edwin Gerlof: Organization Theory and Design, McGraw hill.
5. Robin. S. P: Organizational Behaviour, Pearson Education India.
6. Aswathappa: Organizational Behaviour, Himalaya Publishing house.
7. Jai B. Sunhat: Culture and Organisational Behaviour, Sage Texts.

BACHELOR OF BUSINESS ADMINISTRATION

BBIB01 MANAGEMENT CONCEPTS AND BUSINESS ETHICS

Time: 5 Hours per week Credits: 5

Course objectives:

- To understand the process of business management and its functions³
- To familiarize the students with current management practices.
- To understand the importance of ethics in business, and
- To acquire knowledge and capability to develop ethical practices for effective management.

Module I

Nature and scope of Management; evolution of management- Schools of management thought;

F.W.Taylor and Henry Fayol; principles of management; management as a science and an art; management process.

Module II

Functions of management- planning: types of plan; planning process; organizing: span of control, line and staff functions; centralization and decentralization; delegation; staffing: manpower planning, recruitment, selection and placement; directing: principles of direction; coordinating, and controlling.

Module III

Manager vs leader; leadership and motivation; leadership styles; theories of motivation. MBO; Management of performance; Understanding and managing group processes; characteristics of work group, work group behaviour and productivity; team creation and management;

Module IV

Ethics, culture and values: Importance of culture in organisations; Indian ethos and value systems; Model of management in the Indian socio political environment; Work ethos; Indian heritage in production and consumption.

Module V

Business ethics: Relevance of values in Management; Holistic approach for managers in decision-making; Ethical Management: Role of organisational culture in ethics; structure of ethics management; Ethics Committee.

Books:

1. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
2. Sathish Modh: Ethical Management: Macmillan.
3. Koontz, H and Wehrick, H: Management, McGraw Hill Inc, New York,1995.
4. Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi 2004.
5. Principles of management by L.N Prasad.
6. Management Process by R.S Davar

BC5D02 -BASICS OF ENTREPRENEURSHIP AND MANAGEMENT

Lecture Hours per week 3 Credits: 2

Internal: 10, External: 40

Objective:

- To enable the students to have an understanding of the basics of entrepreneurship and organisational management.

Module I

Foundation of Business: Concept of business - Commerce and Industry - Basic considerations in setting up a business enterprise - Social responsibility of business - Forms of business organisations - Sole trader – Partnership - Joint-stock Companies - Cooperative organisations - State enterprises.

15 Hours

Module II

Entrepreneurship: Concept of entrepreneur - Characteristics of entrepreneur - Types and Functions of an entrepreneur - Difference between entrepreneur and manager - Role and Importance of Entrepreneurship Development Programme (EDP).

05 Hours

Module III

Management Concepts: Meaning - Nature and characteristics of management - Management as science, art and profession - Management and administration – Levels of Management –Henry Fayols Principles of management.

10 Hours

Module IV

Functions of Management: Meaning and importance of Planning - Steps in planning - Types of plan - Nature and purpose of Organisation - Types of organisation - Centralisation Vs decentralisation - Authority Vs responsibility - Span of control- Meaning of Directing and Leadership - Theory X and Y - Leadership styles - Concept of Control - Steps in controlling.

20 Hours

Reference Books:

1. Basu, Business Organisation and Management, Tata McGraw Hill.
2. Gupta. C.B, Modern Business Organisations, Mayur Paper Backs.
3. Mishra, N, Modern Business Organisation, Sahitya Bhawan,37
4. Singh, B.P., T.N. Chhabra, Business Organisation and Management, Dhanpat Rai & Co.
5. Prasad. L.M., Principles and Practice of Management., Sultan Chand & Sons.
6. Rao. V.S.P, Narayana.P.S., Principles and Practice of Management, Sultan Chand & Sons
7. Koontz, H and Wehrick, H, Management, McGraw Hill Inc.
8. Khanka.S.S. Entrepreneurship Development, Sultan Chand
9. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishers

BC5B11 LEGAL ENVIRONMENT FOR CO-OPERATIVES

Lecture Hours per week: 5 Credits: 4

Internal: 20, External: 80

Objectives:

- To enable the students to acquire knowledge about co-operative legal frame work in India and Kerala.
- To understand the formalities for registering co-operatives and the administrative set up.

Module I

Cooperative Legislation: Features and important landmarks in the history of co-operative legislation in India - Genesis and growth of co-operative movement in India during pre-, post-independence and after 1991.

10 Hours

Module II

Co-operative Legislations in India: Co-operative Credit Societies Act, 1904 – Features – Co-operative Societies Act, 1912 - Features - Kerala Co-operative Societies Act, 1969 – Features - Multistage Co-operative Societies Act, 1984 - Model Cooperative Societies Act, 1991 & 2002 – Features - Recent Trends and Developments - Vaidyanathan Committee Report.

