

Generic Elective Courses Offered to the Students of 1st Semester of Hons. Courses

The following GEs are offered by the Department of English in first semester for Hons. Courses.

ENGLISH LANGUAGE THROUGH LITERATURE-I

Academic coordinator

Prof. Neenu Kumar

Kumar.neenu@gmail.com

ENGLISH FLUENCY-I

Academic coordinator

Ms Neerja Nagpal

neerja@aditi.du.ac.in

DEVELOPING ENGLISH LANGUAGE SKILLS-I

Academic coordinator

Dr Sunita Dhankhar

sunitadhankhar@rediffmail.com

GE Language Course : ENGLISH LANGUAGE THROUGH LITERATURE- I Credit: 4 (3 Theory+1 Tutorial/Internal Assessment)

Course Content: UNIT 1: Understanding Everyday Texts, UNIT 2: Understanding Drama, UNIT 3: Understanding Poetry

GE Language Course : ENGLISH FLUENCY- I Credit: 4 (3 Theory+1 Tutorial/Internal Assessment)

Course content: UNIT I: In the domestic sphere 1. Diary 2. Modifiers, Prepositions, Conjunctions 3. Write a diary entry and convert it into a blog post 4. Convert a transcript/ script/ piece of dialogue into a diary entry/ blog post. UNIT II: In the University - Introducing oneself -- Note-making. Pronunciation Intonation – Nouns, Verbs, Articles. Blog writing. UNIT III: In public places- CV Job applications. Tenses and concord. Write the CV of a fictional character. Write the perfect job application for your dream job

GE Language Course: DEVELOPING ENGLISH LANGUAGE SKILLS- I Credit: 4 (3 Theory+1 Tutorial/Internal Assessment)

UNIT 1: Reading & Vocabulary–I Strategies for language learning; various ways of reading; UNIT 2: Writing & Grammar–I -Understanding the structure of written texts by identifying topic sentences and supporting details. summarizing passages.Expanding ideas, subjects and topics. UNIT 3: Speaking & Listening–I -Learning to use language according to situation: the difference between formal and informal; ways of socializing

SECOND SEMESTER ----GE: Individual and Society (credit-4) is offered by the department of English in second semester.

Dr Manju(*manjuaditi26@yahoo.in*) is the academic coordinator of BCOM Hons and BHJ course
Dr Monica(*elite1282@gmail.com*) is the academic coordinator of BSW and B.A.(Hons) Geo course.

UNIT I: Caste and Class, UNIT II: Violence and War , UNIT III: Living in a Globalized World

Practical component (if any) - NIL

THIRD SEMESTER

1. ENGLISH LANGUAGE THROUGH LITERATURE- II (credit-4)

Course Content: UNIT 1: Understanding Fiction, UNIT 2: Creating Your Own Voice, UNIT 3: Writing your own academic paper

2. ENGLISH FLUENCY- II (credit-4)

Course content: Unit 1: In the State, Unit 2: Interface with Technology, Unit 3: Self-Representation

3. DEVELOPING ENGLISH LANGUAGE SKILLS- II (credit-4)

Course content: UNIT 1: Reading & Vocabulary–II, UNIT 2: Writing & Grammar–II, UNIT 3: Speaking & Listening–II

FOURTH SEMESTER

Contemporary India: Women and Empowerment will be offered to the students of fourth semester. Course content:-

UNIT I: Concepts ● Sex and Gender -- social construction of gender; socialisation into gender ● Femininities and masculinities -- normative gender privilege; heteronormativity ● Patriarchy -- history of the efforts to undo feminism.

UNIT II: Intersections

● Women and caste, religion, class, sexualities, race, disability ● Women and environment, technology, development ● Women and access to resources: employment, health, nutrition, education ● Women and reproductive work: singleness, marriage, motherhood, symbolical biological surrogacy and parenting, abortion, and other rights over own body

UNIT III: Histories

● The women's question pre-Independence -- sati-reform, widow remarriage, debates around age of consent ● Women in the Independence movement, Partition ● Post-Independence campaigns -- against sexual harassment and rape, dowry, violence, debates around the Uniform Civil Code 20 ● Public sphere participation of women -- in politics, in the workplace, in the economy, creating educational inclusion

**English Generic Elective Course
offered in 2nd Semester
to Students of Various Hons Courses**

The following GE is offered by the Department of English
in Second semester for Hons. Courses.

