

In S.Y.B.A. students are required to choose an APPLIED COMPONENT.

It can be any one of the following:

- 1) Psychology of Adjustment
- 2) Women's Studies
- 3) Journalism
- 4) Advertising
- 5) Travel and tourism
- 6) Book-Keeping and Accountancy

PSYCHOLOGY OF ADJUSTMENT

Term I (Topics 1 to 5)

TOPIC 1 – What is Stress?(Chapter 1)

- a) The pioneers
- b) The stressor
- c) Stress reactivity
- d) A Definition of Stress
- e) Stress Management Goals.

TOPIC II Stress and Illness/Disease (chapter 3)

- a) Hot Reactors
- b) Psychosomatic Disease
- c) Stress and the Immunological system
- d) Stress and Serum Cholesterol
- e) Specific conditions
- f) Post Traumatic Stress Disorder
- g) Stress and Other Conditions

TOPIC III Life situation Interventions (chapter 4 and 5)

- a) Intervention – chp 4
- b) Life-situation interventions – intrapersonal chp 5

TOPIC IV Life situations and Perception Interventions (chapters 6 and 7)

- a) Interpersonal interventions chp 6
- b) Perception interventions chp 7

TOPIC V Relaxation techniques (chapters 9- 12)

- a) Meditation - chp 9
- b) Autogenic Training and Imagery – chp 10
- c) Progressive Relaxation – chp 11
- d) Biofeedback and Other relaxation Techniques chp 12

TOPIC VI Physiological Arousal interventions (chapter 13)

- a) Exercise and health
- b) The healthy way to exercise
- c) Principles of exercise
- d) Assessing your cardio respiratory fitness
- e) Stating and exercise program
- f) Choosing an exercise program

TOPIC VII Occupational Stress (chapter 16)

- a) Occupational stress cycle
- b) What is occupational stress
- c) Why is occupational stress of concern
- d) Occupational stress and disease
- e) Occupational stressors
- f) The workaholic
- g) Burnout
- h) Women and work outside the home
- I) Sexual harassment at work
- j) Domestic engineering – working in the home
- k) Interventions
- l) Managing occupational stress

TOPIC VIII Stress and the college student (chapter 17)

- a) The younger college student
- b) The older college student
- c) The minority college student
- d) Interventions

TOPIC IX Family stress (chapter 18)

- a) The Family
- b) Marriage
- c) Cohabitation
- d) Divorce
- e) Single Parent Families
- f) Family stressors
- g) A model of Family Stress
- h) Interventions

TOPIC X Stress and the Elderly (chapter 19)

- a) The elderly : A description
- b) Test of Knowledge About the Elderly
- c) Adjustment in Later years
- d) Retirement
- e) Care giving
- f) Death and Dying
- g) Grief
- h) Interventions

WOMEN'S STUDIES

- 1) Introduction to Women's Studies, its relevance, especially in the Indian context.
- 2) The history of the Women's Movement :
 - a) Western Context
 - b) Indian context
- 3) Women in Media: images of women and stereotyping in Popular Media, TV commercials, serials, Bollywood, briefly Hollywood as well.
- 4) Women in Indian writing (Tharu and Lalita : WWI ; inner courtyard, as supportive texts)
- 5) Feminist theory: liberal, Marxist/Social; Radical (to simplify Rosymary Tong)

- 6) Women and Education
- 7) Women and violence
- 8) Women in Politics
- 9) Women in science and technology
- 10) Status of Women in Economy
- 11) Women in the workplace
- 12) Women and Law

JOURNALISM.

1) Principles of Journalism:

- I) Nature and scope (including types of journals)
- ii) Guiding principle of journalism
- iii) Professional ethics; standards and canons of journals.
- iv) Duties and responsibilities of the journalist.
- v) Freedom of the press and its limitations.

2) Brief historical survey

- I) Major trends in Indian journalism before and after Independence.
- ii) Struggle for freedom of the Press
- iii) Establishment of Press Councils and news Agencies.

3) Organizational Structure of the Newspaper

- I) Editorials
- ii) Advertising
- iii) Circulation
- iv) Research and Reference

4) Reporting

- I) Definition of news
- ii) News values

- iii) News gathering and the 6 W's; sources of news.
- iv) Reader interest
- v) Qualifications of a reporter
- vi) Types of Reports
- vii) Structure of a news report.

5) Editing

- i) Editorial desk and its setup; functions of the chief sub-editor, news editor, sub-editors
- ii) Chief Editor as policy maker and keeper of public conscience.
- iii) Editing copy with reference to the final display and layout.

6) Writing

- i) Special use of language in journalistic writing.
- ii) Mechanics of Writing
- iii) Main types of journalistic writing: form, purpose and Style in
 - a) Editorials
 - b) Reports (social, political, commercial, cultural reports, etc)
 - c) Features (news, human interest, interviews, cultural report etc)

Project Work: 20 marks, based on chapters 4,5, and 6.

ADVERTISING

Section I

- 1) Introduction to Advertising
- 2) Kinds of advertising
- 3) Economic Aspects of Advertising
- 4) Social and Ethical aspects of advertising
- 5) Market segmentation and Consumer Behavior
- 6) Advertising Budget
- 7) Advertising Research
- 8) Media Research

9) Product Research

Section II

10) Media for Advertising – I (Media planning and Operations)

11) Media for Advertising – II (types of Media – press and Broadcasting)

12) Media for Advertising – III (Types of Media – outdoor and Miscellaneous)

13) Creativity in Advertising – I

14) Creativity in advertising II

15) Construction of an effective Advertisement (visualization and copywriting)

16) Construction of an Effective Advertisement – II (Illustration and Layout)

17) Advertising Agency

18) Future of Advertising.

TRAVEL AND TOURISM

1) The Tourism Phenomenon

2) Tourism Potential

3) Tourism Recourse

4) Fascinating Indian States: Each a tourist Destination

5) New Tourist Activities and Concepts

6) Tours

7) Tourist Plant

8) Tourism as an Organised Industry

- 9) Planning of Tourism
- 10) The Hotel Industry
- 11) Transport and Communication
- 12) Travel Agency
- 13) Tourism Industry, Impact on Environment and Economy
- 14) Document and Ticketing
- 15) Role of Computers and Technological Revolution in Tourism
- 16) Tourism Development: Prospects and Perspectives
- 17) Present Status of Tourism in Maharashtra

Book Keeping And Accountancy

1. Meaning, Objectives, Importance & Utility of Book- Keeping
2. Theoretical base of Accounting Concepts, Conventions & Principles
3. Principles of Double Entry Book- Keeping
4. Classification of Accounts
5. Journal
6. Ledger
7. Subsidiary Books (Sub- Division of Journal)
8. Cash Book
9. Bank Reconciliation Statement
10. Trial Balance
11. Rectification of Errors
12. Final Accounts

13. Depreciation

14. Practical Work (Preparation of Cash Receipts, Payment Vouchers, Various types of Cheques, Pay-in Slips & Journal Vouchers)