

CENTRAL UNIVERSITY OF ANDHRA PRADESH DEPARTMENT OF ENGLISH	
M.A. programme: <i>ENGLISH LANGUAGE AND LITERATURE</i> Semester: II	Duration: Course Instructor:
Course Number: Core/ Optional: Core No. of Credits:4 Lectures: 4hours /week	Title of the Course: <i>18th Century English Literature and Thought, 1700-1798</i>

Although this is a survey course, the course shall focus on the issues such as "class", "estate", "disguise, and "marriage". However, some background reading of social, economic, philosophical and religious issues will be useful.

Core Texts:

William Congreve	<i>The Way of the World</i> (1700) (Play)
Addison and Steele et.al	The Spectator (Selected Essays)
Alexander Pope	<i>The Rape of the Lock</i> (1712) (Poetry)
Daniel Defoe	<i>Moll Flanders</i> (1722) (Fiction)
Thomas Gray	"Elegy Written in a Country Churchyard" (1751) (Poetry)
Samuel Johnson	<i>Preface to Shakespeare</i> (1765) (Criticism)
Oliver Goldsmith	<i>The Vicar of Wakefield</i> (1766) (Fiction)
R. B. Sheridan	<i>The Rivals</i> (1775) (Play)

As far as internal Assessment is concerned there will be two tests and one short presentation of 40% credit. The remaining 60% will be for end semester examination testing only on the core texts. The presentation texts may be finalized in consultation with instructor. The presentation texts will not be examined for end semester examination as the task is only to make students read more and more texts of the century and listen to the presentations, discuss, seek clarification among the peer group.

Reference Books:

Brooks, Cleanth and Robert Penn Warren. Eds. *Understanding Poetry*. New York: Hot-Saunders, 1976.

Long, William J. "Chapter IX. Eighteenth Century Literature". *English Literature: Its History and its Significance*. New Delhi: Kalyani Publishers, 1987.

Choudhury, Bibhash. *English Social and Cultural History*. Delhi: PHI Learning Private Ltd., 2014.

	CENTRAL UNIVERSITY OF ANDHRA PRADESH	
	DEPARTMENT OF ENGLISH	
Course: IMA/IMSC	Duration: January - April 2018	
Semester: II	Instructor -	
Course Number: Core/ Optional : Core No. of Credits : 4 (Four) Lectures: 4 hours per week	Title of the Course - English II	

Reading

- Reading research articles
- reading between the lines
- recognizing underlying assumptions
- recognizing subtle arguments
- Identifying flaws in the argument
- Finding and evaluating sources of evidence
- Identifying the theoretical perspective
- the relation of theory to argument
- categorizing and selecting
- accurate interpretation when reading
- Making notes to support critical reading

Writing

- Characteristics of critical analytical writing
- audience analysis
- writing up the literature search
- words used to introduce the line of reasoning
- signposting alternate points of view
- words used to signpost conclusions
- critical analysis of essays
- Academic key words used in titles
- structured argument: Body of the essay/article/assignment
- Referencing
 - primary and secondary sources
 - searching for evidence
 - reputable sources
 - authenticity and validity
 - plagiarism

Speaking

- Seminar skills
- Giving a feedback presentation
- Introducing a seminar
- Making long 30min academic presentations

Listening

- Lecture skills
 - identifying lecture structures
 - responding to questions
 - recognizing examples that support key points
 - Identifying and stating the main points of a lecture
 - practice in gist and detailed listening
 - recognizing lecture styles

Vocabulary

- Academic word list
- collocations
- crossword puzzles

Grammar

- subject verb agreement
- Common prefixes in academic writing
- nominalizations in academic writing
- -ing clauses with prepositions
- complex conjunctions
- adjective compounds
- complex noun phrases
- compound nouns
- -it clauses
- relative clauses
- conditional expressions

References :

Cambridge Academic English (Advanced): Martin Hewings and Craig Thaine (2012)

The Active Reader: Eric Henderson

<https://web.uvic.ca/wguide/Pages/MasterToc.html>

Managerial Economics

Part-I

Introduction to Managerial Economics: Introduction, concept, scope, significance of managerial economics.

Distinction b/w Economics and Managerial Economics, Role of Managerial Economics & major Economic problems & tools of managerial economics.

Demand and Supply: Introduction, concept of demand, Law of demand, change in demand & Quantity demanded, concept of supply, law of supply, demand & supply equilibrium.

Elasticity of Demand and Supply: Price elasticity of demand, measurement, factors influencing price elasticity of demand. Income elasticity of demand, cross elasticity of demand, elasticity of supply, factors determining elasticity of supply.

