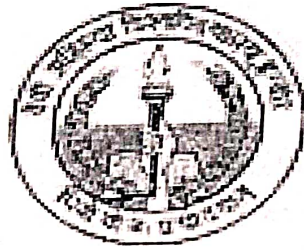


Master of Arts in Sociology

(Syllabus)

2020-2022

Syllabus



School of Social Sciences

Devi Ahilya Vishwavidyalaya, Indore

Acharya

S. D. 162

Acharya

Head
School of Social Science
Devi Ahilya Vishwavidyalaya, Indore

MA Sociology-SEMESTER I

S.No.	Course Code	Paper Type	Paper Title	Credits
1	SS5B-501	CORE	Classical Sociological Tradition-I	4
2	SS5B-503	CORE	Social Movements in India	4
3	SS5B-505	CORE	Sociology of Kinship, Marriage and Family	4
4	SS5B-507	CORE	Indian Society and Culture	3
5	SS5B-521	Skill Development	Computer Application	3
6	SS5B-523	Ability Enhancement	Field Work	4
7	SS5B-551	Virtual Credit	Comprehensive viva- voce	4
			Total Credit	26

MA SOCIOLOGY-SEMESTER II

S. No.	Course Code	Paper Type	Title of the Paper	Credits
1	SS5B-502	CORE	Classical Sociological Tradition-II	4
2	SS5B-504	CORE	Political Sociology	4
3	SS5B-506	CORE	Social Psychology	4
4	SS5B-522	Elective Generic	Social Marketing	3
5	SS5B-524	Ability Enhancement	Methodology of Social Research	3
6	SS5B-526	Ability Enhancement	Field Work	4
7	SS5B-552	Virtual Credit	Comprehensive Viva- Voce	4
			Total Credit	26

MA SOCIOLOGY – SEMESTER III

S.No.	Course Code	Paper Type	Title of the Paper	Credits
1	SS5B-601	CORE	Theoretical perspective in Sociology	4
2	SS5B-603	CORE	Criminology	4
3	SS5B-621	Discipline Centric Elective	Rural and Urban Society in India I	4
4	SS5B-623	Elective Generic	Gender and Society	3
5	SS5B-625	Ability Enhancement	Field Work and Synopsis Submission	4
6	SS5B-627	Skill Development	Summer Internship Report and Presentation	3
7	SS5B-651	Virtual Credit	Comprehensive Viva- Voce	4
			Total Credit	26

MA SOCIOLOGY SEMESTER IV

S.No.	Course Code	Paper Type	Title of the Paper	Credits
1	SS5B-602	CORE	Sociology of Change and Develop.	4
2	SS5B-604	CORE	Social Demography	4
3	SS5B-622	Discipline Centric Elective	Indian Society and Problems	4
4	SS5B-624	Discipline Centric Elective	Rural and Urban Society in India II	3
5	SS5B-626	Elective Generic Paper I/Paper II	Academic & Research Report Writing Digital Marketing	3
6	SS5B-628	Ability Enhancement	Major research Project with Field Work	4
7	SS5B-652	Virtual Credit	Comprehensive Viva- Voce	4
			Total	26

Semester -I

Paper I Classical Sociological Tradition – I

Unit-1 - History of Socio-Economic background of Emergence of Sociology, Comte's Hierarchy of Science, Brief History of development of Social Thought, Industrial Revolution.

Unit-2- Karl Marx-Theory of Social change, Economic determinism, Dialectical materialism, Materialistic interpretation of different ages.

Unit 3- Emile Durkhiem- Intellectual background, Mechanical and Organic Solidarities, Increasing division of Labours, Methodology.

Unit 4- Max Weber- Intellect background Analysis of Modern Capitalism, Theory of Authority, Authority and Power, Protestant Ethic and Spirit of capitalism.

Unit 5- Thirstin Veblen- Intellectual background, Theory of Leisure Class, Theory of Social Change, Theory of Conspicuous Consumption.

Suggested readings:

1. Parsons Talcott 1937-1949 The structure of social Action, Vol. I & II. McGraw Hill, New York.
2. Nisbet 1966 – The Sociological Tradition. Heinemann Educational Books Ltd., London.
3. Zeitlin Irvin 1981 – Ideology and the Development Sociological Theory. Prentice Hall.
4. Dahrendorf, Ralph 1959 – Class and Class Conflict in an Industrial Society. Stanford University Press.
5. Bendix, Rinehard 1960 – Max Weber, An Intellectual Portrait (For Weber) Double Day.
6. Popper Karl 1945 – Open Society and its Enemies. Routledge, London
7. Aron, Reymond 1965 – 1967 : Main Currents in Sociological Thought, Vol. I and II, Penguin, Chapters on Marx, Durkheim and Weber.

