

**Scheme of Examination and Courses of Reading for
B.A.(Hons.) Political Science UGCF based on NEP**

SEMESTER-VI



**SCHOOL OF OPEN LEARNING
University of Delhi**

*Syllabus Applicable for the students seeking admission to
B.A.(Hons.) Political Science Course from 2022-2023 onwards*

B.A. (HONS.) POLITICAL SCIENCE SEMESTER-VI

CORE COURSE (DSC) (All are compulsory)
DSC-16: Public Policy DSC-17: Comparative Political Systems DSC-18: India's Foreign Policy: Challenges and Strategies
Discipline Specific Elective (DSE) (Compulsory)
Political Science : Research Methods in Politics
GENERIC ELECTIVE (GE) (Choose Any One)
Commerce : E-filing of Returns English : Life and Literature Economics: Law and Development History: Gender in Modern World Mathematics: Introduction to Mathematical Modeling BBA/BMS : Introduction to International Business
SKILL ENHANCEMENT COURSE (SEC) Choose Any one (not opted before)
<ol style="list-style-type: none">1. Commerce: Finance for Everyone2. English: Communication in Everyday Life3. Hindi: रंगमंच4. Education: Communication in Professional Life5. SEC Committee: Personality Development and Communication6. English: Business Communication7. Computer Science: Basic IT Tools8. Management : Digital Marketing9. Computer Science: Social Media Marketing

SEMESTER-VI
DEPARTMENT OF POLITICAL SCIENCE
Category I

(B.A. Honours in Political Science in three years)

DISCIPLINE SPECIFIC CORE COURSE – 16: Public Policy

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Public Policy DSC-16	4	3	1	-	Passed Class XII	Nil

Learning Objectives

The success of government lay at good policy making and their effective implementation. Public policies are intended at securing a good life for the people and the citizens. The present course comprises of all aspects of the public policy i.e., how is it formed, what are the forces and factors that shape it, how is it monitored, implemented and evaluated. The module gives the conceptual understanding of public policy and provides insights to critically examine them in normative and empirical frameworks.

Learning outcomes

After reading this module students will learn:

- The meaning of public policy and how different theories have emerged to understand it.
- How public policies are formulated? What are the agencies involved in it?
- How Public policies are monitored and evaluated? What are the important tools for it?
- What are the principles that are normally employed to evaluate public policies?
- What is corporate social responsibility and why it is important for the corporates to take up this responsibility?

SYLLABUS OF DSC-16

UNIT – I

Introduction

- a. Formulation, implementation and evaluation
- b. Theories of Public Policy: Elite Theory, Group Theory, Incremental Theory, Political System Theory, Public Process Theory

UNIT – II

Public Policy Design and Implementation

- a. Policy Design: What, Who, How and Why (Michael Howlett), Herbert Simon

- b. Policy Monitoring: Tools and Techniques
- c. Policy Implementation, Decentralization and Local Government in Public Policy implementation
- d. State Capacity Building (Francis Fukuyama)

UNIT – III

Public Policy Evaluation

- a. Principles for evaluation
- b. Methods and Techniques of Evaluation

UNIT – IV

Politics of Policy

- a. Normative analysis of policy issues
- b. The interrelationship between Business and Government Policy, Corporate Social Responsibility
- c. The interrelationship between Nongovernmental Organisations and Government Policy

Essential/recommended readings

Unit 1: Introduction

Howlett, M., Cashore, B. (2014). Conceptualizing Public Policy. In Engeli, I., Allison, C.R. (Eds.), *Comparative Policy Studies. Research Methods Series*. London: Palgrave Macmillan.

Kitschelt, H. (1986). Four Theories of Public Policy Making and Fast Breeder Reactor Development. *International Organization*, 40(1), pp. 65-104.

Mead, L. M. (2013). Teaching public policy: Linking policy and politics. *Journal of Public Affairs Education* (19), pp. 389–403.

Teune, H. (1977). Macro Theoretical Approaches to Public Policy Analysis: The Fiscal Crisis of American Cities. *The Annals of the American Academy of Political and Social Science* (434), pp. 174-185.

Unit 2: Public Policy Design and Implementation

Crawford, G., & Hartmann, C. (2008). Introduction: Decentralisation as a Pathway out of Poverty and Conflict? In Crawford, G., & Hartmann, C. (Eds.), *Decentralisation in Africa: A Pathway out of Poverty and Conflict?* Amsterdam: Amsterdam University Press, pp. 7-32.

Bandyopadhyay, D. (1996). Administration, Decentralisation and Good Governance. *Economic and Political Weekly*, 31(48), pp. 3109-3114.

Fukuyama, F. (2004). *State-building: governance and world order in the 21st century*. Ithaca, N.Y: Cornell University Press.

Fukuyama, F. (2004). The Imperative of State-Building. *Journal of Democracy*, 15 (2), pp. 17-31.

Howlett, M. (2014). Policy Design: What, Who, How and Why? In Charlotte, H, Pierre, L., & Patrick, L. G. (Eds.), *L'instrumentation et ses effets*. Paris: Presses de Sciences Po, pp. 281-315.

Jones, B. (2002). Bounded Rationality and Public Policy: Herbert A. Simon and the Decisional Foundation of Collective Choice. *Policy Sciences*, 35(3), pp. 269-284.

Waterman, R., & Wood, B. (1993). Policy Monitoring and Policy Analysis. *Journal of Policy Analysis and Management*, 12(4), pp. 685-699.

Unit 3: Public Policy Evaluation

Anderson, C. (1979). The Place of Principles in Policy Analysis. *The American Political Science Review*, 73(3), pp. 711-723.

Linder, S., & Peters, B. (1984). From Social Theory to Policy Design. *Journal of Public Policy*, 4(3), pp. 237-259.

Provus, M. (1971). Evaluation as Public Policy. *Curriculum Theory Network* (8/9), pp. 33-44.

Purdon, S. et al. (2001). *Research Methods for Policy Evaluation*. Department for Work and Pensions, Research Working Paper No 2.

Unit 4: Politics of Policy

Guy Peters, B. *The Politics of Bureaucracy: An Introduction to Comparative Public Administration* New York, Routledge, 2018.

Lipsky, M. *Street-Level Bureaucracy: Dilemmas of the Individual in Public Services* New York, Russell sage Publications, 2010. Preface, xi-xx, Chapters 1(The Critical role of Street-Level Bureaucrats) and 2 (Street-Level Bureaucrats as Policy Makers), pp 3-26.

Mathur, K. & J. BJORKMAN *Policy Making in India: Who Speaks? Who Listens?* Har Anand Publishers, New Delhi, 2009.

Kochanek, S.A. Liberalisation and business lobbying in India *The Journal of Commonwealth and Comparative Politics* Vol 34, Issue 3, 1996, pp. 155-173.

Sinha, A. India's Porous State: Blurred Boundaries and the Business-State Relationship in Jaffrelot, C. A. Kohli, K. Murali eds. *Business and Politics in India* New York, Oxford University Press, 2019, pp. 50-94. Also, Introduction, pp.1-22.

Doh, J.P. & H. Teegen *Globalisation and NGOs: Transforming Business, Government and Society* Praeger, Westport, 2003. Ch 1: Nongovernmental Organisations, Corporate Strategy and Public Policy: NGOs as Agents of Change pp1-18.

Additional Readings

T. Dye, *Understanding Public Policy*, 5th Edition. U.S.A: Prentice Hall, 1984, pp. 1-44,

Xun Wu, M.Ramesh, Michael Howlett and Scott Fritzen, *The Public Policy Primer: Managing The Policy Process*, Rutledge, 2010

Mary Jo Hatch and Ann.L. Cunliffe *Organisation Theory: Modern, Symbolic and Postmodern Perspectives*, Oxford University Press, 2006

Michael Howlett, *Designing Public Policies: Principles and Instruments*, Rutledge, 2011

The Oxford Handbook of Public Policy, Oxford University Press, 2006

Prabir Kumar De, *Public Policy and Systems*, Pearson Education, 2012

R.V. Vaidyanatha Ayyar, *Public Policy Making In India*, Pearson, 2009

Surendra Munshi and Biju Paul Abraham [Eds.] *Good Governance, Democratic Societies and Globalisation*, Sage Publishers, 2004

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

DISCIPLINE SPECIFIC CORE COURSE – 17: Comparative Political Systems

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Comparative Political Systems DSC-17	4	3	1	-	Passed Class XII	Nil

Learning Objectives

The aim of this course is to train students in the application of comparative methods to the study of different political systems with respect to institutions and their functioning in these countries from a comparative perspective. Students will be familiarised with the defining features like political tradition, state formation, constitution and division of power, structure of government, electoral system, political parties, party system, and the contemporary social and economic challenges in these societies.

Learning outcomes

This paper will provide students with a comprehensive understanding of a range of political systems from different continents in a historical context. The students will engage in studying different countries in detail with reference to their political tradition and state formation, constitution and division of power, political parties and elections, political economy and contemporary challenges. The critical analysis of different political systems will delineate the institutional structures, processes and their functioning in these systems. The course content would also help students develop analytical skills to understand not just the similarities and differences but the uniqueness of some cases as well that highlight how the matrix of diverse determinants and variables result in different discourses in different countries.

SYLLABUS OF DSC- 17

UNIT – I

United Kingdom

UNIT – II

United States of America

UNIT – III

Brazil

UNIT – IV

Russia

UNIT – V

China

UNIT – VI

South Africa

UNIT – VII

Israel

THEMES

A. Political Traditions and Constitutional Development

B. Society and Economy: Nature of state

C. Party and electoral system

D. Unitary and Federal System

Essential/recommended readings

Patrick H. O’Neil, Karl Fields and Don Share (2010), *Cases in Comparative Politics*, 3rd Ed., W. W. Norton & Company: New York and London. pp. 31-74 (Britain), 75-114 (US), 200-244 (Japan), 245-284 (Russia), 285-326 (China), 450-489 (Brazil), and 490-530 (South Africa).

John McCormick (2010), *Comparative Politics in Transition*, 6th Ed., Wadsworth: Boston, MA. pp. 50-97 (United States), 98-147 (Britain), 148-194 (Japan), 210-257 (Russia), 258-304 (China).

G. Bingham Powell, Jr., Russell J. Dalton, Kaare W. Strom (2015), *Comparative Politics Today: A World View*, 11th Ed., Pearson: Edinburgh Gate. 172-217 (Britain), 318-359 (Japan), 360-407 (Russia), 408-455 (China), 506-555 (Brazil), 702-749 (United States).

(Richard Rose, Dennis Kavanagh)

Unit 1. United Kingdom

P. Rutland (2007), ‘Britain’, in J. Kopstein and M. Lichbach. (eds.) *Comparative Politics: Interest, Identities and Institutions in a Changing Global Order*. Cambridge: Cambridge University Press, pp. 39-79.

Joel Krieger (2019), ‘Britain’, in Mark Kesselman, Joel Krieger and William A. Joseph (eds.), *Introduction to Comparative Politics: Political Challenge and Changing Agendas*, 8th Ed., Cengage Learning: Boston, MA, pp. 38-83.

Duncan Watts (2006), *British Government and Politics: A Comparative Guide*, Edinburgh University Press: Edinburgh.

Unit 2. United States of America

Louis DeSipio (2019), ‘The United States’, in Mark Kesselman, Joel Krieger and William A. Joseph (eds.), *Introduction to Comparative Politics: Political Challenge and Changing Agendas*, 8th Ed., Cengage Learning: Boston, MA, pp. 324-368.