Individual and Society

Prof. Neenu Kumar
(kumar.neenu@gmail.com)
Academic coordinator
(B. COM Hons and BHJ)

Dr Monica
(elite1282@gmail.com)
Academic coordinator
(BSW and B.A. (Hons)Geo)

Course Content:

UNIT – I (14 weeks-1 hour/week) (credit-4)

UNIT I: Caste and Class

1. Sood, Vinay, ed. Chapters 1-6, The Individual and Society: Essays, Stories and Poems. Delhi: Pearson, 2005.

UNIT – II (14 weeks-1 hour/week)

UNIT II: Violence and War

2. Sood, Vinay, ed. Chapters 21-26, The Individual and Society: Essays, Stories and Poems. Delhi: Pearson, 2005.

UNIT – III (14 weeks-1 hour/week)

UNIT III: Living in a Globalized World

3. Sood, Vinay, ed. Chapters 29-34. The Individual and Society: Essays, Stories and Poems. Delhi: Pearson, 2005.

Practical component (if any) - NIL

Essential/recommended readings- as listed in the units

Suggestive readings:

1. Bêteille, André. Caste, Class, and Power. University of California Press, 1969.
2. Sharma, Kanhaiya Lal (ed.). Caste and Class in India. India, Rawat Publications, 1994.


3. Malešević, Siniša. *The Sociology of War and Violence*. United Kingdom: Cambridge University Press, 2010.
4. Karatzogianni, Athina (ed.). *Violence and War in Culture and the Media: Five Disciplinary Lenses*. United Kingdom: Taylor & Francis, 2013.
5. Held, David (ed.). *A Globalizing World? Culture, Economics, Politics*. United Kingdom: Routledge, 2000.
6. Yoshida, David, et al. *Living in a Globalized World*. Canada: Oxford University Press, 2007

GENERIC ELECTIVES (GE-1): BUSINESS ORGANISATION

Learning Objectives

The course aims to familiarize the students with the forms of business organisation and contemporary issues.

Learning outcomes

- ▶ The Learning Outcomes of this course are as follows:
 - ▶ 1. examine the dynamics of the most suitable form of business organisation in different situations.
 - ▶ 2. evaluate the various elements affecting the business environment.
 - ▶ 3. analyse business models for different organisations.
 - ▶ 4. record and report emerging issues and challenges of business organisations.
 - ▶ 5. evaluate changes in the working pattern of modern organisations
- 

Unit 1: Introduction (3 Weeks)

Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade, Business ethics, social responsibilities of Business

Unit 2: Business Enterprises (3 Weeks)

- ▶ Forms of Business Organisation: Sole Proprietorship, Partnership firm, Joint Stock Company, One Person Company, Cooperative society; Limited Liability Partnership; Multinational Corporations; Choice of Form of Organisation; Business Combination: Need and Objectives, Forms: Mergers, Takeovers and Acquisitions.

Unit 3: Business Environment (3 Weeks)

Meaning and significance of Business environment, Internal and external environment, Dimensions of Business Environment; Uncertainty and business; Environmental Analysis and Diagnosis, Environment scanning techniques: SWOT and ETOP

Unit 4: Entrepreneurship: Founding the Business (3 Weeks)

Entrepreneur–Entrepreneurship–Enterprise; entrepreneurial ideas and opportunities in the contemporary business environment; Process of entrepreneurship; Forms of entrepreneurship; Skill India, Start-up India, Make in India, Globalisation.

Unit 5: Contemporary Issues of Business Organisations

Emerging Issues and Challenges; Innovation in Organisational Design; Learning Organisations, Workforce Diversity, Franchising, Outsourcing, and E-commerce; Government and business interface; Sustainability; Digitalisation and Technological innovations.

EVALUATION SCHEME

- ▶ INTERNAL ASSESSMENT– 30 MARKS
 - ASSIGNMENT MARKS– 12 MARKS*
 - MID SEMESTER MARKS– 12 MARKS*
 - ATTENDANCE MARKS – 6 MARKS*
- ▶ CONTINUOUS ASSESSMENT– 40 MARKS
 - TUTORIAL ASSESSMENT– 35 MARKS*
 - TUTORIAL ATTENDANCE– 5 MARKS*
- ▶ EXTERNAL EXAM –90 MARKS



**Thank
For Your
Attention**

ADITI MAHAVIDYALAYA
DEPARTMENT OF COMMERCE
Generic Elective Course- 2.3(GE-2.3):

Sales Promotion

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Sales Promotion GE- 2.3	4	3	1	0	Pass in XII)	Pass in Marketing for Beginners (GE- 1.3

LEARNING OBJECTIVE

The course aims to familiarize the students with the basics of Sales Promotion and its importance in marketing.