Semester I

Paper II Social Movements in India

Unit I

- 1 Defining features of Social Movements
- 2 Types of Social Movements

Unit II

- 1 Class, Caste, Ethnicity, Gender, Role and Leadership,
- 2 Political institutions and processes on Social Movements

Unit III

- 1 Social Movements and Social Change
- 2 Reforms, Revival, Revolution, Transformation and Decline

Unit IV

Theories of the emergence of Social Movements:

- 1 Marxist and Post-Marxist
- 2 Weberian and Post-Weberian
- 3 Structural-Functional

Unit V

- 1 Traditional social movement in India: peasant movement; Labour and Trade Union Movement; tribal movement; Nationalist movement.
- 2 New social movements in India: Dalit movement; Women's movement; Ecological and Environmental movement, Ethnic movements.

Referances:

1. Banks, J.A. 1972 : The Sociology of Social Movements (London : Macmillan)
2. Desai, A.R. Ed. 1979 : Peasant Struggles in India (Bombay : Oxford University Press)
3. Dhanagare, D.N., 1983 : Peasant Movements in Indian 1920-1950 (Delhi : Oxford University Press)
4. Gore, M.S., 1993 : The Social Context of an Ideology : Ambedkar's Political and Social Thoughts (New Delhi: Sage)
5. Oomen, T.K., 1990 : Protest and Change : Studies in Social Movements (Delhi Sage)

Semester 1

Paper III: Sociology of Kinship, Marriage & Family

Unit-1

- 1 Kinship: Definition, Types, Usages, and Classificatory Kinship
- 2 Changing Attitudes towards Kinship and its causes

Unit-2

- 1 Marriage: Definition, Aims, Types, Ways to Acquiring Mates
- 2 Preferential Marriages, Sociological Significance of Marriage

Unit-3

- 1 Family: An Universal concept types of Family
- 2 Origin of family, Function of Family Polyandrous and Matrilineal family

Unit-4

- 1 Problems: Divorce, Widow, Broken family Problems of Elderly
- 2 Inter Generation Conflict, Intra-Generational Conflict

Unit-5

- 1 Impact of Globalization on Indian family system
- 2 Family Disorganization, Inter Caste Marriage

Suggested readings:-

1. Mukarjee. R.N. – An out line of social Anthropology
2. Sharma R.N. – Anthropology
3. पाठ्यक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें।
4. Uberoi, Patricia (ed) 1993. family , Kinship and Marriage in India. New Delhi: Oxford University Press

Semester I

Paper IV: Indian Society and Culture

Unit-1

1 Components of Indian society, Demographic, Religions, Linguistic, Regional and cultural group.

2 Caste and Dominant Caste, Class and Class in India.

Unit-2

1 Culture - Definition attributes, Component,

2 Tradition in India.

Unit-3 Organization and Institution

a) Hindu Family and Marriage. Lineage and clan, Hindu Marriage 1955

special Marriage act 1954, Child Marriage act (1929) 1978 Dowry

Prohibition act (1961) 1986

Unit-4

1 Tribal India. : Religion and Magic, Origin Religion, Tribal

2 Economy, Tribal Problems and Constitutional Provisions.

Unit-5

Monographs : Basics

a) An Indian Village. : S.C. Dube.

c) Rampura : M.N. Shrinivas

Suggested readings:-

1. Fox, Robin, 1967: Kinship and Marriage: Marriage: An Anthropological perspective, Harmoknsworth: Penguin Books Ltd.

2. Uberoi, Patrica (ed.) 1993: Family Kinship and Marriage in India, New Delhi.

3. Dube, Leela, 1974: Sociology of Kinship: An Analytical Survey of Literature, Bombay

4. पाठयक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें।

5. भारतीय समाज एवं सामाजिक संस्थाएँ—गुप्ता एवं शर्मा ।

Semester I

COMPUTER APPLICATIONS

Course Objective: This subject enables the students to understand the theory and practical aspect of computer applications.

Learning Outcome: After completion of this unit students will be able to:

- Understand basic computer fundamentals.
- Learn about resources of computer.
- Discuss role of operating system
- Proficient in operating MS Word, MS Excel ,MS PowerPoint.
- Able to access Internet

- Learn about various latest technologies.

Unit I - Anatomy of computer, operating system concepts, hardware, software concepts & terminology, networking--- definition, types, applications, Introduction to GUI.

