

SEMESTER I

GE-01A : Generic Elective - 1

Communication: Concepts and Processes

B.A. (Hons.) Humanities & Social Sciences - Semester I Cluster Innovation Centre, University of Delhi

Credit Distribution, Eligibility and Pre-requisites of the Course						
Course Title & Code	Credits	Credit Distribution			Eligibility Criteria	Pre-requisite
		L	T	P		
Communication: Concepts and Processes (UPC: 3124101101)	4	3	1	0	Class XII Pass	Nil

L = Lecture; T = Tutorial; P = Practical/Practice; UPC = Unique Paper Code

Learning Objectives

The Learning Objectives of this course are as follows:

- To help students understand the relation between thought, language and communication.
- To encourage students to identify the construction and deconstruction of meaning in the process of communication.
- To motivate students to recognize the importance of different elements of a communication process.
- To let students discover and employ different forms of communication.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- The students will be able to identify and appreciate the nature of the relationship between thought, language and communication.
- The students will be able to critically engage with the construction and deconstruction of meaning in the process of communication.
- The students will be able to apply different forms of communication in their everyday personal and professional context.

SYLLABUS

Unit I: Thought and Language (12 Hours)

- Thought and cognitive process of language
- Universal Grammar and basic structure of communication
- Language as a system of signs

Unit II: Interpretation, Language and Communication (9 Hours)

- Human thought process and the construction of meaning
- Deconstruction of meaning
- Basic argumentation and its implications

Unit III Elements and Process of Communication (9 Hours)

- Source, Message, Sender, Receiver, Context, Environment
- Noise - Linguistic, Geographical, Psychological, Cultural, Ideological

Unit IV Forms of Communication (12 Hours)

- Verbal and Non-verbal communication
- Intrapersonal communication
- Group communication
- Mass Communication

Practical component - NIL**Readings**

1. Vakyapadiya by K A Subramania Iyer
2. Syntactic Structures by Noam Chomsky
3. General Linguistics by Ferdinand de Saussure
4. Levi Straus, Tristes Tropiques
5. The death of the Author- Ronald Barth
6. Of Grammatology by Jacques Derrida
7. Media and Communication by Paddy Scannel
8. Communication of Innovations: A Journey with Ev Rogers Edited by Arvind Singhal and James W Dearing
9. Nonverbal Communication: An Applied Approach by Jonathan M Bowman
10. Communication in Everyday Life: The Basic Course Edition With Public Speaking

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

GE-01B : Generic Elective - 1
Fundamentals of Cognition and Emotions

B.A. (Hons.) Humanities & Social Sciences - Semester I
Cluster Innovation Centre, University of Delhi

Credit Distribution, Eligibility and Pre-requisites of the Course						
Course Title & Code	Credits	Credit Distribution			Eligibility Criteria	Pre-requisite
		L	T	P		
Fundamentals of Cognition and Emotions (UPC: 3124101102)	4	3	1	0	Class XII Pass	Nil

L = Lecture; T = Tutorial; P = Practical/Practice; UPC = Unique Paper Code

Learning Objectives

The Learning Objectives of this course are as follows:

- The course is aimed at giving students a basic understanding of human behaviour and factors determining individual differences.
- The course will introduce students to the impact of culture on human behaviour.
- The course is aimed at strengthening critical executive function skills in students.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- Students will develop insight on how behaviour functions and what influences behaviour.
- Students will develop more effective problem solving behaviour and decision making skills.
- Students will be able to negotiate the complexities of emotional development.

SYLLABUS

Unit I: What is Human Behaviour? (12 Hours)

- Defining Human Behaviour; Behaviour and Cognition, Behaviour and Affect and Behaviour and Action
- Genes, Evolution and Behaviour
- Measuring Human Behaviour
- Complexities of defining Human Behaviour
- Consciousness and Conscious Experience

Unit II: Learning and Behaviour (12 Hours)

- Theories of Learning
- Culture, Learning and Behaviour

Unit III: Language and Thinking (9 Hours)

- Functions, Properties and Production of Language
- Why do we think? Problem Solving & Decision Making

Unit IV: Emotions and Behaviour (12 Hours)

- Characteristics of emotions - biology, cognition, affect & action
- Theories of Emotions
- Assessing emotions
- Culture and emotions

Practical component - NIL

Readings

1. Baron, R. & Misra, G. (2013). Psychology. New Delhi: Pearson.
2. Cacioppo (2013). Discovering Psychology: The Science Of Mind, 1st Edition. USA: Cengage Learning.
3. Ciccarelli, S. K., & Meyer, G. E. (2010). Psychology: South Asian Edition. New Delhi: Pearson Education.
4. Passer, M.W. & Smith, R.E. (2010). Psychology: The science of mind and Behaviour. New Delhi: Tata McGraw-Hill.
5. Kalat, J. W. (2011). Introduction to Psychology (9th Ed). USA: Cengage Learning

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GE-01C : Generic Elective - 1
Fundamentals of Tourism

B.A. (Hons.) Humanities & Social Sciences - Semester I
Cluster Innovation Centre, University of Delhi

Credit Distribution, Eligibility and Pre-requisites of the Course						
Course Title & Code	Credits	Credit Distribution			Eligibility Criteria	Pre-requisite
		L	T	P		
Fundamentals of Tourism (UPC: 3124101103)	4	3	1	0	Class XII Pass	Nil

L = Lecture; T = Tutorial; P = Practical/Practice; UPC = Unique Paper Code

Learning Objectives

The Learning Objectives of this course are as follows:

- To acquaint students with the basics of tourism industry.
- To expose students to the wealth of natural and cultural tourism resources of India.
- To encourage students to find innovative ways for the designing and promotion of sustainable tourism.

Learning Outcomes

The Learning Outcomes of this course are as follows:

- Students will be able to appreciate the relevance and role of tourism.
- Students will gain awareness of the rich natural and cultural wealth of India.
- Students will be skilled to design new tourism products to tap the untapped tourism capacity of the country.

SYLLABUS

Unit I: Understanding Tourism (4 Weeks)

- Definitions and Concept of Tourism
- History and Development
- Forms and Types of Tourism
- Tourism Purposes and Motivations

Unit II: Tourism Resources and Products (3 Weeks)

- Tourism Product – Definition and Concept
- Characteristics and Types of Tourism Products
- Natural and Cultural Tourism Products
- Tourism Resources and Products of India

Unit III: Tourism Impacts (3 Weeks)

- Economic Impacts
- Socio-cultural and Political Impacts
- Environmental Impacts

Unit IV: Towards Sustainable Tourism Practices (4 Weeks)

- Principles and Dimensions of Sustainable Tourism
- Tourism Planning and Policies
- New Tourism Policy of India
- Sustainable Entrepreneurship in Tourism

Practical component - NIL

Readings

1. Michael Luck, Peter Robinson, and Stephen L. J. Smith (2013). Tourism, CABI Publishing
2. Howell, David W. (1989). Passport: An Introduction to the Travel and Tourism, Ohio.
3. WTO (2011). Handbook on Tourism Product Development
4. Chopra, Suhita. (1991). Tourism Development in India, Ashish Publishing House, New Delhi.
5. Ministry of Tourism, Govt. of India. India Tourism Statistics. 2014
6. IGNOU Material for Tourism Studies (TS-1, TS-3, TS-6)
7. Ratten, V. et.al. (2020), Tourism Innovation: Technology, Sustainability and Creativity, Routledge
8. Eric Zeulow (2015). A History of Modern Tourism. Red Globe Press

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