



CRITERION 7



INSTITUTIONAL VALUES AND BEST PRACTICES



**Dr. MGR-JANAKI COLLEGE
OF ARTS & SCIENCE FOR WOMEN**

SATHYABAMA MGR MALIGAI
11 & 13, Durgabai Deshmukh Road, RA Puram, Chennai - 28

An ISO 9001:2015 CERTIFIED INSTITUTION
Affiliated to the University of Madras



CRITERION 7

7.1-Institutional Values and Social Responsibilities



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**7.1.1-Institution has initiated the Gender Audit
and measures for the promotion of gender equity**

Verified and Certified Documents

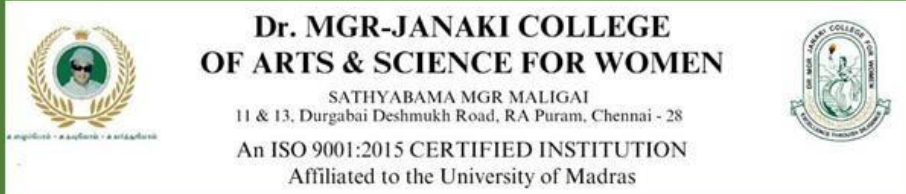
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Principal



**PRINCIPAL
DR. MGR JANAKI COLLEGE OF
ARTS & SCIENCE FOR WOMEN
CHENNAI - 600 028**



**Institution integrates gender equity in
transacting the curriculum**

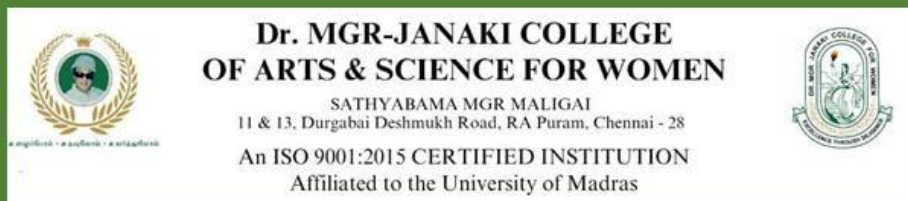
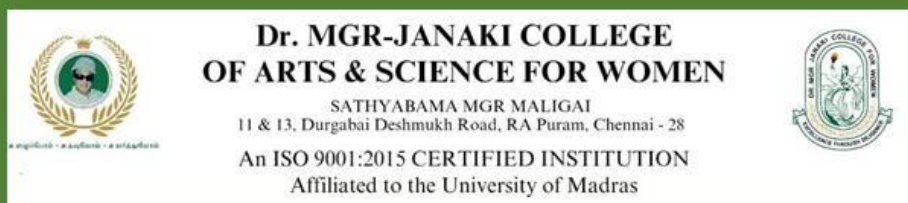


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COURSE CODE	COURSE NAME	PROGRAMME NAME
CA46A	ENTREPRENEURIAL DEVELOPMENT	B.COM (ACCOUNTING & FINANCE)
CZ26C	ENTREPRENEURIAL DEVELOPMENT	B.COM (BANK MANAGEMENT)
MAM5K	ENTREPRENEURIAL DEVELOPMENT	BUSINESS ADMINISTRATION
HBB4B	WOMEN STUDIES*	M.A. ENGLISH
AG46B	WOMEN WRITINGS	B.A. ENGLISH
ST32A	SOCIAL PSYCHOLOGY	B.SC PSYCHOLOGY
ST26C	THEORIES OF PERSONALITY	
ST32A	INTRODUCTION TO COMMUNITY PSYCHOLOGY	



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B.COM (ACCOUNTING & FINANCE)

SUBJECT:ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: CA46A

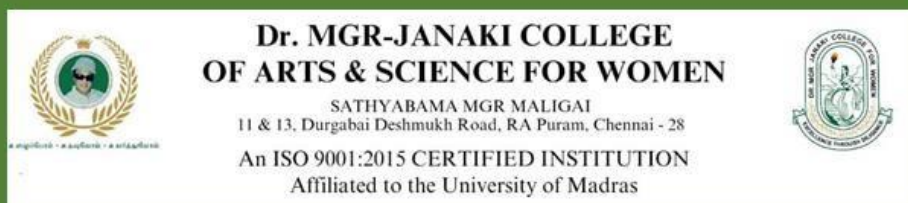
UNIT I: Concept of Entrepreneurship. Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

UNIT II: Entrepreneurial Development Agencies. Commercial Banks - District Industries Centre - National Small Industries Corporation - Small Industries Development Organisation - Small Industries Service Institute. All India Financial Institutions. SIPCOT and its objectives. MSME Sector and its coverage- Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises - Development Organisation (MSME - DO) - Objectives of SIDCO - Functions of Tamil Nadu SIDCO - IRBI and its Role. NABARD and its role in the Rural Development of India - Introduction to Micro Units Development Refinance Agency (MUDRA).