Unit II - Introduction to MS-Office— MS Word: creating documents, formatting features, standard toolbar, text formatting, header & footer, mail-merge, macro, insertion of files & pictures.

Unit III - MS-Excel :Construction of worksheet and inserting data according to its characteristics, creation of charts and graphs .Use of statistical tools including measures of central tendency, coefficient of correlation and regression.

Unit IV - MS- Power point – Create power point presentation with the help of different presentation styles, editing slides, various views of PowerPoint presentation, insertion of chart and pictures, animation and transition effects, creation of photo album.

Unit V- Internet basics& Applications—Internet & its uses, Intranet & Extranet, web pages, websites, web servers, web browser, internet domains, URL's, IP address, search engines.

Unit VI - Introduction to IT and its development – Virtual reality, GPS, GIS, Mobile technology – 1G, 2G, 3G, 4G. Wi-Fi, Bluetooth.

Recommended Books:

1. Pradeep K. Sinha, Priti Sinha Computer Fundamentals, Fourth Edition, BPB Publications.
2. Rajaraman, V, Fundamentals of Computers, Prentice Hall of India, New Delhi.
3. Techniques and Applications, Prentice Hall, Englewood Cliffs, NJ.
4. Wood, M.B., Introduction Computer Security, Broadman Associates, Delhi.
5. Sushila Madan, Information technology by, Taxmann allied services (P) Ltd.

6. Ramesh Behl : Information technology for management by, Tata McGraw Hill education Pvt. Ltd.

Semester II

Paper I- Classical Sociological Tradition – II

Unit 1

1. Impact of Industrial Revolution on Society and economy,
2. New Modes of production August Comte-Theory of Static and dynamics,
3. Law of three stages, positivism, Religion of Humanity.

Unit 2

1. Karl Marx-Emergence and development of capitalism,
2. class and class Conflict, Future of capitalism,

Unit 3

1. Durkheim Theory of Suicide, Methodology,
2. Theory of Religion, Religions rituals.

Unit 4

1. Max weber-Theory of Bureaucracy, Capitalism and Growing rationalism
2. Concept of Status, Class and Power.

Unit 5

1. Villfredo Pareto-Intellectual background, scientific concept,
2. Classification of Logical and non logical actions, Theory of Residues,
Circulation of Elites.

Suggested readings:-

1. Parsons Talcott 1937-1949 The Structure of Social Action. Vol. I & II McGraw Hill, New Delhi.
2. Nisbet 1966-The Sociology Tradition. Heinemann Education Books Ltd. London.
3. Zeitlin Lrvin 1981- Ideology and the Development Sociological Theory, Prentice Hall.

Semester II

Paper II Political Sociology

Unit-1

- 1 Political Sociology: Definition, Subject Matter and Scope
- 2 Political Development, Political Socialization
- 3 Political Participation

Unit-2

- 1 Political System- Definition, Classification
- 2 Political Elite- Pareto, Mosca & Mills
- 3 Political Culture

Unit-3

- 1 Democratic System:- Definition, Characteristics, Types of Democracy, Democracy in India
- 2 Public and Public Opinion, Politilization of Social life

Unit-4

- 1 Political Parties, Voting behavior, Political Processes in India
- 2 Bureaucracy- Concept, Characteristics, Views of Max Weber on Bureaucracy

Unit-5

- 1 Policies of Protective discrimination and Subaltern Polity
- 2 Decentralization of Polity

Suggested readings:-

1. Dowse, R.E. & Hughes 1971: Political Sociology, New York Basic Book.
2. Kothari R. 1979- Politics in India, Orient Longmans Ltd.
3. Lipset S.M. 1959- Political Man, H.E.B.
4. I.S. Chouhan , Shrinath Sharma- Political Sociology, Sahitya Bhavan, Agra
5. पाठयक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें।

Semester II

Paper- III Social Psychology

Unit 1

- 1 Social Psychology and other Social Sciences- Relationship with Sociology, Political Science
- 2 Nature & Scope of Social Psychology

Unit 2

- 1 Conception of Group Mind- Meaning and Theories
- 2 Reason and Will- Meaning, Characteristics, Role in Individual and Social Behaviour
- 3 Socialisation: Stages of Socialisation, Theories & Agencies

Unit 3

- 1 Motivation- Meaning and Characteristics, Classification of Motivation, Theories of Motivation
- 2 Attitudes- Meaning Characteristics, Classification, Importance, Development and formulation of Attitudes
- 3 Social Processes

Unit 4

- 1 Suggestion- Meaning, Characteristics, Classification, Essential Conditions for Suggestions and Importance
- 2 Sympathy- Meaning, Characteristics, Classification, Conditions affecting Sympathy, Importance of Sympathy
- 3 Imitation- Meaning, Characteristics, Forms of Imitation, Importance of imitation, Theories of Imitation, Difference between Imitation and Learning.

