



RAJAGIRI VISWAJYOTHI
COLLEGE OF ARTS AND APPLIED SCIENCES
VENGOOR , PERUMBAVOOR KERALA- 683546

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam | Approved by AICTE



CRITERION 7

INSTITUTIONAL VALUES AND BEST PRACTICES

7.1 Institutional Values and Social Responsibilities

2019-2024

Submitted to





7.1.1 Courses Addressing Gender and Gender Related Concepts

Sl. No.	Programme	Course Code	Course Title	Page No.
1.	B.Com Model I Finance & Taxation B.Com Model II Finance & Taxation B.Com Model II Logistics Management	CO4CRT13	Entrepreneurship Development and Project Management	3
2.	B.A English Literature, Communication and Journalism Model III (Triple Main)	EN1CR01	Methodology of Literary Studies	5
3.	B.A English Literature, Communication and Journalism Model III (Triple Main)	EN3CR03	Harmony of Prose	7
4.	B.A English Literature, Communication and Journalism Model III (Triple Main)	EN5CR08	Literary Criticism and Theory	9
5.	B.A English Literature, Communication and Journalism Model III (Triple Main)	EN5CR09	Indian Writing in English	11
6.	B.A English Literature, Communication and Journalism Model III (Triple Main)	EN6CR11	Women Writing	13
7.	Bachelor of Business Administration	BA4CRT18	Entrepreneurship	15



1. Entrepreneurship Development and Project Management

Department of Commerce

Core Course -13

CO4CRT13

Entrepreneurship Development and Project Management

Instructional Hours: 90

Credit: 4

Objectives:

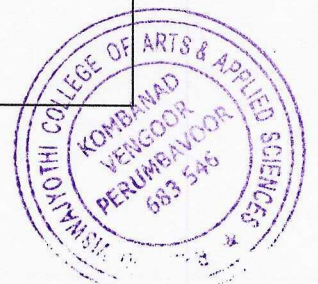
- To develop entrepreneurial spirit among students
- To empower students with sufficient knowledge to start up their venture with confidence
- To mould young minds to take up challenges and become employer than seeking employment and to make them aware of the opportunities and support for entrepreneurship in India

Module I

Introduction to Entrepreneurship- Definition and Meaning- Distinction between entrepreneur and manager- Characteristics and traits of an entrepreneur- Skills - Motivation of Entrepreneur- Functions of an Entrepreneur- Role and importance of Entrepreneurship in economic development- Factors affecting growth of entrepreneurship (10 Hours)

Module II

Classification of entrepreneurs- Dimensions of Entrepreneurship- Intrapreneurship- Technopreneurship- Cultural Entrepreneurship- International Entrepreneurship- Ecopreneurship- Social Entrepreneurship and Women Entrepreneurship- Problems faced by Women Entrepreneurs- Entrepreneurship in Agriculture sector and service sectors- New avenues- Dealership, Networking and Franchising- Entrepreneurship in MSME- Micro Small Medium Enterprises- Definition- Role of MSME- Steps to establish an enterprise. (25 Hours)



Module III

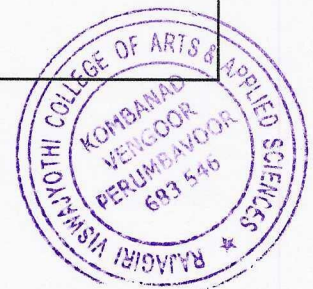
Project Identification-Project- Meaning- Types- Project Management- Project life Cycle- Project identification- Sources of Project idea- Constraints in a project- Sources of Business Idea-Protecting the Idea-Legal Protection in India-Trademarks- Copyright- Patent- Geographical Indication- Designs-Plant and Farmer Rights- (15 Hours)

Module IV

Project Formulation and Report- Formulation of a project- Stages in project formulation- - preparation of a project report- contents- project appraisal- various aspects of appraisal (Problems of appraisal techniques excluded) (20 Hours)

Module V

Entrepreneurial Support in India- Entrepreneurial Education and training- Entrepreneurship Development Programmes- Objectives and Methodology- The Concept, Role and Functions of Business Incubators- Start-Ups- Govt. of India Funding and Support for Start-Ups- Cluster Development Schemes- Pradan Mantri Mudra Yojana- Industrial Estates- Special Economic Zones- Other initiatives and assistance- Green Channel clearances- - Bridge Capital- Seed Capital Assistance- Special Institutions for Entrepreneurial Development and assistance in India-Functions of EDII, NIESBUD, NSIC, SIDBI and DIC (20 Hours)



2. Methodology of Literary Studies

Department of English

Core Course - 1

Methodology of Literary Studies

Course Code	EN1CR01
Title of the course	Methodology of Literary Studies
Semester in which the course is to be taught	1
No. of credits	4
No. of contact hours	108

AIM OF THE COURSE

The course seeks to introduce the student to the major signposts in the historical evolution of literary studies from its inception to the current postcolonial realm.