UNIT III: Project Management Business idea generation techniques - Identification of Business opportunities - Feasibility study - Marketing, Finance,Technology& Legal Formalities - Preparation of Project Report - Tools ofAppraisal.

UNIT IV - Entrepreneurial Development Programmes Entrepreneurial Development Programmes (EDP) - Role, relevance and achievements - Role of Government in organizing EDPs- Critical evaluation.

UNIT V - Economic development and Entrepreneurial growth Role of Entrepreneur in Economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic Concentration, Franchising / Dealership - Development of Women Entrepreneurship. Self-help groups and empowerment of Women in India - Financing SHG and their role in Microfinancing. Financial inclusion and its penetration in india, Challenges and Government role in Financial inclusion - Pradhan Mantri Jan-Dhan Yojana - Six Pillars of Its Mission objectives.



B.COM (BANK MANAGEMENT)

SUBJECT:ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: CZ26C

UNIT I: Entrepreneurship

Entrepreneur: Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- theentrepreneurial culture- Stages in entrepreneurial process – **Women entrepreneurship and economic development- SHG.**

UNIT II: Developing Successful Business Ideas

Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III: Opportunity Identification and Evaluation

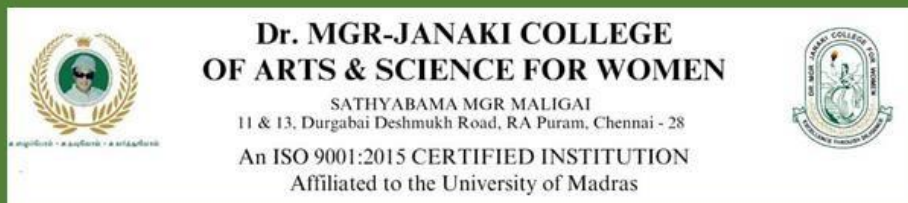
Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT IV: Business Planning Process

Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT V:

Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.



BUSINESS ADMINISTRATION

SUBJECT:ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: MAM5K

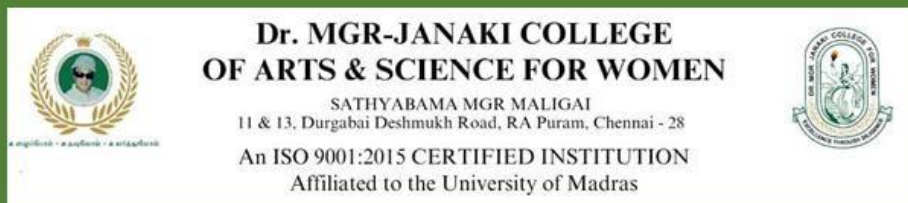
UNIT I: Entrepreneurship Entrepreneur : Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – **Women entrepreneurship and economic development- SHG.**

UNIT II: Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III: Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT IV: Business Planning Process Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT V: Funding Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.



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M.A ENGLISH

SUBJECT: WOMEN STUDIES

UNIT 1:

Varieties of Feminism – concept of gender – androgyny- **Language of women – environment and women**- double marginalisation.

UNIT 2:

Poetry Anne Bradstreet Prologue Marianne Moore Poetry Sylvia Plath Lady Lazarus. Maya Angelou Still I Rise Margaret Atwood Marsh Languages Kamala Das An Introduction

UNIT 3:

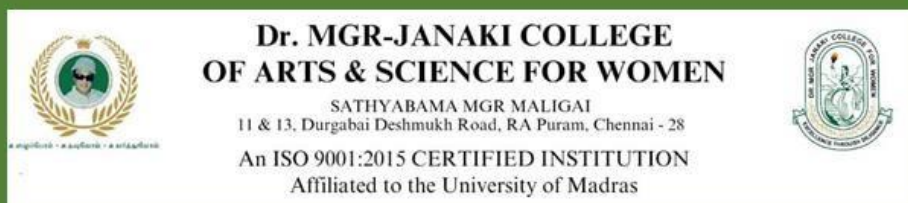
Prose: John Stuart Mill On subjection of women (V.S. Seturaman& C.T. Indra ed., 1994, Victorian Prose, Macmillan India, Chennai. pp-318) Virginia Woolf A Room of One's Own (chapters 3 & 4) (Jennifer Smith ed., 1998, A Room of One's Own by Virginia Woolf, Cambridge UP, New Delhi.) Vandana Shiva "Introduction toEcofeminism"(Vandana Shiva &Maria Mies, 1993, Ecofeminism, Kali for Women, New Delhi.) Alice Walker In Search of Our Mother's Garden

UNIT 4:

Fiction Arundathi Roy The God of Small Things Jean Rhys Wide Sargosa Sea Louise Erdrich Four Souls

