

**COURSE OUTCOMES**

**A) Master of Social Work (MSW)**

The main academic programme offered at CSR-D-ISWR is Savitribai Phule Pune University recognized full-time course namely, Master of Social Work (MSW). It is a two years full-time postgraduate degree programme. It is offered in three specialisations viz. Urban & Rural Community Development (URCD), Human Resource Management (HRM), Family & Child Welfare (FCW).

MSW course aims to build commitment and competency to work at the level of individuals, groups and communities; in government and non-governmental organisations (NGOs), and in law and policy. The Master degree programme equips trainees to work as agents of change from grassroots to policy levels. Career opportunities are available in various fields and places like hospitals, schools, industries, govt departments, etc.

**Objective of the Course**

***i) Knowledge Objectives***

- Understanding the practice systems in their interactions with other social systems and the socio psychological and structural factors which promote social functioning of the client system.
- Gain the knowledge of the social system theories and their implications on the problem-solving process.
- Gain and use the knowledge of the integrated social work practice approach and use various methods of intervention at both micro and macro levels.
- Understanding the place and importance of research in theory building and testing, and its relevance to field practice.
- Gaining knowledge of management and administrations of Welfare and Development services and voluntary organizations.
- Understanding the role and importance of social work training in preparation of a new professional cadre.

***ii) Skill Objectives***

- Learning & developing problem solving skills.
- Improving communications skills.
- Learning & developing organizational skills.
- Learning & developing techniques and skills of management and administrative practices.
- Learning and developing research skills of problem formulation, data collection, data analysis, drawing inferences and implication for practice.
- Developing training and supervision skills.

- Developing skills related to social advocacy, policy and planning.

### **iii) Attitude Objectives**

- Attitude objectives are addressed to professional qualities which are developed during the training period.
- Appreciation of professional as well as voluntary social work practice.
- Appreciation of social values like human dignity, equity, democratic pluralism, people's participation, self-reliance, honesty, integrity in public and personal life, etc.
- Sensitivity to the sufferings of the marginalized and vulnerable groups such as women, children, tribals, handicapped and the aged.
- Critical self-awareness and conscious efforts to change one's own biases and prejudices.
- Developing confidence in interpreting and executing professional roles.
- Appreciating and respecting other professionals in interdisciplinary teamwork.
- Developing ethical practices in relation to professional work.

### **MSW programme outcome**

Social Work graduates from CSRD-ISWR are valued in the voluntary and inter-governmental organisations and government departments. They work with a range of small and large NGOs and networks, bilateral organisations, social movements and campaigns, national and international development organizations, social research institutions, and in select sectors of the administration in the areas of rural development. The specialization in Urban and Rural Community Development equips Social Work graduates to work as Community Organizers, Supervisors and Project Officers in organizations working with the underprivileged groups in rural and urban areas. Another specialization, Human Resource Management is concerned with the human resources and dynamic situations in the industry. It is an essential qualification for the post of Labour Welfare Officers under the Factories Act, 1948. The specialization equips the graduates to work as Personnel Officers and HR Executives in the Public/Private/Service sector. The specialisation in Family and Child Welfare offers good opportunity for the students to seek jobs in the fields of women and child development, schools, child guidance and family counselling centres.

### **Course wise objectives and outcome**

#### **Foundation Courses**

##### **\* G-1: Sociology for Social Workers**

\* *Course Outcome:* The course is design to develop the basic sociological foundations of the students for social work profession.

\* *Course Objectives:* The main aim of the course is to make students able to understand the relation between social work and social sciences. By the end of this course students would be able to understand the sociological concepts and it's important to individual and society. Further they will be able to get a scientific insight about the social structure, stratification and issues related to caste, class and gender. They will be able to understand the social institutions, and their importance and changing pattern in society. Most importantly they

will be able to differentiate between personal troubles and structural problems within the society. They will also be able to develop the understanding of issues and challenges related to social concern and its impact on society

**\* G-2: Psychology for social work**

*Course Outcome:* This course on 'Psychology for social work' helps students to gain insight into human behaviour and work efficiently with individuals at interpersonal, group and community settings.