20 Hours

Module III

Kerala Co-operative societies Act 1969-Registration of Co-operative Societies: Formalities - Bye Law - Model and its amendment – Formalities - Change of name and liability – Formalities - Membership formalities - Qualifications and disqualifications -Associate or nominal member - Qualifications and disqualifications of members of Board– Election – Procedure - Settlement of disputes - Types and procedure – Enquiry –Inspection – Supervision – Surcharge - Liquidation and its formalities - Board of Directors' meeting - Annual General Body meeting – Minutes - Quorum for the meetings - Removal and expulsion of members - Restrictions on holding shares - Privileges of cooperatives.

20 Hours

Module IV

Administrative Set-up of Co-operative Department in Kerala - Delegation of powers – Audit – Procedure – Audit programme – Vouching - Audit classifications – Proceedings - State and the co-operative movement in India - Role of state in the development of cooperatives- – De-officialisation of the co-operative movement - Reconstructing cooperative administration.

15 Hours

Module V

Salient Features of Banking Regulation Act 1949 (As applicable to co-operative societies) - Impact of Co-operative Law on co-operative management.

10 Hours

Reference Books:

1. G.R.Madan, Cooperative Movement in India
2. Goel B.B, Cooperative Legislation, Trends and Dimensions
3. B.S.Mathur, Co-operation in India.
4. T. N.Hajella , Principles, Problems and Practice in Co-operation.
5. Dr.V.B.Jugale and Dr. P.A.Kohli , Reasserting the Co-operative Movement
6. Co-operative Credit Societies Act ,1904
7. Co-operative Societies Act, 1912
8. Government of India, Multi State Co-operative Societies Act, 2002
9. Government of India, Report of the Committee on Model Act
10. Mohanan P.N., Co-operative Laws in Kerala
11. Bedi R.D., Co-operative Law in India
12. Calvert, The Law and Principles of Co-operation.
13. Rishpal Nainta , The Law of Co-operative Society in India, Deep & Deep
14. Publications Pvt. Ltd., New Delhi.

SEMESTER I
HIS 1C01 Method of Historical Research Core 5
HIS 1C01 - Method of Historical Research
MODULE I: Research Methodology: Major Trends

MODULE I

Social research and historical Research-History as Knowledge- Positivism- Scientific Method as applied in history- Heuristics and Hermeneutics- Qualitative and Quantitative Methods- Textual Analysis- Oral traditions- Semiotics and study of symbols- Interdisciplinary research.

MODULE II: Research in Practice-I

Formulation of Research problem- Selection of a topic- Research Plan- Research Design- working hypothesis; Collection of Data-Primary and Secondary- documents, photographs, relics, oral sources- Repositories- Archives- Museums- Libraries- E'braries- Online Archives. Field Research- Techniques- Surveys- questionnaires- interviews.

MODULE III: Research in Practice-II

Methods of Documentation- taking notes, précis, paraphrase;
Arrangement of data- card system- files and folders, word processor
Analysis of sources- Textual criticism- Internal criticism and External Criticism- Deconstruction. Objectivity- subjectivity- Impact of Postmodernism- generalization- Formulation of final argument.

MODULE IV: Exposition

Synthesis- Writing of research Report- Methods of Explanation- verification of hypothesis- Analytical writing; Chapterisation- logical arrangement of chapters; citations- needs- types- Footnotes- End Notes etc.- Styles (MLA, APA etc.) Bibliography- Index, Appendix- Plagiarism and ghost Writing- Plagiarism check. Writing of Research papers and projects- Editing- copy editing.

Reading List

1. R.J. Shafer, *A Guide to Historical Method*, Dorsey Press, 1983
2. Marc Bloch, *The Historian's Craft*, Manchester University Press, 2004
3. E.H. Carr, *What is History?* Penguin, 2008 (1961)
4. G.J. Renier, *History: Its Purpose and Method*, Allen and Unwin, 1961
5. E. Sreedharan, *A Manual of Historical Research Methodology*, Trivandrum, 2007.
6. L. Cohen and E. Nagel, *Introduction to Logic and Scientific Method*, Simon Publications, 2002.
7. Willaiam Goode and Paul Hatt, *The Methods of Social Research*, McGraw-Hill, 1952.
8. Michel De Certeau, *The Writing of History*, Columbia University Press, 1988
9. Jan Vansina, *Oral Tradition as History*, University of Wisconsin Press, 1985
10. Kate Turabian, *A Manual for the Writers of Research Papers, theses Dissertations*, University of Chicago Press, 2013
11. Ludmilla Jordanova, *History in Practice*, Bloomsbury, 2006
12. Keith Jenkins, *Refiguring History, New thoughts on a new discipline*, Routledge, 20003. -----, *Rethinking History*, 2003
13. Aron V Cicourel, ed., *Advances in Social Theory and Metodology*, Routledge, 2014

Complementary Courses in Journalism
Semester IV Course 4 Code - JCCI04
News Reporting and Editing
Contact Hours 3 Credits 2

Module I - Organizational structure of a newspaper - business, mechanical and editorial departments; editorial hierarchy -departmental chart, responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors.

