

Open Elective

Semester- II

Paper code:

Credits: 2

## **Creative and Critical Skills Enhancement**

**Course objective:** The objective of this course is to acquaint students with the conceptual understanding of creativity and critical thinking and help them in using the same for better decision making.

### **Course contents:**

Creativity: introduction, creative folk attributes, blocks to creativity, techniques for generating new ideas, creative designing; Critical Thinking and problem solving: Thinking out of the box, brainstorming sessions, group problem solving; Emotional Intelligence: Self awareness using Johari window, self management and self discipline, EQ self assessment; Personality Identification: Personality type using personality tests, choice of career according to personality type; Professional communication skills: Public speaking, interview skills, group discussion, presentation and writing skills

### **References:**

Edwards, B. *Drawing on The Right Side of the Brain*. Souvenir Press. 4<sup>th</sup> edition

Goleman, D. *Emotional Intelligence*. Bloomsbury Publishing India Pvt. Ltd. 2017

Greenberg, J. *Behaviour in Organizaions*. Pearson Education. 10<sup>th</sup> edition

Murphy, H. A. *Effective Business Communication*. McGraw Hills. 7<sup>th</sup> edition

Robbins, S. P., Judge, T. A., & Vohra, N. *Organization Behaviour*. Pearson Educaion. 13<sup>th</sup> edition

Sinha, K. K. *Business Communication*. Galgoia Publishing Co.

Open Elective

Rural Community Engagements-I :-

1. Rural Society,

Transformation and

PanchayatiRaj :- Dynamics of Rural Society, Panchayati Raj System: Social, Economics

Political and Cultural Community Goal Setting: SAGY, MPLADS and UBA.

2. Participatory Learning, Social,

Mapping Resource Mapping :-

Approaches and Methods, Community Project Proposal and Project Management, Concept and Steps, Thematic Maps, Social Maps, Transect Walk, Seasonal Map, Natural and Human Resource Mapping and Management, Ethnographic Research.

3. Rural Resilience and

Resource Efficiency :-

Vulnerability, Rural Resilience- Risk Reduction, Role and Responsibilities Rehabilitation: Social, Physical and Psychological aspects increasing efficiency in Water, Energy, Sanitation and Waste (Solid and Liquid) Management.

4. Rural Institutions Close

to Community :-

Engagement with School of competency enhancement/Street Committee for resource efficiency/Health Centre/ Panchayat/ Gram Sabha/ SHGs Awareness: Rural Health Management, Indigenous or Folk Medicine & Hygiene/Sports/Rights/ Policies & Programmes/Transparency/Corruption /Social Benefits, addressing issues in inclusive development and inclusive identification of beneficiaries, improving implementation efficiency while plugging leakages in benefit schemes, Direct Benefit Transfer.

**OE Competency Mapping**

Maximum Marks: 50

Internal: 50

Credits: 02

**Objectives:** -The objective of the course is to provide both theoretical and application-oriented inputs on competency mapping and developing mapped competencies and understand the various approaches towards building a competency model

**Note:** For internal evaluation the students will be evaluated by the concerned teachers on the criteria such as – written test, class attendance, assignment writing, presentation, viva-voce etc.

**Course Contents:**

**Competency:** Concept and definition of competency, Characteristics of competency, Types of competencies – generic/specific, threshold/performance, and differentiating and technical, managerial and human, competency culture: Context and Relevance of competencies in modern organizations. **Competency mapping** : process of competency mapping, approaches of competency mapping, **competency modeling** : phases of competency model, classification of competency models, iceberg's model of competency, **competency Assessment** : prerequisites for competency assessment, process of competency assessment, Techniques used in assessment : MAP, MBTI, FIRO-B, SPIRO-M profile, 360 degree feedback.

**Suggested Readings:**

1. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, Sanghi Seema. Sage Publications Pvt. Ltd - 2007
2. Competency based HRM Shermon, Ganesh. Tata Mc Graw Hill – 2004
3. 360 degree feedback, competency mapping & assessment centers, Sharma, Radha R., Tata Mc Graw Hill – 2003
4. Competency based Human resource management, Srinivas R. Kandula, PHI publications.

## **Social Media Analytics**

### **Course Objective**

The course aims at developing understanding of social media analytics & its various tools. It aims to introduce the necessary theories and the state-of-the art techniques in web mining, networks analysis and information retrieval to study emerging problems with social media. These problems include information diffusion, recommendations, behavior analysis, and event analytics in social media. The ultimate goal of this course is to sharpen problem solving skills of the students, and prepare them with this unique set of expertise for the increasing demands in IT industry and for in-depth advanced research.

### **Course Content**

Introduction to Social Media Listening, role, structure and evaluation of social media conversation

Opinion Science and Dynamics: Evaluation and judgement of social media contributions, online social intelligence

Applying aspects of social media monitoring to business decisions

Key Social Media Metrics: Graph Essentials: Graph theory and Centrality Measures, Network Analysis: and Data Application Program Interface(API), Centralization and Social Theory, Network Statistical Models, Social Media Clusters: Natural Language Processing, Fake News, Influence, Subgroup Analysis, Sentiment Analysis,

### **Suggested Reading**

“Social Network Analysis with Applications”: Ian McCulloh, Helen Armstrong and Anthony Johnson, Wiley, 2013.

“Social Media Mining: An Introduction”, Reza Zafarani, Mohammad Ali Abbasi, and Huan Liu, Cambridge University Press, 2014.

Mining the Social Web”. 2nd Edition. Matthew A. Russell, O'Reilly Media. 2013.

Social media analytics: effective tools for building, interpreting & using metrics, Sponder, Marshall Mc Graw Hill education.

Social media Analytics, Techniques and Insights for extracting business value out of Social media, Gains,Matthew; Kohirkar,Avinash Pearson

**Rural Community Engagement-II:-**

5. Gram Panchayat Development

and Village Disaster Management Plan: Making of Gram Panchayat Development Plan including aspects and process of preparation of Village Disaster Management Plan, village livelihoods, rural tourism, entrepreneurship, appropriate technology access including digitized transactions.

6. Rural Field Engagement :-

Community Project and Participatory Rural Appraisal, Land and Human Resource Mapping and Action Research with Community Organization. On field Learning: Preparation of Gram Panchayat Development Plan Village Resource Planning, Participation in Agri/Craft Operations and Value addition in village, Working with SHGs and CBOs.