

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI - 34**I YEAR UG NON MAJOR ELECTIVE (NME) Registration****Batch 2020 – 2021**

DEPTNAME	SUBJECTCODE	NME	SEATS	STUDENTS WHO CANNOT OPT FOR THIS NME
BA SOCIOLOGY	20UNME401A	TRIBAL STUDIES IN INDIA	57	BASOC
BSC FSM	19UNME403A	EMERGING FOOD TRENDS	57	
VISCOM	19UNME402A	ADVERTISING STRATEGY	57	VISCOM, BBA(I&II), BCOM MM
ELECTRONIC MEDIA	19UNME405A	FILM APPRECIATION	57	BSC EM
BCOM AF SHIFT-II	10UNME410A	PERSONAL PORTFOLIO	57	
BCA	18UNME402A	IMAGE MANIPULATION USING OPEN SOURCE TOOL	57	BSCCS, BCA
BCOM MM	19UNME404A	ENTERTAINMENT MANAGEMENT	57	
BSC FSM	19UNME401A	FITNESS PSYCHOLOGY	57	

Instructions for NON MAJOR ELECTIVE (NME) REGISTRATION

Non Major Elective Registration is an ONLINE registration

- **Students, who have not taken TAMIL** as their second language in MOP, need not register for NME online registration.
- You are permitted to register for NME **only once**.
- Select the NME after going through the syllabi uploaded on the website.
- Do not select the NME which forms a part of your Course Curriculum.
- Click the Radio Button to select a particular NME.
- Every NME has a **limited number of seats** beyond which the NME will be unavailable for registration.
- Click the Continue button to start NME Registration.
- Select an NME before you click the Submit button.
- If not, the last available NME will automatically get registered in your name.
- Click the Submit button to complete the registration.

**B. COM DEGREE COURSE IN ACCOUNTING & FINANCE
(SHIFT II)**

**NON- MAJOR ELECTIVE-I
PERSONAL PORTFOLIO -I**

THEORY	100 MARKS
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COURSE OBJECTIVES

- To understand the importance of one's self image
- To help individuals achieve self-development with a clear frame work
- To enhance the power of personal style

UNIT 1 – THE START OF THE JOURNEY

Creating a personal portfolio – Understanding and using one's image- Importance of one's image– Ingredients of one's image

UNIT 2 – CREATING YOUR DESIRED IMAGE

Transforming childhood dreams into a career – Developing one's desired image- The Blackmailer - Decreasing one's hidden self and defeating the blackmailer

UNIT 3 – ORGANISING ONESELF

Self promotion – Creating a visual impact - Stop being a clock watcher - Developing business cards which are a symbol of rank – Making the CV an effective marketing tool

UNIT 4 – GOOD GROOMING

Managing bad hair days – Skincare and make up excellence - Wardrobe management – Intelligent shopping – Accessory and wardrobe maintenance

UNIT 5 – TRANSLATING THE DREAM INTO REALITY

Die–stamping one's mark as a professional– Making the best use of rumour, sensation and scandal – Keeping a victory log – Applauding oneself – Sinking into one's moment of pride

REFERENCE BOOKS

- "Managing your image in a week", Laurel Herman, Hodder and Stoughton, 2007
- "Know yourself", Dr. Ellen Balke, Kogan Page India Pvt Ltd, 2000
- "101 Ways to make a professional impact", Eleri Sampson, Kogan Page India Pvt Ltd, 2001

WEBSITES

- www.ahadaily.com/resonal-portfolio.html
- www.quantext.com/personalportfolio II.pdf
- www.allianceinvest.com/downloads/wealth.pdf
- www.linkedin.com/title/pe4rsonal-portfolio-manager

B. COM DEGREE COURSE IN ACCOUNTING & FINANCE (SHIFT II)

NON- MAJOR ELECTIVE-II

PERSONAL PORTFOLIO -II

	PRACTICAL	100 MARKS
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COURSE OBJECTIVES

To develop personal professionalism
Build self confidence, self belief and personal power

COURSE STRUCTURE

UNIT 1

Developing a life map
Developing a personal portfolio
Constructing a self perception box
Developing a perception tree

UNIT 2

Reliving childhood dreams
Conducting a SWOT analysis of oneself
Analysing the Johari Window
Drawing a future image of oneself

UNIT 3

Creating happy frames
Creating a business card
Creating a professional curriculum vitae

UNIT 4

Getting a corporate makeover

UNIT 5

Creating a victory log
"I love myself"

EXPECTED RESULTS FROM THE COURSE

Significant increase in self-awareness of the student
Students will learn just what it takes to create a lasting impression!

