



Business Administration – III
Marketing - Fundamentals and New Perspectives
[Discipline Specific Course]

Semester: V	*Credits: 4	Subject Code: C52213	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Critically evaluate the key analytical frameworks and tools used in marketing
- Critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implication
- Collect, process, and analyze consumer and market data to make informed decisions.
- Demonstrate knowledge of the individual components of a marketing mix
- Identify the organisational processes involved in the planning, implementation and control of marketing activities
- Develop a market research plan and conduct basic research using primary and secondary sources.

Unit 1: Introduction to Marketing

10

- Marketing: Conceptual Introduction
- Company Orientation toward the Marketplace
- Emerging Marketing Paradigms
 - From Making Contacts to Building Assets
 - From Campaigns to Platforms
 - From Awareness to Activation
 - From Transactions to Experiences
- The New Marketing Realities
 - Technology
 - Globalisation
 - Social Responsibility
- Strategic Market Creation: A New Outlook on Marketing and Innovation-Management

Unit 2: Selecting Target Markets

12

- Consumer Buying Behaviour:
 - Concept
- Factors Influencing Buyer Behaviour
- Buyer Decision Process
- Industrial Buyer Behaviour Vs. Domestic Buyer Behaviour
- Consumer Behaviour across International Borders
- Market Segmentation:
 - Meaning
 - Benefits and Limitations

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- Bases of Market Segmentation
- Levels of Market Segmentation
- Developing a position within the target market

Unit 3: Marketing Mix

16

- Marketing Mix:
 - Meaning
 - Significance in the competitive environment
- Product Planning and Development:
 - New Product Development
 - Product life cycle
 - Crafting the Brand Positioning
 - Planning for growth: Market Penetration, Product Development, Market Development, Diversification
- Promotion:
 - Elements of Promotion Mix: Advertising, Sales Promotion, Personal Selling, Public Relations
 - Steps in developing effective communication
- Pricing:
 - Factors affecting Pricing decisions
 - Pricing Approaches
- Place:
 - Types of channel members
 - Channel Management Decisions
 - Market Logistics

Unit 4: Strategic Marketing Process

10

- Marketing Research:
 - Meaning
 - Importance of Marketing Insights
 - Classification- Problem Identification and Problem-Solving Approach
 - Marketing Research Procedure
 - Designing Effective Marketing Dashboards
- Planning Phase
 - Planning Framework
- Implementation Phase
 - Essentials of effective implementation
- Market Evaluation and Controls:
 - Types
 - Process
 - Marketing Audit

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

*01 credit to be evaluated as a Skill-based Component

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Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkat</i>



Recommended Basic Reading:

- Bhasin, Niti. Indian Financial System: Evolution and Present Structure. New Century Publications: 2014.
- Bhole, L.M. *Financial Institutions and Markets*. Tata McGraw Hill: 2017.
- Pathak, Bharati. *The Indian Financial System*. Pearson Education: 2018.
- Tannan, M.L. *Banking Law and Practice in India*. Lexis-Nexis India: 2017.

Recommended Reference Books:

- Bhasin, Niti. *Banking Developments in India 1947 to 2007*. New Century Publications: 2006
- Chawla O. P. *Evolution of Banking in India since 1900*. Sage Publication: 2019.
- Das S. C. *The Indian Financial System: Markets, Instruments, Institutions, Services and Regulations*. PHI Learning: 2015.
- Gordon E. and Natarajan K. *Banking Theory, Law & Practice*. HPH: 2018.
- Rangarajan C. *Financial Sector Reforms*. RBI Bulletin: 1997.
- Saha Siddhartha. *Indian Financial Systems and Markets*. McGraw Hill Education: 2017.
- Shekhar KC, Lekshmy Shekhar. *Banking Theory and Practice*. Vikas Publication: 2013.
- Sharma, K.C. *Modern Banking in India*. Deep and Deep Publications: New Delhi; 2007.

Journals:

- Bose Sukanya “Regional Rural Banks: The Past and the Present Debate.” www.macroscan.com/fet/jul05/pdf/RRB_Debate.pdf
- Misra Biswa Swarup (2006) “The Performance of Regional Rural Banks in India: Has past anything to suggest for the future?” Reserve Bank of India, Occasional Papers, Vol. 27, No. 1 & 2, Summer & Monsoon

Reports and Bulletins:

- Report of the Committee on the Financial System- 1991 & 1998
- RBI Annual Reports
- Report on Currency and Finance

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Business Administration –III, Business Entrepreneurship-III and Marketing-III**
Research Methodology for Business
[Discipline Specific Course]

Semester: VI	*Credits: 4	Subject Code: C62216	Lectures: 48
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****This paper is same across three subjects for SEMESTER VI – Business Administration-III, Business Entrepreneurship-III and Marketing-III**

Course Outcomes:

At the end of this course, the learner will be able to:

- Infer the fundamental theoretical ideas and logic of research.
- Choose methods appropriate to research aims and objectives
- Understand the basic framework of research process.
- Demonstrate knowledge of various research designs and techniques.
- Appraise and practice various quantitative and qualitative research methods

Unit 1: Business Research

10

- Meaning and Concepts
- Characteristics of research
- Types of research-
 - Application based- Pure and Applied
 - Objectives based-Descriptive, Exploratory, Co-relational, Explanatory
 - Inquiry mode applied- quantitative and qualitative
- Research Process
- Ethics in Business Research