*Course Objectives:* By the end of this course students would be able to understand the fundamental components of human behaviour and gain insight into factors contributing to development of personality. Further, they will be able to understand growth and development of individual at various stages in the life span. The course will enable the students to understand the processes of adjustment and non-adjustment and its impact on human behaviour.

**\* G-3: Economics and Political Science for Social Worker**

*Course Outcome:* The course is designed to enable students become more knowledgeable and skilful to learn various components of Economics and political science. Through this course the students will be able to understand political system and power at international, national and at the local level. They will also learn functions of Democracy, concept of state, Economic systems and Economic development in India. The students will also gain some insights and knowledge about various areas of economic development such as agriculture, industry and service sector. This course will also lead to deeper understanding of planning commission, NITI Ayog and contribution of five-year Plan in economic development. The students will also understand the impact of LPG and SAP on rural economy. Over all the insights and the knowledge of this course will equip students to be effective in analysing village power structure, deepening of democracy, macro and micro economics and rural economics.

*Course Objectives:* By the end of this course students would be able to understand Economy and Political system in India. They will have a concrete understanding of scarcity, opportunity costs, supply and demand, incentives and purchasing power. They will also have knowledge about the six fundamental rights enshrined in the Indian Constitution as well as have an understanding of the Indian Parliamentary system including the Panchayati Raj system.

**\* G-4: History and Ideologies of Social Work**

*Course Outcome:* Social work is a practice-based profession and an academic discipline. This course is intended to provide fundamental and theoretical knowledge about social work practice. It helps students to understand social problems and realities of the world and the required intervention to be made to resolve these problems.

*Course Objectives:* By the end of this course students would be able to

1. To develop understanding about historical development of Social work in India and abroad.

2. Students will learn the six core Values of Social Work identified by the NASW: Service, Social Justice, Dignity and Worth of the Person, Importance of Human Relations, Integrity and Competence.

3. Further, they will learn about the Code of Ethics given by the NASW.

**\* G-5: Methods of Social Work - I: Work with Individuals and Families (Social Casework)**

*Course Outcome:* This course on social case-work practice helps students to become more knowledgeable and skilful in working with individuals and families

*Course Objectives:* By the end of this course students would be able to understand the case-work method and its application in practice. The students will learn about the Principles of Social Case Work. Further, the course will equip the students with skills of case recording. The course will give students the practical training in documentation and case presentation.

**\* G-6: Working with Groups (Social Group Work)**

*Course Outcome:* This course is designed to enable students to work with groups more scientifically in different circumstances. This course will help the student learn social group work as a scientific method of social work profession. It makes an effort to know the emergence of social group work. The course enables students to intervene effectively. It helps them to learn skills and tools to deal with different groups. This provides a framework for practitioner to form a group or to work with any kind of groups, which is already formed. It makes students to become a practitioner and equipped with scientific knowledge. The course will help the learner to know the group work in various settings.

*Course Objectives:* By the end of this course the students will be able to develop the understanding of Group Work as a Method. They will be able to form groups in community. Further they will have the skill of conflict resolution in groups. They will be able to plan sessions for the group and conduct group sessions.

**\* G-7: Community Organization and social Action**

1. *Course Outcome:* The course is designed to enable students to become more knowledgeable and skilful to learn and practice Community Organization and Social Action which are very much indigenous and important method of Social Work in India. Through this course the students will be able to understand the very purpose of community organization, models, strategies and principles, which are very much needed for the development of the community. The students will also gain an understanding of the roles of the agencies and role of community organizer in working with communities. They will learn the models and strategies for community organization.

*Course Objectives:* By the end of the course the students will learn to conduct Participatory Rural Appraisal. Further they will be able to conduct a transect walk, organize a community census, learn to do community profiling, record proceedings of a community meeting and make a community map. They will also know to identify the different needs of the community, do a stakeholder analysis, and do interventions in the community. The students will be able to organize communities in rural, urban and tribal areas and bring progressive change in them.

**\* G-8: GCM - Generic Compulsory Method Course: Research Methodology and Statistics**

*Course Outcome:* This course on Research Methodology and Statistics helps students gain basic knowledge and skills to undertake social research and social work research

*Course Objectives:* By the end of the course students will be able to develop a research proposal. They will develop skills for use of library and documentation in research work. They will acquire skills for data analyses and research-based writing.