Part-II

Production & Cost function: Production function, short run production, long run production, producer's equilibrium, types of production function. Concept of Cost, type of cost in long run and short run.

Market dynamic: elements of competition, perfect competition, monopoly & price discrimination, imperfect competition & duopoly. Profit concepts and measurement.

Role of Government in an economy: Introduction, Requirement of Government intervention in an economy, role of Govt. in different economic systems and policies.

SUGGESTED READINGS:

Business Economics by M Adhikary.

Managerial Economics by O.P Chopra.

Managerial Economics by G Paul Keat & Phillips K.Y.

Managerial Economics by Prof (Dr.) Jaswinder Singh

RETAIL SHOPPER BEHAVIOUR

Note: The question paper covering the entire course shall be divided into three sections.

Part-I

Introduction to Shopper behaviour, Nature, Types of Shopper, Importance of understanding shopper behaviour, Buying participants and their role.

Concepts and techniques for understanding the retail dynamics of customer, buying decision process for products.

Shopper decision making process, Need/problem recognition stages in retail buying decision process such as information search alternatives evaluation, brand choice/post purchase dissonance, brand loyalty and motivation research concepts.

Part-II

Model of retail consumer behaviour personal, social and cultural influence on customer, understanding customer needs and motives.

Influence of social class on shopper behaviour groups, types of group & influence of group opinion leadership, word of mouth communication.

Shopper needs and motives: - Importance, meaning and types. Motivation theories, perception, importance & meaning, elements of perception.

Shopper attitudes: - Meaning & Elements, attitude development process. Attitude measurement.

Customer Services in Retail, CRM.

SUGGESTED READINGS:

1. Retail Marketing by A. Siva Kumar.
2. Patronage Behavior & Retail Management by William R. Darden.
3. Retail Marketing by Gary Akchurst.
4. Cases in Retail management by R.K. Srivastava.
5. Consumer Behaviour by Wayne D. Hoyer & J. MacInnis

This course aims to familiarize students with the institutions, processes, politics and policies that came to be formed in independent India. It attempts to equip students with the knowledge of Indian politics and democracy, and also to enable them to understand India in a broader comparative perspective of the world community.

Course Outline

1. Institutional Structure: Parliament, Federal Structure, Judiciary
2. Political Process: Political culture, Party/Electoral politics, Political mobilization
3. Identity and Politics I: Class, caste, tribal and gender politics
4. Identity and Politics II: Majoritarian politics, minority issues
5. Policy: Economic and development policies, Social and welfare policies, Foreign policy

Selected Readings

- *The Oxford India Companion to Politics in India*, ed. Niraja Gopal Jayal and Pratap Bhanu Mehta, 2010 (paperback 2011).
- Corbridge, Stuart and John Harris. 2000. *Reinventing India: Liberalization, Hindu Nationalism and Popular Democracy*. Polity Press.
- White, Barbara Harris. 2003. *India Working: Essays on Society and Economy*. Cambridge University Press.
- Kapur, Devesh and Pratap Bhanu Mehta. 2018 (first published 2005), ed. *Public Institutions in India*, New Delhi: Oxford University Press.
- Brass, Paul R. 1994. *The Politics of India Since Independence*. Cambridge: Cambridge University Press.

- Jayal, Niraja Gopal. 1999. *Democracy and the State: Welfare, Secularism and Development in Contemporary India*. New Delhi: Oxford University Press.
- Thapar, Romila, ed. 2000. *India: Another Millennium*. New Delhi: Viking.
- Hasan, Zoya et al, ed. 2002. *India's Living Constitution*. Permanent Black
- Rodrigues, Valerian and B.L.Shankar. 2011. *The Indian Parliament: A Democracy at Work*. OUP.
- Kohli, Atul, ed. 2001. *The Success of India's Democracy*. Cambridge: Cambridge University Press.
- Alam, Javeed. 2010. *Who Wants Democracy?*. Hyderabad: Orient Longman.
- Rudolph, Lloyd and Susanne Rudolph. 1987. *In Pursuit of Lakshmi: The Political Economy of the Indian State*. Hyderabad: Orient Longman.
- Weiner, Myron. 1965. 'India: Two Political Cultures'. In Lucian Pye and Sidney Verba, eds. *Political Culture and Political Development*. Princeton: Princeton University Press.
- Malone, David M., C. Raja Mohan and Srinath Raghavan. 2015. *The Oxford Handbook of Indian Foreign Policy*. Oxford: Oxford University Press.

Three Internal Examinations and End-Semester Examination will follow.