

दिल्ली विश्वविद्यालय

UNIVERSITY OF DELHI

Generic Elective Course
Bachelor of Arts (Hons) Journalism
(Effective from Academic Year 2019-20)



Department of Adult, Continuing Education & Extension
(Faculty of Social Sciences)
University of Delhi

Entrepreneurial and Leadership Development (12255925)

Course Objectives (2-3)

1. To improve understanding of Leadership and Entrepreneurship.
2. To educate students regarding Skill, Training and important of Leadership
3. To develop the skills of students on cope with the entrepreneurial challenges

Course Learning Outcomes

- Students will be able to develop understanding about entrepreneurship, entrepreneurial process and mindset of Entrepreneur.
- Gain knowledge about the steps in the process of setting up an enterprise and various challenges faced by budding entrepreneurs.
- Develop sound knowledge about various government initiatives and civil society organization for promotion of entrepreneurship.
- Develop skills such as selling skills, team building skills and communication skills needed to run an enterprise.
- Develop the mindset and skills for innovation.
- Learn about the concept of leadership, its importance and applicability in the modern times.

Unit 1

1. Entrepreneur meaning, evolution of entrepreneurship, importance, types, qualities of an Entrepreneur.
2. Role of consultancy organizations and government initiatives for promoting entrepreneurs.
3. Small Scale Industries: concept and their roles in Indian Economy, Sickness and challenges in small scale industries, reasons and remedies

Unit 2

1. The concept of Enterprise, steps in setting up an enterprise, financing, steps in setting, problems and challenges faced.
2. 4 P's of Marketing Mix: Marketing Environment for entrepreneurs, concepts, research, segmentation and strategies, product knowledge: presentation and demonstration, Setting up locations of enterprise, promotion & Advertising.
3. Training for self-employment, concept, importance, types, process of training, Non-formal training including training by Civil Society Organizations.

Unit 3

1. E-learning, Web-Based learning: Concepts, Design & Management, content design
2. Team building / Coordination Skills: Practices, Task, role play mixing ability, group building
3. Selling Skills: selling techniques & order processing & in store selling etc.
4. Communication Skills: Interpersonal communication, group communication, use of mass media

Unit 4

1. Leadership: Theories, Concepts & overview (ideas, components)
2. Context of leadership: roles of the leader follower and organization: leadership development through local self-government
3. Leadership influence, Development, strengths & weaknesses. Leadership for Entrepreneurship

References

1. Desai, Vasanth (2009), Dynamics of Entrepreneurial Development and Management? Himalaya Publishing House, New Delhi.
2. Srinivasan, N.P. & G.P, Gupta (2004), Entrepreneurial Development, Sultan Chand & Sons, New Delhi.
3. Saravanavelu, P. (1997), Entrepreneurship Development, Ess Pee Kay publications, Chennai.
4. Skill Development and training in SMES, Local economic and employment Development (LEED), OECD Publishing, OECD (2013).
5. Skills development for inclusive and sustainable growth in developing Asia-Pacific, 2013, edited by Maclean Rupert, Jagannathan shakti & Sarvi Jouko-Springer Publication.
6. Skill development in India the Vocational Education and Training System, Human Development Unit South Asia Region. The World Bank, Jan.2006.
7. National Skill Development Corporation. "Need Assessment Report on Building Trainers' Skills in Vocational Employability" by MART, Noida, UP, NSDC, New Delhi
8. Ernst & Young-FICCI's (2011), Knowledge Paper on Strategic and Implementation Framework for Skill Development in India.

Teaching Learning Process

- Lecture method, Videos, PowerPoint Presentations, Discussion, Role Play, Games etc.

