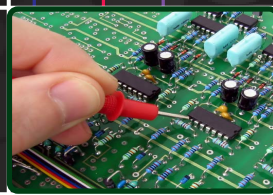


SANGAI INTERNATIONAL UNIVERSITY



B.A. Development Communication and Extension

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PROPOSED SYLLABUS

B.A. Development Communication and Extension

Choice Based Credit System

**From UGC
2015**

Preamble

The courses in Development Communication and Extension orient students to various dimensions of development and communication for social change. The curriculum provides strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and programme management.

The courses offer focus on contemporary development concerns, advocacy and communication for sustainable social change with gender sensitivity. The other important areas of study are behaviour change communication, training and capacity building, media monitoring, audience segmentation and responses, new media technologies and monitoring and evaluation of national flagship programmes. The course orients and enhances the capacity of the students in participatory methodologies and innovative communication techniques are at the core of the curriculum.

Field experiences are an essential part of the teaching-learning process and help students to acquire appropriate skill sets. The course prepares students to take up positions in development agencies, media houses, corporates engaged in social responsibility initiatives, market research organisations, teaching and administrative positions in educational institutions. The curriculum encourages students to work as independent consultants and social entrepreneurs in the development sector.

B A (PROG) DEVELOPMENT COMMUNICATION & EXTENSION

Category of Paper	Name of Papers	Theory Credits	Practical/ Tutorial Credits
Discipline Specific Course (DSC)	1. Human Communication	4	2
	2. Communication Systems	4	2
	3. Extension for Development	4	2
	4. Programme Design and Evaluation	4	2
Discipline Specific Elective (DSE)	1. Communication for Development	4	2
	2. Gender and Society	4	2
Skill Enhancement Course (SEC)	1. Participatory Training and Development		2
	2. Behaviour Change Communication and Advocacy		2
	3. Advertising and Social Marketing		2
	4. Social Entrepreneurship		2
Generic Electives (GE)	1. Human Communication	4	2
	2. Communication for Development	4	2

**CHOICE BASED CREDIT SYSTEM IN
B.A. (PROG) DEVELOPMENT COMMUNICATION & EXTENSION**

SEMESTER	Discipline Specific Course (12)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) (2)	SKILL ENHANCEMENT COURSE (SEC) (2)	DISCIPLINE SPECIFIC ELECTIVE DSE (4)	GENERIC ELECTIVE (GE) (4)
I	English/ MIL-1	English/MIL Communication /Environmental Science			
	DSC-DCE -1A: Human Communication (Theory + Practical)				
	DSC-2A				
II	MIL/English-1	Environmental Science/ English/MIL Communication			
	DSC-DCE-1B: Communication Systems (Theory + Practical)				
	DSC-2B				
III	English/ MIL-2		SEC-1		
	DSC-DCE-1C: Extension for Development (Theory + Practical)				
	DSC-2C				
IV	MIL/English-2		SEC-2		
	DSC-DCE -1D: Programme Design & Evaluation (Theory + Practical)				
	DSC-2D				
V			SEC-3	DSE-1 A	GE-1
				DSE-2 A	
VI			SEC-4	DSE-1 B	GE-2
				DSE-2 B	

ELECTIVE: DISCIPLINE SPECIFIC DSE (Any 2) (1 in Sem V and 1 in Sem VI):
CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

DSE-DCE-1A: Communication for Development (Theory + Practical)

DSE-DCE -1B: Gender & Society (Theory + Practical)

SKILL ENHANCEMENT ELECTIVE COURSE (Any 4, 1 each in Sem III, IV, V and VI):
CREDITS – 2 (2 Period Theory or 4 Period Practical per Week)

SEC-1: Participatory Training and Development

SEC-2: Behaviour Change Communication and Advocacy

SEC-3: Advertising and Social Marketing

SEC-4: Social Entrepreneurship

ELECTIVE: GENERIC (GE) (Any 2, 1 each in Sem 5 and 6):
CREDITS – 6 (4 Period Theory and 4 Period Practical per Week)

GE 1: Human Communication

GE 2: Communication for Development