**\* G-9: Personal and Professional Development for Social Work Practice**

*Course Outcome:* The present course is designed to develop the inner self of the trainees of social work and it is moulded to deal appropriately with the target group or beneficiaries. They are assisted to learn the various aspects of life. They are made aware about their own self. It seeks the soft skills development of person and facilitates to distinguish the personal and professional self. The holistic professional development remains the core of this paper.

*Course Objectives:* By the end of this course students will be able to understand the process of self-awareness and its relevance for personal and professional development. They will develop practice-based skills, life skills and competencies for professional practice.

**\* G-10: Administration and Management of development Organization**

*Course Outcome:* The present course is designed to enable students to get knowledge about administration and management of development organization. The course is trying to make student familiar to Government machinery and its functions, financial management and accounting of Govt., NGO and private organizations. Student can also learn to how make a Project proposal. Also this course will help students to improve administrative and managerial skills, knowledge, abilities to work in various set ups.

*Course Objectives:*

1. To understand the administration and management of Welfare organizations and NGOs
2. To develop the understanding the needs of administrative machinery and its enforcement
3. To develop the understanding good governance and management practices in government and NGO sectors
4. To develop the understanding the application of administrative and managerial skills.

**\* G 12.4 - Disaster Management and Social Work**

*Course Outcome:* The course will enable students to build a comprehensive understanding on Disaster management and the role and scope of social work in times of disasters.

*Course Objectives:*

1. Understand ecosystem equilibrium and disequilibrium
2. Develop an understanding of the process of disaster - management
3. Develop an understanding of the social worker's role in the team for disaster related work

**\* G 12.5 - Dalit and Tribal Social Work**

*Course Outcome:* The course will help to students to develop a comprehensive understanding about the Indian society through Dalit and Tribal perspectives. It will also enable students to analyse Dalit and Tribal specific State policies as well as the outlook of State towards these constituencies.

*Course Objectives:*

1. Understanding of Society through Caste and Tribal Perspective
2. Understanding Dalit and Tribal Development
3. Analysing the State, Governance in Response to Dalits and Tribal
4. Learning about Strategies and Practices for Dalits and Tribal Social Work

**\* G-13- Community Health, Mental Health and Environmental Hygiene**

*Course Outcome:* The course will help to students those have opted G-13 in their interactions with other health system and social systems as well as in it will create awareness about the various structural factors working in the health e.g. Government and Non-Government functionaries while working with setup or system especially for Individual health, Community health, mental health, environmental hygiene and their related issues. Through which they would be able to understand the relationship between health and development micro as well as macro level.

*Course Objectives:*

1. They will be able to provide information about different diseases their symptoms, causes, diagnosis, treatment management and prevention
2. They will be able to work as health educators, enablers and counsellors while dealing with health problems at individual as well as community level at various levels of prevention.

**Specialization Courses**

**Specialization: Family and Child Welfare**

**\* FCW-1: The Field of Family and Child Development**

*Course Outcome:* This course is designed to help the students to understand the fields of family and child development and learn and find out significance to work with these fields in the contemporary society. The social institution family is a backbone of the society and therefore this institution must be protected and strengthen. The child the future of any nation, however, they must be protected, cared and development in such manner that they become a good citizen and grow as a healthy person. The present course stresses two important aspects, firstly it introduces the field of family and secondly the field of child development. To know the family institution better and to learn the different interventions to deal with family more effectively. It also focuses on the aspect of issues involved in the family. It focuses on changing pattern of family and impact led by the different means of modernization. In very special way family play a crucial role in sustaining the society. It is a family institution that moulds society. The future of the society depends on the values an individual pursues from the family. The healthy environment of generates good people or

individual. Thus, any human being society on the earth needs to strengthen a social institution family. If family is safe and sound, ultimately society's wellbeing is done. Vivaly creating healthy environment for is a need of the today. The family institution looks broken due the impact of world getting closer and closer.

