

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 Jacque 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.