OBJECTIVES OF THE COURSE

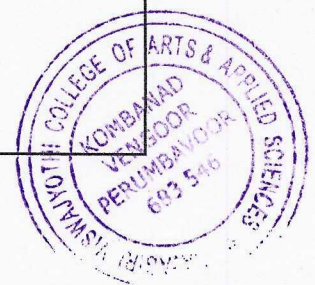
On completion of the course, the student should be able to discern the following:

1. The emergence of literature as a specific discipline within the humanities.
2. The tenets of what is now known as traditional 'approaches and also that of formalism.'
3. The shift towards contextual-political critiques of literary studies.
4. The questions raised by Cultural Studies and Feminism(s)
5. The issues of sublaternity and regionality in the literary domain.

COURSE OUTLINE

Module 1 (18 hours)

Part A: W. H. Hudson:—Some Ways of Studying Literature from An Introduction to the Study of



Literature.

Part B: William Shakespeare: Sonnet 116 – —Let Me Not to the Marriage of True Minds

Module 2 (18 hours)

Part A: Cleanth Brookes: —The Formalist Critics from the My Credo series: The Kenyon Review

Part B: Emily Dickinson: —Because I could not stop for Death! (poem 479)

Module 3 (18 hours)

Part A: Terry Eagleton: —What is Literature? from Literary Theory: An Introduction.

Part B: Mahasweta Devi: —Kunti and the Nishadin

Module 4 (18 hours)

Part A: Lois Tyson: —Feminist Criticism

Part B: Sara Joseph: —Inside Every Woman Writer

Module 5 (18 hours)

Part A: Peter Barry: Postcolonial Criticism

Part B: 2 Poems in tandem: Mahmoud Darwish: —Identity CardI and S. Joseph: —Identity Card

Module 6 (18 hours)

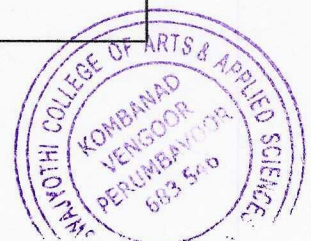
Part A: Pradeepan Pampirikunnu: —What did Literary Histories Say to You?

Part B: Poikayil Appachan: —No Alphabet in Sight

Approaching the Course:

Ideally this paper should have a consistent linearity from Module 1 to 6; such a step-by-step progression will help trace the following trajectory effectively: Traditional to Formalist to Political-Contextual to Feminist to Postcolonial to Regional-Subaltern methodologies.

Core Text: Nuances: Methodology of Literary Studies. Macmillan and Mahatma Gandhi University



3. Harmony of Prose

Core Course- 3

Harmony of Prose

Course Code	EN3CR03
Title of the course	Harmony of Prose
Semester in which the course is to be taught	3
No. of credits	4
No. of contact hours	90

AIM OF THE COURSE

The student is given space to mature in the presence of glorious essays, both Western and Non-Western.

OBJECTIVES OF THE COURSE

On completion of the course, the student shall be:

1. familiar with varied prose styles of expression.
2. aware of eloquent expressions, brevity and aptness of voicing ideas in stylish language.

COURSE OUTLINE

Module 1

(18 hours)

Francis Bacon: Of Friendship



Jonathan Swift: The Spider and the Bee

Joseph Addison: Meditations in Westminster Abbey

Module 2

(18 hours)

Samuel Johnson: Death of Dryden

Charles Lamb: Dream Children; a reverie

William Hazlitt: The Fight

Robert Lynd: Forgetting

Virginia Woolf: A Room of One's Own (an extract)

Aldous Huxley: The Beauty Industry

Module 3

(18 hours)

Nirad C. Choudhari: Indian Crowds (extract from *The Autobiography of an Unknown Indian*)

Amartya Sen: Sharing the World

A. K. Ramanujan: A Flowery Tree: A Woman's Tale

Module 4

(18 hours)