*Course Objectives:* By the end of the course the students will be able to define the role and function of Professional Social Workers in various settings of Family and Child Development

**\* FCW-2: Family Sociology and Family Dynamics**

*Course Outcome:* The course is designed to enable students become more knowledgeable and skilful to learn various components of family sociology and family dynamics. Through this course the students will be able to understand family and marriage as fundamental social institutions and the changing nature of family and marriage and its adverse effect on society. The students will also gain some insights and knowledge about various factors such as migration, industrialization, urbanization etc. which are seriously affecting the traditional family and marriage structure. This course will also lead to introspection on what efforts the social worker should take and the role he should perform to improve the quality of life of people especially the vulnerable families in accordance with the millennium development goals. The students will also understand various efforts the government and non-government organizations have taken for strengthening the families. Over all the insights and the knowledge of this course will equip students to be effective in helping individual and family.

*Course Objectives:* By the end of the course student will be able to understand family as a social institution. They will have sharpened their skills, techniques, and interventions required for working with families. They will have definite knowledge about government schemes and policies for families.

**\* FCW - 3: Socialization of the Child and Child Welfare**

*Course Outcome:*

The present course paper is designed to develop the holistic understanding of child and child development. It helps the learner to develop the knowledge for working with the children.

*Course Objectives:* By the end of the course students will be able to understand the concept and process of the child development. They will have the concrete knowledge of national and international efforts for child welfare. They will know the policies and laws related to children in India.

**\* FCW 4: EC - Elective Compulsory Course: counselling Theory and Practice**

*Course Outcome:* This course on counselling Theory and Practice helps students gain basic knowledge and skills of social work counselling especially in the field of family and child welfare

*Course Objectives:* By the end of the course students will be able to use counselling as a tool for help. They will have acquired knowledge, skills and attitudes for counselling in different situations.

## **Specialization: Human Resource Management**

### **\* HRM-1: Human Resource Management**

*Course Outcome:* Human resource management is a contemporary term used to describe the management and development of employees in an organization. Human resource management involves developing and administering programs that are designed to increase the effectiveness of an organization or business. Human resource management involves both strategic and comprehensive approaches to managing people, as well as workplace culture and environment. Human resource is used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees. This course consists of various aspects of management such as fundamentals of management, meaning and concept of human resource management, HRM policies and practices and concept of SHRM & its dimensions.

*Course Objectives:* By the end of the course students will be able to have the knowledge of various HR policies and practices such as recruitment & selection, promotion & transfer etc.

### **\* HRM-2: Labour Legislation and Industrial Relations**

*Course Outcome:* Human resource management is a formal system devised for the management of people within an organization which comprise of employee welfare, labour administration and industrial relations etc. Human resource manager should have a clear understanding about labour laws and industrial relations so as to maintain healthy and productive environment within the organization. This course consists of various legislations such as protective legislations, wage legislations, social security legislations and important concepts from industrial relations.

*Course Objectives:* By the end of the course students will be able to develop understanding about labour legislation & areas of intervention. They will have the knowledge of labour administration and mechanisms. They will have the practical training in understanding and developing case studies about working conditions and terms of employment

### **\* HRM-3: Employee Welfare and Trade Unionism**

*Course Outcome:* The present course is designed to enable students to get knowledge about Employee welfare and Trade Unionism. The course is trying to make student familiar to Government machinery of Employee Welfare and its functions. Also Students shall get knowledge about working conditions of employees and types of accidents as well as occupational health and safety of employees. There is a need to understand, Globalization having positive and negative impact on Indian economy, students trying to understand how Globalization impacted on working conditions as well as welfare of employees. Trade Unions are playing vital role in the lives of the wage earners, so students can make aware about functions of trade unions as well role played by the trade unions. Occupational health is a major component of labour welfare which helps students to understand an impact and what measures can be taken to make health better. Students can learn about MRTU and Prevention of Unfair labour practices and its impact on Industrial relation. Also this course will help students to improve administrative and managerial skills, knowledge, abilities to work in various set ups.



*Course Objectives:* By the end of the course students will have the knowledge of employee welfare. They will have information of various government organizations working for employee welfare. They will know about the various policies and laws of employee welfare.