Unit 5

- 1 Crowd- Meaning, Characteristics of Crowd, Classification of Crowd, Mob Behavior- Theories
- 2 Audience- Meaning, Characteristics, classification of Audience, Difference between Crowd and Audience
- 3 Learning – Meaning, Theories, Process

Suggested readings:

1. American Psychiatric Association (1994). Diagnostic and statistical manual of mental disorders (4th ed.). Washington DC: Author.
2. Baddeley, A. D. (1992). Is working memory working? Quarterly Journal of Experimental Psychology.
3. Engle, R. W., Cantor, J., & Carullo, J. J. (1993). Individual differences in working memory and comprehension: A test of four hypotheses. Journal of Experimental Psychology: Learning, Memory, and Cognition.
4. Everett, J. J., Smith, R. E., & Williams, K. D. (1992). Effects of team cohesion and identifiability on social loafing in relay swimming performance. International Journal of Sport Psychology.
5. Ferster, C. B. & Skinner, B. F. (1957). Schedules of reinforcement. New York: Appleton-Century-Crofts.

6. Forgas, J. P. (1992). Mood and the perception of unusual people: Affective asymmetry in memory and social judgments. *European Journal of Social Psychology*

Semester- II

Paper: IV Social Marketing (Generic- Elective)

Unit – I

1. Market as a Social Institution: Social aspects of Market, Marketing Social Policies, Programmes and Causes,
2. Distinctive elements of Social Marketing, Globalization and Social Marketing.

Unit – II

1. Management Principles for Marketing: Problem identification, cause formulation, planning, organizing, coordinating, directing, controlling.
2. Processes of Social Marketing: segmentation (social differentiation), target audience, positioning (STP).
3. 4 Cs – cause, cost, channel

Unit – III

1. Strategies of Social Marketing: Social Market research, Short-term strategy (participative action), Long-term strategy(education)
2. Measures to overcome resistance; strength, weakness, opportunity and threat (SWOT) analysis

Unit – IV

1. Development Communication for Social Marketing: top-downward, bottom-upward, media planning, channel selection, advertising
2. Provisions and Regulations of advertising, Formal and informal censoring

Unit – V

1. Agencies of Social Marketing: state, corporate agencies, international donor agencies, non-Governmental organizations (NGOs)
2. Monitoring and Evaluation Methodology: Techniques of measuring success of programme, ethical issues in social marketing.

Suggested Readings:-

1. Andreason, Alan R. and Alan A. Andreason. *Marketing Social change: Changing Behaviour to Promote Health, Social Development and the Environment* (Jossey Bass Nonprofit Sector Series)
2. Kotler, Philip. 1981, *Marketing for Non-profit Organizations*. New Delhi: Prentice Hall of India.
3. Kotler, Philip and Roberto L. Eduardo. 1989. *Social Marketing : Strategies for Changing Public Behaviour*. New York: The Free Press – A division of Macmillan, INC.
4. McKenzie- Mohr, Doug and William Smith. *Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing* (Education for Sustainable Series)

Semester II

Paper V- Methodology of Social Research

Unit 1-Introduction to Research: Meaning and definition of research; scope and importance of research; Types of research, The process of research, Research problem and objective formulation, types of variables, Research applications in social, psychological, political, and business sciences; Features of a Good research study,

Unit 2 Data source and data structure and Sampling:

Types and methods of Primary and secondary data collection, Review of Literature, qualitative and quantitative data, Survey method----sampling and sampling methods

Unit 3: Measurement and Scaling, Classification and presentation of data through charts, frequency distribution and graphs, Correlation and Regression

Unit 4: Hypothesis and hypothesis testing for large and small sample, t-test, z-test, Chi-square test

Unit 5: Report writing , Synopsis Writing and ethics in research

Note: Students can refer more models for extra learning

Suggested readings:

1. Barnes, John A. 1979. Who Should Know What? Social Science, Privacy and Ethics. Harmondsworth: Penguin.
 2. Bleicher M. 1988. The Hermeneutic Imagination. London: Routledge and Kegan Paul (Introduction only)
 3. Bose, Pradip Kumar, 1995: Research Methodology. New Delhi: ICSSR.
 4. Bryman, Alan. 1988. Quality and Quantity in Social Research, London: Unwin Hyman.
 5. D.A.de Vaus. 1986. Surveys in Social Research. London: George Relen and Unwin.
 6. Hughes, John. 1987. The Philosophy of Social Research. London: Longman.
 7. Irvine, J., I. Miles and J. Evans (eds.) 1979. Demystifying Social Statistics, London: Pluto Press.
 8. Madge, John. 1970. The Origins of Scientific Sociology. London: Tavistock.
 9. Marsh, Catherine. 1988. Exploring Data. Cambridge: Polity Press.
 10. Punch, Keith. 1986. Introduction to Social Research, London: Sage.
 11. Srinivas, M.N. and A.M. Shah 1979. Field Worker and the Field, New Delhi: Oxford
- (1) Scientific Social Surveys and Resaerch-P.V. Young.
 - (2) समाजिक शोध एवं सांख्यिकी- रविन्द्र नाथ मुकर्जी
 - (3) शोध प्रविधि एवं क्षेत्रीय तकनीक-डॉ. वी.एम. जैन
 - (4) रिसर्च मेथेडोलाजी- डॉ. शर्मा एवं वाय. शर्मा
 - (5) समाजशास्त्रीय पध्दतियों- रामजी यादव
 - (6) सामाजिक अनुसंधान - डी.एस.वघेल
 - (7) सामाजिक अनुसंधान की पध्दतियों - महाजन
 - (8) सामाजिक अनुसंधान का प्रणाली विज्ञान - डॉ. धर्मवीर महाजन
 - (9) समाजशास्त्रीय अनुसंधान का तर्क और विधियाँ
 - (10) सामाजिक शोध एवं सांख्यिकी तार्किकता - डॉ. आर. त्रिपाठी

Semester- III

Paper I Theoretical Perspective in Sociology

Unit-1 Nature of Formation of Sociological Theory

- 1 Meaning and Nature of sociological theory.
- 2 Formation, process of sociological theory.
- 3 Levels of theorization.

Unit-2 Social structure and Social Anomie

- 1 The Idea of Social Structure-Radcliffe Brown and S.F. Nadel.
- 2 Social Anomie Emile Durkheim and R.K. Merton.
- 3 Neo Structuralism M.Foucault and J.Alexander

Unit-3 Theory of Functionalism

- 1 Functionalism: Malinowaski and Emile Durkheim.
- 2 Functional Diomentions of social system-T.Parsons.
- 3 Paradigm for functional theory in Sociology- R.K.Merton.

Unit-4 Theory of Conflict

- 1 Conflict theory - Karl Marx
- 2 Conflict theory – C.S. Coser

Unit-5 Interactionist perspective and Recent trends in Sociological theory:

- 1 Symbolic interactionism (G.H.mead and H.Blumer)
- 2 Phrenomenological sociology (A.Schutz and Edmund Husserl)
- 3 Ethnomethodology (H.Garfinkel)

Suggested Readings:-

1. Parsons Talcott 1937-1949, The Structure of Social Action, Vol. I & II McGraw Hill, New York.
2. Mukerjee R.N.- Samajik Vicharo ka Itihas
3. Aron, Raymond, Main Currents in Sociological Thought (Volume I &II).
4. Coser, L.A. 1977: Masters of Sociological Thought , New York.
5. Merton, R.K. Social Theory and Social Structure.
6. पाठ्यक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें ।
7. सामाजिक विचारों का इतिहास – डी.एस. वघेल ।
8. उच्चतर समाजशास्त्र– डी.एस. वघेल ।
9. समकालीन समाजशास्त्रीय सिद्धान्त – गुप्ता एवं शर्मा ।
10. समाजशास्त्रीय चिन्तक और सिद्धान्तकार – डॉ. संजीव महाजन ।
11. समकालीन समाजशास्त्रीय सिद्धान्त – डॉ. महाजन ।
12. समाजशास्त्र में सैद्धान्तिक परिप्रेक्ष्य – डी.एस. वघेल

Semester- III

Paper- II Criminology

Unit-1

- 1 Criminology, meaning, scope and subject matter,
- 2 Concept of white-collar crime, Crime against Women.

Unit-2

- 1 Sociological theories of crime
- 2 Typology of crime, Juvenile Delinquency, Cyber Crime.

Unit-3

- 1 Punishment: meaning nature and aims
- 2 Theories of Punishment, Probation and Parole

Unit-4

- 1 Correctional Programme: Educational, Vocational,
- 2 Human Rights & Prison Management, Reformatory Institutions.

Unit 5

- 1 Prison: Concept of Prison, Role of Police in Crime Prevention,
- 2 Open Prison After Care & Rehabilitation, Compensation to victims.