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34

(Effective for the batch of Candidates admitted in 2019- 2020 and thereafter)

B.Sc. Electronic Media

FILM APPRECIATION- I

THEORY	100 MARKS
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FILM APPRECIATION- I

THEORY: 100 MARKS

CREDITS: 2

COURSE OBJECTIVES:

- To give an insight into the world of Indian and International Films
- To orient students to appreciate and critically analyze the Films.

UNIT 1

Perspective on development of World cinema: Silent Era and the Early cinema. The Talkie era in cinema and the coming of sound. Film movements across the world

UNIT 2

Indian cinema: History and development. Silent and talkie films made in India. Development of regional cinemas in India and notable films.

UNIT 3

Process of production : Pre production, Production and Post- production. Steps in the process of film making.

UNIT 4

Techniques of Film Making: Cinematography, Editing and Sound. Crew and cast : Roles and responsibilities of people involved in the production of films.

UNIT 5

Film Censorship, distribution and Exhibition. Film Festivals and Awards : Regional, National & International levels.

COURSE OUTCOMES :

- Students will be able to understand the evolution of cinema and its development.
- There will be clarity on the stages of filmmaking process.

REFERENCE BOOKS

- Thoraval, Yuves, 2000, The Cinema of India (1826-2000) Macmillan India Roberge, Gaston, 1985 The Subject of Cinema, Seagull Books
- Halliwell, 1997 The Film goers Companion, Harper Perennial, Sixth Edition

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B.Sc. Electronic Media

FILM APPRECIATION - II

THEORY	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES:

- To give an insight into the world of Indian and International Films
- To orient students to appreciate and critically analyze the Films.

UNIT 1

Analysis of Film Genres: Period films, Horror films, Science fiction films and Animation films. Genre characteristics and features.

UNIT 2

Critical Analysis of Adaptation and Remake films. Comparison of original and remake films and insight into the deviations.

UNIT 3

Mise-en-scene: Evaluation and its elements in film production. Setting, Props, Location, Costume, Makeup and Colour in films.

UNIT 4

Review of Popular styles and approaches used in filmmaking. Clichés and conventions in style and approaches.

UNIT 5

Recent advancements in filmmaking. Modern film reproduction methods and practices. Current trends in filmmaking.

COURSE OUTCOMES :

- Students will be able to identify the style of filmmaking and analyze its elements.
- The students will be able to write a critical review of a film.

REFERENCE BOOKS

- Thoraval, Yuves, 2000, The Cinema of India (1826-2000) Macmillan India Roberge, Gaston, 1985 The Subject of Cinema, Seagull Books
- Halliwell, 1997 The Film goes Companion, Harper Perennial, Sixth Edition

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B.Sc. Visual Communication

ADVERTISING STRATEGY- I

SUBJECT CODE	THEORY	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES

To introduce the concepts of Advertising and Types of Advertising.

To familiarize with the players of Advertising and the Advertising Medium.

UNIT 1

INTRODUCTION TO ADVERTISING

Definition, Nature and scope of Advertising, Social and Economic Implications, Functions of Advertising, Marketing – 4 Ps and Sales Promotion.

UNIT 2

TYPES OF ADVERTISING

Personal Advertising, Consumer/Product Advertising, Institutional Advertising, Service Advertising, Educational and NGO Advertising, Advocacy Advertising, Surrogate Advertising.

UNIT 3

PLAYERS OF ADVERTISING

The Advertiser, The Advertising Agency, The Media, The Vendor and The Audience.

UNIT 4

ADVERTISING MEDIUM

Print Ads, TV Commercials, Radio Commercials, Outdoor Advertising, Online Advertising.

UNIT 5

ADVERTISING AND ETHICS

Advertising Ethics, ASCI's code, Advertising and Children, Advertising and Intellectual Property Rights.

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B.Sc. Visual Communication

ADVERTISING STRATEGY-II

SUBJECT CODE	PRACTICAL	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES

To orient the learners on Advertising Strategy.

To introduce the place of Advertising in IMC.

UNIT 1

INTEGRATED MARKETING COMMUNICATION

The evolution of IMC, A contemporary perspective of IMC, Reasons for the growing importance of IMC, The role of IMC in branding. The tools for IMC, IMC Planning Process.

UNIT 2

CONSUMER BEHAVIOUR

External Influences on Consumer Behaviour, Analysing Human Behaviour, Models of Buyer Behaviour, Market Segmentation and Target Marketing.