**\* HRM-4: Organizational behaviour and Social Aspects of Industries**

*Course Outcome:* Organizational behaviour is a fascinating subject. Basically OB is the study of Human behaviour. It is about to study the behaviour of an individual or Employee in organizations and It gives knowledge about Human behaviour would be useful in Improving an Organizations effectiveness. This course will help students' application of knowledge about how people act within the organizations. Student can understand it's a human tool for the benefit of an employee or human as whole. Also student can get aware how OB is directly concerned with the understanding, prediction and control of human behaviour in organizations. Organizational behaviour applies broadly to the behaviour of people in all types of organizations such as Industries or Business Organizations, Government organizations, NGOs, schools and service sectors. This Paper will help students to study components of OB and their impacts on human behaviour and organizational Performances. This course helps students to get knowledge about occupational stress as well as how the occupational stress can be reduced. Further students can get knowledge about counselling, team building and group dynamics and its impact on industry or performance. At the beginning of this course introduces basic concepts about human behaviour, significance nature etc and moves into consideration of perception, motivation and finally explores personal development in terms of learning. The study of OB must begin with some understanding of the properties of a man and the limits of his modifiability.

*Course Objectives:* By the end of the course students will equip the students in managing human behaviour in organizations. They will have the knowledge about of a CSR manager.

**\* HRM-6: Corporate Social Responsibility**

*Course Outcome:* Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the work-force and their families as well as of the local community and society at large. CSR is the procedure of assessing an organization's impact on society and evaluating their responsibilities. Organizations in India are becoming sensible in taking up CSR initiatives and integrating them into their business processes. Companies now have specific departments and teams that develop specific policies, strategies, and goals for their CSR programs and set separate budgets to support them. CSR is a buzz world in the contemporary business world. Hence, it's inevitable and relevant to study the corporate social responsibility for MSW students and HR professionals.

*Course Objectives:* By the end of the course students will be able have developed the knowledge, attitudes and skills appropriate for CSR and social work practice.

**Specialization: Urban Rural Community Development**

**\* URCD-1: Issues of Urban, Rural and Tribal Communities and Governance**

*Course Outcome:* The course is designed to enhance understanding of students about Urban, Rural and Tribal communities and their issues. It will also focus on Democratic

Decentralization, structure, functions and status of Local Self Government in India and social work intervention with urban, rural and tribal communities.

*Course Objectives:* By the end of the course students will be able to understand the Local Self-Governance and major provisions under 73rd, 74th Constitutional Amendments and PESA in addressing community issues.

**\* URCD-2: Development Economics**

*Course Outcome:* The course design will help the student to acquire the knowledge of Economy from social work perspective. By the end of the semester the student will develop the ability to understand the various concepts, theories and perspectives of development in a social work approach.

*Course Objectives:*

1. Understand the different theories of development.
2. Understand economics of urban & rural areas from a human development perspective.
3. Understand urban & rural economic problems in the context of globalization.
4. Understand the relevance & problems of co-operatives in the current control.

**\* URCD-3: Management of Community Projects**

*Course Outcome:* This course on Management of Community Projects helps students of URCD specialization to become more knowledgeable and skilful in conception and management of community development projects

*Course Objectives:* By the end of the course students will know the process and components of project management. They will have developed application skills for effective community development project management.

**\* URCD-4: Community Work Sectors and Interventions**

*Course Outcome:* This course is designed to develop exhaustive understanding of various sectors of development in Indian context.

*Course Objectives:* By the end of the course students will be able to

1. get understanding about the key sectors in community development
2. understand the efforts and programmes in each sector for development in urban/rural/tribal communities
3. get critical insights about the approaches and strategies used in each sector

**\* URCD/TD 5 - Natural Resource Management and Climate Change**

*Course Outcome:* This course is designed to build a comprehensive understanding of management of natural resources and climate change in Indian as well as global context.

*Course Objectives:*

1. Develop an understanding about the need of human engagement with the natural environment, for sustainable living.

2. Get insights about natural resources, their conservation and management
3. Get an understanding about climate change and its impact on natural resources and human life.
4. Develop an interest about social initiatives and interventions for natural resource development and management

**\* URCD 6 - Advocacy, Human Rights and Social Justice**

*Course Outcome:* This course is designed to build an exhaustive understanding of human rights issues in Indian context. To engage with the idea of social justice and to understand the ways in which advocacy is done.