John G. Geer, Wendy J. Schiller, Jeffrey A. Segal, and Dana K. Glencross (2012), *Gateways to Democracy: An Introduction to American Government*, The Essentials, Cengage Learning: Boston, MA, pp. 36-71 (The Constitution), 284-317 (Political Parties), 360-407 (Congress), 4-8-453 (The Presidency)

Unit 3. Brazil

Alfred P. Montero (2019), 'Brazil', in Mark Kesselman, Joel Krieger and William A. Joseph (eds.), *Introduction to Comparative Politics: Political Challenge and Changing Agendas*, 8th Ed., Cengage Learning: Boston, MA, pp. 369-414.

Frances Hagopian (2019), 'The Political Economy of Inequality', in Barry Ames (eds.), *Routledge Handbook of Brazilian Politics*, Routledge: New York, pp. 375-390.

Unit 4. Russia

Joan DeBardeleben (2019), 'The Russian Federation', in Mark Kesselman, Joel Krieger and William A. Joseph (eds.), *Introduction to Comparative Politics: Political Challenge and Changing Agendas*, 8th Ed., Cengage Learning: Boston, MA, pp. 555-606.

Eric Shiraev (2021), *Russian Government and Politics*, 3rd Ed., Red Globe Press: London, pp. 22-67 (Political and Tradition Soviet State), 71-88 (The Executive Branch), 119-132 (Political Parties).

Graeme Gill and James Young (eds.), *Routledge Handbook of Russian Politics and Society*, Routledge: Oxon, pp. 71-80 (The Russian Constitution), 81-91 (Presidency), 102-114 (The Duma's Electoral System), 115-128 (Political Parties).

Unit 5. China

William A. Joseph (2019), 'China', in Mark Kesselman, Joel Krieger and William A. Joseph (eds.), *Introduction to Comparative Politics: Political Challenge and Changing Agendas*, 8th Ed., Cengage Learning: Boston, MA, pp. 653-700.

Michael Dillon (2009), *Contemporary China: An Introduction*, Routledge: New York, pp. 10-20, 137-160.

Elizabeth Freund Larus (2012), *Politics and Society in Contemporary China*, Lynne Rienner Publisher: London, pp. 81-114

Unit 6. South Africa

Tom Lodge (2019), 'South Africa', in Mark Kesselman, Joel Krieger and William A. Joseph (eds.), *Introduction to Comparative Politics: Political Challenge and Changing Agendas*, 8th Ed., Cengage Learning: Boston, MA, pp. 462-508.

Anthony Butler (2004), *Contemporary South Africa*, Palgrave Macmillan: New York, pp. 6-30.

Unit 7. Israel

Don Peretz (1983) *The Government and Politics of Israel*, second ed., Wetview Press: Boulder.

Gregory S. Mahler (2016) *Politics and Government in Israel, The Maturation of Modern State*, third ed., Rowman and Littlefield, Lanham.

Sunil K. Choudhary (2018) *The Changing Face of Parties and Party Systems*, Palgrave Macmillan.

Additional Readings:

Kenneth Newton and Jan W. van Deth (2010), *Foundations of Comparative Politics: Democracies of the Modern World*, 2nd Ed., Cambridge University Press: Cambridge.

Jeffrey Kopstein and Mark Lichbach (eds.) (2005), *Comparative politics: Interests, identities, and Institutions in a Changing Global Order*, 2nd Ed., Cambridge University Press: Cambridge.

Robert Singh (2003), *American Government: A Concise Introduction*, SAGE Publications: London, pp. 25-45 (The US Constitution), 46-73 (Political Parties), 153-176 (Congress).

P. W. Preston (eds.) (2003). *Contemporary China: The Dynamics of Change at the start of new millennium*, Routledge Curzon: London.

Paul E. Johnson, Gary J. Miller, John H. Aldrich (1994), *American Government: People, Institutions and Policies*, Cengage Learning: Boston, MA.

Vicki L. Hesli (2007), *Governments and Politics in Russia and the Post-Soviet Region*, Houghton Mifflin Company: Boston.

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

DISCIPLINE SPECIFIC CORE COURSE – 18: India’s Foreign Policy: Challenges and Strategies

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
India’s Foreign Policy: Challenges and Strategies DSC 18	4	3	1	-	Passed Class XII	Nil

Learning Objectives

This course seeks to equip students to engage with the key sources, theoretical underpinnings, and the structural/functional dimensions of the foreign policymaking processes in India. Theoretical grounding will apprise students about the shift in India’s identity as a postcolonial state to an ‘emerging power’ in the contemporary multipolar world. It will familiarize the students with the domestic, regional and international drivers and constraints; how these intersect and have shaped the evolution and practice of India’s foreign policy. Students will learn about critical issues and developments of its foreign policy at the bilateral, regional, and global levels with a special focus on India’s bargaining strategies and positioning in international climate change negotiations, international economic governance and international security regimes. It will develop analytical skills among the students to comprehend the impending foreign policy conundrums and give students a basic yet nuanced understanding of India’s opportunities and challenges in its foreign policymaking in the contemporary world.

Learning outcomes

At the end of this course, the students would have acquired:

- € basic knowledge of the sources, theoretical perspectives and key drivers of India’s foreign policy.
- € analyse the opportunities and challenges India faces in securing its interests as an emerging global power.
- € an insight about India’s position in changing global power equations particularly its bilateral ties with powerful nations like the US and Russia along with India’s largest neighbour, China.
- € an enhanced understanding of India’s sub-regional, regional, and global issues of concern.
- € grasp of India’s negotiation strategies in dealing with global trade, environment, and security regimes.
- € recognise the ways in which India deploys its soft power in the world.

SYLLABUS OF DSC-18

UNIT – I

India's Foreign Policy: As a postcolonial state

- a. Sources of India's Foreign Policy
- b. Theorizing India's Foreign Policy
- c. Dimensions of India's Foreign Policy: Domestic and International
- d. From Non-Alignment to Strategic Engagements in a Multipolar World

UNIT – II

India and the Changing Global Power Equations

- a. India and the USA
- b. India and Russia
- c. India and China

UNIT – III

India in South Asia: Issues and Challenges

- a. Issues: Land and boundary, Migration, and Refugee crisis
- b. Debating Regional Strategies: SAARC and BIMSTEC

UNIT – IV

Challenges of India's Foreign Policy in the Global Domain

- a. Negotiating Styles and Strategies: Trade, Security and Climate Change
- b. India's Engagements in Multilateral Forums: BRICS

UNIT – V

India as an Emerging Power

- a. India in the Changing International Order
- b. Soft power diplomacy

Essential/recommended readings

Unit 1: India's Foreign Policy: As a postcolonial state

1.a. Sources of India's Foreign Policy

Essential Readings

Shahi, D. (2019). *Kautilya and Non-Western IR Theory*. Switzerland: Palgrave Pivot, pp. 95-126.

Rajagopalan, S. (2014). "Grand Strategic Thought" in the Ramayana and Mahabharata. In Kanti Bajpai, Saira Basit and V. Krishnappa (eds.), *India's Grand Strategy: History, Theory, Cases* (1st ed.,) (pp. 31-62). New Delhi: Routledge.

Additional Readings

Jaishankar, S. (2021). *The India Way: Strategies for an Uncertain World*. New Delhi: Harper Collins India, pp. 45-68.

Narlikar, A., & Narlikar, A. (2014). *Bargaining with a Rising India: Lessons from the Mahabharata*. Oxford: OUP, pp. 1-23.

Dixit, J.N. (1998). *Across Borders: Fifty Years of India's Foreign Policy*. New Delhi: Thomson Press, pp. 1-13.

Menon, S. (2021). *India and Asian Geopolitics: The Past, Present*. Penguin Random House. pp. 11-36.

1.b. Theorizing India's Foreign Policy

Essential Readings

Thakur, V. (2012). Indian Foreign Policy. In Bhupinder S. Chimni & Siddharth Mallavarapu (eds.), *International Relations: Perspectives for the Global South* (1st ed., pp. 39-53). New Delhi: Pearson.

Bajpai, K. (2015). Five Approaches to the Study of Indian Foreign Policy. In David M. Malone, C. Raja Mohan, & S. Raghavan (eds.), *The Oxford Handbook of Indian Foreign Policy* (pp. 21-34). Oxford: Oxford University Press.

Additional Readings

Mallavarapu, Siddharth. (2015). Theorizing India's Foreign Relations, in David M. Malone and C. Raja Mohan and S. Raghavan (eds.), *The Oxford Handbook of Indian Foreign Policy*. United Kingdom: Oxford University Press, pp. 35-48.

Chacko, Priya. 2019. Constructivism and Indian Foreign Policy. In Harsh Pant (ed.), *New Directions in India's Foreign Policy: Theory and Praxis* (pp. 48-66). Cambridge University Press.

1.c. Dimensions of India's Foreign Policy: Domestic and International

Essential Readings

Raghavan, P.S. (2020). National Security Determinants of Foreign Policy. In Arvind Gupta & Anil Wadhwa (eds.), *India's Foreign Policy: Surviving in a Turbulent World* (pp. 34-44). New Delhi: Sage Publications.

Bandyopadhyay, J. (2003) *Making of India's Foreign Policy*. New Delhi: Allied Publishers, pp. 29-80.

Additional Readings

Appadorai, A. (1981). *The Domestic Roots of India's Foreign Policy*. New Delhi: OUP, pp. 1-26.

Zajackowski, J. (2014). India's Foreign Policy Following the Cold War Year. In Jacob Zajackowski, Jivanta Schottli, & Manish Thapa (eds.), *India in the Contemporary World: Polity, Economy, and International Relations* (pp.265-308). New Delhi: Routledge.

Sahni, Varun. (2007). India's Foreign Policy: Key drivers. *The South African Journal of International Affairs*,14 (2), 21-35.

1.d. From Non-Alignment to Strategic Engagements in a Multipolar World

Essential Readings

Mishra, K.P. (1981). Towards Understanding Non-alignment. *International Studies*, 20 (1-2), 23-37.

Pant, H.V., & Super, J.M. (2015). India's 'non-alignment' conundrum: a twentieth- century policy in a changing world. *International Affairs*, 91(4), 747-764.

Hall, Ian (2019). *Modi and the Reinvention of Indian Foreign Policy*. Bristol: Bristol University Press, pp. 21-40.

Additional Readings

Kaura, V. (2021). Debating the Relevance of Non-alignment in Indian Diplomacy. *India Quarterly*, 77 (3), 501-506.

Tripathi, S. (2020). *India's Foreign Policy Dilemma over Non-Alignment 2.0*. Mathura Road: Sage Publications, pp. 99-145.

Saran, S. (2015). India's Contemporary Plurilateralism. In David M. Malone, C. Raja Mohan, & S. Raghavan (eds.), *The Oxford Handbook of Indian Foreign Policy* (pp.623-635), Oxford: OUP.

Roy, G. S. (2021). ASEAN in India's Act East Policy. In M. Mayilvaganan (ed.), *ASEAN and India–ASEAN Relations Navigating Shifting Geopolitics*. London: Routledge, pp. 91-106.

Panda, J. P. (2021). India's Indo-Pacific Prism Finding Strategic Autonomy in the Face of Chinese Adventurism. In Brendon J. Cannon & Kei Hakata (eds.), *Indo-Pacific Strategies Navigating Geopolitics at the Dawn of a New Age* (pp.62-80). London: Routledge.

Unit 2: India and the Changing Global Power Equations

2.a. India and the USA

Essential Readings

Tellis, Ashley J. (2013). The Transforming US-Indian Relationship and Its Significance for American Interests. In Kanti P. Bajpai and Harsh V. Pant (eds.), *India's Foreign Policy: A Reader* (pp. 303-320). New Delhi: Oxford University Press.

Pande, Aparna. (2021). Natural Allies. In Shweta Dhaliwal (ed.), *Indo-US Relations: Steering through the Changing World Order* (pp. 10-35) . New York: Routledge.