Unit 2: Quantitative Research -I

12

- Formulating a research problem and objective
- Hypothesis, Types of hypotheses – Descriptive, Relational – Correlational and Causal, null and alternate Research problem, Hypothesis and Variables
- Research Design
 - Important concepts relating to research design
 - Types of research designs- in case of exploratory research, in case of descriptive and diagnostic research studies and in case of hypothesis-testing research studies
- Questionnaire Designing

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Unit 3: Quantitative Research 2	14
<ul style="list-style-type: none"> • Sampling <ul style="list-style-type: none"> ○ Concept and principles of Sampling ○ Factors affecting inferences drawn from Samples ○ Types of Probability and non-probability sampling methods • Methods of Data Collection <ul style="list-style-type: none"> ○ Sources of Data – Primary and Secondary ○ Measurement and Scaling • Data Processing- Editing, Coding, Developing a frame of analysis • Presentation of data: Tables and graphs • Writing a Research report - Structure and Format- APA conventions 	

Unit 4: Qualitative Methodology	12
<ul style="list-style-type: none"> • Nature of Qualitative Research <ul style="list-style-type: none"> ○ Features and Steps in Qualitative Research • Methods of data collection <ul style="list-style-type: none"> ○ Participant observation ○ Unstructured interviews • Qualitative data analysis <ul style="list-style-type: none"> ○ Analytical induction ○ Grounded theory ○ Coding ○ Steps of interpretation • Presentation of data <ul style="list-style-type: none"> ○ Matrix ○ Charts ○ Tables • Report writing 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

***01 credit to be evaluated as a Skill-based Component**

Recommended Basic Reading:

- Uwe Flick. Introducing Research Methods, SAGE Publication.2011

Recommended Reference Books:

- Kumar.R. (2014) Research Methodology – A step by Step guide for Beginner's (4th Ed) Pearson Education, India.
- Denzin Norman, Lincoln Yvonna (ed): Handbook of Qualitative Research, Sage, Thousand Oaks, 2000.
- Sekaran Uma & Bougie Roger: Research Methods for Business for Research –A Skill

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Building Approach: Wiley India, 2011

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Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkat</i> 23/8/21
Faculty	Ms. Jyoti Chintan	<i>J Chintan</i> 23/8/21
Faculty	Dr. Dimple Buche	<i>Dimple</i> 23/8/21
Faculty	Ms. Rajni Singh	<i>Rajni Singh</i> 23/8/21
Faculty	Ms. Shanthi Fernandes	<i>Shanthi</i> 23/8/21
Subject Expert (Outside SPPU)	Dr. K. Rajagopal	<i>K Rajagopal</i> 23/8/21
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	<i>Sumita Joshi</i> 23/8/21
VC Nominee	Dr. Shubhangi Joshi	<i>Shubhangi Joshi</i> 23/8/21
Industry Expert	Mr. Sanjay Kulkarni	<i>Sanjay Kulkarni</i> 23/8/21
Alumni	Ms. Shivani Sinha	<i>Shivani Sinha</i> 23/8/21

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Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkat</i>



Business Administration - III
Research Methodology for Business**
[Discipline Specific Course]

Semester: VI	*Credits: 4	Subject Code: C62216	Lectures: 48
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****This paper is same across three subjects for SEMESTER VI – Business Administration-III, Business Entrepreneurship-III and Marketing-III**

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Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkat</i> 23/8/21
Faculty	Ms. Jyoti Chintan	<i>J Chintan</i> 23/8/21
Faculty	Dr. Dimple Buche	<i>Dimple</i> 23/8/21
Faculty	Ms. Rajni Singh	<i>Rajni S</i> 23/8/21
Faculty	Ms. Shanthi Fernandes	<i>Shanthi</i> 23/8/21
Subject Expert (Outside SPPU)	Dr. K. Rajagopal	<i>K Rajagopal</i> 23/8/21
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	<i>Sumita</i> 23/8/21
VC Nominee	Dr. Shubhangi Joshi	<i>Shubhangi</i> 23/8/21
Industry Expert	Mr. Sanjay Kulkarni	<i>Sanjay</i> 23/8/21
Alumni	Ms. Shivani Sinha	<i>Shivani</i> 23/8/21

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Psychology
Research Methodology
[Discipline Specific Course]

Semester: V	Credits: 4*	Subject Code: A52218	Lectures: 48
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Course Outcomes:

At the end of the course, the learner will be able to :

- Describe the concepts, steps and methodology of qualitative and quantitative researches
- Practice ethics in research
- Apply basic functions of softwares to analyze and interpret data of social scientific researches
- Create a research project

Unit 1: Social Scientific Research

08

- Meaning, characteristics and philosophies of research
- Types of research
- Research Process : An 8 step model
- Research ethics and plagiarism

Unit 2: Quantitative Methodology

20

- Research problem and Variables
 - Formulating a research problem- Importance, Sources, Steps, Considerations
 - Identifying variables and types of variables
- Hypothesis and Research design
 - Function and characteristics of hypothesis
 - Types of hypothesis
 - Functions and criteria of research designs
 - Types of research designs
- Sampling
 - Concept and principles of sampling
 - Factors affecting inferences drawn from samples
 - Types of probability and non probability sampling methods
- Data analysis and reporting-Introduction to SPSS, Using SPSS for practical purpose (Practical Assignments)