*Course Objectives:* By the end of the course students will be informed about the international and national mechanisms and instruments to protect human rights and deliver justice.

<b>MA in Mass Relations (MAMR)</b>
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**COURSE OUTCOMES & OBJECTIVES**

***Objectives and outcomes of the course:***

The objective of the course is to impart interdisciplinary knowledge to the graduate students coming from different faculties so that they will be able to avail job opportunities in the changed environment. A combination of Media and Management skills, core subjects from Social Sciences and inputs from training courses like Soft Skills and Public Relations, etc. help to develop the student's personality.

1. This course prepares students in the field of Mass Relations and empower them to offer their services in the field where the masses are involved.
2. Mass Communication through media education – The structure of the course is designed in a fashion to avail opportunities in different fields by acquiring different skills. The students will learn about the society with different approaches and understand diversity, multiplicity, plurality characteristics and masses. The students are taught mass communication through media education.
3. Social Research and its Application: The students are able to learn social research and its application in day to day life. The art of public relations and advertising are also included in the course, with special emphasis on its present nature.
4. Management & Computer: The subjects like principles and practices of management and computer science are also part of the course.
5. Project Report: The project report on subjects of choice of the student will help the student in gaining scientific understanding of the problems and their solutions.
6. Modules: There are some modules which will empower students to use the skill they learn during their regular course, and enable them to avail opportunity in various fields.

***Course wise objectives***

## **Semester I**

### **\* MR- 101: Indian Social Structure**

*Course Outcome:* This course is designed to develop exhaustive understanding of Indian Social Structure including caste, class, gender and social institutions of family, education, state, etc.

*Course Objectives:* The main aim of the course is to acquaint students about the Indian social systems. Further the course seeks to emphasize the importance of mass relations in social and cultural life of the people. It will bring out importance of mass relations in social reforms and development. Lastly, it is to emphasize the importance of mass relations in promoting national integrity.

### **\* MR-102: basics of psychology**

*Course Outcome:* This course is designed to develop exhaustive understanding of basic understanding of psychology. It elucidates on aspects such as, what exactly is psychology? What do psychologists do and where do they work? What can a person do with a psychology degree?

*Course Objectives:* By the end of this course students would be able

1. To familiarize the students with the basic concepts.
2. To relate the fundamental principles of psychology to everyday life.
3. To develop behavioural and interpersonal skills.

### **\* MR-103: Basics of Communication**

*Course Outcome:* This course is designed to develop comprehensive understanding of Basic communication processes. Communication is simply the sending and receiving of information between at least two people. It will elucidate on verbal & non-verbal, effective & ineffective communication as well. Different communication channels have different strengths and weaknesses; the most important thing is that the receiver can access the message through that channel. It will also cover the two-way communication process

*Course Objectives:* The course objectives are

1. To acquaint students with the concept, process of communication and to enable them to appreciate the potential and limitations of various communication processes.
2. To understand the importance of communication as a science in real life situation.

### **\* Mr-104: Basics of Media (Print, Broadcast and Telecast)**

*Course Outcome:* This course is designed to develop comprehensive understanding of Basics of Media (Print, Broadcast and Telecast).

*Course Objectives:* By end of the course the student should be acquainted with

1. Basic concept of journalism.
2. Writing skills for newspapers and other periodicals.

3. Correlation of print media with public relations, advertising and development communication.
4. Basic concept of broadcast media as a tool of mass relations. Impact of media on society.
5. Writing skills for radio and TV programs.

**\* MR-105: Research Methodology**

*Course Outcome:* This course is designed to develop comprehensive understanding of Research Methodology.

*Course Objectives:*

1. To acquaint the students with the concepts of research.
2. To impart knowledge regarding various steps in research processes.
3. To familiarize students with various designs of research.
4. To train students in preparing research proposal

**\* MR 106 Basics of Computer**

*Course Outcome:* This course is designed to develop comprehensive understanding of Basics of Computer.