Additional Readings

Hagerty, D. T. (2016). The Indo-US Entente: Committed Relationship or 'Friends with Benefits'? in Ganguly, Sumit (ed.), *Engaging the World: Indian Foreign Policy Since 1947* (pp. 133-155), New Delhi: Oxford University Press.

Madan, T. (2020). *Fateful Triangle: How China Shaped US-India Relations During the Cold War*. Washington D. C.: Brookings, pp. 1-13; 291-300.

Dhaliwal, S. (2021). Introduction. In Shweta Dhaliwal (ed.), *Indo-US Relations: Steering through the Changing World Order* (pp. 1-9). New York: Routledge.

2.b. India and Russia

Essential Readings

Malhotra, A. (2020). India–Russia Ties: Exploring Convergences and Divergences. In Arvind Gupta & Anil Wadhwa (eds.), *India's Foreign Policy: Surviving in a Turbulent World* (pp. 266-280). New Delhi: Sage Publications.

Upadhyay, A. (2015). India and Russia in Changing World. *Economic and Political Weekly*, 50 (33). <https://www.epw.in/journal/2015/33/commentary/india-and-russia-changing-world.html>

Tellis, A.J. (2022). "What is in Our Interest": India and the Ukraine War. *Carnegie Endowment for International Peace*. <https://carnegieendowment.org/2022/04/25/what-is-in-our-interest-india-and-ukraine-war-pub-86961>

Additional Readings

Menon, R. (2015). India and Russia: The anatomy and Evolution of a Relationship. In David M. Malone, C. Raja Mohan, & S. Raghavan (eds.), *The Oxford Handbook of Indian Foreign Policy* (pp.509-523). Oxford: OUP.

Kapoor, N. (2019). India-Russia ties in a changing world order: In pursuit of a Special Strategic Partnership. *ORF Occasional Paper*. <https://www.orfonline.org/research/india-russia-ties-in-a-changing-world-order-in-pursuit-of-a-special-strategic-partnership-56877/>

Ollapally, Deepa M. (2010). The Evolution of India's Relations with Russia, In Sumit Ganguly (ed.), *India's Foreign Policy: Retrospect and Prospect* (pp. 226-247). New Delhi: Oxford University Press.

Singh, A.I. (1995). India's Relations with Russia and Central Asia. *International Affairs*, 71 (1), pp. 69-81.

2.c. India and China

Essential Readings

Tellis A., & Mirski S. (2013). Introduction. In A. Tellis and S. Mirski (eds.), *Crux of Asia: China, India, and the Emerging Global Order*, Washington: Carnegie Endowment for International Peace, pp. 3-44.

Gokhale, V. (2021). The Road from Galwan: The Future of India-China Relations. *Carnegie Endowment for International Peace*. <https://carnegieindia.org/2021/03/10/road-from-galwan-future-of-india-china-relations-pub-84019>

Additional Readings

Mansingh, S. (2016). Rising China and Emergent India in the Twenty-first century Friends or Rivals? In Kanti P. Bajpai & Harsh V Pant (eds.), *India's Foreign Policy: A Reader* (pp. 281-302). New Delhi: Oxford University Press.

Pardesi, M.S. (2016). India's China Policy. In Sumit Ganguly (ed.), *Engaging the World: India's Foreign Policy Since 1947* (pp.167-189). New Delhi: OUP.

Swaran, S. (2021). COVID-19 and India-China Equations: Examining their Interface in the Indian Ocean Region. *Chinese Studies Journal*, 15, 11-132. [https://jnu.ac.in/Faculty/ssingh/Singh Covid19%20and%20India%20China%20Equations C SJ%20Vol%2015-2021.pdf](https://jnu.ac.in/Faculty/ssingh/Singh%20Covid19%20and%20India%20China%20Equations%20SJ%20Vol%2015-2021.pdf)

Unit 3: India in South Asia: Issues and Challenges

3.a. Land and Boundary, Migration, and Refugee crisis

Essential Readings

Muni, S.D. (2003). Problem Areas in India's Neighbourhood Policy. *South Asian Survey*, 10 (2), 185-196.

Tripathi, D. & Chaturvedi, S. (2020) South Asia: Boundaries, Borders and Beyond, *Journal of Borderlands Studies*, 35(2), 173-181. DOI: 10.1080/08865655.2019.1669483.

Shyam Saran, "Role of Border States in India's Foreign Policy," Speech at IIT Guwahati, 29 March 2016.

Chowdhory, N. Citizenship and Membership: Placing Refugees in India. In Nasir Uddin & Nasreen Chowdhory (eds.), *Deterritorialized Identity and Transborder Movements in South Asia* (pp. 37-54). Singapore: Springer.

Ray Chaudhary, A.B., & Ghosh, A.K. (2021, April) *Trans-Border Migration: Bridging the Gap between State and Human Security*. Observer Research Foundation. <https://www.orfonline.org/research/trans-border-migration-bridging-the-gap-between-state-and-human-security/>

Additional Readings

Dubey, Muchkund. (2016). *Dealing with Neighbours in India's Foreign Policy: Coping with the Changing World*. Hyderabad: Orient Blackswan, pp.64-86.

Das, P. (2014). Issues in the Management of the Indo-Pakistan International border. *Strategic Analysis*, 38 (3), pp.307-324.

Ranjan, A. (2018) *India-Bangladesh Border Dispute: History and LBA Dynamics*. Singapore: Springer, pp. 65-88.

Sekhon, J.S., & Sharma, S. (2019). Involuntary Migration in the Border Belt of Indian Punjab. In Nasir Uddin & Nasreen Chowdhory (eds.), *Deterritorialized Identity and Transborder Movements in South Asia* (pp. 155-176). Singapore: Springer.

Chari, P.R. (2003). Missing Boundaries: Refugees, Migrants, Stateless and Internally Displaced Persons in South Asia: An Overview. In P.R. Chari, Mallika Joseph, & Suba Chandran (eds.), *Missing Boundaries: Refugees, Migrants, Stateless and Internally Displaced Persons in South Asia* (pp. 17-38). New Delhi: Manohar Publishers.

3.b. Debating Regional Strategies: SAARC and BIMSTEC

Essential Readings

Chatterjee, S. (2019). India and the SAARC: Security, Commerce, and Community. In Shibashis Chatterjee, Sumit Ganguly, & E. Sridharan (eds.), *India's Spatial Imaginations of South Asia: Power, Commerce, and Community*. Oxford Scholarship Online. DOI:10.1093/oso/9780199489886.003.0004

Gul, N. (2015). SAARC and the Regional Integration in South Asia. In Rajiv Bhatia, Swaran Singh, & Reena Marwah (eds.), *Transforming South Asia: Imperatives for Action* (pp. 159-174). New Delhi: KW Publishers & Indian Council of World Affairs.

Chakravarty, P. R. (2021). BIMSTEC: India's Foreign Policy Fulcrum. In Aparna Pande (ed.), *Routledge Handbook on South Asian Foreign Policy* (pp.183-201). New York: Routledge. <https://doi.org/10.4324/9780429054808>

Additional Readings

Parida, S.K. (2020). India, SAARC and the Covid-19 Pandemic. *World Affairs*, 24(4), 112-119.

Muni, S.D., & Jetley, R. (2010). SAARC Prospects: The Changing Dimensions. In S.D. Muni (ed.), *Emerging Dimensions of SAARC* (pp. 1-31). New Delhi: Foundation Books.

Seema Narain (2010), SAARC and South Asia Economic Integration. In S.D. Muni (ed.), *Emerging Dimensions of SAARC* (pp. 32-50). New Delhi: Foundation Books.

Omer, H. (2021). Perspective on BIMSTEC in transforming South Asia. In Adhuri Subramanyam Raju & Anasua Basu Ray Chaudhury (eds.), *New Futures for BIMSTEC: Connectivity, Commerce and Security*. New York: Routledge.

Unit 4: Challenges of India's Foreign Policy in the Global Domain (9 Lectures)

4.a. Negotiating Styles and Strategies: Trade, Security and Climate Change

Essential Readings

Trade:

Mehta, S. P., & Chatterjee, B. (2015). India in the International Trading System. In David M. Malone, C. Raja Mohan & S. Raghavan (eds.), *The Oxford Handbook of Indian Foreign Policy* (pp. 636-649). Oxford: Oxford University Press.

Sharma, M. S., & Bhogal, P. (2022). India and Global Trade Governance: A Saga of Missed Opportunities. In Harsh V Pant (ed.), *India and Global Governance: A Rising Power and Its Discontents* (pp. 109-134). New York: Routledge.

Security

Narang, V. (2016). India's Nuclear Weapon Policy. In Sumit Ganguly (ed.), *Engaging the World-India's Foreign Policy Since 1947* (pp. 448-467). New Delhi: OUP.

Biswas, A. (2022). India's Rise in the Global Nuclear Governance Architecture: Principles, Exceptions, and Contradictions. In Harsh V Pant (ed.), *India and Global Governance: A Rising Power and Its Discontents* (pp. 17-27). New York: Routledge.

Climate Change

Dubash, K. N., & Rajamani, L. (2015). Multilateral Diplomacy on Climate Change. In David M. Malone, C. Raja Mohan, & S. Raghavan (eds.) *The Oxford Handbook of Indian Foreign Policy* (pp. 663-677). Oxford: Oxford University Press.

Sengupta, S. (2013). Defending 'Differentiation': India's Foreign Policy on Climate Change from Rio to Copenhagen. In Kanti P. Bajpai & Harsh V Pant (eds.), *India's Foreign Policy: A Reader* (pp. 389-411). New Delhi: Oxford University Press.

Additional Readings

Trade

Narlikar, A. (2021). India's foreign economic policy under Modi: negotiations and narratives in the WTO and beyond. *International Politics*, 59(1), 148-166.

Mukherji, R. (2014). India and Global Economic Governance: From Structural Conflict to Embedded Liberalism. *International Studies Review*, doi: 10.1111/misr.12155

Security

Karnad, B. (2021, October 28). *Nuclear-wise, India is seriously handicapped (by govt!)*. <https://bharatkarnad.com/2021/10/28/nuclear-wise-india-is-seriously-handicapped-by-govt/>

Rajagopalan, R. (2005) *India's Nuclear Doctrine and The Nuclear Danger* New Delhi: Penguin Books India, pp. 67-88.

Sinha, U.K. (2020) Rebalancing Foreign Policy and Non-traditional Security Issues. In Arvind Gupta & Anil Wadhwa (eds.), *India's Foreign Policy: Surviving in a Turbulent World* (pp. 115-130). New Delhi: Sage Publications.

Climate Change

Nachiappan, K. (2019) Agenda-setting from behind: India and the Framework Convention on climate change. *India Review*, 18(5), 552-567.

Negi, A. (2014) India and the Climate Change Regime. In Amitabh Mattoo & Happymon Jacob (eds.), *India and the International System: Theory, Policy and Structure* (pp. 287-307). New Delhi: Australia-India Institute Series in Foreign Policy and International Relations and Manohar Publications.

Raghunandan, D. (2013). Rethinking India's Climate Policy and the Global Negotiations. *Oxfam India*. <https://www.oxfamindia.org/sites/default/files/Raghu%27s%20paper.pdf>

4.b. India's Engagements in Multilateral Forums: BRICS

Essential Readings

Sharma, R. K. (2022). BRICS in India's Vision for Global Governance. In Harsh V Pant (ed.), *India and Global Governance: A Rising Power and Its Discontents* (pp. 135-145). New York: Routledge.

Additional Readings

Sakhuja, V. (2014). BRICS: The Oceanic Connections. *Institute of Peace and Conflict Studies*, available at http://www.ipcs.org/comm_select.php?articleNo=4594

Unit 5: India as an Emerging Power (5 Lectures)

5.a. India in the Changing International Order

Essential Readings

Saran, S. (2017). *How India Sees the World: Kautilya to the 21st Century*. Juggernaut Books. pp. 258-275.

