Ph.D. Course

Postcolonial Theory and Literature **Subject Code HU-10001**
LTP 4 0 0

The objective of this course is to initiate the scholars into the postcolonial studies and critical practice of reading literature on that basis. This will provide the scholar with an approach, which may be used in the research work.

Unit 1: An Introduction to Postcolonial Studies

Unit 2: A study of Frantz Fanon's "The Pitfalls of National Consciousness"; Edward W. Said's "Orientalism (Introduction)" Gayatri Chakravorty Spivak's "Can the Subaltern Speak?" and Partha Chatterjee's "Nationalism as a Problem."

Unit 3: A study of Homi K. Bhabha's "Introduction: Narrating the Nation": Simon During's "Postmodernism or Post-colonialism Today"; Robert J.C. Young's: Introduction to *Postcolonialism*: *An Historical Indroduction"*

Unit 4: A detailed study of a text to be prescribed by the Research Guide according to the topic of the scholar.

Unit 5: A detailed study of a text to be prescribed by Research Guide according to the topic of the scholar.

SUGGESTED READINGS:

Frantz Fanon: *The Wretched of the Earth*. Penguin, 2001.

Bill Ashcroft, Gareth Griffiths and Helen Tiffin: The Postcolonial Studies Reader Routledge, 1995.

Homi Bhabha: *Nation and Narration.* Routledge, 1990

Robert J.C. Young: *Postcolonialism: An Historical Indroduction*. Blackwell, 2001.

John McLeod: *The Routledge Companion to Postcolonial Studies.* Routledge, 2007.

Ph.D. Course

Ecocritical Approach to Literature **Subject Code: HU-10002**
LTP 4 0 0

The objective of the course is to initiate the scholars into the ecological aspects of literature and the critical practice of reading literature on that basis. This will introduce scholars to the approach of Ecoriticism.

Unit-1: An introduction to Ecoliterature and Ecocriticism

Unit-2: A study of William Howarth's "Some Principles of Ecocriticism" and Cheryll Glotfelty's "Literary study in an Age of Enviornmental Crisis"

Unit-3: A study of William Rueckert's "Literature and Ecology: An Experiment in Ecocriticim" and Vera L. Norwood's "Heroines of Nature: Four Women Respond to the American Landscape"

Unit-4: A detailed study of Edward Abbey's *Fire on the Mountain*

Unit-5: A detailed study of Margaret Atwood's *Surfacing.*

SUGGESTED READINGS:

Cheryll Glotfelty and Harold Fromm eds. *The Ecocriticism Reader: Landmarks in Literary Ecology.* University of Georgia Press 1996.

Doris Radin. *Ecological Literary Criticism*. Columbia University Press 1994.

Laurence Coupe. *The Green Studies Reader*: *From Romanticism to Ecocriticism*. Routledge, 2000.

Val Plumwood. *Feminism and the Mastery of Nature.* (Routledge, 1993)

Ph.D. Course

English Language Teaching (ELT)

Subject Code: HU-10003
LTP 400

The purpose of the course is to acquaint the scholars with issues, problems, concepts pertaining to teaching of English language to Indian students.

Unit-1: Language, its nature, horizon, growth and functions, General Principles of language learning and language skills, The importance of learning English in India.

Unit-2: Principals and Theory of Language Learning, Approaches and Methods of English language Teaching, Communicative Language Teaching

Unit-3: Methods of Teaching (Audio-Lingual, Grammar-translation, Direct, Learning, Learner based), English for specific purposes, the context of second Language Teaching

Unit-4: Skills in Language Learning and Usage. Materials for the Development of Language Skills. Language Learning Strategies.

SUGGESTED READINGS:

The Learner-Centred Curriculum: A Study *in SLT*-David Nunan. Cambridge University Press, 1988.
Communicative Language Teaching. William Littlewood: Cambridge University Press, 1981.
A History of English language: A.C. Baugh and T. Cable. Prentice-Hall, 1978.
Approaches and Methods in Language Teaching. Jack C. Richards, Theodore Richards. Cambridge University Press 2001.
Tom Hutchinson and Alan Waters. *English for Specific Purposes:*. Cambridge University Press 1987.
Bhandari, C.S. et al. *Teaching of English: A Handbook for Teachers*. New Delhi: Orient Longmans, 1966.
Bhatia, K.K. *Teaching and Learning English as a Foreign Language.* New Delhi: Kalyani Publishers, 2006.

Ph.D. Course

Transcultural and Diasporic Literature

Subject Code:HU-10004
LTP 4 0 0

The purpose of the course is to acquaint the scholars with questions surrounding identity, race and culture. The focus is on different forms of intercultural encounters and on the construction of a transcultural and diasporic space taking into account some representative literary texts.

Unit -1: An Introduction to trends in transcultural and diasporic Literature.

Unit-2: A study of Anita Rau Badami's *The Hero's Walk,* Themes, Plot and Characterization.