Suggested Readings:-

1. Bedi, Kiran 1998. It is always possible, New Delhi:
2. Gill, S.S. 1998. The pathology of corruption, New Delhi.
3. Reid, Suctitus 1976. Crime and Criminology illinayse: Deydan Press
4. पाठयक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें ।
5. अपराधशास्त्र – डॉ. गोपाल कृष्ण अग्रवाल ।
6. अपराधशास्त्र एवं दण्ड प्रशासन – डॉ. एस.एस. श्रीवास्तव ।
7. अपराधशास्त्र के सिद्धान्त – डॉ. श्यामधर सिंह ।
8. अपराधशास्त्र – डॉ. धर्मवीर महाजन एवं कमलेश महाजन ।
9. अपराधशास्त्र – डॉ. लवानिया एवं शशि जैन ।
10. अपराधशास्त्र – डॉ. गणेश पाण्डेय ।
11. अपराध, अपराधी एवं अपराधशास्त्र – जी.सी. हैलन ।
12. अपराधशास्त्र एवं दण्डशास्त्र – डॉ. संजीव महाजन ।

Semester- III

Paper IV

Gender Studies

Unit 1 –

Social Construction of Gender

Women's Movements – Pre-independent, Post-independent and Current women's movements.

Concept and need for Women's Studies

Unit – II

National Committees and Commissions for Women – Government. Organizations for Women Department of Women and Child Development, Programmes, Policies, Welfare scheme

Indian Constitution and provisions relating to women.

Unit – III

Liberal Feminism

Marxist Feminism

Radical Feminism

Socialist Feminism

Unit – IV

Women's Education – Gender bias in enrolment – Curriculum content – Dropouts.

Gender Division of Labour – Mode of Production – Women in organized and unorganized sector.

New Economic Policy and its impact on Women's Employment

Unit – V

Women and Environment – Basic Concept of Ecofeminism

Women Development approaches in Indian Five Year Plans

Panchayati Raj – Political Role and Participation

U N and Women Development -International Funding Agencies.

References:

1. Beteille, Andre. 1974. Social Inequality, New Delhi: OUP
2. Beteille, Andre. 1992. Backward Classes in Contemporary India, New Delhi: OUP
3. Berreman, G.D. 1979. Caste and Other Inequalities: Essays in Inequality. Meerut: Folklore Institute.
4. Dube, Leela. 1997. Women and Kinship. Comparative Perspectives on Gender in South and Southeast Asia. New Delhi: Sage Publications.
5. Gadgil, Madhav and Guha, Ramchandra. 1996. Ecology and Equity: The use and Abuse of Nature in Contemporary India. New Delhi. OUP
6. Gill, S.S. 1998. The Pathology of Corruption. New Delhi: Harper Collin Publishers.
Guha, Ranjit. 1991. Subaltern Studies. New York: OUP
7. Inden, Ronald. 1990. Imaging India, Oxford: Brasill Blackward
Kothari, Rajani (Ed.). 1973. Caste in Indian Politics, Lewis, Oscar. 1966. "Culture of Poverty". Scientific American Vol. II & V, No.4, pp.19

Semester- III

Rural and Urban Society in India- I

Unit 1-

1. Rural Society- Meaning Definitions, Characteristics
2. Agrarian, Peasant and Folk Society: concept and Characteristics

Unit 2-

1. Urban Society : Concept, Features
2. Town, City, Metropolis, Ghetto and Global Village

Unit 3-

1. Rural Class Structure, Jajmani system, Unrest –Meaning, Causes
2. Rural Social Institution: Marriage, Family, Religion Caste System and Changing Pattern.
3. Urban Social Structure: Family, Neighborhood, Classes and Formal Organization.

Unit 4-

1. Rural- Urban Distinction and Continuum
2. Urban Growth and Urbanization and Consequences

Unit 5-

1. Rural Problem: Rural Poverty, Land less Labour, Untouchability, Emigration of people.
Rural Education, Rural Health.
2. Urban Problems: Slums Poverty, and Violence

Suggested readings:

1. A.R.Desai 1959 Rural Sociology India, Popular Prakashan, Bombay.
2. Rao M.S.A. 1974 Urban sociology in India, Orient Longman, New Delhi.
3. A.R.Desai 1979 Rural India in Transition, Popular Prakashan, Bombay. Sociology 31
4. Alfred D" souza 1978 The Indian City; Poverty , Ecology and Urban development, Manohar,
New Delhi.
5. Ramakrishna Mukarjee The dynamics of rural society, Berlin A C. Mukherjee 1957
6. Rao M.S.A. 1974 Urban sociology in India, Orient Longman, New Delhi.
7. A.R.Desai 1979 Rural India in Transition, Popular Prakashan, Bombay. Sociology
8. Alfred D" souza 1978 The Indian City; Poverty , Ecology and Urban development, Manohar,
New Delhi.
9. Ramakrishna Mukarjee The dynamics of rural society, Berlin A C. Mukherjee 1957