Assessment Methods

- Assessment as per Delhi University Norms

Keywords

- Entrepreneurship, Small Scale Industry, Financing, Marketing, Training, Selling Skills, E learning, Leadership



Women Empowerment (12255201)

Course Objectives (2-3)

1. Enable students to understand the meaning and historical perspective of women empowerment
2. Acquaint the students with some of the major development programmes for women and their impact on society.
3. Make students aware of existing strategies for Empowerment of women

Course Learning Outcomes

- Create a level of understanding about the impact of women empowerment on the quality of life, for herself and community
- Students will be able to develop an understanding the role of women in the society
- Gain knowledge about the dimensions, theories and approaches of women empowerment
- Learn about the Constitutional provisions, Rights and Laws for Indian women
- Analyse current social and political situations from the perspective of women empowerment
- Developing an insight on the issues of women's health, environment and the constitutional provisions available for women's rights and safety
- Develop sound knowledge about various government initiatives and civil society organizations and media for promotion of empowering women

Unit 1

Historical and Contemporary Perspectives on Women's Empowerment

4. Definition, Concept, Historical Perspectives in Women Empowerment
5. Types of women's empowerment – social, economic, political and psychological
6. Culture and women: Patriarchy, Social cultural practices.

Unit 2

Status of Women and Impact on women's empowerment in the (Organized and Unorganized) Sectors:

7. Employment, Health, Education
8. Governance and rural and urban development
9. Environment and climate change

Unit 3

Legal aspects of women's empowerment

1. Women and Indian Constitutional provisions and Rights.
2. Legal Rights - Hindu Marriage Act, PC & PNDT Act, Dowry Prohibition Act, Hindu Succession Act and Domestic Violence Act.
3. Need for legal literacy for women and Legal Redressal system.

Unit 4

Strategy towards empowerment of women

1. Government's policies and programs for empowerment; Role of the Civil Society
2. Panchayati Raj Act and Women; Gender and Indian Political System
3. Role of communication and media in empowerment

Practical

Practicum and exposure:

4. Field visit to Gender Resource Centers in Delhi/Visits to Woman's Panchayat
5. Exposure to training and livelihood program for women including self-employment program.
6. Exposure to a skill building program for women
7. Decent Employment Opportunities for Women (ILO experiences and CSO integration program) Case study on Case studies for programmes and campaign for women's empowerment.
8. Case studies for programmes and campaign for women's empowerment
9. Data analysis and interpretation References

CUMPOLSORY READINGS

10. Bhasin, Kamla (2000). Understanding Gender. New Delhi. Kaali for Women.
11. Goel, A, Kaur, A and Sultana, A (2006). Violence against women: Issues and Perspectives. New Delhi, Deep& Deep Publishers.

Additional Readings:

12. Arunachalam. J (2005), Women's Equality – A Struggle for Survival: Gyan Publishing House, New Delhi

13. Kamala, S. & Singh, U. K. (2008), Towards Legal Literacy : Oxford University Press, New Delhi
14. Parvin, R.M. (2005), Empowerment of Women – Strategies and Systems for Gender Justice: Dominant Publishers and Distributors, New Delhi,
15. Selvam, S. (2005), Empowerment and Social Development – Issues in Community Participation: Kanishka Publishers, Distributors, New Delhi.
16. Sinha, A. K (2008), New Dimensions of Women Empowerment: Deep & Deep Publications Pvt. Ltd., New Delhi
17. Rao, D.B and Rao, D.P, (2004), Women Education and Empowerment: Discovery Publishing House, New Delhi
18. Sahay, Sushma, Women Empowerment - Approaches and Strategies (Publisher: Discovery Publishing Pvt. Ltd)
19. Krishan, Gopal; Tiwana, Sharnagat, (2015), Empowering Women - The Indian Perspective (Publisher: Pride Publisher Pvt. Ltd)

TEACHING LEARNING PROCESS

Lecture method, Videos, PowerPoint Presentations, Discussions, etc.

ASSESSMENT METHODS

Assessment as per Delhi University Norms

KEYWORDS

Women Empowerment, Equality, Gender, Patriarchy, Women's rights