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Unit 3: Qualitative Methodology	20
<ul style="list-style-type: none">● Nature of qualitative research<ul style="list-style-type: none">○ Features○ Steps in qualitative research○ Main preoccupations of qualitative researcher○ Contrast between quantitative and qualitative methodology● Positivism and critique of positivism<ul style="list-style-type: none">○ Feminist methodology● Methods of data collection<ul style="list-style-type: none">○ Participatory Action research○ Visual analysis● Qualitative data analysis<ul style="list-style-type: none">○ Analytical induction○ Grounded theory○ Coding○ Steps of interpretation○ Use of Computers in qualitative research● Report writing	

12 hours for Library work, practical or field work or research purposes

- Types of research designs- based on number of contacts, based on reference period, based on nature of investigation
- Types of measurement scales
- Types of variables- based on causal relation, design of the study, unit of measurement
- Writing a Research report -Purpose, Structure and Format- APA conventions

*** Semester V and VI - DSE 3+1 = One credit is for Research Project/field visit/ or any other subject centric activities to be taken by the students in consultation with the concerned teacher.**

Recommended Text Books:

- Kumar .R. (2014). *Research Methodology – A Step by Step Guide for Beginner's* (4th Ed) Pearson Education, India.
- Singh.A.K. (2004) *Tests, Measurements and Research Methods in Behavioural Sciences* (3rd Ed), BhartiBhavan Publishers, Patna.
- Misra, S.B. & Alok, S.(2017). *Handbook of Research Methodology*. Educreation ISBN: 978-1-5457-0340-3
- Henne Et.al (2009): *A Critical Introduction to Social Research*. Sage, NY.
- Sarantakos S.: *Social Research*, Macmillan Press, Uk. 1998.
- Bryman Alan. *Social Research Methods*, Oxford University Press, UK, 2001
- Mukherjee ParthaNath (2000): *Methodology in Social Research*, Sage, N. Delhi

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Reference Books:

- McBurney.D.H.(2002) *Research Methods* (5th Ed) Thomsun Woodworth , Bangalore.
- Somekh and Lewin (2005): *Research Methods in the Social Sciences*, Vistaar, N.
- Denzin Norman, Lincoln Yvonna (ed) (2000): *Handbook of Qualitative Research*, Sage: Thousand Oaks.

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Psychology
Counseling Psychology and Emerging Trends
[Discipline Specific Course]

Semester: VI	Credits: 4*	Subject Code: A62218	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Describe the meaning, nature, and process of Counselling
- Discuss the historical context and theoretical approaches of Counselling
- Apply ethics related to the practice of Counselling
- Demonstrate Culturally Competent Skills of Counselling
- Examine emerging trends in Counselling in Indian context
- Evaluate role of Culture in Counselling

Unit 1: Counseling: An Introduction	12
<ul style="list-style-type: none">● Meaning, Historical and Scientific Context of Counselling● Counselling and Neurobiology● Theories of Counselling<ul style="list-style-type: none">○ Psychodynamic, Person -centered, Cognitive Behavioral○ REBT, Family Therapy and Feminist Therapy● Becoming a Culturally Competent Counsellor- Cultural Intentionality of the Counsellor & Ethical Principles	
Unit 2: Understanding Counselling as a Process- 1	12
<ul style="list-style-type: none">● Process and Outcome Goals of Counselling● Stages of Counselling● Building relationships and facilitating initial disclosure-<ul style="list-style-type: none">○ Core conditions of counselling○ Ways to impede communication	

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Unit 3: Understanding Counselling as a Process- 2	12
<ul style="list-style-type: none"> • Commitment to action and termination <ul style="list-style-type: none"> ○ The process of goal setting ○ Design and implementation of action plans • Termination <ul style="list-style-type: none"> ○ Readiness for termination ○ Ending in a positive way • In-depth exploration <ul style="list-style-type: none"> ○ Goals and methods ○ Use of feedback in in-depth exploration ○ Modes of providing feedback 	

Unit 4: Emerging trends in Counselling- Postmodern Approaches	12
<ul style="list-style-type: none"> • Meaning and Historical context of Constructivist approaches • Social justice perspectives in Counselling • Solution Focused • Narrative Therapy 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

- Counselling for culturally diverse clients
- Counselling for children and their parents
- Grief counselling
- Online Counselling
- Counselling with special reference to women's issues- Domestic Violence, Eating disorders

*** Semester V and VI - DSE 3+1 = One credit is for Research Project/field visit/ or any other subject centric activities to be taken by the students in consultation with the concerned teacher.**

Recommended Basic Reading:
<ul style="list-style-type: none"> • Welfel and Patterson (2005) <i>The Counselling Process: A Multi Theoretical Integrative Approach</i> 6th Ed, Thomson Learning, Inc, New Delhi. • Sharf, R. S. (2015). <i>Theories of Psychotherapy & Counseling: Concepts And Cases</i>. Cengage Learning. • Ivey, A. E., Ivey, M. B., & Zalaquett, C. P. (2013). <i>Intentional Interviewing and Counseling: Facilitating Client Development in a Multicultural Society</i>. Cengage Learning. • Sommers-Flanagan, J., & Sommers-Flanagan, R. (2018). <i>Counseling and Psychotherapy Theories in Context and Practice: Skills, Strategies, and Techniques</i>. John Wiley & Sons.