UNIT 5:

Drama Lorraine Hansberry Raisin in the Sun Jane Harrison Stolen



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B.A. ENGLISH

SUBJECT: WOMEN'S WRITING

SUBJECT CODE: AG46B

Unit 1:

Poetry 1.1 "A Fairy Tale" – Amy Lowell 1.2 "Eve to her Daughters" - Judith Wright 1.3 "Snapshots of a Daughter-in-Law" - Adrienne Rich 1.4 "Tribute to Papa" – Mamta Kalia 1.5 "Women's Work" - Julia Alvarez 1.6 "Phenomenal Woman" – Maya Angelou 1.7 "Purdah" - Imtiaz Dharker 1.8 "Kongu isn't a rag that stands guard over my head" – Jhoopaka Subadra (From, Kaitunakala dan Dem.)

Unit 2:

Prose 2.1 "Professions for Women" – Virginia Woolf 2.2 "Links in our Chain- 1931" – Mahadevi Varma [Pages 3 to 22] 2.3 "The Spectacle is Vulnerable: Miss World, 1970" - Laura Mulvey [Chapter 1 from Visual and Other Pleasures] 2.4 Excerpts from We Should All Be Feminists - Chimamanda Ngozi Adichie -Pages 26-34: Problematic bringing up of boys and girls -Pages 38-46: Unlearning of preconceived notions, why problem of gender is always overlooked

Unit 3:

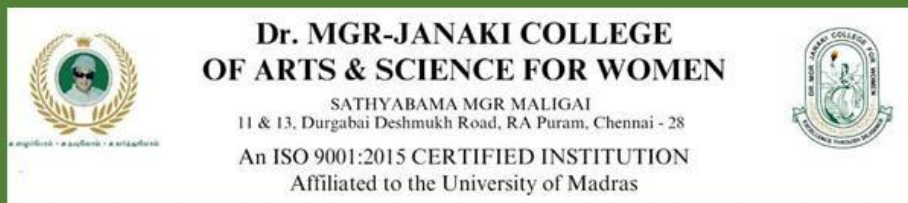
Short Story 3.1 "The Yellow Wallpaper" - Charlotte Perkins Gilman 3.2 "Boys and Girls" – Alice Munro 3.3 "Admission of Guilt" – Lalithambika Antharjanam 3.4 "Yellow Woman" – Leslie Marmon Silko

Unit 4:

Drama 4.1 Thus spake Shoorpanaka, so said Shakuni - Polie Sengupta

Unit 5:

Fiction 5.1 Fasting, Feasting - Anita Desai



B.SC PSYCHOLOGY

SUBJECT:SOCIAL PSYCHOLOGY

SUBJECT CODE:ST32A

UNIT I: INTRODUCTION

Definition of Social Psychology – Nature of Social Psychology- Brief History- Principles of Social Psychology - Social Psychology and Human Values- Social Psychology and Common Sense- Research Methods.

UNIT II: THE SELF

Self-Presentation: Self-Other accuracy in predicting behaviour- Self-Presentation tactics, Self-Knowledge: Introspection, the self from the observer's standpoint, Personal identity versus social identity: the importance of the social context and others' treatment Social Comparison: Self-serving biases and unrealistic optimism, Self-esteem: the Measurement of self-esteem - the impact of migration on self-esteem - **gender differences** and Self-esteem, Self as a target of prejudice: concealing one's identity and its impact on wellbeing - overcoming the effects of stereotype threat.

UNIT III: SOCIAL BELIEFS AND JUDGEMENTS

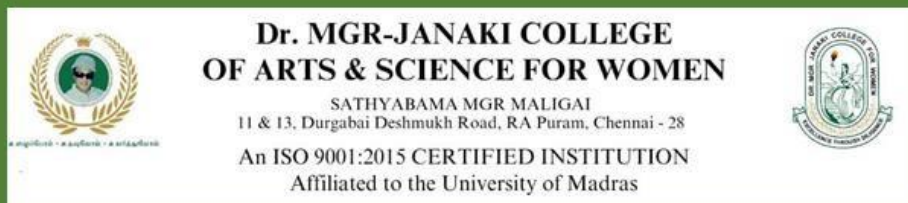
Judging the social world: Perceiving the social world - Explaining the social world Importance of social beliefs- Self-fulfilling prophecy, Cognitive social psychology, Behaviour And Attitudes: Conditions When Attitudes Determine Behaviour – Conditions When behaviour Determines Attitudes- Explaining Why behaviour Affect Attitudes, Self-presentation: Impression Management, Self-justification: Cognitive Dissonance- Self-perception: Comparing the theories.