*Course Objectives:* the objective of the course is to acquaint the students with the computer, its parts and operating systems, word processing, internet and image editing, which are useful in different fields of activities

**\* MR-107: Functional English**

*Course Objectives:* This course is designed to develop comprehensive understanding Basic English.

1. To acquaint the students about need of English speaking in the changed global environment.
2. To reduce the fear in the minds of students about spoken English.
3. Two and two students to think in English.
4. To encourage students to write in English.

**\* MR-108: Basics of Management**

*Course Objectives:* This course is designed to develop comprehensive understanding Basics of Management.

1. to familiarize the students with the basic of management process.
2. to relate the fundamental principles of management to everyday life situation.
3. to help the students to understand the various functions processes and development process for an organization.
4. To develop understanding and appreciation of modern methods of management.

## **Semester II**

### **\* MR-201: Indian Political Structure and Legal Awareness**

#### *Course Objectives:*

1. To acquaint students with the political structure.
2. To acquaint students about some laws which are useful for mass relations.
3. To emphasize the importance of mass relations and political life of the people.
4. To bring out importance of mass relations and political reforms and development.

### **\* MR-202: Understanding the Social World**

#### *Course Objectives:*

1. To get acquainted with the basic concepts of theories and methods of social psychology.
2. to help students to understand the causes and consequences of social behaviour.
3. To make students aware about the multiple social problems and their solutions.

### **\* MR-203: Soft Skills Development**

#### *Course Objectives:*

1. To help the students to acquire success in personal and professional life.
2. To assess the students in confidence building.

### **\* MR-204: Basics of Public Relations**

#### *Course Objectives:*

1. To attend the students about public relations as a science as an art.
2. To understand the importance of public relations in the different fields of activity.
3. To understand different scales used in public relations.
4. To understand the media management used as a tool for various activities.

### **\* MR-205: Statistical Techniques for Research**

#### *Course Objectives:*

1. To account the students with basic concepts and statistics.
2. To acquaint the students with various statistical techniques used in data analysis.
3. To a going to students which statistical report writing.

### **\* MR-206: Management Information System**

*Course Objectives:* the objective of the course is to acquaint the students with the computer, its parts and peripherals, operating systems, word processing, internet and image editing, which are useful in different fields of activities.

### **\* MR-207: Basics of counselling**

*Course Objectives:*

1. To acquaint students with the nature and scope of counselling.
2. To familiarize students with the various fields, and approaches of counselling.

**Semester III**

**Core Courses**

**\* MR-301: Managerial Economics**

*Course Objectives:*

1. To acquaint students with the principles of managerial economics and its application in mass relations.
2. To emphasize the importance of mass relations in economic activities and economic life of the people.

**\* MR-302: Basics of Advertising,**

*Course Objectives:*

1. To understand the importance of the advertising in the social environment.
2. To know the process of advertising.
3. To understand the usefulness of advertising and its social effects.

**\* MR-303: Development Communication**

*Course Objectives:*

1. To promote the exchange of knowledge experience and ideas of development communication.
2. To develop a mutual flow of information and knowledge between academic and professional.
3. To encourage and motivate the students to achieve the goals of higher learning and knowledge acquisition.

**\* MR-304: Organizational behaviour**

*Course Objectives:*

1. To provide an overview of the major challenges and the paradigm shifting facing mass media relations in 21st century.
2. To outline an organizational behaviour and prospective.
3. To define organizational culture and its characteristics.
4. To describe forces that act as stimulus to change and explain the values underlying most organizational development efforts

**Optional Courses**

## **Group A**

### **\* MR-305: Marketing and Sales Management**

#### *Course Objectives:*

1. To understand marketing and sales process.
2. To a point with factors involved in marketing and sales.
3. To understand recent marketing and sales trend.

### **\* MR-306: Consumer behaviour and Marketing Communications**

#### *Course Objectives:*

1. To understand basics of consumer behaviour and marketing communication.
2. To acquaint with various aspects of behaviour and marketing communication.
3. To understand recent trends in consumer behaviour and marketing communication.