Unit-3: A study of Rohinton Mistry's *Such a long Journey*, Themes, Plot and characterization.

Unit -4: A detailed study of a text to be prescribed by Research Guide according to the topic of the scholar.

Unit-5: A detailed study of a text to be prescribed by Research Guide according to the topic of the scholar.

SUGGESTED READINGS:

Bhabha, Homi K. *The Location of Culture*. New york: Routledge, 1994

Zepetnek, Steven Totosy de(ed.) *Comprative Cultural Studies and Michael Ondaatje's Writing*. London: Purdue University Press, 2004.

Davis, Geoffrey V.(Ed.). *Towards a Transcultural Future: Literature and Society in a 'Post-Colonial' World.* New York: Editions Rodopi B.V., 2005.

Ph.D. Course

Subject Code: HU-10005

Indian Writing in English

LTP 4 0 0

The objective of the course is to acquaint the scholars with some aspects of Indian Writing in English to facilitate their research

Unit-1: General survey of the trends and history of Indian Writing in English restricted to the area of research.

Unit-2: A study of Khushwant Singh's *Train to Pakistan*

Unit 3: A study of Raja Rao's *Kanthapura*

Unit-4: A detailed study of a text to be prescribed by Research Guide according to the area of research of the scholar.

Unit-5: A detailed study of a text to be prescribed by Research Guide according to the area of research of the scholar.

SUGGESTED READINGS:

Iyengar, KRS. *Indian Writing in English.* New Delhi, Sterling Publishers, 2002.

Narasimhaiah, C.D. *Indian Literature of the Past Fifty Years*. Mysore: University of Mysore, 1970,

Seshadri, H.V. *The Tragic Story of Partition.* Bangalore: Jagarna Prakashen, 1982.

Ph.D. Course

Subject Code: HU-10006
LTP: 4 0 0

American Fiction

The objective of the course is to acquaint the scholars with some aspects of Modern American Fiction to facilitate their research

Unit-1: General survey of trends and history of American Fiction restricted to the area of research.

Unit-2: A study of Ernest Hemingway's *The old Man & the Sea.*

Unit 3: A study of Hawthorne's *The Scarlet Letter.*

Unit-4: A detailed study of a text to be prescribed by Research Guide according to the area of research of the scholar.

Unit-5: A detailed study of a text to be prescribed by Research Guide according to the area of research of the scholar.

SUGGESTED READINGS:

Kazin, Alfred: *Bright Book of Life*: *American Novelists and Storytellers from Hemingway to Mailer*. Boston : Little, Brown, 1973.

Hassan, Ihab, *Radical Innocence*: *Studies in the Contemporary American Novel*. Princeton: Univ., Press 1961.

Ph.D. Course

Subject Code: HU-10007
LTP :4 0 0

Entrepreneurship and Small Business Development

L T P

Unit-I: Meaning & concept of Entrepreneurship Ethics and Entrepreneur, Competencies and barriers to entrepreneurship, Meaning role, definition, policies governing SSI's, industrial estate, rural industries, ancillary industries

Unit-II: Organizational structure for small scale organizations, forms & of organization, finance requirements, importance of fixed and working capital, factors determining finance requirements, means of finance.

Unit-III: Role of SIDBI, IDBI, IFCI, ICICI, NSIC, SISI. working capital, Project Report.

Unit-IV: Tax benefits and concessions, marketing mechanism, export potential, problems faced, Marketing Research and its applications.

SUGGESTED READINGS:

Essentials of entrepreneurship and small business development –Zimmer & Scarboragh.
Fundamentals of Entrepreneurship – Sangram Keshari Mohanty
Fundamentals of entrepreneurship Management-H Nanda (PHI)
Dynamics of Entrepreneurship Vasant Desai. Himalaya Publishing House.
Entrepenurship Theory, process, practices Kuratko/Hod getts

Ph.D. Course

Marketing Management

Subject Code:HU-10008
LTP 4 0 0

Unit-1: Marketing & its applications, introduction to Marketing, Marketing in Development economy marketing of services,

Unit-2: Marketing planning and organization, planning marketing mix, market segmentation, marketing organization,

Unit-3: Marketing Research & its Applications, Understanding Consumers, Determinants of consumer environment, Product Life Cycle & New Product Development Product Decisions & Strategies Branding & Packaging decisions.

Unit-4: Pricing & Promotion Strategies pricing polices & practices, Marketing Communication, Advertising & publicity.

SUGGESTED READINGS:

Philip Kotler, *Marketing Management*

Arun Kumar, *Fundamentals of Marketing,* Vikas Publishing

Neelamegham S., *Indian Cases in Marketing,* Vikas Publishing, New Delhi.

Kotler Philip and Armstrong Gray, *Principles of Marketing*, , PHI, New Delhi

Stanton Willam J., *Fundamentals of Marketing,* McGraw Hill, New York.