UNIT 3

STRATEGY AND PLANNING PROCESS IN ADVERTISING

Environment Analysis, Brand positioning, Strategy, its role and relevance, Advertising Appropriation and Budgeting, Strategic considerations.

UNIT 4

MEDIA STRATEGY AND PLANNING

Media Characteristics, Media Brief, Source of Media Information, Latest media trends.

UNIT 5

TRENDS IN ADVERTISING

Indian and Global Scenario – Case Studies

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(Effective for the batch of Candidates admitted in 2018- 2019 and thereafter)

COURSE OUTCOMES

Evaluate the Functions, Implications and Ethics involved in the field of Advertising.

Identify and analyse the different types of strategies involved in advertising a product or service.

References

- 1) Aaker, Batra and Meyers (1995), Advertising Management, Prentice Hall India.
- 2) Belch, Belch and Purani, Advertising and Promotion, An integrated marketing communications perspective (2013), McGraw Hill Education.
- 3) Jaishri Jethwaney, ShrutiJain (2012), Advertising Management.
- 4) Jones, John Philip (1997), what's in brand building, brand equality through advertising.
- 5) Mohan (1989), Advertising Management: Concepts and Cases, Tata Mcgraw Hill
- 6) Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice, AAITBS Publishers.
- 7) Wells, Burnett, Moriarty (1991), Prentice Hall International Editions (Fifth Edition), Advertising Principles and Practice.

B.C.A.

NON-MAJOR ELECTIVE

IMAGE MANIPULATION USING OPEN SOURCE TOOL - I

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES:

- To create and process images
- To create cartoon and posters

LIST OF EXERCISES

1. Image Manipulation
 - Changing the size or dimensions of an image
 - Changing the filesize of a Jpeg image
 - Crop an image
 - Rotate or flip an image
 - Image formats
 - Change background image
 - Making a circle shaped image
 - Turn image into pencil drawing
 - Wrap an image around object
2. Creating Simple floating logo
3. Creating cartoon version
4. Create transparent background using layered mask
5. Creating Poster

WEB REFERENCES

- <https://www.sitepoint.com/learn-gimp/>
- <https://www.gimp.org/tutorials/>
- https://www.gimp.org/tutorials/The_Basics/
- https://www.bioinformatics.babraham.ac.uk/training/Figure_Design_Course/GIMP%20Tutorial.pdf

B.C.A.

NON-MAJOR ELECTIVE

IMAGE MANIPULATION USING OPEN SOURCE TOOL - II

SUBJECT CODE:	PRACTICAL	100 MARKS
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CREDITS: 2

COURSE OBJECTIVES:

- To create Advertisements
- To create and edit photos
- To do Graphic Designing

LIST OF EXERCISES

1. Creating Advertising
2. Create Embroidered patch
3. Photo Editing
4. Photo collage with GIMP
5. Photo pop out effect
6. Photo – Bring Smoke effect
7. Photo Enhancement techniques
8. Graphic Designing

WEB REFERENCES

- <https://www.sitepoint.com/learn-gimp/>
- <https://www.gimp.org/tutorials/>
- https://www.gimp.org/tutorials/The_Basics/
- https://www.bioinformatics.babraham.ac.uk/training/Figure_Design_Course/GIMP%20Tutorial.pdf

NON MAJOR ELECTIVE - EMERGING FOOD TRENDS - I

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

SEMESTER: II

COURSE OBJECTIVES:

- To understand the emerging trends in the field of food science.
- To develop an interest in learning the different types of cuisines of the world.
- To understand the role of social media in food creativity.

UNIT I

Farm to fork - the global connect, Cuisines –Major ingredients, culinary styles and staple food of Indian cuisine (North, South, East and West).

UNIT II

International Cuisine – Western (American), Continental (European), Oriental (Chinese), Mediterranean (Greek) - Major ingredients, culinary styles and staple food.

UNIT III

Major food trends – Drivers of food consumption, Food needs and preferences of consumer- Role of media in the diet and lifestyle.

UNIT IV

Theme restaurants -Revival of traditional foods-Gourmet-Online home delivery system- Presentation of Trending Foods and concepts.

UNIT V

Convenience foods - Definition – types and forms - pros and cons - Survey on trends in convenience foods.