Semester IV

Paper I Sociology of Change and Development

Unit-1 Social Change:

- 1 Meaning and Forms of Social Change: Progress, Evolution and Development.
- 2 Theories of Social Change: Linear, Cyclical and Diffusionism.
- 3 Factors of Social Change

Unit-2 Social Process:

- 1 Process of Social Change Sanskritization and Westernization.
- 2 Concept of Modernization and Globalization
- 3 Concept of Democratization and Secularization.

Unit-3 Development:

- 1 Culture and Development, Post modernism.
- 2 Changing conceptions of development: Economic growth, human Development and Sustainable development.

Unit-4 Agencies of Development and Change:

- 1 Capitalist, Socialist and Gandhian development thoughts.
- 2 Role of NGO's in the process of Development.

Unit-5 Indian experiences of Development:

- 1 Transition From Welfare state to Capitalist Society.
- 2 Cultural Transformation.
- 3 Social impact of IT revolution.

Suggested readings:-

1. Abraham, M.F. 1990 Modern Sociological Theory: An Introduction, New Delhi
2. Sharma, SL 1986 Development: Socio-Culture Dimensions. Jaipur:
3. Sharma, SL 1980 "Criteria of Social Development", Journal of Social Action, Jan-Mar.
4. पाठ्यक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें।
5. परिवर्तन एवं विकास का समाजशास्त्र – डॉ. डी.एस. बघेल
6. परिवर्तन एवं विकास का समाजशास्त्र – जी.आर. मदन
7. विकास का समाजशास्त्र – जी.आर. मदन

Paper II Social Demography

Unit-I Concept

Social demography: Definition method of study. Utility relationship between demography and social sciences (Sociology, Economics and political Science), Population structure in India

Unit-II Census

Importance of Census, census policy in India. Methods of finding and analyzing birth & death rate. Crude birth and death rate

Unit-3 Theories

Malthus and Neo Malthusian theories. Biological, Economical, Socio- cultural theories, optimum theory of population

Unit-4 Welfare

Family welfare program in India. Critical evaluation of family welfare programme in India. family welfare and health

Unit-5 Policies

Demographic role in India, Govt. policies regarding population control. Role of N.G.O in the filed of betterment of Indian population

Suggested readings:-

1. Pollaok: Family Planning.
2. Davis: The Population changes in India.
3. Dr. Shrivastava O.S.: Janankikyshastra Ka Arthshastra and Samajshastra
पाठयक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें।
5. जनांकिकी – डी.एस. बघेल एवं किरण बघेल
6. जनांकिकी – डॉ. वी. कुमार
7. जनांकिकी – डॉ. जे.पी.मिश्रा
8. जनांकिकी – वी.एस.सिन्हा एवं पुष्पा सिन्हा

Semester IV

Paper III: Indian Society and Problems

Unit-1

1. Components of Indian society, Demographic, Religions, Linguistic, Regional and Cultural group.
2. Social changes and social problems- concept, factors and theories
3. Problems of structural change. casteism, communalism and youth interest.

Unit - 2: Problems of social system

1. Inequality, illiteracy, unemployment,
2. Over population, child labour.

Unit - 3: Problems of inequality

1. Poverty: causes, factors, extent, consequences, theories, measures, impact on society.
2. Malnutrition: causes, factors, extent, consequences, theories, measures, impact on society
3. Backwardness: concept, impact on society
4. Gender inequality: concept, impact on society

Unit - 4: Problems of social deviance

1. Crime, delinquency, immoral-trafficking
2. AIDS, beggars and suicide.

Unit -5: Environmental pollution and social media

1. Environment pollution: causes, factors, extent, consequences, theories,
2. Environmental protection -measures, impact on society.
3. Positive and negative impact of social media (internet, face book, social media, television, cinema, mobile etc.)