Menon, S. (2021). *India and Asian Geopolitics: The Past, Present*. Penguin Random House. pp.1-10, pp. 340-374.

Additional Readings

Rajgopalan, R., & Sahni, V. (2008). India and the Great Powers: Strategic Imperatives: Normative Necessities. *South Asian Survey*, 15 (1), 5–32.

Kukreja, V. (2017). Dynamics of Change and Continuity in India's Foreign Policy under Modi's Regime in Shantesh K Singh (ed.). *India's Foreign Policy Continuity with Difference Under Modi Government*, pp. 1-16). New Delhi: Manak Publications.

Raja Mohan, C. (2013). Changing Global Order: India's Perspective. In A. Tellis & S. Mirski (Eds.), *Crux of Asia: China, India, and the Emerging Global Order* (pp. 53-62). Washington: Carnegie Endowment for International Peace.

5.b. Soft power diplomacy

Essential Readings

Kugiel, P. (2012). India's Soft Power in South Asia. *International Studies*, 49 (3-4), 351-376.

Paul, T.V. (2014). Indian Soft Power in a Globalizing World. *Current History*, 113(762), 157-162.

Mazumdar, A. (2018). India's Soft Power Diplomacy under the Modi Administration: Buddhism, Diaspora, and Yoga. *Asian Affairs*, 49 (3), 468-49.

Additional Readings

Gupta, A.K. (2008). Commentary on India's Soft Power and Diaspora. *International Journal on World Peace*, 25(3), 61-68.

Sikri, Veena (2020). Strategizing Soft Power Projection. In Arvind Gupta & Anil Wadhwa (ed.), *India's Foreign Policy: Surviving in a Turbulent World* (pp. 45-61). New Delhi: Sage Publications.

Pathak, V. (2018). Indian Diaspora: A Strategic Asset for Indian Foreign Policy in the 21st Century. In Sangit K. Ragi (ed.), *Imagining India as a Global Power: Prospects and Challenges* (pp. 223-226). Oxon and New York: Routledge.

Reference Books/Literature

- Malone, D. M. , & Raja Mohan, C. and Raghavan, S. (2015). *The Oxford Handbook of Indian Foreign Policy*. United Kingdom: Oxford University Press.
- Ganguly, S. (2016). *Engaging the World-Indian Foreign Policy since 1947*. New Delhi: Oxford University Press.
- Ragi, S. K. (2018). *Imagining India as a Global Power: Prospects and Challenges*. New York: Routledge.
- Malone, David M. (2011). *Does the Elephant Dance? Contemporary Indian Foreign Policy*, New Delhi: Oxford University Press.
- Sikri, R. (2007). *Challenge & Strategy in Rethinking India's Foreign Policy*. Sage Publications.
- Khilani, S., Mehta, R.K., Mehta, P. B. (eds.). (2012). *Non-Alignment 2.0*. <https://cprindia.org/wp-content/uploads/2021/12/NonAlignment-2.pdf>.
- Dubey, M. (2015). *India's Foreign Policy: Coping with the Changing World*. Hyderabad: Orient BlackSwan.
- Ganguly, S. (2019). *Indian Foreign Policy: Oxford India Short Introductions*. Oxford University Press.
- Gupta, A. (2018) *How India manages its National Security*. Penguin Random House.
- Cohen, S. (2002) *India: Emerging Power*. Brookings Institution Press.
- Hall, I.(ed.). (2014). *The Engagement of India: Strategies and Responses*. Washington DC: Georgetown University Press.
- Dutt, V.P. (1984) *India's Foreign Policy*. New Delhi: Vikas Publishing House.
- Pande, A. (2020) *India's Marathon: Reshaping the Post-Pandemic World Order*. Takshashila Institution.
- Pande, A. (2017). *From Chanakya to Modi: Evolution of India's Foreign Policy*. New Delhi: HarperCollins Publishers.

हिंदी में किताबें और लेख

- गांगुली, सुमित (2018) भारत की विदेश नीति : पुनरावलोकन एवं संभावनाएं , अनुवादक: अभिषेक चौधरी, नई दिल्ली : ऑक्सफोर्ड यूनिवर्सिटी प्रेस।
- सीकरी, राजीव (2009) भारत की विदेश नीति : चुनौती और राजनीति। नई दिल्ली : सेज भाषा।
- अरोड़ा, लिपाक्षी, खन्ना, वी.एन., कुमार लेस्ली के. (2019). भारत की विदेश नीति। नई दिल्ली : विकास प्रकाशन।
- दीक्षित, जे.एन. (2020) भारतीय विदेश नीति। नई दिल्ली : प्रभात प्रकाशन।
- मिश्रा, राजेश (2018) भारतीय विदेश नीति : भुमंडलीकरण के दौर में। नई दिल्ली : ओरिएंट ब्लैकस्वान।
- पंत, हर्ष (2022) इस संकट में चीन के हाथों रूस को खो न दें हम!
<https://www.orfonline.org/hindi/research/ukraine-crisis-russia-at-the-hands-of-china-in-this-crisis/>
- सरन, समीर (2022) 75 वर्ष का भारत : नैतिकता, अर्थव्यवस्था और मिसाल।
<https://www.orfonline.org/hindi/research/india-75-ethic-economy-and-exemplar/>
- आर. एस . यादव (2013), भारत की विदेश नीति। नई दिल्ली : पियर्सन एजुकेशन।
- पुष्पेश पन्त (2010), भारत की विदेश नीति। नई दिल्ली : मैकग्राहिल एजुकेशन।
- दत्त, वी.पी. (2015), बदलते दुनिया में भारत की विदेश नीति (1987 से 2008 तक)। दिल्ली : हिंदी माध्यम निदेशालय, दिल्ली विश्वविद्यालय।
- यादव, आर.एस. (2013) भारत की विदेश नीति। दिल्ली : पियर्सन।

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

DISCIPLINE SPECIFIC ELECTIVE COURSE – 11: Research Methods in Politics

NOTE: 'Research Methodology' is offered as one of the DSE courses in VI and VII Semesters. Students can opt for it either in VI semester or VII semester

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Research Methods in Politics DSE-11	4	3	1	-	Passed Class XII	Nil

Learning Objectives

The course would serve as the first formal introduction to the basics of social science research in the specific context of the discipline of Political Science. As an elementary course to introduce the students to the fundamentals of research in the study of politics, the purpose of the course is twofold - first, to familiarise students with the different methodologies to study the discipline of politics; second, to walk them through the application of these methods through selected texts. By the time this course is offered, the students would be familiar with the salient analytical frameworks and arguments in the discipline. This course offers the students the opportunity to understand the methods by which these frameworks were arrived, the tools that were used to make them comprehensible, and the debates that the arguments spawned. The course is divided into three parts. The first will introduce the student to some key debates. The second takes them through the praxis of research by asking elementary questions such as, how to conceptualize a research problem, how to formulate research questions, etc. The third aims to introduce them to specific methodologies by using the strategy of reading a well-known work to discern the method used accompanied by an article that reflects upon that method.

Learning outcomes

On successful completion of the course, students would demonstrate:

- Preliminary training in basic elements of social science research
- Familiarity with how to conceptualize a research problem
- Familiarity with diverse methodologies used in the study of politics
- Skills to identify and understand the use of specific methodologies in a text

SYLLABUS OF DSE-11

UNIT – I

Introduction

- a. Human Enquiry and Social Science Research
- b. What is political inquiry? Why do we need it?
- c. Issues of objectivity and Interpretation in political enquiry
- d. Epistemological Debate- Quantitative and Qualitative analysis

UNIT – II

Conceptualizing Research

- a. Review of Literature
- b. Formulation of a research problem
- c. Framing research questions
- d. Sources and citations

UNIT – III

Methods in the study of politics and their application?

- a. Empirical
- b. Discourse Analysis
- c. Archival
- d. Ethnography

Essential/recommended readings

I. Introduction

G. King, R. Keohane, and S. Verba (1994) *Designing Social Inquiry: Scientific Inference in Qualitative Research*, Princeton, New Jersey: Princeton University Press, pp. 1-12.

A. MacIntyre (1971) 'Is the Science of Comparative Politics possible?', in *Against the Self Images of Age, Essays on Ideology and Philosophy*, London: Schocken Books, pp.8-26.

E Babbie (2008) Human Enquiry and Science, in *The Basics of Social Research*(4th Edn.), Thomson Wordsworth pp. 3-29.

H. Sandra and O. Heath (2020), Objectivity and Values, in *Political Research: Methods and Practical Skills (revised edition)*, Oxford: Oxford University Press, pp. 64-91.

A Bryman (1984), The Debate about Qualitative and Quantitative Research. A Question of Methods or Epistemology, *The British Journal of Sociology*, Vol. 35 , Issue 1, pp. 75- 92.

L. Rudolph and S. Rudolph (2010) 'An Intellectual History of the Study of Indian Politics', in N.Jayal and P. Mehta, *The Oxford Companion to Politics in India*, New Delhi: Oxford University Press, pp.555-586.

Sudipta Kaviraj (1978), 'How not to study method?', in S. Kaviraj, P. Chatterjee, S. K. Chaube, S. Datta Gupta eds., *The State of Political Theory: Some Marxist Essays*, Calcutta: Research India Publications, Calcutta, pp.1-33

D Vaid (2013), Perspectives on Methods in Political Science. *Studies in Indian Politics*, Vol 1(1), pp. 103-107.

2. Conceptualizing Research

Bala J (2020), An Overview of Longitudinal Research Designs in Social Sciences. *Studies in Indian Politics*, Vol. 8(1), pp. 105-114.

E Babbie (2008) Research Design, in *The Basics of Social Research* (4th Edn.), Thomson Wordsworth, pp. 94- 128.

H. Sandra and O. Heath (2020) Asking Questions: How to Find and Formulate Research Questions, in *Political Research: Methods and Practical Skills* (revised edition), Oxford: Oxford University Press, pp. 93-122.

M Mohanty, Preparing a Research Proposal, available at <http://www.polscience.du.ac.in/web4/uploads/PDF/academics/PhD/Preparing%20a%20Research%20Proposal%20Manoranjan%20Mohanty.pdf>

3. Methods in the study of politics and their application

Empirical

A. Datta and D Vaid (2018). Mind the Gap?: Navigating the Quantitative and the Qualitative in Survey Research. *Studies in Indian Politics*, Vol 6(1), pp. 140-145.

S. Kumar, & P. Rai (2013) *Measuring Voting Behaviour in India*, New Delhi: Sage Publications, pp.1-12.

FR Jensenius, G Verniers (2017) Studying Indian Politics with Large-scale Data: Indian Election Data 1961–Today. *Studies in Indian Politics*, Vol 5(2), pp. 269-275

N Ummareddy, and A. Alam. (2021) What Do Preambles Do? A Study of Constitutional Intent and Reality. *Studies in Indian Politics*. Vol 9 (2), pp. 221-238.

Discourse Analysis

J. Gee (2010) *An Introduction to Discourse Analysis: Theory and Method*, London: Routledge, pp.2-10.

H. Sandra and O. Heath (2020), Textual Analysis, in *Political Research: Methods and Practical Skills* (revised edition), Oxford: OxfordUniversity Press, pp. 364-392.

A Phadnis and A. Kashyap. (2019), The Politics of Historical Personalities: Textual Analysis of Speeches by the Indian Prime Ministers, *Working Paper at IIM Indore*, WP/02/2018 19/HSS

Archival

K. Paul, G. Gray, and L. Melvin (eds.) (2009) 'Introduction', in *An American Political Archives Reader*, Maryland: The Scarecrow Press.

S. Hazareesingh and K. Nabulsi (2008) 'Using Archival Data to Theorise about Politics', in David Leopold and Mark Stears (eds.), *Political Theory: Methods and Approaches* Oxford: Oxford University Press, pp. 150-170.

