

# SERAMPORE COLLEGE

Founded by Carey, Marshman and Ward 1818  
Incorporated by Royal Charter, 1827 and  
Bengal Govt. Act. IV of 1918



Serampore College  
9, William Carey Road, Serampore  
Hooghly, West Bengal, 712201

## UGC SPONSORED CAREER ORIENTED DIPLOMA COURSE IN APPLIED SOCIOLOGY

### **PROSPECTUS: 2018-19**

The Applied Sociology program prepares individuals for the contemporary workforce and provides a greater understanding of our diverse communities. This flexible, interdisciplinary add-on course examines individual behaviour and group dynamics, particularly ways of dealing with social conflicts and problems. In addition to teaching students to work collaboratively, this course will enhance students' verbal and written communication skills and analytical abilities. To reach a variety of learners, the Applied Sociology program utilizes a variety of educational methods, including information sessions, case study analysis, collaborative learning activities, and independent and team research opportunities. This programme provides the context for introducing the principles as, case study, and experimentation, with a special emphasis on understanding survey research. This course focuses on the interpersonal level to global level. In addition, the students will learn how society has attempted to prevent and control deviance, and address the question if rehabilitation is possible. Students can be benefited in a cohort setting by meeting other adults in similar situations and developing these relationships professionally, academically and socially. This course also examines which job opportunities are available and what they offer. Students can learn which skills people need to work successfully with others and what leads to job satisfaction as well as the students will learn about how new technologies create career opportunities.

## **General objectives of the course:**

This course is to introduce students to the basic concepts and application of methods in applied sociology. It aims to

1. Engage students in the field and substance of applied sociology.
2. Train students to apply sociological theories and methods to examine real social life issues.
3. Strengthen students' understanding of how theories, concepts, and sociological research are central to social problem-solving, policymaking, and the skills required in a variety of occupational settings.
4. Understand the community, to make situational analysis and enable the students to equip themselves for a career in Social welfare agencies.
5. Provide opportunities to apply classroom learning.
6. Enhance students' understanding of the real world from a more critical, reflexive and sociologically-informed perspectives.
7. Develop skills in applying sociological perspectives and methods in a real-life setting.
8. Experience professional socialization; and explore a career.

## **Diploma Course:**

The course will be of 20 credits. Each credit will have 15 hours of workload out of which 8 credits would be assigned to field work/project work/training. (As per UGC XI Plan guideline).

## **Entry requirement:**

Any student who has completed 12<sup>th</sup> standard (Higher secondary) is eligible for admission. However, who are pursuing their graduation degree can simultaneously be admitted to this course.

## **How to get admission:**

Forms for admission will be available from Department of Sociology, Serampore College from 15<sup>th</sup> July - 19<sup>th</sup> August, 2018 (Timings - From 10.30. a.m- 12.30 pm). Application forms can be had from the Serampore College on payment of the application fee Rs. 50/. Admission form can also be downloaded from URL <http://seramporecollege.org/a-s-c/academics/other-courses/>. Admission will be done strictly on merit basis. For further information, contact course coordinator Dr. Sribas Goswami, Department of Sociology, Serampore College.

## **Course Fee:**

Rs. 4,000/- is to be paid either by cheque or by Demand draft drawn in favour of *Serampore College Add-on courses* payable at Serampore.

## **Intake capacity for the course**

Maximum 30 students per batch at the initial level.

**Minimum attendance:**

Seventy five percent (75%) minimum is required both in theory and in practical to be eligible to appear in the term end exam.

**Medium of instruction:**

English and Bengali language.

**Duration of the course:**

One academic year. Classes will be held for two days a week in the morning at Serampore College.

**Scheme of the Programme:****1: Lectures**

In the classroom lectures the students will be introduced the basic topics on applied Sociology. Each lecture will be of 1-hour duration.

**2: Class Assignments**

During lectures, the students are required to participate in a wide variety of assignments, ranging from assigned readings, video viewing, quiz and problem solving.

**3: Group Project**

Students are required to do a group project on a social issue / problem / situation / phenomenon. Group presentations will be arranged and each group has to submit a written report of their main findings.

**4: In-class test**

Students are required to attend a Three-hour written test, which includes multiple choice questions, short essay questions and essay questions. Examination will be held annually. Full marks for certificate course is 300.

# SYLLABUS FOR APPLIED SOCIOLOGY

-: Total 160 hours classroom learning:-

## PART –A

### Paper 1. Principles of Sociology

50 marks

#### Unit I –Development of sociological imagination

Level of knowledge –Basic/ Analytical Description:

1. Emergence of Sociology
2. Levels of analysis, paradigms and theory
3. Introduction to applied sociology –Applied versus basic sociology

#### Unit II –Social Structure

Level of knowledge –Analytical/ Conceptual Description:

1. Society
2. Community
3. Social Institutions
4. Social Groups

#### Unit III: Nature of Sociological Perspectives

Level of Knowledge: Basic Description:

1. Concepts, theories and paradigms
2. Theory and Social Reality

#### Unit IV: Structural Functionalism

Level of Knowledge: Conceptual and Analytical Description:

1. Structural Functionalism: Emergence
  - a. Comte, Spencer, Durkheim
2. The Analytical Functionalism of Talcott Parsons
3. The Empirical Functionalism of R. K Merton
  - a. Merton's Paradigm for Functional analysis
4. Applications of functional analysis