LEARNING OUTCOME

The Learning Outcomes of this course are as follows:

- Evaluate the importance of sales promotion in marketing.
- Analyse the different forms of sales promotion.
- Design different tools for sales promotion campaign and analyse the need of a particular tool.
- Develop and evaluate sales promotion programs.
- Analyse the ethical and legal aspects of sales promotion.

SYLLABUS

Unit 1: Introduction to Sales Promotion (12 hours)

Sales Promotion: Nature, meaning and importance of Sales Promotions; Significance of Sales Promotion in marketing; Misconception about sales promotion; Relationship marketing and Sales Promotion; Role of Sales Promotion in Integrated marketing communication.

Unit 2: Types of Sales Promotion (6 hours)

Different forms of Sales Promotions; Consumer-oriented Sales Promotion; Trade oriented Sales Promotion; and Sales force oriented Sales Promotion

Unit 3: Major tools of Sales Promotion (12 hours)

Sales Promotion tools including -Premiums, price offs, coupons, sampling, refunds and rebates, contest, games and lotteries, point of purchase; Displays and demonstrations; Conferences use; Trade fairs; Exhibition and fashion shows, Specialities and novelties, and recent prevalent tools -features, strength and limitations.

Unit 4: Developing sales promotion programmes (12 hours)

Pre-testing; implementation; evaluating the result and making necessary modifications

Unit 5: Ethical and legal aspects of sales promotion (3 hours)

Importance of ethics in sales promotion; Unethical practices and its consequences in Sales Promotion; Puffery or misrepresentation

Practical Exercises

The learners are required to:

- Analyse the sales promotion campaign of different organisations.
- Identify the different forms of sales promotions in various organisations.
- Design different tools for sales promotion campaign for a hypothetical firm.
- Develop a sales promotion programme for a hypothetical firm.
- Analyse case studies concerning ethical and legal aspects on sales promotion.

Suggested Readings

- Kazmi, S. H. H. & Batra, S. K. (2009). Advertising and sales promotion. India: Excel Books.
- Kotler, P. & Keller, K.L. (2021). A framework for marketing management. (6th ed.). Pearson.
- Minahan, S. & Ogden-Barnes, S. (2015). Sales Promotion Decision Making: Concepts, Principles, and Practice. (1st ed.) United States: Business Expert Press.
- Mullin, R & Cummins, J. (2010). Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work. Paperback.
- Neslin, S. A., & Blattberg, R. C. (1990). Sales Promotion: Concepts, Methods and Strategies. United States: Prentice Hall.
- Quelch, J. A. (1989). Sales promotion management. Prentice Hall.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.

Examination scheme and mode:

Total Marks: 160

TOTAL OF THEORY + IA = 120 marks

Internal Assessment: 30 marks

End term theory exam : 90 marks

Tutorial-40 marks

The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

THANK YOU



Department of Social Work
Offered Generic Elective
Paper
ODD Semester-I

GENERIC ELECTIVES (GE-1): SOCIAL WORK RESPONSE TO HEALTH CARE

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
SOCIAL WORK RESPONSE TO HEALTH CARE GE 1 SW 111	4	3	1	0	Class XII from any discipline as per University guidelines	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To build a basic understanding of the concept of health and well-being for all
- To develop orientation and understanding of the health policy and programs and related areas of social work practice in diverse health settings
- To develop an appropriate set of skills and approaches towards practicing social work intervention in everyday situations to foster well-being and healthy life for all

Learning outcomes

At the end of the semester, the student will be able to

- Develop understand about health concerns service delivery structure in India
- Learn about national health policies and programmes of Government of India for health promotion
- Gain knowledge about various life style disease and factors contributing to the same

GENERIC ELECTIVES (GE-2): UNDERSTANDING GENDER

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
UNDERSTANDING GENDER GE 2 SW 112	4	3	1	0	Class XII from any discipline as per University guidelines	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop understanding of the concept of gender and feminist approaches
- To understand women's movement, strategies and interventions
- To develop insights regarding various state and civil society initiatives