REFERENCES

- Michael F. Nenes, *International Cuisine*, Wiley
- Leanne Schinkel (Apr 2013) *Exploring International Cuisine*. Saskatchewan 4-H Council
- Frewer, L. and Van Trijp, H. (2007). *Understanding consumers of food products*. Florida, USA: CRC Press.
- Fuller, G.W. (Ed.) (2001). *Food, consumers and the food industry: catastrophe or opportunity?* Florida, USA: CRC Press LLC.

**B.Sc. DEGREE COURSE IN FOOD SCIENCE AND MANAGEMENT
NON MAJOR ELECTIVE - EMERGING FOOD TRENDS – II**

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

SEMESTER: II

COURSE OBJECTIVES

- To understand the emerging trends in the field of food science.
- To learn the role of multimedia and its applications in food.

UNIT I

Food Safety and Certification- ISO, FSSAI, HACCP, AGMARK.

UNIT II

Food photography, Styling- Lighting-Props- backgrounds - Special equipments; Food styling and Design - Conceptualizing and Planning- Step by step of styling a food shoot - Presentation.

UNIT III

Food blogging- Food articles and food journals - 3D Printing, Molecular Gastronomy.

UNIT IV

Food Packaging- Innovations in packaging – Interactions between packaging and foods - Environmental considerations.

UNIT V

Food Labels – Definition, Functions, Types- Reading and understanding a label- Nutritional claims-Interpretation of food labels.

REFERENCE

- Food Photography: From Snapshots to Great Shots (2nd Edition) by Nicole S Young.
- Food Styling & Photography for Dummies by Alison Parks-Whitfield.
- Focus on Food Photography for Bloggers by Matt Armendariz.

WEBSITES

- Food Styling/ Designing: <https://www.youtube.com/watch?v=iXxQujmYLus>
- Food Photography:
<https://digital-photography-school.com/food-photography-an-introduction/>
<https://medium.com/photography-secrets/food-photography-35a60c2f0d14>
<https://www.youtube.com/watch?v=6AeNvLM3nfc>
- Food Blogging: <https://cookieandkate.com/how-to-start-a-food-blog/>
<https://www.theblogstarter.com/how-to-start-a-food-blog/>

**B.COM DEGREE COURSE IN MARKETING MANAGEMENT
NON MAJOR ELECTIVE I
ENTERTAINMENT MANAGEMENT**

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

SEMESTER: II

COURSE OBJECTIVES

- To enable the students to understand the concept, scope and significance of Entertainment Management.
- To facilitate students to plan events for the entertainment industry.
- To develop marketing strategies for the entertainment industry.

UNIT I – INTRODUCTION TO ENTERTAINMENT MANAGEMENT

Meaning and Definition – Concept – Evolution – Features – Significance and Scope – Idea generation for the entertainment industry – Online and Offline events

UNIT II – EVENT MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY

Conduct of an event – Steps and Scheduling – Planning, organizing, assigning responsibility and communication – Budget preparation – Role of event managers

UNIT III – VENUE MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY

Venue Management – Meaning and Concept – Stage setting, designing and interiors – Post event evaluation

UNIT IV – MARKETING STRATEGIES FOR ENTERTAINMENT

Formulating the entertainment product mix – Pricing decisions in Entertainment Marketing – Sponsorships and Partnerships – Innovative promotional campaigns – Digital promotions of events

UNIT V – EMERGING ISSUES IN THE ENTERTAINMENT INDUSTRY

Barriers and controversies in the entertainment industry – Piracy issues – Image rights of entertainers and celebrities – Consumer engagement

TEXT BOOK:

Study Material

REFERENCE BOOKS:

- Al Lieberman and Pat Esgate (2013). The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World 2nd Edition, Pearson Education
- Shay Shayre (2011), Entertainment Marketing & Communication: Selling Branded Performance, People, and Places, Pearson Publication
- K.Ramachandra, S.AllaBakash, S.Nagabhushana (2019), Principles of Event Management, Himalaya Publishing House

WEBSITES:

- <http://www.entertainmentmarketing.com>
- <https://www.youtube.com/watch?v=pNqCgW5k5Zk>
- <https://en.wikipedia.org/wiki/Entertainment>
- <http://theepictri.com/different-types-entertainment/>
- <https://www.slideshare.net/crisedren8884/the-concept-and-types-of-entertainment>
- <http://www.psbresearch.in/practices/media-entertainment.aspx>

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B.COM DEGREE COURSE IN MARKETING MANAGEMENT

**NON MAJOR ELECTIVE II
ENTERTAINMENT MANAGEMENT**

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

SEMESTER: II

- Students to plan and develop a project report for the following entertainment components:-