Ethnography

H. Sandra & O. Heath (2012) *Political Research: Methods and Practical Skills*, Oxford: OxfordUniversity Press, pp. 287-304.

Y. Yadav (2020), 'On Ethnography: What Work Does "Fieldwork" Do in the Field of Elections', in Y. Yadav ed. *Making Sense of Indian Democracy*, Ranikhet: Permanent Black, pp. 300-324.

S Kumar (2014) The Promise of Ethnography for the Study of Politics. *Studies in Indian Politics*, Vol 2(2), pp. 237-242

Additional Reading:

D. Easton (1969) 'The New Revolution in Political Science', in *The American Political Science Review*, Vol. LXIII (4), pp.1051-1061.

S. Wolin (1969) 'Political Theory as a Vocation', in *The American Political Science Review*, Vol.LXIII (4), pp.1062-82.

D. Marsh and G. Stoker (2010) *Theory and Methods in Political Science*, 3rd Edition, Palgrave Macmillan.

D. E. McNabb (2009), *Research Methods for Political Science: Quantitative and Qualitative Methods*, Armonk: M.E. Sharpe [Eastern Economy Edition]

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

General Elective Course- 6.5 (GE-6.5): E-Filing of Returns

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
E-Filing of Returns GE-6.5	4	2	0	2	Pass in Class XII	NIL

Learning Objectives

The course aims to equip students with the practical skills required for filing of returns under Income Tax Laws.

Learning Outcomes

After completing of the course, learners will be able to:

1. Examine the basic concepts of income tax applicable to an individual assessee.
2. Explain the provisions when business or professional income is computed on estimated basis.
3. Demonstrate e filing of return.
4. Analyse the provisions of TDS.
5. Demonstrate e filing of TDS returns.

SYLLABUS OF GE-6.5

Unit 1: Income tax: An overview (5 hours)

Incomes taxable under different heads, deductions available from gross total income, computation of total income and tax liability of individuals, PAN and due date of filing of income tax return; Provisions related to advance payment of tax; New tax regime for individuals; Reliefs for an individual.

Unit 2: Maintenance of accounts, audit, and taxation on presumptive basis (7 hours)

Provisions of maintenance of accounts by certain persons carrying on profession or business [Sec.44AA]; Provisions of audit of accounts of certain persons carrying on business or profession [Sec.44AB]; Special provision for computing profits and gains of business on presumptive basis [Sec.44AD]; Special provision for computing profits and gains of profession on presumptive basis [Sec.44ADA]; Special provision for computing profits and gains of business of plying, hiring or leasing goods carriages [Sec. 44AE].

Unit 3: e-Filing: Conceptual framework and filing of Income Tax Returns (9 hours)

Meaning and merits of e-Filing; Filing of income tax returns in ITR-1, ITR-2, ITR-3, ITR-4, ITR-5 and ITR-U.

Unit 4: Tax Deducted at Source

Provisions relating to TDS; Schedule for deposit of TDS; Schedule for submission of TDS returns; Exemption from TDS: Form 13, 15G and 15H; Form 16, AIS.

Unit 5: e-Filing of TDS returns

Prescribed forms for filing of TDS returns; Practical workshop on e-filing of TDS returns [Form 24Q and Form 26Q].

Practical Exercises (60 hours):

The learners are required to:

1. Discuss basic concepts of Income taxable under Income-tax Act, 1961 from the official website of Government of India.
 - a. Explain relevant provisions to understand basic concepts of income tax applicable to an individual assessee.
 - b. Give hands-on simulating exercise relating to due dates and advance payment of income tax.
2. Refer to the Finance Act to know about the amendments done in various provisions of the Income-tax Act, 1961.
3. Explain the process of e-filing by showing the video e-filing 2.0 guided tour on the official website of Income Tax department, Government of India.
4. Do hands-on training to furnish Income Tax Return (ITR) on the official e-filing website of the Government of India i.e., www.incometax.gov.in.
5. Do hands-on training to furnish TDS returns at <https://www.incometax.gov.in/iec/foportal/>
6. Demonstrate e filing of TDS returns.

Suggested Readings:

- Ahuja, G., & Gupta, R. (2021). *Systematic approach to income tax*. Delhi, India: Flair Publications Pvt.Ltd.
- Das, A. N., & Agnihotri, M. (2022). *Computerised Accounting and E-Filing of Tax Returns*. Kolkata, India: Tee Dee Publications.

- Lodha, R. (2022). *Computerised Accounting and E-Filing of Tax Returns*. Kolkata, India: Lawpoint Publications.
- Mittal, N. (2022). *Concept building approach to income tax law & practice*. Delhi, India: Cengage Learning India Pvt. Ltd.
- Panwar, V. & Mahajan, J. (2023). *Introduction to E-Filing of Returns (with practical workshops using Java and Excel utilities)*. Delhi, India: Scholar Tech Publication.
- Singhanian, V. K., & Singhanian, M. (2021). *Students' guide to income tax*. University ed.. Delhi, India: Taxmann Publications Private Limited.

Additional Resources:

- Income-tax Act, 1961
- www.incometaxindia.gov.in

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

GENERIC ELECTIVES (GE-14) LIFE AND LITERATURE

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-15 Life & Literature	4	3	1	0	Passed Class XII	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To study the ways in which art and literature is understood by engaging with aspects of form, taste and feeling.
- To analyze and understand the social and practical dimensions of aesthetics.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to appreciate of the ways in which different cultural modes of aesthetic function.
- Students will be able to critically study of life, art and literature in students.

SYLLABUS OF GE-15

UNIT – I

1. Albom, Mich. *Tuesdays with Morrie*. Doubleday, 1997.

UNIT – II

2. Bandyopadhyay, Bibhutibhushan. *Pather Panchali* (1929) trans. *The Song of the Road*. Penguin Modern Classics, 2019.

UNIT – III

3. Murthy, Sudha. *Wise and Otherwise*. Penguin Random House, 2002.

Practical component (if any) - NIL

Essential/recommended readings- as listed in the units

Suggestive readings:

1. Berne, Eric. *Games People Play: The Psychology of Human Relationships*. United States: Grove Press, 1964.

2. Kalam, A.P.J. Abdul. *My Journey: Transforming Dreams into Actions*. India: Rupa Publications India, 2013.

3. Richard Bach: *Jonathan Livingston Seagull*. 1970

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

Generic Elective (GE-21): Law and Development

Semester	Course title & Code	Credits	Duration (per week)			Eligibility Criteria	Prerequisite
			Lecture	Tutorial	Practical/ Practice		
IV/VI/VIII	Law and Development – ECON071	4	3	1	0	Class 12th	ECON001/ECON025

Course Objectives:

- Law is widely thought of a prerequisite to economic development. The course focuses on how property rights play a central role in economic development and individuals invest if they can reap the future benefits of their investments as well formation of assets with collateral.
- The course deals with the questions, where property rights come from, how they are made and evolve, why, by whom and in what manner attributes of property rights are grafted onto different objects, claims, or assets.
- More specifically, the course covers key areas such as property rights, business transactions, and industrial promotion, with guidance for pro-development legislation in each.

Course learning outcomes:

- The students will acquire understanding the efficacy of laws and institutions in the modern economies for property rights and debt that helped equity and transparency for economic development.
- The students will learn the facility in comparative law, approaches to legal institutionalism, and law and political economy.

Content (unit-wise):

Unit 1 : Introduction

The Importance of Laws and institutions for Economic Development

Unit 2 : Property Rights and Economic Development

Property rights and their role in resource allocation (Market and non-market mechanism for land transfer); Intellectual Property Rights (IPRs) Patents, Copyright and Trademarks. Cost and benefits of private IPRs; Individual rights vs common good

Unit 3 : Legal Frameworks for Business Transactions and Economic Development

Economics of Contract Law Legal contract; Role of Contracts for functioning of markets; Incomplete contracts; Efficient contracts; Damages measures and their efficiency properties.

Unit 4 : Law and Industrial Promotion as Tools for Economic Development

Anti-trust laws, Competition Policy; Legal Process: Litigation – its causes and consequences; Benefits of legal certainty

• Suggested Readings:

- Lee, Yong-Shik (2017) "General Theory of Law and Development," Cornell

International Law Journal: Vol. 50 : No. 3 , Article 2. Available at:
<https://scholarship.law.cornell.edu/cilj/vol50/iss3/2>

- Cooter, Robert and Thomas Ulen, Law and Economics, Sixth Edition, Addison Wesley 2013, ISBN 9780132540650. Free here Law and Economics, 6th edition (jku.at)
- Lee, Y.S., Call for a New Analytical Model for Law and Development (September 16, 2016). Law and Development Review, Vol. 8, No. 2 (June 2015), 1-67, Available at SSRN: <https://ssrn.com/abstract=2839943>
- Lee, Y.S.; General Theory of Law and Development; <https://ww3.lawschool.cornell.edu/research/Ifinal.pdf>
- Trubek, D. M., & Santos, A. (Eds.). (2006). The new law and economic development: a critical appraisal. Cambridge University Press.
- Dam, K. W. (2007). The law-growth nexus: The rule of law and economic development. Brookings Institution Press.

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

GENERIC ELECTIVES (GE-2): Gender in Modern World

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Gender in Modern World	4	3	1	0	12 th Pass	NIL

Learning Objectives

The course seeks to introduce students to the location of gender in the historical pasts of the modern world. It focusses on different regions and locations, and analyses complexities of historical issues involving women's representation, mass movement and gendered mobilization.

Learning outcomes

After the completion of the course the students would be able to

- Understanding larger histories of patriarchy and feminism
- Analyse gender realities in international contexts
- Discuss issues of gender in world history in comparative frames
- Delineate women's movements across different regions of the world

SYLLABUS OF GE-2

Unit I: Historicizing Gender: Patriarchy, Matriarchy and Feminism

Unit II: Gender in the French Revolution: Women's participation; iconography

Unit III: Liberal Democratic Women's movements: Case Studies- Britain/ USA/South Africa

Unit IV: Women in the Socialist, Communist & Other Political Mobilization-Russian Revolution/ Chinese Revolution/ West Asia

Practical component (if any) - NIL

Essential/recommended readings

Unit I. The unit aims to make students conversant with the conceptual issues around Gender with a special focus on patriarchy and feminism.

- Bock, Gisela. (1989). "Women's History and Gender History: Aspects of an International Debate". *Gender and History*, Vol. 1, no.1, pp. 7-30.
- Learner, Gerda. (1987). *The Creation of Patriarchy*. New York and Oxford: OUP. (Chapters 1 and 10).
- Michelet, Juliet and Ann Oakley. (Eds.). (1986). *What is Feminism?* London: Pantheon books. (Introduction).
- Smith, Bonnie G. (Ed.). (2008). *Encyclopedia of Women in World History*. New York: Oxford University Press [IV Volumes relevant sections].
- Weisner-Hanks, Merry. (2007). "World History and the History of Women, Gender, and Sexuality". *Journal of World History* vol. 18 no.1, pp. 53-67.
- Millet, Kate. (2000). *Sexual Politics*. Urbana and Chicago: University of Illinois Press. pp. 23-58.

Unit II. The focus in the unit is on the significant role played by women in the French Revolution and how the French political paintings of the time reflected a growing image of the revolution from a gendered perspective.

- Graham, Ruth. (1984). "Loaves and Liberty: Women in the French Revolution". in
- Bridenthal Renate and Claudia Koonz (Eds.). *Becoming Visible: Women in European History*. New York: Monthly Review Press, pp. 236-54.
- Juneja, Monica. (1996). "Imaging the Revolution: Gender and Iconography in French Political Prints". *Studies in History* vol. 12 no.1, pp. 1-65.