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Recommended Reference Books:

- Corey, G. (2012). *Theory and Practice of Counseling and Psychotherapy*. Cengage learning.
- Palmer, S. (Ed.). (2000). *Introduction to Counselling and Psychotherapy: The Essential Guide*. Sage.
- Burnard Philip (2002) *Counseling Skills Training- A Sourcebook of Activities* Viva Books Pvt Ltd, NewDelhi.
- Feltham, C., Hanley, T., & Winter, L. A. (Eds.). (2017). *The SAGE Handbook of Counselling and Psychotherapy*. Sage.
- Rao ,N.S (1991) *Counselling and Guidance* 2nd ed Tata McGraw- Hill, New Delhi
- Morgan, A. (2000). *What is Narrative Therapy?* (p. 116). Adelaide: Dulwich Centre Publications.
- Harris, D. L., & Winokuer, H. R. (2019). *Principles and Practice of Grief Counseling*. Springer publishing company.

Journals:

- Ranade, K., Shah, C., & Chatterjee, S. (2016). Making sense: Familial journeys towards acceptance of gay and lesbian family members in India. *The Indian Journal of Social Work*, 77(4), 437-458.
- Kottai and Ranganathan (2019) *Fractured Narratives of Psy Disciplines and the LGBTQIA+ Rights Movement in India: A Critical Examination*
- Ranade, K. (2018). *Growing up gay in urban India: A critical psychosocial perspective*. Singapore: Springer.
- Morgan, A. (2002). Beginning to Use A Narrative Approach in Therapy. *The International Journal of Narrative Therapy and Community Work*, Vol. 1.
- Larmar, S., Wiatrowski, S. & Lewis-Driver, S. (2014). Acceptance & Commitment Therapy: An Overview of Techniques and Applications. *Journal of Service Science and Management*. Vol, 7, pp 216-221
- Hayes, S.C. (2004). *Acceptance and Commitment Therapy and the New Behavior Therapies: Mindfulness, Acceptance and Relationship*. Mindfulness and Acceptance: Expanding the Cognitive-Behavioral Tradition. Guilford Publications.
- Gelso, G. (2011). Emerging and Continuing Trends in Psychotherapy: Views From an Editor's Eye. *American Psychological Association*. Vol. 48, No. 2, 182–187 0033-3204/11/\$12.00 DOI: 10.1037/a0023448
- Mallen, M.J., Vogel, D.L. & Rochlen, A.B. (2005). The Practical Aspects of Online Counseling: Ethics, Training, Technology, and Competency. *The Counseling Psychologist*. 33; 776. Sage Publications. DOI: 10.1177/0011000005278625

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Websites:

- <https://www.counseling.org/>
- <https://mhi.org.in/resources/>
- <https://dulwichcentre.com.au/>

E-resources:

- <https://parivarthan.org/encountering-culture-psychotherapy-and-counseling-practice-in-india/>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3146194/>

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Jaya Rajgopalan	Jaya 12/8/21
Faculty	Ms. Sharmin Palsetia	Shalsetia 12/8/21
Faculty	Ms. Pooja Jain	Pooja 12/8/21
Faculty	Ms. Hasina Shaikh	Hasina 12/8/21
Subject Expert (Outside SPPU)	Dr. Sairaj Patki	Sairaj 12/8/21
Subject Expert (Outside SPPU)	Dr. Vivek Belhekar	Vivek 12/8/21
VC Nominee	Dr. Amruta Oke	Amruta 12/8/21
Industry Expert	Ms. Sandy Dias Andrade	Andrade 12/8/21
Alumni	Ms. Trupti Poduval	Trupti 12/8/21

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TYBA
SOCIOLOGY Special Paper 3
Research Methodology
[Discipline Specific Course-3]

Semester: V	Credits: 4*	Subject Code: A52212	Lectures: 48
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Course Outcomes:

At the end of this course, learners will be able to:

- Learn the basic concepts of Research methodology
- Apply the knowledge to doing research
- Critique positivist paradigm and approach research critically
- Apply software to analyze and interpret qualitative data to articulate social issues

Unit 1: Social scientific research	08
<ul style="list-style-type: none">• Meaning of research• Aims and motives of research• Principles of Research• Types of research-<ul style="list-style-type: none">◦ Application based- Pure and Applied◦ Objectives based- Descriptive, Exploratory, Co-relational, Explanatory◦ Inquiry mode applied- quantitative and qualitative• Research Process• Ethics in Social science research	
Unit 2: Quantitative Methodology	20