Kamau Brathwaite: Nation Language

Pico Iyer: In Praise of the Humble Coma

William Dalrymple: The Dancer of Kannur (extract from *Nine Lives*)

Core Text: *Harmony of Prose*



4. Literary Criticism and Theory

Core Course - 8

Literary Criticism and Theory

Course Code	EN5CR08
Title of the course	Literary Criticism and Theory
Semester in which the course is to be taught	5
No. of credits	4
No. of contact hours	90

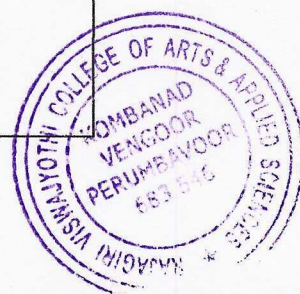
AIM OF THE COURSE

The course seeks to introduce students to the major signposts in Literary Criticism, Literary Theory and Indian Aesthetics.

OBJECTIVES OF THE COURSE

On completion of the course, the student:

1. will have awareness about the major developments in literary criticism from the ancient times to the twentieth century.
2. will be initiated to the realm of literary theory and major theoretical schools.
3. will have awareness about the chief strains of Indian literary criticism.



4. will be able to analyse short poetical pieces critically.

COURSE OUTLINE

Module 1 [Literary Criticism]

(36 hours)

A. Classical Criticism

Plato - Aristotle

B. Neoclassical Criticism

Neoclassicism in England - Dryden, Pope, Aphra Behn, Samuel Johnson

C. Romantic criticism

German Idealism - British Romantic criticism: Wordsworth, Coleridge

A. Victorian Criticism

Matthew Arnold

B. From Liberal Humanism to Formalism

The poetics of Modernism: Yeats, Pound, Eliot

Formalism - Russian Formalism: Boris Eichenbaum, Mikhail Bakhtin, Roman Jakobson-

New Criticism: John Crowe Ransom, Wimsatt and Beardsley

C. Early 20th Century Criticism

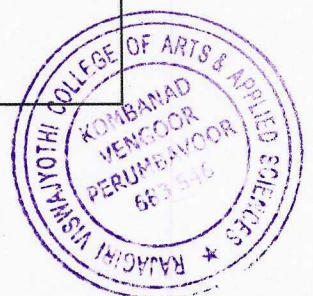
F. R. Leavis - Marxist and Left Wing critics - Early feminist critics: Virginia Woolf, Simone de Beauvoir

From M. A. R Habib: Literary Criticism from Plato to the Present: An Introduction. Oxford:

Wiley Blackwell, 2011

Module 2 [Literary Theory] (36 hours)

A. Structuralism - Poststructuralism - Deconstruction - Psychoanalysis



5. Indian Writing in English

Core Course- 9

Indian Writing in English

Course Code	EN5CR09
Title of the course	Indian Writing in English
Semester in which the course is to be taught	5
No. of credits	4
No. of contact hours	90

AIM OF THE COURSE

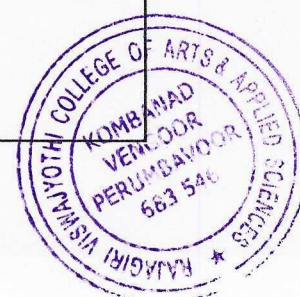
The course is intended to sensitise students to the various ways in which literature written in English, in the Indian sub-continent serves as a platform for forming, consolidating, critiquing and re-working the issue of national identity 'at various levels.

OBJECTIVES OF THE COURSE

On completion of the course, the student should be aware of the following:

1. The subtle flavours that distinguish the Indian 'quotient' in English writings from India.
2. The different concerns that Indian English writers share, cutting across sub-nationalities and regionalities.
3. The *locus standi* of diasporic Indian 'writers.