Unit III. The unit elucidates the trajectory of women's movement across different countries in 19th and 20th century such as Britain/ USA/South Africa. It bears testimony to developing women's consciousness in the realm of suffrage movement, rights, and law.

- Harrison, Patricia Greenwood. (2000). *Connecting Links: The British and American*
- *Women's suffrage movements, 1900-1914*. Westport, CT: Greenwood Press. (Introduction)
- Wingerden, Sophia A. (1999). *The Women's Suffrage Movement in Britain, 1866-1928*. New York: St. Martin's Press. Chapter 4, pp. 70-95.
- DuBois, Ellen Carol. (1999). *Feminism and Suffrage: The Emergence of an Independent Women's movement in America 1848-1869*. Ithaca: Cornell University Press. (Introduction)
- Lodge, Tom. (1983). *Black Politics in South Africa since 1945*. New York: Longman Group Limited. Chapter-6, pp. 139-152.

Unit IV. The focal point in the unit is to analyze the question of Gender in the Russian Revolution or the Chinese revolution or West Asia. Questions of women's agency, participation and mobilization will be discussed.

- Rosenthal, Bernice Glatzer. (1984). "Love on the Tractor: Women in the Russian Revolution and After". In Bridenthal Renate and Claudia Koonz (Eds.), *Becoming*

Visible: Women in European History. New York: Monthly Review Press, pp. 370-399.

- Gilmartin, Christina. (1995). *Engendering the Chinese Revolution: Radical Women, Communist Politics and Mass Movements in the 1920s*. Berkeley: University of California Press. Chapter 3 & 7, pp. 71-95 & 174-200.
- Mernissi, F. (1987). *Beyond the Veil: Male-Female Dynamics in Modern Muslim Society*. Bloomington: Indiana University Press. Chapter 1 & 2, pp. 56-116.
- Moghadam, V. M. (2003). "Islamist Movements and Women's Responses". In Valentine Modghadam, *Modernizing Women: Gender and Social Change in the Middle East*. London: Lynn Rienner, pp. 151-92.

Suggestive readings -

- Bose, R.B. (1995). "Feminism, Women and the French Revolution". *Historical Reflections/Reflexions Historiques*. Vol. 21, No. 1. pp. 187-205. Berghahn Books.
- Landes, Joan, B. *Women and the Public Sphere in the Age of the French Revolution*.
- Morgan, Sue. (2006). "Introduction: Writing Feminist History: Theoretical Debates and Critical Practices". In Sue Morgan. (eds.). *The Feminist History Reader*. Routledge, pp. 1- 47.
- Scott, Joan W. (1986). "Gender: A Useful Category of Historical Analysis". *The American Historical Review*, vol, 91. No. 5, pp. 1053-75.
- Melzer, Sara E. and Leslie W. Rabine. (1992). "Introduction". In Sara E. Melzer and Leslie
- W. Rabine. (eds.) *Rebel Daughters: Women and the French Revolution*. New York: Oxford University Press, pp. 3-11.
- Tilghman, Carolyn. (2011). "Staging Suffrage: Women, Politics and The Edwardian Theatre". *Comparative Drama*, vol. 45, no. 4, pp. 339-60.

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

**COMMON POOL OF GENERIC ELECTIVES (GE) Semester-VI COURSES OFFERED
BY DEPARTMENT OF MATHEMATICS**

Category-IV

GENERIC ELECTIVES (GE-6(i)): INTRODUCTION TO MATHEMATICAL MODELING

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Introduction to Mathematical Modeling	4	3	0	1	Class XII pass with Mathematics	GE-3(i): Differential Equations

Learning Objectives: The main objective of this course is to introduce:

- Compartmental models and real-life case studies through differential equations, their applications and mathematical modeling.
- Choosing the most appropriate model from competing types that have been fitted.
- Fitting a selected model type or types to the data and making predictions from the collected data.

Learning Outcomes: The course will enable the students to:

- Learn basics of differential equations and compartmental models.
- Formulate differential equations for various mathematical models.
- Construct normal equation of best fit and predict the future values.

SYLLABUS OF GE-6(i)

UNIT-I: Compartmental Models

Compartmental diagram and balance law; Exponential decay, radioactive dating, and lake pollution models; Case study: Lake Burley Griffin; Drug assimilation into the blood; Case study: Dull, dizzy or dead; Exponential growth, Density-dependent growth, Equilibrium solutions and stability of logistic equation, Limited growth with harvesting.

UNIT-II: Interacting Population Models and Phase-plane Analysis

SIR model for influenza, Predator-prey model, Ecosystem model of competing species, and model of a battle.

UNIT-III: Analytic methods of model fitting and Simulation

Fitting models to data graphically; Chebyshev approximation criterion, Least-square criterion: Straight line, parabolic, power curve; Transformed least-square fit, Choosing a best model. Monte Carlo simulation modeling: Simulating deterministic behavior (area under a curve, volume under a surface); Generating random numbers: middle-square method, linear congruence; Simulating probabilistic behavior.

Essential Readings

1. Barnes, Belinda & Fulford, Glenn R. (2015). *Mathematical Modelling with Case Studies, Using Maple and MATLAB* (3rd ed.). CRC Press, Taylor & Francis Group.
2. Giordano, Frank R., Fox, William P., & Horton, Steven B. (2014). *A First Course in Mathematical Modeling* (5th ed.). CENGAGE Learning India.

Suggestive Readings

- Albright, Brian, & Fox, William P. (2020). *Mathematical Modeling with Excel* (2nd ed.). CRC Press, Taylor & Francis Group.
- Edwards, C. Henry, Penney, David E., & Calvis, David T. (2015). *Differential Equations and Boundary Value Problems: Computing and Modeling* (5th ed.). Pearson.

Practical (30 hours)- Practical / Lab work to be performed in Computer Lab: Modeling of the following problems using Mathematica/MATLAB/Maple/Maxima/Scilab etc.

1. Plotting the solution and describe the physical interpretation of the Mathematical Models mentioned below:
 - a. Exponential decay and growth model.
 - b. Lake pollution model (with constant/seasonal flow and pollution concentration).
 - c. Case of single cold pill and a course of cold pills.
 - d. Limited growth of population (with and without harvesting).
 - e. Predatory-prey model (basic volterra model, with density dependence, effect of DDT, two prey one predator).
 - f. Epidemic model of influenza (basic epidemic model, contagious for life, disease with carriers).
 - g. Ecosystem model of competing species
 - h. Battle model
2. Random number generation and then use it to simulate area under a curve and volume under a surface.
3. Write a computer program that finds the least-squares estimates of the coefficients in the following models.
 - a. $y = a x^2 + b x + c$
 - b. $y = a x^n$
4. Write a computer program that uses Equations (3.4) in [3] and the appropriate transformed data to estimate the parameters of the following models.
 - a. $y = b x^n$
 - b. $y = b e^{a x}$
 - c. $y = a \ln x + b$
 - d. $y = a x^2$
 - e. $y = a x^3$.

GENERIC ELECTIVES (GE-9) INTRODUCTION TO INTERNATIONAL BUSINESS

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course	Department offering the course
		Lecture	Tutorial	Practical/Practic e			
Introduction to International Business (GE 9)	4	3	1	0	Class XII	Concepts of Marketing	Management Studies

Learning Objectives

- This course would introduce learners to international business and marketing environment
- Create awareness about emerging issues such as international expansion, outsourcing and sustainable development in the context of international business.

Learning Outcomes

On successful completion of the course the learner will be able to:

- Interpret the processes of globalization and their impact on growth of international business.
- Inspect the changing dynamics of the diverse international business environment.
- Question the theoretical dimensions of international trade as well as the intervention measures adopted.
- Illustrate the forms of foreign direct investment and analyse benefits and costs of FDI.
- Reproduce awareness about emerging issues in international business such as outsourcing and sustainable development.

SYLLABUS OF GE 9

Unit 1: Introduction to International Business

Globalization – concept, significance and impact on international business; international business contrasted with domestic business; complexities of international business; internationalization stages and orientations; modes of entry into international businesses.

Unit 2: International Trade

Theories of international trade – Theory of Absolute Advantage theory, Theory of Comparative Advantage, Factory Proportions theory and Leontief paradox, Product Life Cycle theory, Theory of National Competitive Advantage; Instruments of trade control.

Unit 3: International Business Environment

Role of political and legal systems in international business; cultural environment of international business; implications of economic environment for international business. International Economic

Organisations: WTO- functions, structure and scope; World Bank and IMF.

Unit 4: International Finance and Contemporary Issues

Types of FDI - Greenfield investment, Mergers & Acquisition, strategic alliances; benefits and drawbacks of FDI. Overview of Exchange Rate systems. Contemporary issues in international business: Outsourcing and its potential for India; international business and sustainable development.

Essential/recommended readings (latest edition of readings to be used)

1. Bennett, R. (2006). *International Business*. (1st edition). Pearson.
2. Cavusgil, T., Knight, G. and Riesenberger, J. (2007). *International Business: Strategy, Management and the New Realities*. (1st edition). Pearson India.
3. Hill, C.W.L and Jain, A.K. (2011). *International Business*. (1st edition). Tata McGraw Hill.

Suggestive readings (latest edition of readings to be used)

1. Salwan, P., Daniels, J.D., Radenbaugh, L.H. and Sullivan, D.P. (2016). *International Business*. (15th edition). Pearson Education.
2. Griffin, R.W. and Pustay, M.W. (2018). *International Business: A Managerial Perspective*. (4th edition). Prentice Hall.
3. Menipaz, E., Menipaz A. and Tripathi S.S. (2011). *International Business: Theory and Practice*. (1st edition). Sage Publications India Pvt. Ltd.

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

Skill Enhancement Course (SEC)

Commerce : Finance for Everyone

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
	2	1		1		

Learning Objectives

The Learning Objectives of this course are as follows:

- To offer an integrated approach to the understanding of concepts and applications of financial planning.
- To help the students in their financial planning.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the importance of financial literacy and the institutions providing financial services.
- After studying this course, students will be able to prepare a financial plan, budget and manage personal finances.
- After studying this course, students will be able to open, avail and manage services offered by banks.
- After studying this course, students will be able to open, avail and manage services offered by post offices.
- After studying this course, students will be able to plan for life insurance and property insurance.
- After studying this course, students will be able to choose instruments for investment in shares.

SYLLABUS OF SEC-29

Unit 1: Introduction, Financial Planning and Budgeting

Meaning, importance and scope of financial literacy; Prerequisites of financial literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, post offices, mobile app based services. Need of availing of financial services from banks, insurance companies and postal services. Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Avenues for savings from surplus, Sources for meeting the deficit.

Unit 2: Banking Services

Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; pan card, address proof, KYC norm; Various types of loans – education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge, Agricultural and related interest rates offered by various nationalized banks; Cashless banking, e-banking, check counterfeit currency; CIBIL, ATM, net banking, RTGS, NEFT, IMPS, electronic clearance services (ECS), debit and credit card, app based payment system, bank draft and pay order; banking complaints and ombudsman.

Unit 3: Financial Services from India Post Office

Post office savings schemes: savings bank, recurring deposit, term deposit, monthly income scheme, kisan vikas patra, NSC, PPF, senior citizen savings scheme , sukanya samriddhi yojana ; india post payments bank. money transfer: money order, e-money order. instant money order, collaboration with the western union financial services; mo videsh, international money transfer service, money gram international money transfer, indian postal order.

Unit 4: Insurance Services

Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies. Property insurance policies. Post office life insurance schemes: postal life insurance and rural postal life insurance.