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<ul style="list-style-type: none"> • Research problem and Variables • Formulating a research problem- Importance, Sources, Steps, Considerations • Identifying variables and types of variables[WUI] • Hypothesis and Research design • Function and characteristics of hypothesis • Types of hypothesis • Functions and criteria of research designs • Types of research designs- Between and within group designs • Sampling <ul style="list-style-type: none"> ○ Concept and principles of sampling ○ Factors affecting inferences drawn from samples ○ Types of probability and non probability sampling methods • Introduction to SPSS, Using SPSS for practical purpose 	
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Unit 3: Qualitative Methodology	20
<ul style="list-style-type: none"> • Nature of qualitative research <ul style="list-style-type: none"> ○ Features ○ Steps in qualitative research ○ Main preoccupations of qualitative researcher ○ Contrast between quantitative and qualitative methodology • Positivism and critique of positivism <ul style="list-style-type: none"> ○ Feminist methodology • Methods of data collection <ul style="list-style-type: none"> ○ Participatory Action research ○ Visual analysis • Qualitative data analysis <ul style="list-style-type: none"> ○ Analytical induction ○ Grounded theory ○ Coding ○ Steps of interpretation ○ Use of Computers in qualitative research • Report writing 	

12 hours for Library work, practical or field work or research purposes

* Semester V and VI - DSE 3+1 = One credit is for Research Project/field visit/ or any other subject centric activities to be taken by the students in consultation with the concerned teacher.

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Chairperson (HoD)	Dr. Vaishali Diwakar	<i>Vaishali</i>



Recommended Text Books:

- Sarantakos S.: *Social research*, Macmillan Press, Uk. 1998.
- Bryman Alan. *Social Research Methods*, Oxford University Press, UK, 2001
- Kumar .R. (2014) *Research Methodology – A step by Step guide for Beginner's* (2nd Ed) Pearson Education, India.
- McBurney.D.H.(2002) *Research methods* (5th Ed) ThomsunWoodworth , Bangalore.
- Henne Et.al (2009): *A Critical Introduction to Social Research*, Sage, NY.
- Mukherjee ParthaNath (2000): *Methodology in Social Research*, Sage, N. Delhi
- Somekh and Lewin (2005): *Research Methods in the Social Sciences*, Vistaar, N.

Reference Books:

- Denzin Norman, Lincoln Yvonna (ed) (2000): *Handbook of Qualitative Research*, Sage: Thousand Oaks
- Candland D.K (1969): *Psychology: The Experimental Approach*, Mc-Graw – Hill, New York.
- D'Amato (1970) *Experimental Psychology* Tata McGraw –Hill Ed, New Delhi
- Goodwin J.C. (2002) *.Research in Psychology: Methods and design*, 3rd Ed, Wiley and sons Inc, New York
- Kerlinger. F.N (1995). *Foundations of Behavioural research* Rinehart Winston Inc.Surjit Publications, Delhi.
- Singh.A.K. (2004) *Tests, Measurements and research methods in Behavioural sciences* (3rd Ed), BhartiBhavan Publishers, Patna.

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TYBA
SOCIOLOGY Special Paper 3
Cinematic Sociology
[Discipline Specific Course-3]

Semester: VI	Credits: 4*	Subject Code: A62212	Lectures: 48
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Course Outcomes:

At the end of this course, learners will be able to:

- Explore the familiar path of cinema to connect to larger Sociological theoretical grounds and sociological concepts.
- Assess the world through a sociological lens that allows them to analyse and think about the world in sociological terms.
- Evaluate movies in terms of the extent to which they uncritically transmit stereotypes, misconceptions and ideologies regarding gender, race, ethnicity, poverty, social change, and social and political life.
- Apply concepts taken from social science in a way that will enhance their judgment and help them make better decisions in both their personal and public life.
- Identify women's rights as human rights

Unit 1: Sociology and Films	12
<ul style="list-style-type: none">● The film as a text● Reading a film sociologically<ul style="list-style-type: none">○ Identity○ Inequality○ Institutions○ Interaction● Sociology of film/Sociology through film● The Sociological Toolkit (IPTA)<ul style="list-style-type: none">○ The theoretical perspective○ Methods	

Unit 3: Concepts through Films	12
<ul style="list-style-type: none">● Social class● Gender● Socialization● Culture● Deviance <p>(Mr. Mom, Monalisa Smile)</p>	

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Unit 3: Social Institution through films	12
<ul style="list-style-type: none"> ● Religion <ul style="list-style-type: none"> ○ Religion as a social institution ○ Religion and community ○ Religion and social stability ○ Religion and social change ● Family <ul style="list-style-type: none"> ○ Gender and family ○ Work-family balance ○ Parenting and family 	

Unit 4: Theories through Films: Psychoanalysis and feminist theory	12
<ul style="list-style-type: none"> ● Psychoanalysis: <ul style="list-style-type: none"> ○ Concepts (Scopophilia, Desire, Voyeurism) and main tenets The unconscious and the repression: Use of comedy ● Feminist theory <ul style="list-style-type: none"> ○ Concepts and tenets ○ Bodies and stereotypes 	

12 hours for Library work, practical or field work or research purposes

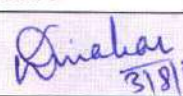
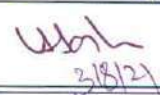
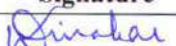
* Semester V and VI - DSE 3+1 = One credit is for Research Project/field visit/ or any other subject centric activities to be taken by the students in consultation with the concerned teacher.