COURSE OUTLINE



Module 1 (Poetry) (18 Hours)

Henry Derozio: The Harp of India Nissim Ezekiel: The Patriot Jayanta Mahapatra: Freedom

Kamala Das: Introduction

Dom Moraes: Absences

Module 2 (Fiction) (18 Hours)

Anita Nair: *Ladies Coupe*

Module 3 (Drama) (18 Hours)

Girish Karnad: *Tughlag*

Module 4 (Short Fiction) (18 Hours)

R. K. Narayan: The Antidote Salman Rushdie: The Free Radio

Jhumpa Lahiri: The Interpreter of Maladies

Chitra Divakaruni Banerjee: Mrs. Dutta Writes a

Letter

Module 5 (Prose) (18 Hours)

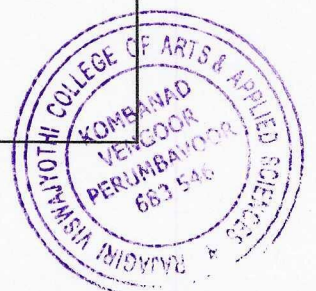
Rabindranath Tagore: Nationalism in India

B. R. Ambedkar: Back from the West and Unable to Find Lodging in Baroda Satyajit Ray:

Odds Against Us

Amitav Ghosh: The Imam and the Indian

Core Text: *Indian Writing in English*



6. Women Writing

Core Course- 11

Women Writing

Course Code	EN6CR11
Title of the course	Women Writing
Semester in which the course is to be taught	6
No. of credits	4
No. of contact hours	90

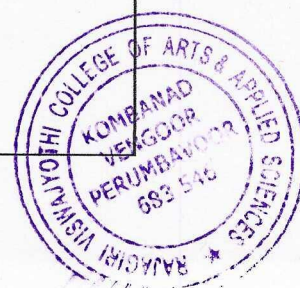
AIM OF THE COURSE

To introduce the theoretical and literary responses by women and the concerns that govern feminist literature.

OBJECTIVES OF THE COURSE

On completion of the course, the students will be able to:

1. critically respond to literature from a feminist perspective.
2. realize how the patriarchal notions pervade in the social and cultural scenario and how feminism exposes these notions.
3. identify how stereotypical representations of women were constructed and how these are subverted by feminist writing



COURSE OUTLINE

Module 1 [Essays] (36 hours)

Betty Friedan: The Problem that has No Name (Chapter 1 of *The Feminine Mystique*) Elaine

Showalter: *Towards a Feminist Poetics*

Patricia Hill Collins: *Mammies, Matriarchs and Other Controlling Images* (Chapter 4 of *Black Feminist Thought* pp. 79-84)

Module 2 [Poetry] (18 hours)

Anna Akhmatova: *Lot's Wife*

Mamta Kalia: *After Eight Years of Marriage* Julia Alvarez: *Women's Work*

Meena Alexander: *House of a Thousand Doors* Sutapa Bhattacharya: *Draupadi*

Kristine Batey: *Lot's Wife* Vijayalakshmi: *Bhagavatha*

Module 3 [Short Fiction] (18 hours)

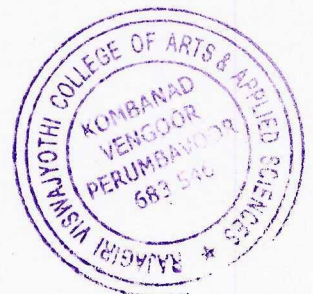
Charlotte Perkins Gilman: *The Yellow Wallpaper* Willa Cather: *A Wagner Matinee*

Isabel Allende: *And of the Clay We Created* Sara Joseph: *The Passion of Mary*

Module 4 [Fiction] (18 hours)

Alice Walker: *The Color Purple*

Core Text: *Women Writing*



7. Entrepreneurship

Core Course-18 Entrepreneurship

Core Course
No. of credit : 4
No. of contact hour: 5

MODULE I

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; **Entrepreneurs; Women entrepreneurs**; Role of entrepreneur in Entrepreneurs in India.

MODULE- II

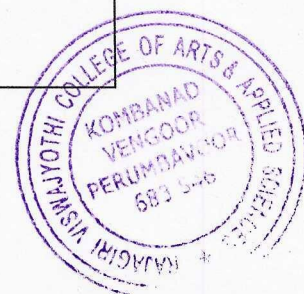
Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

MODULE- III

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological a competitive factor; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

MODULE- IV

To identify different, Discuss opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

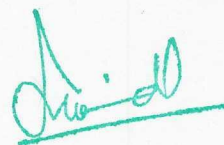


MODULE V

To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning, commission's guidelines for formulating a project report - specimen of a project report, problems of entrepreneur's case studies of entrepreneurs

Reference texts:

SI No.	Title	Author	Publishing & Year
1.	Entrepreneurship Development	Dorden and Natarajan	Himalaya Publishing House, Mumbai
2.	Entrepreneurship Development and Small Business Enterprises	Poornima M.Charantimath	Pearson, 2 nd edition



PRINCIPAL
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