UNIT IV: CONFORMITY, COMPLIANCE AND OBEDIENCE

Conformity: Definitions- Classic Studies on Conformity- Compliance & Obedience- Factors Predicting Conformity- Reasons for Conformity- Characteristics of people who conform Resisting social pressures to conform, Compliance: Principles of compliance, Effectiveness of compliance strategies, Obedience: Causes & resisting the effects of destructive obedience.

UNIT V: HELPING BEHAVIOR

Altruism and pro-social behavior: Theoretical perspectives- By Stander Effect, Helping: Reasons for Helping – Conditions Governing Helping – Characteristics of People Who Help – Increasing Helping behavior



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B.SC PSYCHOLOGY

SUBJECT: THEORIES OF PERSONALITY

SUBJECT CODE: ST26C

UNIT I: CONCEPT, ASSESSMENT, MEASUREMENT AND RESEARCH METHODS

Personality: Definition, Meaning & Nature - Individual Uniqueness – Gender – Culture – Formal Theories – Personal Theories – Subjectivity in Personality Theories - Self-Report Measure: Biological Measures – Behavioural Assessment – Projective Techniques – Clinical Interviews – Online and Social Media Analysis.

UNIT II: PSYCHOANALYTIC THEORIES

Sigmund Freud: Classical Psychoanalysis – Instincts – Structure of Mind – Psychosexual Development – Therapeutics Techniques – Free Association – Catharsis – Dream Analysis; Carl Jung: Analytical Psychology – Psychological Types – Collective Unconscious; Alfred Adler: Individual Psychology – Inferiority Feelings – Role of Birth Order.

UNIT III: LIFE-SPAN AND TRAIT PERSPECTIVES OF PERSONALITY

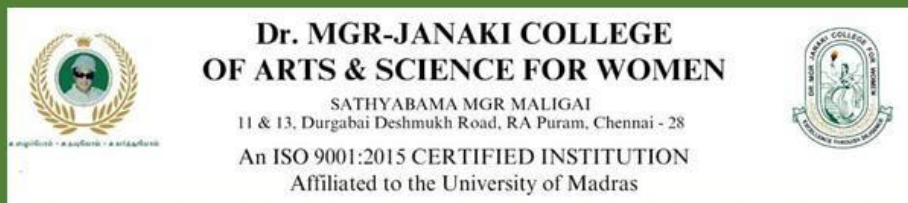
Erik Erikson: Identity Formation – Ego Crises – Approaches to Trait: Lexical – Statistical – Theoretical; Gordon Allport: Culture – Functional Equivalence – Personal Dispositions, Eysenck's: Hierarchical Model of Personality, Cattell's Taxonomy: The 16 Personality Factor System

UNIT IV: EXISTENTIAL - HUMANISTIC PERSPECTIVES OF PERSONALITY

Roots in Gestalt – Kurt Lewin's Field; Martin E. P. Seligman: Learned Helplessness and the Optimistic/ Pessimistic Explanatory Style, Rotter: Locus of Control theory Maslow: Hierarchy of Needs – Self-Actualization, Rogers: Growth – Inner Control – Becoming One's Self.

UNIT V: BEHAVIORAL, COGNITIVE AND SOCIAL PERSPECTIVE OF PERSONALITY

Albert Bandura: Social-Cognitive Learning Theory- Self- System, Skinner: Operant Conditioning; Cognitive Style – Perceptual Mechanisms – Schema Theory – Kelly's Personal Construct Theory



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B.SC PSYCHOLOGY

SUBJECT: INTRODUCTION TO COMMUNITY PSYCHOLOGY

SUBJECT CODE: ST32A

UNIT 1: INTRODUCTION

Community psychology- nature & Scope, Definition; Core values in community psychology; Role of community psychologist; understanding community; community in India; human diversity in context; applied social psychology in India.

UNIT 2: MODELS OF COMMUNITY PSYCHOLOGY

Mental health model; Behavioural model; Organisational model; Ecological model; Social action model; Integration of modern psychology with Indian thought, **culture & psychology: culture & perspectives of psychology;** Basic Indian values and behavioural disposition in the context of nation's development; Ambiguity of role models and values among Indian youth. **UNIT 3: SOCIO-ECONOMIC INDICATORS**

Definition of social indicators; Population; Poverty; Beggary; Problems of education- Drop outs, education for special groups, rehabilitation, technological impact; unemployment & underemployment.

UNIT 4: PSYCHO-SOCIAL INDICATORS

Human development- family scenario in a developing country and its implication on mental health; Socialisation, family & psychological differentiation; Alcoholism & drug dependence; delinquency & crime; sexual harassment & violence; mental illness & mental health; understanding stress & coping in context.

UNIT 5: PROMOTION & PREVENTION

Social competence- key concepts; implementing programs; empowerment & citizen participation; Preventive efforts for mental illness- Primary, Secondary & Tertiary; Preventing problematic behaviour & promoting social; competence community and social change; program evaluation & program development.