Recommended Text Books:

- Sutherland J. and Feltey k., *Cinematic Sociology-Social life in Film*, Sage: N. Delhi, 2013.
- Nayar P., *From Text to Theory*, Viva books: N. Delhi, 2017
- Adam B. and Sydnie R., *Sociological Theory*, Vistaar: N. Delhi, 2001.
- Glover D. and Kaplan C., *Genders*, Routledge: London, 2009

Reference Books:

- Fairclough N., *Analysing Discourse*, Routledge: N. Delhi, 2004.
- Smith and Kerrigan, *Interpreting Lacan*, Yale University press: London, 1983.
- Mitchell J., *Psychoanalysis and Feminism*, Penguin books: NY, 2000.

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Vaishali Diwakar	
Faculty	Dr. Vaishali Joshi	
Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Vaishali Diwakar	



St. Mira's College for Girls, Pune
(TYBA 2022-2025)

Faculty	Ms. Manjita Kulkarni	<i>MSK</i> 3/8/21	
Subject Expert (Outside SPPU)	Dr. Anagha Tendulkar		<i>A.P. Parry</i> 3/8/21
Subject Expert (Outside SPPU)	Dr. Vishal Jadhav	<i>Vijdh</i> 3/8/21	
VC Nominee	Dr. Swati Dyahadroy		<i>Dr. Swati</i> 3/8/21
Industry Expert	Dr. Ramesh Awasthi	<i>RAwasthi</i> 3/8/21	
Alumni	Dr. Salma Aziz		<i>Salma Aziz</i> 3/8/21

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Vaishali Diwakar	<i>Vaishali Diwakar</i>

Research Methodology
Research Methodology
[GENERIC CORE]

Semester: V	Credits: 3	Subject Code: BB52201	Lectures: 48
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Course Outcomes:

At the end of this course the learner will be able to,

- Illustrate, categorize and distinguish among various kinds of research and the objectives of doing research, discuss about research process, research designs and sampling.
- Collect and assemble data, identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.
- Apply qualitative research techniques based on measurement & scaling, employ data analytical skills and meaningful interpretation to the data sets to solve the business and Research problem.
- Operate on quantitative data analysis and hypothesis testing procedures and interpret the results.
- Execute Research work, prepare Research Paper and write Research Report.

Unit 1: Introduction to Research Methodology, Research Problem and Research Design **12**

- Research- Meaning, Objectives, Types, Significance, Motivation, Method Vs. Methodology, Process
- Research Problem – Defining, Necessity, Technique Involved
- Research Design – Meaning, Need, Features of a good design, Related Concepts, Different Research Designs
- Sampling Design – Characteristics, Types
- Statistics- Concept of Statistics as a basis for Research, Related Terms and Concepts, Frequency Distribution, Graphs and Charts, Formulation of Research Hypothesis and its importance

Unit 2: Methods of Data Collection and Processing and Analysis of Data **12**

- Collection of Primary Data- Meaning, definition, Advantages and Limitations of Primary Data
- Methods of Collecting Primary Data: Observation Method, Interview Method, Questionnaire Method, Scheduling Method, Other Methods
- Collection of Secondary Data-Meaning, definition, Advantages and Limitations of Secondary Data, Sources of collecting Secondary Data
- Data Processing – Editing, Coding, Classification, Tabulation,
- Data Analysis- Meaning, Need and Methods of Data Analysis



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25/8/24

<ul style="list-style-type: none"> • Testing of Hypothesis- Concept and Procedure involved in Testing of Hypothesis • Parametric and Non Parametric Tests, Important Parametric Tests – z, t, chi-square, F 	
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Unit 3: Measurement and Scaling Techniques	12
<ul style="list-style-type: none"> • Measurement – Nature of Measurement, Measurement Scales, Sources of Measurement Differences, The Characteristics of Good Measurement • Scaling Techniques – Nature of Attitudes, Attitude Scaling, Selecting a Measurement Scale, Rating Scales, Ranking Scales 	

Unit 4: Interpretation and Report Writing	12
<ul style="list-style-type: none"> • Interpretation- Meaning, Need and Techniques of Interpretation, Precaution in Interpretation • Report Writing – Types of Report, Significance of Report Writing, Steps in Writing Report, The layout of the Research Report, Mechanics of writing a Research Report, Precautions for writing Research Reports • Research Paper Writing– Meaning of Research Paper, Structure of Research paper, Referencing Styles • Ethics in Report Writing and Research Paper 	

#12 hours for Library work, assignments, practical or field work

Recommended Text Books:

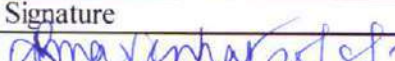
- Cooper, Donald & Schindler, Pamela, *Business Research Methods*, TMGH
- Kothari, C.R., *Research Methodology: Methods and Techniques*, New Age International Publication

Reference Books:


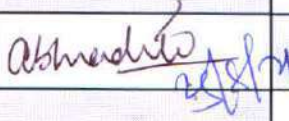
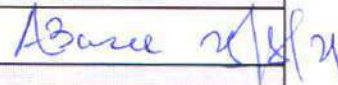

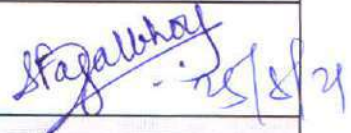
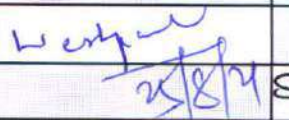
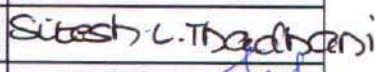