Total 40 lectures

### Paper 2. Human Resource Management & Corporate Social Responsibility

50 marks

#### Unit I: Introduction to Human Resource Management

*Level of Knowledge: Basic /Conceptual Description:*

1. Concepts in HRM
2. Perspectives of Resource Management

#### Unit II: Dynamics of Human Relations

*Level of Knowledge: Conceptual Description:*

1. Organizational culture
  - a. Global context

- b. Indian context (Field exposure to HR units)
  - 2. Formal and Informal Relations
  - 3. Motivation and performance
- Unit III: Leadership and Team Development
- Level of Knowledge: Conceptual Description:*
- 1. Different Leadership styles
  - 2. Team Work and Team Performance
- Unit IV: Principles of CSR
- Level of Knowledge: Conceptual Description:*
- 1. General Principles -Reasons for CSR –Changing Public Expectation from Business -International Legal Instrument and Guidelines -Corporate Brand
  - 2. Development of Norms and Principles -Codes of Conduct -CSR Management
  - 3. CSR in Global Context: Global Corporate Social Responsibility
- Total 40 lectures

### **Paper 3. Social Psychology & Public Relations**

**50 marks**

#### Unit-I: SOCIAL PSYCHOLOGY

*Level of Knowledge: Basic Description:*

- 1. Social Psychology: Nature –Scope -Features
- 2. Perspectives in Sociological Social Psychology: Social Interactionism -The Sociological Imagination
- 3. Interrelationship between Sociology and Social Psychology

#### Unit-II: COLLECTIVE BEHAVIOR

*Level of Knowledge: Conceptual & Analytical Description:*

- 1. Collective Behaviour: Meaning –Characteristics
- 2. Theories of Collective Behaviour: Mass Hysteria Theory -Emergent Norm Theory Contagion Theory
- 3. Types & Varieties of Collective Behaviour: Crowd and Public –Public Opinion – Propaganda -Mass Hysteria –Rumours -Social Movements
- 4. Behavior during collective events

#### UNIT III: Public Relations: Agencies

*Level of Knowledge –Conceptual / Analytical Description:*

- 1. Structure and Functions
- 2. Areas of Practice
  - a. Corporate Sector
  - b. Government Sector
  - c. Not for Profit Sector/ NGOs
  - d. Organized productive private sectors (CBOs, FBOs, Media and Cooperatives)

#### UNIT IV: The Practice of Public Relations

*Level of Knowledge: Descriptive Description*

1. Research and Planning for communication
2. Communication skills and styles
3. Planning and strategies: Tools of Public Relations, Social Media and Public Relations
4. Resource Mobilization: Methods
5. Implementation pedagogies/methodology
6. Evaluation of effectiveness: Impact assessment tools and strategies

Total 40 lectures

#### **Paper 4. Social Research & statistics: -**

**50 marks**

#### UNIT -I: Social Research: An Introduction

*Level of Knowledge –Basic Description:*

1. Social Research: Meaning –Objectives –Types- Induction- deduction.
2. Different Types of research:
  - a. Based on the nature of research question- Exploratory –Descriptive –Explanatory-Experimental.
  - b. Based on the strategy-Quantitative and Qualitative
  - c. Based on the outcome-Pure and Applied, Action and participatory, evaluative
3. Reliability and Validity in Research and Ethical concerns in social research

#### UNIT -II: Steps in Social Research, Research Design and Sampling

*Level of Knowledge: Basic and Analytical Description:*

1. Research Problem: Identification and Formulation, General Objectives and Specific Objectives –concept-variable -hypotheses
2. Review of Literature
3. Research Design: Meaning –Purpose-types: Survey Designs-Cross sectional and Longitudinal, Case Study, Comparative and Experimental
4. Sampling: Probability and Non-Probability -Types; Merits & Limitations.

#### UNIT -III: Data Collection

*Level of Knowledge: Basic Description:*

1. Types of Data: Primary and Secondary, Quantitative and Qualitative, Sources of Data
2. Methods for Data Collection: Census –Survey, Ethnography or Participant observation, Focus Group Discussion
3. Tools for Data Collection: Questionnaire –Interview –Participant Observation, content analysis.

#### UNIT -IV: Data Processing & Presentation

*Level of Knowledge: Analytical Description:*

1. Steps in Data Processing: Checking –Editing –Coding –Tabulation
2. Methods of Data Analysis:  
Using Descriptive and Inferential statistics, Qualitative data analysis-Grounded theory and Analytic Induction
3. Data Presentation: Tables & Diagrams, Narratives
4. Research Report: Structure & Components

Total 40 lectures

## **PART – B (Internal evaluation)**

Total 120 hours field experience (Practical)

### **PROJECT REPORT**

**100 marks**

1. Preparation of a Questionnaire and Interview Schedule on given topic.
2. Data collection.
3. Data Analysis and Report Writing.
4. Viva-Voce

For further details contact course coordinator –

Dr. Sribas Goswami  
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Serampore College, Hooghly, W.B.  
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# SERAMPORE COLLEGE

Receipt no:

Form no:

## Application form for UGC Sponsored Diploma course in Applied Sociology Session 2018-2019



Please read the instructions carefully before filling up the form.

1. Name of the student (in block letters).....
2. Gender Male / Female / Others
3. Father's name.....
4. Mother's name .....
5. Guardian's name.....Relationship.....
6. Address for Communication.....  
.....Phone & Email(if any).....
7. Date of Birth .....
8. Nationality.....Religion.....
9. Social Category: General / Scheduled Caste / Scheduled tribe / OBC.
10. Blood group.....
11. Annual income of guardian (P.A).....
12. Area of interest.....
13. Ambition in life .....
14. Name of the last University / Council / Board Examination passed.....
15. Year of passing.....
16. Marks obtained in 12<sup>th</sup> Exam (Subject wise).....  
.....
17. Highest educational qualification.....
18. Are you a student of this college? Yes/ No.
19. If yes specify Class with year, Roll no.....etc.....

Signature of Admission

Signature of Guardian

Signature of Student

Authority