### **\* MR 307 Banking Practices and Management**

#### *Course Objectives:*

1. To comprehend the need, definition, functions and economic significance of financial Institutions and markets.
2. To understand the interdependence between financial markets and interest rates. To comprehend the behavioural analysis of investment rats: risk, liquidity and term structure.
3. To identify the role-played by the central bank and instruments of credit control.
4. To understand the banking practices in modern times.
5. To cross the conduct of monetary policy and its effect on interest rate, credit availability, prices and inflation rate.

## **Group B**

### **\* MR-308: Advertising Management**

#### *Course Objectives:*

1. To give understanding of the concept of advertising management.
2. To give understanding of the impact of advertising on marketing and consumer behaviour. Its impact on sales promotion. Futuristic scenery of advertising in India.

### **\* MR-309: Applied Advertisement and Public Relations**

*Course Objectives:* By end of the course the student should be acquainted the basics of advertising and public relations and how to apply these. Further student shall have special skills and areas of applications. Student will learn about management of the subjects in combination. It will also give a perspective on real life experience.

## **Group C**



**\* MR-310: Importance of Web Technology in Mass Relations**

*Course Objectives:* course objective is to acquaint students about the web technology, it's various uses in different fields and its use in mass relations.

**\* MR-311: Use of Programming Language (C and C++) For Mass Relations Purpose**

*Course Objectives:*

1. To develop problem solving capacity using conventional programming and OOP's.
2. To teach the basic principle of conventional programming and OPPS.
3. To develop skills for writing efficient programs using the C and C++ languages.

**Group D**

**\* MR-312: counselling Process and Skills**

*Course Objectives:* to familiarize students with the nature and process of counselling and Scale of therapy counselling.

**\* MR-313: Career Guidance And counselling**

*Course Objectives:*

1. To acquaint students with the career guidance counselling.
2. To expose the students to the various assessment techniques in career guidance

**Semester IV**

**Core Courses**

**\* MR-401: Indian Economic Development**

*Course Objectives:*

1. To give introductory knowledge about the Indian economic system.
2. To appoint students with the problems of Indian economy.
3. To emphasize the importance of mass relations in economic reforms and economic development of India.

**\* MR-402: Dissertation**

*Course Objectives:*

1. To comprehend and identify a subject of study.
2. To use research methodology to understand the subject.
3. To write logically using different tools of research.
4. To inculcate the discipline of research for the approaches to various issues and problems.
5. To create scientific mind set for handling different situations.

**Optional Courses**

## **Group A**

### **\* MR- 403: Strategic Marketing Management**

*Course Objectives:* course objective is to acquaint students with the concept of strategic and aid them to integrate it with management. They will also learn the application of strategic management in the various fields of mass relations.

### **\* MR-404: Social Marketing and Event Management**

*Course Objectives:*

1. To understand the new concept in marketing.
2. To use the skills learnt in marketing in the socially related fields.
3. To acquaint the new ways and means to accomplish the solutions prescribe for social issues.
4. To develop the new techniques to deal with situations in society.

### **\* MR-405: International Trade - Theory Practice and Management**

*Course Objectives:*

1. to study the important linkages between domestic economy and its external sector.
2. To examine the brought pattern of changes in the international economic policy.
3. To gain conceptual clarity of the theoretical aspects of international trade point
4. To incorporate international issues in designing corporate strategies in a fast-changing environment.

## **Group B**

### **MR-406: Internet Journalism**

*Course Objectives:*

1. To outline the principles of internet journalism and its Revolution.
2. To teach how to write an edit news report.
3. To acquire basic skills for net.
4. To study impact of internet journalism.

### **\* MR-407: Video Production and Multimedia**

*Course Objectives:* the student will be acquainted with basic concept of television as a tool of mass relations and use of telecast media. Further the students will learn about the impact of television on society. They will also acquire Writing skills for television programs.

## **Group C**

### **\* MR-408: Use of Programming in Java [Core Java] Java II, Advanced Java for Mass Relations Purpose**

*Course Objectives:*

1. To develop problem solving capacity using programming in Java.
2. To teach the basic principle of conventional programming in advanced Java.
3. To develop skills for writing programs in Java for Mass relations purpose.

### **\* MR-409: Use of Database Technology in Social Research**

*Course Objectives:* The course aims to equip students with an understanding of data organization, designing of databases using normalization and developing simple database application.