- Bryman Alan & Bell Emma, *Business Research Methods*, Oxford University Press
- Sachdeva J. K., *Business Research Methodology*, Himalaya Publication

E-Resources:

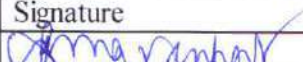
- <https://nlist.inflibnet.ac.in/> (Contact the St Mira's College Library for login credentials)
- <https://search.ebscohost.com/> (Contact the St Mira's College Library for login credentials)

Board Of Studies	Name	Signature
Head of the Department	Dr. Rama Venkatachalam	



Board Of Studies	Name	Signature
Head of the Department	Dr. Rama Venkatachalam	
Faculty*	Ms. Abhradita Chatterjee Nahvi	
Faculty*	Mrs Amrita Basu	
Subject Expert (Outside SPPU)	Mr. Abhijeet Chavan	
Subject Expert (Outside SPPU)	Dr. Sabhia Fazalbhoj	
VC Nominee	Dr. Varsha Deshpande	
Industry Expert	Mr. Suresh Thadhani	
One Alumni***	Ms. Devi Krishna	



Board Of Studies	Name	Signature
Head of the Department	Dr. Rama Venkatachalam	

25/8/24

St. Mira's College for Girls
Department of Sociology
(Research center in Women's Studies)

TITLE: Feminist Research Methodology

Semester:	Credits: 4	Subject Code: MPhDWS01	Lectures: 60
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Course Outcomes:

At the end of this course, learners will have:

1. Ability to comprehend epistemological and ontological issues in feminist research
2. Ability to apply methods and perspectives of research in feminist research
3. Ability to approach research critically
4. Ability to apply computer based techniques to analyse and interpret qualitative data to articulate gender issues.

Unit 1: Introduction to Feminist Research Methodology

12

- Basics of Social research:
 - Writing a research proposal
 - Writing an annotated bibliography
 - Review of Literature
- Debates in Social research:
 - Objectivity Vs. Subjectivity,
 - Quantitative Vs. Qualitative methodology
 - Concept of Triangulation
 - Ethical standards in research
- Introduction to Feminist Research methodology

Unit 2: Alternate Paradigms

12

- Components of research paradigms
 - Ontology
 - Epistemology
 - Paradigms, Methodology and Methods
- Alternative paradigms
 - Critique of positivism
 - Interpretivism and social constructionism
 - Critical realism
 - Pragmatist
 - Post positivism



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Unit 3: Strategies in Feminist Research

12

- Quantitative methods
- Qualitative methods
 - Ethnography
 - Narrative analysis/Conversation analysis
 - Focus Group Discussions
 - Oral History-Unstructured interviews
 - Visual research
 - Participatory Action research

Unit 4: Data analysis, Report writing, Publication

12

- Data analysis
- Report writing
- Publication

Evaluation- assignment based**Recommended Text Books:**

- Sarantakos S.: *Social research*, Macmillan Press, UK. 1998.
- Bryman Alan. *Social Research Methods*, Oxford University Press, UK. 2001
- Kumar .R. (2014) *Research Methodology – A step by Step guide for Beginner's* (2nd Ed) Pearson Education, India.
- McBurney.D.H.(2002) *Research methods* (5th Ed) ThomsonWoodworth , Bangalore.
- Henne Et.al (2009): *A Critical Introduction to Social Research*, Sage, NY.
- Mukherjee ParthaNath (2000): *Methodology in Social Research*, Sage, N. Delhi

Reference Books:

- Denzin Norman, Lincoln Yvonna (ed) (2000): *Handbook of Qualitative Research*, Sage: Thousand Oaks
- Candland D.K (1969): *Psychology: The Experimental Approach*, Mc-Graw –Hill, New York.
- D'Amato (1970) *Experimental Psychology* Tata McGraw –Hill Ed, New Delhi
- Goodwin J.C. (2002) *Research in Psychology: Methods and design*, 3rd Ed, Wiley and sons Inc, New York
- Kerlinger. F.N (1995). *Foundations of Behavioural research* Rinehart Winston Inc.Surjit Publications, Delhi.



Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Vaishali Diwakar	

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Vaishali Diwakar	<i>Diwakar</i>
Faculty	Dr. Vaishali Joshi	<i>V Joshi</i>
Faculty	Ms. Manjita Kulkarni	<i>MSK</i>
Subject Expert (Outside SPPU)	Dr. Anagha Tendulkar	<i>A.P. Patil</i>
Subject Expert (Outside SPPU)	Dr. Vishal Jadhav	<i>V. Jadhav</i>
VC Nominee	Dr. Swati Dyahadroy	<i>Swati Dyahadroy</i>
Industry Expert	Dr. Ramesh Awasthi	<i>R.A. Awasthi</i>
Alumni	Dr. Salma Aziz	<i>Salma Aziz</i>



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St. Mira's College for Girls, Pune
(Autonomous Affiliated to SPPU)

2021-22

Dept of Economics
PG Seminar_research Papers_P Check Report


Dept of Economics of St. Mira's College for Girls, Pune conducted a PG Seminar in Online mode on 25th and 26th February 2022. As a part of the PG seminar, a Research Paper Competition was organised on the broad theme of "30 Years of Globalization" including various sub themes like Privatisation, Changing Political Ideologies, Social aspects of Globalization etc. In all 15 papers were received covering wide range of issues like patterns of Privatisations, Sectoral Issues, Formation of Political Ideologies, Impact of Globalization of Women etc. After the received contributions were put through Plagiarism check, 10 papers were selected for presentation after a plagiarism check. The result of the process is indicated below.