UNIT I – CORPOARTE EVENTS

Planning of corporate events – Corporate event organizer and arrangements – Need for entertainment in corporate events

UNIT II – LIVE PERFORMANCES

Music Concert – Dance performances – Theatre – Stand Up Comedy – Flash mobs – Street entertainment

UNIT III – OUTDOOR ENTERTAINMENT

Sports events – Fashion Pageant – Product launch – Fairs and Exhibitions

UNIT IV – TRADITIONAL MEDIA ENTERTAINMENT

Television shows – Movies – Radio

UNIT V – DIGITAL MEDIA ENTERTAINMENT

Digital Media and Smart technologies – Online Streaming – OTT (Over The Top) Media services – Webinars

NME I-FITNESS PSYCHOLOGY I

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2
SEMESTER: II

COURSE OBJECTIVES:

- To educate on the application of principles of psychology in health and fitness
- To explore the importance of psychosocial skill training for optimal performance in sports and exercise

UNIT I

Introduction

Sports and Exercise Psychology- Definition, Need, Importance, Origins, Specializations, Bridging Science and Practice, Recent trends, Effect of exercise on psychological well being (6 hrs)

UNIT II

Personality and Sports

Personality- Definition, Influences of Personality in Sports, Measuring Personality, Personality Research in sports and exercise, Cognitive Strategies for Success, Understanding Personality (6 hrs)

UNIT III

Motivation, Feedback and Reinforcement

Motivation-Definition, Approaches-Achievement Motivation and Competitiveness, Feedback, Reinforcement, Behavior Modification in Sports, Intrinsic Motivation- Enhancing Motivation (6 hrs)

UNIT IV

Arousal, Stress, and Anxiety

Arousal and Anxiety- Nature-Importance, Stress and its Process, Sources of Stress and Anxiety, Relation between Arousal and Anxiety to Performance, Anxiety Reducing Techniques, Arousal Inducing Techniques, Coping with Adversities, Increasing Self Awareness (6 hrs)

UNIT V

Competition, Cooperation and Improving Performance

Nature of competition- Enhancing Cooperation, Improving Performance, Imagery in Sports, Assessing and Building Self Confidence, Goal Setting, Attention Problems, Self Talk- Assessing and Enhancing Concentration. (6 hrs)

TEXT BOOK

- Weinberg, R. S., & Gould, D. (2006). Foundations of Sport and Exercise Psychology (4th ed.). Human Kinetics

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(Effective for the batch of Candidates admitted in 2019- 2020 and thereafter)

NME II – FITNESS PSYCHOLOGY II

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

TEACHING HOURS:

SEMESTER: II

COURSE OBJECTIVES:

- To educate on the application of principles of psychology in health and fitness
- To explore the importance of psychosocial skill training for optimal performance in sports and exercise

UNIT I

Group and Team Dynamics

Nature and Difference of Group and Team - Group Structure, Effective Team Climate, Maximizing Individual Performance (6 hrs)

UNIT II

Group Cohesion

Cohesion- Definition, Model of Cohesion, Measuring Cohesion, Cohesion and Performance, Factors Associated with Cohesion, Enhancing Team Cohesion (6 hrs)

UNIT III

Leadership

Definition, Types and approaches to Leadership, Sports Oriented Approaches, Models of Sports Leadership, Components of Effective Leadership.(6hrs)

UNIT IV

Communication

Definition, Communication Process, Improving Communication, Dealing with Confrontation, Delivering Constructive Criticisms (6hrs)

UNIT V

Psychological Skill Training and Well Being

Psychosocial Skills Training: Need- Importance- Goals and Designing and Implementation of Training- Enhancing Mood, Personality, Cognitive Functioning, Quality of Life (6 hrs)

TEXT BOOK

- Weinberg, R. S., & Gould, D. (2006). Foundations of Sport and Exercise Psychology (4th ed.). Human Kinetics

B.A.SOCIOLOGY
NON MAJOR ELECTIVE –I
TRIBAL STUDIES IN INDIA -I

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

TEACHING HOURS: 60

SEMESTER: II

COURSE OBJECTIVES:

- To impart basic knowledge on tribal societies in India.
- To provide an insight into the Tribal Movements
- To map the geographic distribution of tribal societies in India

UNIT- I

Introduction To Tribal/Indigenous Studies

Meaning and Scope of Tribal studies

History of Tribal studies

Tribal / Indigenous studies in the Contemporary Era

UNIT- II

Tribe

Conceptualizing Tribe

Sketching the Idea: Tribe, Indigenous People, First Nations, Indians, and Aboriginal

UNIT-III

Tribal Movements

Bhumij Revolt; Santhal Revolt

Ho Revolt; Great Kol Revolt; Sardari Larai

UNIT-IV

Systematizing Tribal India

Classification: Territorial, Linguistic, Racial, and Economic

Tribal Communities in India: Location and Demographic details.