Suggested readings:-

1. Fox, Robin, 1967: Kinship and Marriage: Marriage: An Anthropological perspective, Harmoknsworth: Penguin Books Ltd.
2. Uberoi, Patrica (ed.) 1993: Family Kinship and Marriage in India, New Delhi.
3. Dube, Leela, 1974: Sociology of Kinship: An Analytical Survey of Literature, Bombay
4. पाठयक्रम के अनुसार मध्यप्रदेश हिन्दी ग्रंथ अकादमी द्वारा प्रकाशित पुस्तकें।
5. भारतीय समाज एवं सामाजिक संस्थाएँ—गुप्ता एवं शर्मा ।

Semester IV

Semester IV

Rural & Urban Society in India II

Unit 1

- 1 Meaning and Significance of Rural & Urban family, Recent trends,
- 2 Causes and Effects of Disorganization of family in India.

Unit 2

- 1 Local Self Governance in Rural & Urban Community .
- 2 Community Development Programme ,Co-operatives Movement in India, Self Help Group

Unit 3

- 1 Issues related to Rural and Urban Development
- 2 Development and Socio-Economic Disparities.

Unit 4

- 1 Crime, Juvenile Delinquency, Alcoholism, Corruption.
- 2 Housing Problem in City, Slums ,

Unit 5

- 1 Impact on Society of Modernization , Globalization and ICT
- 2 Planned (FYP & NITI Ayog) change in Society.

Suggested readings:-

1. Mukarjee R.N.- Dynamics of Rural Society.
2. Sharma Ram Nath- garamin Samajashastra (Hindi)
3. Majumdar R.K.- Chhor ka ek gaon. (Hindi)
- 4 Baghel D.S.- Nagariy Samajshastra.

5 Singh B.N. – Nagariy Samajshastra.

6 Desai A.R. and Pallai S.D. (ed) 1970 : Slums and Urbanisation, Popular Prakashan, Bombay.

Academic & Research Report Writing

Course layout

Unit 1 : Introduction

Importance of report writing in academics and research. Various kinds of academic and research activities. Necessity of report writing for achievement of academic and research goals. Various kinds of reports / presentations. Characteristics of academic and research reports / presentations. Conclusions.

Unit 2 : Research paper writing

Types of research papers, Structure of research papers, Research paper formats, Abstract writing, Methodology, Results and discussions, Different formats for referencing, Ways of communicating a research paper.

Unit 3 : Thesis writing

Structure of a thesis, Scope of the work, Literature review, Experimental / computational details, Preliminary studies, Results and Discussions, Figures and Tables preparation, Conclusions and future works, Bibliography, Appendic.

Unit 4 : Tools and Techniques, Miscellaneous Reports

Various word processors, e.g, MS Word, Libra-office, etc. Making effective presentations using Power Point and Beamer, Uses of plagiarism detection tools.

Writing research proposals, Writings project proposals, Lecture notes, Progress reports, Scientific reports etc.

Unit 5 : Research and publication ethics

Publication ethics: definition, introduction and importance. Best practices and initiatives. Publication misconduct, concept, problems and types. Copyright and violation.

Books and references

1. A Step-by-Step Guide to Writing Academic Papers, by Anne Whitaker September 2009
2. On Writing a Thesis by C P Ravikumar, IETE Journal of Education, 2000

DIGITAL MARKETING SYLLABUS

Unit-1 Digital Marketing: Introduction, Meaning, Concept, Advantages and Disadvantages, Scope, and Objectives.

Unit-2 Affiliated Marketing and Network Marketing: Meaning, Concept, Advantages and Disadvantages, Difference between AM and NM, Concept of MLM.

Unit-3: Graphic Designing: Introduction to CANVA, Importance, Features and Tools, Basics, Practical approach of using CANVA.

Unit-4: Social Media Marketing: Introduction, Meaning, Concept, Advantages and Disadvantages, SMM strategies to use different social media platform.

Unit-5: Search Engine Optimization: Introduction, Meaning, Concept, Practical approach of using SEO.

Learning Outcomes: After completion of this paper students will be able to understand:

1. Uses of different social media platforms.
2. Meaning and concept of MLM, NM, AM.
3. Practical approach of using CANVA and SEO.
4. How to manage social media platforms for business.
5. Basics of Digital Marketing.

Recommended Books:

- The Art of SEO: Mastering Search Engine Optimization-Book by Eric Enge, Jessie Stricchiola, and Stephan Spencer
- Digital Marketing Strategy: An Integrated Approach to Online Marketing-Book by Simon Kingsnorth
- Building a StoryBrand: Clarify Your Message So Customers Will Listen-Book by Donald Miller
- The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue-Book by Shama Hyder
- One Million Followers: How I Built a Massive Social Following in 30 Days-Book by Brendan Kane
- Social Media Marketing All-in-One for Dummies-Book by Doug Sahlin and Jan Zimmerman
- Marketing 4.0-Book by Hermanwan Kartajaya, Iwan Setiawan, and Philip Kotler