SR. NO.	NAME	INSTITUTE	TITLE OF PAPER	Similarity	Remarks
1	Aparna Kulkarni	St. Mira College	Sectoral Issues And Globalisation – Service Sector	7%	Accepted for presentation
2	Ashwini Pathak	SPPU	Analysing The Trends In Labour Force Participation In India In The Pre And Post Liberalization Period	15%	Accepted for presentation
3	K Monica	MIT ACSC Alandi	Analytical Study Of Working Conditions Of Female Employees in Service Sector with reference to Nashik.	6%	Accepted for presentation
4	Muskan Gupta	St. Mira College	Privatization in India	100%- previously published paper	Rejected
5	PVS Yamuna	St. Mira College	Sectoral Issues and Globalization – Agriculture, industry, and services	55%	Rejected
6	Prachi Nidhi	St. Mira College	Impact of globalization on Indian society	81%	Rejected
7	Preksha Chahhed	St. Mira College	Globalization And Political Ideology In India	13%	Accepted for presentation
8	Riya Choudhary	St. Mira College	30 Years of Globalisation: Political Ideology in India and	13%	Accepted for presentation



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			the Existence of Economic Right Wing		
9	Sachin Bahule	SPPU	A Triumph of Economic Reforms: Declining Poverty in India	14%	Accepted for presentation
10	Shreya Dixit	SP College	The condition of Perfume Industry in India	5%	Accepted for presentation
11	Soham Shanbhag	SP College	Privatization In India	2%	Accepted for presentation
12	Vaishnavi Shelgaonkar	SP College	Women and Globalization_	5%	Accepted for presentation
13	Vedikar Karhade	Modern College	Impact of Globalization on the Role of Women in Indian Society and Economy	2%	Accepted for presentation
14	Vikrame Aarne	SPPU	Privatisation in India	47%	Rejected
15	Elizabeth Thomas	St. Mira College	Effect of Globalization on Indian Labour	37%	Rejected


Dr. Manisha Pimpalkhare

HoD Economics, Seminar Coordinator


Dr. Jaya Rajagopalan

Principal I/C
Principal in Charge
St. Mira's College for Girls


Dr. Arwah Madan

Research Coordinator



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Sources included in the report

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- W** URL: <https://www.asianstudies.org/publications/ea/archives/the-middle-class-in-india-from-1947-to-the-present-and-beyond/> 1
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Analysis address	dr.arwahmadan.unipune@analysis.arkund.com

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5



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- W** URL: <https://www.allresearchjournal.com/archives/?year=2016&vol=2&issue=7&part=E&ArticleId=2290> 1
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- W** URL: <https://timesofindia.indiatimes.com/home/sunday-times/all-that-matters/if-a-bank-chief-isnt-beholden-to-a-finmin-join-secretary-he-will-behave-differently-says-montek-singh-ahluwalia/articleshow/74152939.cms> 3
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- W** URL: <https://indianexpress.com/article/india/india-news-india/bjp-govt-is-congress-plus-a-cow-never-seen-a-weaker-a-pmo-says-arun-shourie/> 1
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Analysis address	dr.arwahmadan.unipune@analysis.orkund.com

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- W** URL: <https://lifestyle.livemint.com/news/big-story/can-india-s-500-million-fragrance-market-survive-the-pandemic-111603335690742.html> 1
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- W** URL: <https://www.sahapedia.org/technologies-of-perfumery-india-overview-and-the-case-of-kannauj> 2
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- W** URL: <https://theprint.in/india/fragrant-but-expensive-sandalwood-is-giving-kannaujs-perfume-industry-a-headache/626611/> 2
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- W** URL: <https://thewire.in/history/perfume-workers-attar-colonial-india> 1
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- W** URL: <https://economictimes.indiatimes.com/brand-equity/global-perfume-industry-wakes-up-to-india/articleshow/41951386.cms> 1
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- W** URL: <https://economictimes.indiatimes.com/magazines/panache/how-indian-perfume-makers-are-stepping-up-to-compete-with-global-fragrance-giants/articleshow/62224997.cms?from=mdr> 2
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- W** URL: <https://www.hindustantimes.com/analysis/india-must-seize-the-opportunity-to-create-safe-and-healthy-workplace/story-6MNRlCCxTNcc4N3azhWZaO.html> 3
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- W** URL: <https://www.currentschoolnews.com/salary-structure/minimum-wage-in-nigeria/> 2
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- W** URL: https://www.ilo.org/global/topics/wages/minimum-wages/definition/WCMS_439072/lang--en/index.htm#:~:text=Minimum%20wages%20have%20been%20defined,agreement%20or%20an%20individual%20contract%E2%80%9D 1
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- W** URL: https://paycheck.in/root_files/Minimum%20Wages%20in%20India.doc 7
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- SA** **Final Draft Labour.docx** 1
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





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