Ph.D. Course

Subject Code:HU-10009
LTP: 4 0 0

Organizational Behavior

OBJECTIVE:
The scope of this paper is to familiarize students with the concepts of OB knowledge to management practices.

UNIT–I: Concepts of OB: Concept of organizational behavior, organization behavior & organizational behavior, field of organizational behavior, Goals of organizational behavior, applying OB knowledge to Management Practices.

UNIT-II: Foundation of Individual Behavior: Attitudes, personality, Perception, Learning, Implications for Managers.

UNIT-III: Goal, Achievement, External conditions Imposed on the group, Group Dynamics, Methods of group Analysis. Motivation, Leadership theories various styles.

UNIT-IV: Communication & Group Decision Making: Concept, functions, Process Model, Types of Communication, Techniques of effective communication, Transactional Analysis, Quality circle, Confrontation session, communication pattern in Indian organizations.

SUGGESTED READINGS:

Management of Organizational Behaviour, P. Hersey and K.H. Blanchard, Sage.
Organizational Behaviour, L.M. Prasad, Himalaya, Mumbai.
Organizational Behaviour, S.P. Robbins,
Organizational Behaviour -Text and Cases, M.G. Rao, V.S.P. Rao & P.S. Narayana, Konark, Delhi.
Organisational Behaviour – Fred Luthans

Ph.D. Course

Supply Chain Management

Subject Code: HU-10010

L T P: 4 0 0

Unit-1: Introduction: Supply chain management concept, Need and scope of supply chain management, Evolution of supply chain management, Demand Planning and forecasting. Basic approach to demand forecasting, Supply chain strategy.

Unit-2: Operation management in Supply chain: Introduction, basic principles of manufacturing management.

Unit-3: Procurement management in Supply Chain: Introduction, Purchasing Cycle, Types of purchases, Inventory models, Economic order Quantity, Just in time, FOIS, FOQS.

Unit-4: Logistics Management: Introduction, History and evolution of logistics, Elements of logistics management, Transportation management, Third party logistics. Channel management decisions.

Unit-5: Information Technology for Supply chain management: Concept of Information technology, IT application in Supply Chain Management

SUGGESTED READINGS:

Supply Chain Management, Altekar Rahul V. New Delhi, PHI Learning P Ltd.

Supply Chian Management. Agrawal D.K. New Delhi: Macmillan India Ltd.

Goyal D.P., Siddharth Varma. Supply Chain Management for competitiveness. New Delhi: Macmillan India Ltd, 2008.

Fundamentals of Supply Chain management, Mentzer John T. New Delhi, Response Books

Ph.D. Course

Subject Code: HU-10011
LTP : 4 0 0

Sales and Distribution Management

Unit-1: Nature and scope of sales management; brief discussion on organizing, recruiting, selecting, training and developing, supervising, appraising and motivating sales personal carving territories, routing, quota, sales forecasting, dealers relations.

Unit-2: Selling process, sales ethics, selling theories, Sales call planning and execution, sales Organisation, structure and control

Unit-3: Nature and scope of advertising research, campaign planning of strategic considerations, knowledge about consumer Behavior, Media planning Print, T.V., Radio, Cable and Satellites, direct mail marketing creating copy-testing. Advertising budget. Events Management.

Unit-4: Distribution management: Distribution Channels management, Channel Design Decisions, Channel management decisions, Marketing Logistics and supply Chain Management

SUGGESTED READINGS:

Kotler Armstrong, *Principles of Marketing*, New Delhi, Prentice Hall of India P Ltd.

Arun Kumar, N. Meenakshi, *Marketing management*, Vikas Publishing, New Delhi,

Cundiff and Cundiff, Sales Management, PHI

Ph.D. Course

Managing Men & Human Resource Management

Subject Code: HU-10012
LTP: 4 0 0

Unit-1: Human Resource Development system: the concept of HRD, the need for HRD, HRD Mechanisms Principle in Designing HRD system.

Unit-2: Personal Management Environment in India, Functions & operations of a Personnel office. Manpower planning, Recruitment selection & induction, staff training & Development carrier planning,

Unit-3: Management of organizational conflicts, Managing change, laws & Rules governing employee benefits and welfare, compensation and salary Administration employee Discipline, Employee Grievance Handling,

Unit-4: Motivation & Productivity, Employee motivation and enrichment, performance monitoring & appraisal.

SUGGESTED READINGS:

Bennison, Malcolm & Jonathan Casson, 1983. *The Manpower planning Handbook* Mc. Graw Hill, Landon

Wilbert and Shinder 1985, *The Dartnell Personnel Adminstration Handbook,* Darnell, Chicago.

C.B. Gupta, *Human Resources Management,* Sultan Chand Sons. New Delhi

P. Subba Rao, *Essentials of HRM and IR,* , Himalays Publication House, New Delhi.

P.C. Tripathi, *Human Resource Development,* HPH.