UNIT- V

Tribes of South India

Tribal Communities in South India: Demographic Profile

Tribal Studies in South India

Text Books

- D.N. Majumdar & T.N. Madan (2000) reprint . An Introduction to Social Anthropology.
- Makhan Jha (1994). Social Anthropology. Vikas Publishing.
- M.M. Verma (1996) Tribal Development in India. Published by Mittal Publications, New Delhi
- K.S. Singh,(2020) Tribal Situation in India, Indian Institute of Advanced Study

References:

- Andersen, C. (2009). Critical Indigenous Studies: From difference to density. *Cultural Studies Review*, 15(2), 80-100.
- Beteille, A. (1986). 'The Concept of Tribe with Special Reference to India', *European Journal of Sociology*. 27: 297-318.
- Dube, S. C. (1988) *Cultural Dimensions of Development in International Science Journal*.
- Elwin, Varrier. (1964). *The Aborigines*. London: Oxford University Press
- Foster, G. M. *Traditional. (1973) Culture and Impact of Technological Change*. New York, Harper & Row
- Meena Radhakrishnan. Ed. (2016). *First-Citizens: Studies on Adivasis, Tribals, and Indigenous People in India*. New Delhi: Oxford University Press
- Sunder, Nandini. (2016). *The Scheduled Tribe and Their India: Politics, Identities, Policies, and Work*. New Delhi: Oxford University Press.

Websites:

https://indiantribalheritage.org/?page_id=7592

<https://www.gutenberg.org/files/42991/42991-h/42991-h.htm>

<https://tribal.nic.in/tri.aspx>

B.A.SOCIOLOGY
NON MAJOR ELECTIVE –II
TRIBAL STUDIES IN INDIA -II

SUBJECT CODE:	THEORY	100 MARKS
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CREDITS: 2

TEACHING HOURS: 60

SEMESTER: II

COURSE OBJECTIVES:

- To learners and understand the tribal way of life in India
- To gain knowledge of the culture and tradition of tribal communities.
- To provide insight on Constitutional Provisions.

UNIT -I

Cultural and Social Life of Tribal Communities in India

Social Institutions: Family, Marriage, and Kinship

Belief systems and changes

Polity: Tradition and changes

UNIT-II

Tribal Issues

The marginality of Tribes: Language, Education, Health, Employment.

Tribes and Market: Land Alienation, Indebtedness.

UNIT -III

Tribe and State Policies

Constitutional Provisions and Acts for Tribal People.

Tribal territories and Common Property Resources

UNIT-IV

Tribal Rights

Land and Resources Rights Tribe and Forest: State Policies, Forest Right Act

UNIT-V

Livelihood Strategies and Change

Traditional livelihood strategies

Features of Tribal economic life

Transitions in the livelihood strategies and Market economy

Text Books :

- D.N. Majumdar & T.N. Madan (2000) reprint . An Introduction to Social Anthropology.
- Makhan Jha (1994). Social Anthropology. Vikas Publishing.
- M.M. Verma (1996) Tribal Development in India. Published by Mittal Publications, New Delhi
- K.S. Singh,(2020) Tribal Situation in India, Indian Institute of Advanced Study

References:

- Andersen, C. (2009). Critical Indigenous Studies: From difference to density. *Cultural Studies Review*, 15(2), 80-100.
- Beteille, A. (1986). 'The Concept of Tribe with Special Reference to India', *European Journal of Sociology*. 27: 297-318.
- Dube, S. C. (1988) *Cultural Dimensions of Development in International Science Journal*.
- Elwin, Varrier. (1964). *The Aborigines*. London: Oxford University Press
- Foster, G. M. *Traditional. (1973) Culture and Impact of Technological Change*. New York, Harper & Row
- Meena Radhakrishnan. Ed. (2016). *First-Citizens: Studies on Adivasis, Tribals, and Indigenous People in India*. New Delhi: Oxford University Press
- Sunder, Nandini. (2016). *The Scheduled Tribe and Their India: Politics, Identities, Policies, and Work*. New Delhi: Oxford University Press.

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- <https://www.gutenberg.org/files/42991/42991-h/42991-h.htm>
- <https://tribal.nic.in/tri.aspx>