Unit 5: Stock Markets – Some Basic Concepts

Terms used in stock markets: SENSEX, NIFTY, primary markets, secondary markets, initial public offering(IPO), follow-on public offering (FPO), offer for sale (OFS), block deal, equity shares, preference shares, debentures, bonus shares, stock split, dividend, buyback, DEMAT

account, trading account, delivery instruction slip (DI Slips), blue chips, defensive stocks, face value, market value, market capitalisation, pre-opening session, trading session, opening price, closing price, business days, bull, bear, bull market, bear market, risk, stop loss, derivatives, call option, put option, hedge, holding period; Tax on short term capital gains and long-term capital gains, Mutual Fund and its various schemes.

Practical Exercises:

The learners are required to:

- visit banks, post offices, and insurance companies to collect information and required documents related to the services offered by these institutions and to know the procedure for availing of these services.
- carry out the comparative analysis of different types of life insurance policies.
- carry out the comparative analysis of different types of health insurance policies.
- prepare a personal and family budget for one/six/ twelve months on imaginary figures.

Suggested Readings:

- Avadhani, V. A. "Investment Management" Himalaya Publishing House Pvt. Ltd., Mumbai.
- Batra, J.K., Accounting and Finance for Non-finance Managers, Sage Textbook
- Chandra, P. "Investment Game: How to Win" Tata McGraw Hill Education, New Delhi.
- Kothari, R. "Financial Services in India-Concept and Application" Sage Publications India Pvt. Ltd., New Delhi.
- Milling, B. E. "The Basics of Finance: Financial Tools for Non-Financial Managers" Universe Company, Indiana,
- Mitra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. "Financial Planning" Sage Publications India Pvt. Ltd., New Delhi.
- Zokaityte, A. "Financial Literacy Education" Palgrave Macmillan, London.

Note: Learners are advised to use the latest edition of readings.

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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

All UG Courses
Skill Enhancement Course (SEC)

English : Communication in Everyday Life

Credits: 2

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Communication in Everyday Life	2	0	0	2	Class XII	NA

Learning Objectives

The Learning Objectives of this course are as follows:

- To lay down a basic foundation for basic communication that is a part of a student's everyday life.
- To inculcate the fundamentals of communication with the aim to enhance listening, speaking and writing skills.
- To hone practical skills that can be used in day-to-day affairs.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve mediation skills.
- After studying this course, students will be able to building human relationships.
- After studying this course, students will be able to foster societal understanding & develop an independent perspective.
- After studying this course, students will be able to enhance social communication skills of students.

SYLLABUS

Course Contents:

UNIT 1

Theory of Communication

- Meaning, Features, Uses, Cycle, Feedback, Advantages
- Barriers
- 7 C's of Communication

UNIT 2

Listening Skills

- Netiquettes
- Audio-book Listening & Discussions
- Note-taking

UNIT 3

Speaking Skills

- Oral Presentation- Audio-Visual aids, Audience & Feedback, Delivery of Presentation, Handling Questions
- Group Discussion- Culture & History, Current Affairs, Society-related
- Public Speaking- Public Speech, Extempore

- Interview- Personal, Conversational, Public

UNIT 4

Reading Skills

- Close Reading
- Skimming
- Scanning

UNIT 5

Writing Skills

- Summarising
- Paraphrasing
- Note-making
- Essays- Expository Essay, Descriptive Essay, Narrative Essay
- Letter Writing- Formal Letter, Informal Letter
- Reports- Incidence, Newspaper, Organisational Report
- Analysis & Interpretation- Textual
- Intra & Inter-personal Skills - Monologue, Dialogue

Suggested Readings

- Chaudhary, Shoma. “Understanding Interviews, Billy Elliot is my Story, Only Less Happy”. Tehelka: The People’s Paper, 18 February 2006.
- Kumar, Dinesh. “Understanding Values, Our Muddled Generation”. The Hindu, 26 March 2006.
- Learning to Write I, “Free Writing”. In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 1-5, Oxford, New Delhi, 2015.
- Learning to Write II, “Editing”. In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 25-27, Oxford, New Delhi, 2015.
- Learning to Write III, “What makes Good Writing Good”. In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 48-51, Oxford, New Delhi, 2015.

Examination scheme and mode:

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.

Skill Enhancement Course (SEC)

Hindi : Rangmanch

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
	2			2		

Course Objective:

- हिन्दी रंगमंच का सामान्य परिचय कराना ।
- नाट्य-प्रस्तुति की प्रक्रिया की जानकारी देना ।
- अभिनय के विभिन्न पक्षों से अवगत कराना ।
- रंगमंच के खेलों और गतिविधियों से अवगत कराना ।

Course Learning Outcomes:

- नाट्य-प्रस्तुति की प्रक्रिया से विद्यार्थी अवगत हो सकेगा ।
- रंगमंच की सामान्य जानकारी मिलने के उपरान्त इस क्षेत्र में विद्यार्थी के लिए रोजगार की संभावनाएँ बनेंगी ।
- रंगमंचीय गतिविधियों से विद्यार्थी के व्यक्तित्व का विकास हो सकेगा ।
- विद्यार्थी में अभिव्यक्ति कौशल का विकास हो सकेगा ।

SYLLABUS OF SEC-42

यूनिट 1

(4 सप्ताह)

- भरत मुनि कृत नाट्यशास्त्र (संक्षिप्त परिचय)
- हिन्दी का पारंपरिक रंगमंच (संक्षिप्त परिचय)

यूनिट 2

(4 सप्ताह)

प्रस्तुति-प्रक्रिया: आलेख का चयन, अभिनेताओं का चयन, दृश्य-परिकल्पना (ध्वनि-संगीत-नृत्य-प्रकाश), पूर्वाभ्यास

यूनिट 3 (4 सप्ताह)
अभिनय की तैयारी: वाचिक, आंगिक, आहार्य, सात्विक

यूनिट 4 (2 सप्ताह)
आशु अभिनय, थिएटर गेम्स, संवाद-वाचन, शारीरिक अभ्यास, सीन वर्क

यूनिट 5 (1 सप्ताह)
मंच प्रबंधन: सेट, रंग-सामग्री, प्रचार-प्रसार, ब्रोशर-निर्माण

सन्दर्भ पुस्तकें:

- संक्षिप्त नाट्यशास्त्रम् - राधावल्लभ त्रिपाठी, वाणी प्रकाशन, दिल्ली, 2009
- रंग स्थापत्य: कुछ टिप्पणियाँ - एच. वी. शर्मा राष्ट्रीय नाट्य विद्यालय प्रकाशन, दिल्ली, 2004
- पारंपरिक भारतीय: रंगमंच अनंतधाराएँ - कपिला वात्स्यायन, अनुवाद - बदी उज़्जम्मा, नेशनल बुक ट्रस्ट, दिल्ली, 1995
- हिंदी रंगमंच का लोकपक्ष, सं प्रो. रमेश गौतम, स्वराज प्रकाशन, दिल्ली 2020
- मंच आलोकन - जी. एन. दासगुप्ता, अनुवाद - अजय मलकानी, नेशनल बुक ट्रस्ट, दिल्ली, 2006
- रंगमंच के सिद्धांत - सं महेश आनंद, देवेन्द्र राज अंकुर, राजकमल प्रकाशन, दिल्ली 2008

Examination Scheme & Mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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

Skill Enhancement Course (SEC)

Education : Communication in Professional Life

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
	2	2				

Learning Objectives

The Learning Objectives of this course are as follows:

- To prepare the students for their upcoming professional fields.
- To inculcate the fundamentals of professional and business communication.
- To learn aspects of global communication.
- To enhance employability skills of the learners by enabling them to write effective resumes and face interviews with confidence

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve presentation skills to be learnt by effective use of verbal and non-verbal communication for the professional field.
- After studying this course, students will be able to acquire practical employability skills to be disseminated through focussed sessions on practical employable knowledge.
- After studying this course, students will be able to enhance professional communication.
- After studying this course, students will be able to improve persuasion and negotiation skills which will be useful for the professional field.

SYLLABUS OF SEC-2

THEORY

UNIT 1

- Theory of Business Communication (1 hr.) -
- Introduction
- What is Business Communication?
- Language of Business Communication
- Cultural Components – Cross-Cultural Communication, Cultural Shock, Stereotyping, Ethnocentrism
- Miscommunication & Effective Communication (1hr.)

UNIT 2

Writing Skills

- Summarising & Paraphrasing (1 hr.)
- Job-Oriented Skills- CV, Resume & Bio- Data, Job Application Letter (1hr.)
- Documentation (1)
- Advertisements & Invitation (1 hr.)
- Letter Writing- Applications, Business Letters (1 hr.)
- Report- Analytical Report, Project Report (1 hr.)

PRACTICE SESSIONS

Speaking Skills (14 hrs.)

- Presentation Skills- Oral Presentation, Ppt. Preparation, Ppt. Presentation (3 hrs.)
- Group Discussion (3 hrs.)
- Talks- Domain-specific, Ted-Talks, Business Meets, Motivational Talks (2 hrs.)
- Telephonic Skills (1 hr.)
- Persuasion Skills (1 hr.)
- Meeting & Negotiation (1 hr.)
- Interview- Promotion Interview, Job Interview, Business Interview (2 hrs.)
- Functions and activities of PR (1 hr.)

Listening Skills (5 hrs.)

- Netiquettes (1 hr.)
- Audio-book Listening & Discussions (3 hrs.)
- Note-taking (1 hr.)

Writing Skills (5 hrs.)

- Digital Communication in Social Space- Social Media Posts (Twitter, Facebook), Blog Writing, Review Writing (2 hrs.)
- Advertisement/Invitation/Poster Designing- Canva/MS Word/Coral (1 hr.)
- Memo, Office Order, Minutes (1 hr.)
- Making Online Academic/Work Profile- LinkedIn (1 hr.)

Total Hours for Theory= 8
Total Hours for Practice Sessions= 24
Total Hours of classes= 32

Suggested Readings

- Kaushik, J.C. and K.K. Sinha eds., English for Students of Commerce, Oxford University Press, New Delhi.
- Sethi, Anjana & Bhavana Adhikari, Business Communication, Tata McGraw Hill.
- Anjana Neira Dev, et.al, eds. Business English, Department of English, University of Delhi, 2011, Pearson Publications, New Delhi.

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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

Skill Enhancement Course (SEC)

Personality Development and Communication

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
	2	1		1		

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop inter personal and effective communication skills.
- To develop problem solving skills and understand its influence on behaviour and attitudes of individuals.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the importance of oral and written communication in day-to-day working of the organisation.
- After studying this course, students will be able to develop inter personal skills and problem-solving skills.
- After studying this course, students will be able to understand the role of body language in effective communication.

SYLLABUS OF SEC-5

Unit 1

Introduction, need for Communication, Process of Communication, Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication, Inter-cultural, Intra-cultural, Cross-cultural and International communication, Communication through Questionnaires, Business Letter Writing, Electronic Communication.

Unit 2

Business Cases and Presentations, Letters within the Organizations, Letters from Top Management, Circulars and Memos, Business Presentations to Customers and other

stakeholders, presenting a Positive Image through Verbal and Non-verbal Cues, Preparing and Delivering the Presentations, Use of Audio-visual Aids, Report Writing.

Unit 3

Barriers to Communication, Improving Communication Skills, Preparation of Promotional Material, Non-verbal communication, Body language, Postures and gestures, Value of time, Organizational body language, Importance of Listening, Emotional Intelligence. Working individually and in a team, Leadership skills, Leadership Lessons, Team work and Team building, Feedback, Feed forward Interpersonal skills – Delegation, Humour, Trust, Expectations, Values, Status, Compatibility and their role in building team – work Conflict Management – Types of conflicts, how to cope with conflict.

Unit 4

Negotiation Skills, Types of Negotiation, Negotiation Strategies, Selling skills – Selling to customers, Selling to Superiors Selling to peer groups, team mates and subordinates, Conceptual selling, Strategic selling, Selling skills – Body language.