Module-II - Contents of a newspaper – news - definitions of news, types of news, news determinants; features - definition and types of features; articles; editorials; interviews; reviews; profiles and columns.

Module III - Reporting practices - news story structure, headlines, lead and body; inverted pyramid style; types of reporting - general assignments, beats and specialties; principles of reporting, cultivating news sources; national and international news agencies; investigative journalism; sting operation - principles of translation.

Module IV- Process of editing - general principles of editing, writing headlines subheads and captions, design and pagination; pagination softwares 137.

Books for Reference

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', McGraw Hill, New Delhi, 2003
5. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.
6. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S., 'The Art of Editing,' Macmillan Publishing Co.Inc., New York,1982. 8. Bruce Westly, News Editing.
8. M.L. Stein. and Susan F Paterno,, 'The News Writer's Hand book,' Surjeet Publications, New Delhi, 2003.
9. George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006.
10. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.
11. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005.
12. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.

INTELLECTUAL PROPERTY RIGHTS- LANGUAGE REDUCED PATTERN –

CLUSTER 4 No. of Credits – 4

No. of instructional hours – 72

Module 1: OVERVIEW OF INTELLECTUAL PROPERTY 4 hrs

Introduction and the need for intellectual property right (IPR). IPR in India – Genesis and Development. Some important examples of IPR.

Module 2: PATENTS 10 hrs

Macro-economic impact of the patent system. Patent and kind of inventions protected by a patent. Patent document. How to protect your inventions? Granting of patent. Rights of a patent. How extensive is patent protection? Why protect inventions by patents? Searching a patent. Drafting of a patent. Filing of a patent

Module 3: COPYRIGHT 10 hrs

What is copyright? What is covered by copyright? How long does copyright last? Why protect copyright? Related rights: What are related rights? Distinction between related rights and copyright. Rights covered by copyright.

Module 4: TRADEMARKS 14 hrs

23 Definition of trademark. Rights of trademark. Kinds of signs that can be used as trademarks. Types of trademark. Function that a trademark performs. How is a trademark protected? How is a trademark registered? How long is a registered trademark protected for? How extensive is trademark protection? What are well-known marks and how are they protected? Domain name and how does it relate to trademarks?

Module 5: GEOGRAPHICAL INDICATIONS 4 hrs

What is a geographical indication? How is a geographical indication protected? Why protect geographical indications?

Module 6: INDUSTRIAL DESIGNS 10 hrs

What is an industrial design? How can industrial designs be protected? What kind of protection is provided by industrial designs? How long does the protection last? Why protect industrial designs?

Module 7: BIOTECHNOLOGY AND IPR 20 hrs

Rationale for Intellectual Property Protection in biotechnology. Concept of Novelty in Biotechnological Inventions. Concept of Inventive Step in Biotechnological Inventions. Microorganisms as Biotechnological Inventions. Patenting biological inventions. Patenting microorganisms. Patenting other biological processes and products. Protection of new varieties of plants. Justification for Protection. Biotechnology and International Treaties such as Convention on Biological Diversity and TRIPs.

REFERENCES

1. T. M Murray, M.J. Mehlman. 2000. Encyclopaedia of Ethical, Legal and Policy issues in Biotechnology, John Wiley & Sons.
2. P.N. Cheremisinoff, R.P. Ouellette and R.M. Bartholomew.1985. Biotechnology Applications and Research, Technomic Publishing Co., Inc. USA.
3. D. Balasubramaniam, C.F.A. Bryce, K. Dharmalingam, J. Green and K. Jayaraman, 2002. Concepts in Biotechnology, University Press (Orient Longman Ltd.).
4. Bourgagaize, Jewell and Buiser. 2000. Biotechnology: Demystifying the Concepts, Wesley Longman, USA.
5. Ajit Parulekar, Sarita D' Souza. 2006. Indian Patents Law – Legal & Business Implications; Macmillan India,
6. B.L. Wadehra. 2000. Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications; Universal law Publishing Pvt. Ltd., India
7. P. Narayanan. 2010. Law of Copyright and Industrial Designs; Eastern law House, Delhi