Learning outcomes

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

- The concept of gender and the concerns related to women
- The history of women's movement and feminist approaches
- Gender mainstreaming, policies and programmes, and case studies



Department of Social Work
Offered Generic Elective
Paper
Even Semester-II

GENERIC ELECTIVES (GE-3): SOCIAL WORK WITH YOUTH

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
SOCIAL WORK WITH YOUTH GE 3 SW 211	4	3	1	0	12th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the concept of youth, their developmental needs, concerns and challenges
- To gain understanding about the various policies and programmes concerning the Youth
- To identify the role of youth in the national development

Learning outcomes

At the end of the semester, the student will be able to

- Understand differential needs, concerns and challenges of the youth
- Develop insight about the effectiveness of various policies and programmes for the youth
- Know the significance and modalities of youth participation for the nation's development

GENERIC ELECTIVES (GE-4): MANAGEMENT OF CIVIL SOCIETY ORGANIZATION

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
MANAGEMENT OF CIVIL SOCIETY ORGANIZATION GE 4 SW 212	4	3	1	0	12 th Pass	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- Develop an understanding about civil society organizations
- Learn the process of establishing civil society organizations
- Acquire skills and competencies in managing civil society organizations

Learning outcomes

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

- Able to develop conceptual understanding about civil society organizations
- Capable to learn overall procedure of establishing civil society organizations
- Develop skills in managing civil society organizations and formulating, implementation, monitoring and evaluating of development project



Generic Elective

STRESS MANAGEMENT

SEMESTER - 2

Learning Objectives

- To acquaint the learner with the knowledge, practices and understanding of anger, stress and its management and other related aspects important to sports persons.
- The learners will be introduced with the basic concepts of stress and anger, causes and effects of stress and anger, main emotions of stress-fear and anger, daily life stressors, process of stress, anger and psycho physiology of stress.
- The learner will gain knowledge and concept of self-awareness and stress management, muscular tension reduction, emotional tension reduction, stress free living, stress free examination, stress management through physical activity and stress management through recreation activities.
- The learner will gain knowledge of anger management- Redford William's 12 steps of anger management, stress management- behavior modification, time management, coping strategy & intervention skills. It also helps to learn relaxation technique- diaphragmatic breathing, meditation, progressive muscle relaxation, Yoga, mental imagery, music therapy, and massage therapy.

Learning Outcomes

- The learner will be able to apply the knowledge, learning and understanding to the concept of anger, stress and how to manage it.
- The learner will be able to correlate the concepts and practices of the stress and anger.
- The learner will be able to understand and adapt to stress-reframing of habitual stress resistance, types of stress, personal and social stress, occupational stress, peer stress/learners stress, family stress, stress & elderly and Stress & drug abuse. It helps to know about the stress related diseases- sleep disorder, eating disorder, sexual and emotional disorder, other stress related diseases, stress & spirituality.
- The learner will be able to correlate the concepts and practices for best management of stress.

Unit-I

- Definition of stress and anger, Causes and effects of stress and anger, two main emotions of stress-fear and anger, Daily life stressors, Process of stress and anger- Psycho Physiology of stress.

Unit-II

- Adaptation to stress-Reframing of habitual stress resistance, types of stress-personal and social stressOccupational stress, Peer stress/Students stress, Family stress, Stress & elderly and Stress & drug abuse. Stress related diseases-
 - i) Sleep disorder
 - ii) Eating disorder
 - iii) Sexual and emotional disorder
 - iv) Other stressrelated diseases
 - v) Stress & Spirituality.

Unit-III

- Self-awareness and stress management, Muscular tension reduction, Emotional tension reduction, Stress free living. Stress free examination, Stress management through physical activity, Stress management through recreation.

Unit-IV

- Anger management-Redford Williams 12 steps of anger management Stress management behavior modification, time management, coping strategy & intervention skills, (15 hrs Lectures) Relaxation technique-
 - i) Diaphragmatic breathing,
 - ii) Meditation
 - iii) Progressive muscle relaxation
 - iv) Yoga
 - v) Mental imagery
 - vi) Music therapy
 - vii) Massage therapy



Course Coordinator:

- Dr. Manish Kumar Vats
 - Dr. Rashmi Gupta
- 