Essential/recommended readings

- Kushal Jin – Business Communication, VK India.
- Krishnamacharyulu, C. S. G, Ramakrishnan Lalitha – Personality Development, Interpersonal Skills and Career Management, Himalaya Publishing.
- Corvette Budjac – Conflict Management: A Practical Guide to Developing Negotiation Strategies, Pearson.

Suggestive Readings

- Mitra, B. K., Personality Development and Soft Skills, Oxford University Press.
- Kumar Sanjay and Pushplata, Communication Skills, Oxford University Press.
- Mandal S. K., Effective Communication and Public Speaking, Jaico Publishing.

Note: Latest edition of the readings may be used

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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

Skill Enhancement Course (SEC)

English : Business Communication

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
	2	1		1		

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students to enhance written as well as oral communication in the corporate world.
- To help students in understanding the principles and techniques of business communication.
- To understand the use of electronic media for communication.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to explain the need for communication in management.
- After studying this course, students will be able to appreciate the need of effective writing for communication.
- After studying this course, students will be able to demonstrate the skill of effective report writing and summarizing annual reports.
- After studying this course, students will be able to analyse business correspondence and e-correspondence.
- After studying this course, students will be able to appreciate oral presentations.

SYLLABUS OF SEC-6

Unit 1: Introduction to the essentials of Business Communication

Meaning, process and functions. Need and importance. Medium: verbal & non-verbal communication. Channels: formal & informal. Levels of communication. Direction of communication: downward, upward, lateral, & diagonal. Effective communication: difficulties/barriers and solutions. Interactive and non-interactive techniques of communication. Listening as a tool of communication, Guidelines for effective listening.

Unit 2: Effective Writing

Guidelines for clear writing. References, bibliographical research tools. Citing methods, footnotes, discussion footnotes. Use of library and internet for collection, classification and interpretation of data and information.

Unit 3: Report Writing

Types of reports. Formal report: components and purpose. Organising information: outlining & numbering sections, section headings, sub-headings, & presentation. Writing reports on field work/visits to industries, business concerns. Summarising annual reports of companies: purpose, structure and principles. Drafting minutes.

Unit 4: Business Correspondence and E-Correspondence

Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.

Unit 5: Spoken English and Oral Presentation

Effective negotiation: elements, process and general guidelines. Telephonic conversation. Conducting & facing interviews. Conducting & participating in group decisions. Making presentations: content and organising. Features of a good presentation. Delivering a presentation.

Practical Exercises:

The learners are required to:

- learn how to summarise annual reports of companies.
- prepare presentations using power-point.
- participate in Group discussions and mock interviews.
- smartly draft business emails.

Essential/recommended readings

- C.B.Gupta (2019). Essentials of Business Communication, Sultan Chand & Sons.
- Kaul, A. Effective Business Communication, 2nd ed. PHI learning
- Lesikar, R.V. & Flatley, M.E. (2001). Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F.(1992). The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
- Meyer C,Dev(2021). Communicating for Results,Oxford University Press
- Quintanilla, Kelly M, (2021), Business and Professional Communication, 4e, Sage Textbook
- R. C. Bhatia (2008), Business Communication, Ane Books Pvt Ltd, New Delhi.
- Raman and Singh(2012). Business Communication. Oxford University Press
- Scot, O., Contemporary Business Communication. Biztantra, New Delhi.

Note: Learners are advised to use the latest edition of readings.

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

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

Skill Enhancement Course (SEC)

Computer Science : Basic IT Tools

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Basic IT Tools	2	0	0	2	Class XII	NA

Learning Objectives

The Learning Objectives of this course are as follows:

- To enable students develop IT skills that are a pre-requisite in today's work environment.
- To equip them with basic computing skills that will enhance their employability in general.
- To enable the student to analyse and present information in a meaningful manner.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to use word-processor to generate documents with appropriate formatting, layout, review and referencing.
- By studying this course, students will be able to manage data in worksheets and workbooks and analyze it using spreadsheet functions and inbuilt formulas.
- By studying this course, students will be able to draw analysis on data using spreadsheets to make decisions.
- By studying this course, students will be able to make meaningful representations of data in the form of charts and pivot tables.
- By studying this course, students will be able to manage data in database tables and use the same for generating queries, forms and reports.

SYLLABUS

Course Contents:

Unit 1: Introduction to Spreadsheets

Spreadsheets: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define; Exchanging data using clipboard, object linking and

embedding; Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae; Implementing file level security and protecting data within the worksheet; Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions.

Unit 2: Data Analysis in Spreadsheets

Consolidating worksheets and workbooks using formulae and data consolidate command; Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics, Analysing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables. Introduction to recording and execution of macros.

Unit 3: Word Processing

Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders; Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders; Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa; Create newspaper columns, indexes and table of contents, Spell check your document using inbuilt and custom dictionaries, checking grammar and style , using thesaurus and finding and replacing text; Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography; Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else; Linking and embedding to keep things together.

Unit 4: Databases

Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types, Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships & Integrity Rules, Join Properties, Record manipulation, Sorting & Filtering; Select data with queries: Creating Query by design & by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating & working with table joins. Using operators & expressions: Creating simple & advance criteria; Working with forms: Creating Basic forms, working with bound, unbound and calculated controls, understanding property sheet, Working with Data on Forms: Changing Layout, creating Sub Forms, creating list box, combo box and option groups; Working with Reports: Creating Basic Reports, Creating Header & Footer, Placing Controls on reports, sorting & grouping, Creating Sub reports.

Essential/recommended readings

- Swinford, E., Dodge, M., Couch, A., Melton, B. A. (2013). Microsoft Office Professional 2013. United States: O'Reilly Media.
- Wang, W. (2018). Office 2019 For Dummies. United States: Wiley. Microsoft Lambert, J. (2019). Microsoft Word 2019 Step by Step. United States: Pearson Education.

Suggestive readings

- Jelen, B. (2013). Excel 2013 Charts and Graphs. United Kingdom: Que.
- Alexander, M., Jelen, B. (2013). Excel 2013 Pivot Table Data Crunching. United Kingdom: Pearson Education.
- Alexander, M., Kusleika, R. (2018). Access 2019 Bible. United Kingdom: Wiley.

Examination scheme and mode:

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.

Skill Enhancement Course (SEC)

Management : Digital Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Digital Marketing	2	0	0	2	Class XII	NA

Learning Objectives

The Learning Objectives of this course are as follows:

- To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.
- To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the concept of digital marketing and its integration with traditional marketing.
- After studying this course, students will be able to understand customer value journey in digital context and behaviour of online consumers.
- After studying this course, students will be able to understand email, content and social media marketing and apply the learnings to create digital media campaigns.
- After studying this course, students will be able to examine various tactics for enhancing a website's position and ranking with search engines.
- After studying this course, students will be able to leverage the digital strategies to gain competitive advantage for business and career.

SYLLABUS

Unit 1: Marketing in the Digital World

Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing; c

Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based-Display Advertising; Community Based-Social Media Marketing; Others-Affiliate, Email, Content, Mobile.

Customer Value Journey: 5As Framework; The Ozone O3 Concept Key; Traits of online consumer

Unit 2: Content and Email Marketing

Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy
Email Marketing: Types of Emails in email marketing, Email Marketing best practices

Unit 3: Social Media Marketing and Display Marketing

Social Media Marketing: Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)

Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy.

Unit 4 Search Engine Marketing

Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model.

Search Engine Optimization: Overview of SEO Process; Goal Setting-Types.

On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects-Compatibility, Structured Data Markup.

Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques

Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Essential/recommended readings

- Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
- Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
- Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited

Suggested Readings

- Moutusy Maity: Internet Marketing: A practical approach in the Indian Context: Oxford Publishing
- Seema Gupta: Digital Marketing: Mcgraw Hill
- Ultimate guide to digital Marketing by Digital Marketer

Examination scheme and mode:

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.

Skill Enhancement Course (SEC)

Computer Science : Social Media Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Social Media Marketing	2	1	0	1	Pass in XII	Pass in 'Digital Marketing' (SEC-Sem 1)

Learning Objectives

- To provide basic knowledge of social media marketing concepts
- To enhance skills as social media marketer and start a career in social media marketing.

Learning Outcomes

After completion of the course, learners will be able to:

1. Evaluate the role of social media in marketing, advertising and public relations.
2. Assess the optimal use of various social media platforms for social media marketing.
3. Analyse the importance of social media for developing an effective marketing plan, and assess ways to measure its performance.
4. Describe practical skills required for creating and sharing content through online communities and social networks.
5. Demonstrate and appreciate social media ethics to use social media spaces effectively.

SYLLABUS:

Unit 1: Introduction to Social Media Marketing:

Social Media Marketing- Concept and Importance.

Social Media Platforms- Online communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms: Goals, Role in Marketing and Use as listening tools. Trends in SMM. Social Media Influencers.

Unit 2: Social media marketing Plan and Performance Measurement:

SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms, Implementation: Measuring Effectiveness - Conversion rate, amplification rate, applause rate: on page and on post level.

Unit 3: Content Creation and Sharing using Case Campaigns:

Blogging, Streaming Video and Podcasting: Criteria and approach-70/20/10 with risk variants, 50-50 content, Brand Mnemonic, Brand story. Contextualising content creation. Social Media Ethics.

Practical Exercises:

The learners are required to:

1. Discuss the importance of social media in marketing, advertising and public relations by analysing

relevant case studies.

2. Examine the use of social media by your institution to improve alumni engagement.
3. Identify social media platforms for marketing a good, a service, an institution, an event and a person.
4. Promote any college event of your choice using social media. Measure the effectiveness of your campaign.
5. Create a blog/ vlog on any topic of your interest. Measure performance of your blog post.
6. Prepare a social media marketing plan for any product of your choice.
7. Prepare a calendar for scheduling various posts/campaigns via buffer or tweet deck. Find out the conversion rate, amplification rate, and the applause rate. Calculate the engagement rate and economic value/per visitor of the concerned campaigns.
8. Observe the engagement rate in twitter campaigns of your college and suggest improvements, if needed.
9. Assess the reviews/ratings, comments, likes, and dislikes of blog posts in the categories of health and nutrition, or yoga counselling, or family therapy.
10. Examine the twitter handles of Delhi Government or of Delhi University and find out how consistent they are in their reaction checks?
11. Design a social media plan for sensitising citizens for timely tax payments (Assuming that you are an honest tax-payer and feel that everyone should be like you).

Essential Readings

- Ahuja V(2015). Digital Marketing. Oxford University Press.
- Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. United Kingdom: Pearson Education.
- Charlesworth, A. (2014). An Introduction to Social Media Marketing. United Kingdom: Taylor & Francis.
- Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited.
- Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Facebook. A Guide to being an Influencer of Millions. Italy: AndreaAstemio.
- Keller, K. L., Kotler, P. (2016). Marketing Management. India: Pearson Education.
- Maity M(2022). Digital Marketing. Oxford University Press.
- Mamoria C.B, Bhatacharya A, Marketing Management. Kitab Mahal, Delhi
- Mathur, V. & Arora, S. Digital Marketing PHI Learning
- McDonald, J. (2016). Social Media Marketing Workbook: How to Use Social Media for Business. United States: CreateSpace Independent Publishing Platform.
- Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., Barker, M. (2022). Social Media Marketing: A Strategic Approach. United States: Cengage Learning.
- Quesenberry, K. A. (2015). Social Media Strategy: Marketing and Advertising in the Consumer Revolution. United States: Rowman & Littlefield Publishers.
- Rishi, B., Tuten, T.L., (2020) Social Media Marketing, 3ed., Sage Textbook
- Setiawan, I., Kartajaya, H., Kotler, P. (2016). Marketing 4.0: Moving from Traditional to Digital. Germany: Wiley.

Examination scheme and mode:

Evaluation scheme and mode will be as per the guidelines notified by the University of Delhi.