Social Engineering Course

In this age of globalization and localization, The Department of Sociology, University of Lucknow offers Master's Program in Social Engineering from 2006-2007 academic session, with an aim of cultivating human resources capable of getting a scientific analysis of management and public, private and development sector policies, and leaders capable of being key professionals of various sectors in this drastic changing social environment. This Program has been providing quality education and disciplinary and interdisciplinary skills to analyze social system from social science approach.

This self-financing course emphasizes both theoretical and practical approaches to various kinds of social phenomena and social policy. Students have been exposed to the following areas: a) Socio-Economic-Political Systems, b) Information Sciences, and c) Rural-Urban-Industrial and Environmental Systems d) Operation research (See Course curriculum)

Employment Opportunities

The placement of students who successfully complete this program can potentially be in the National Planning Commission, State level boards, State Development Corporations, Rural Development Agencies, National Bank for Agricultural and Rural Development (NABARD), Co-operatives, Private Sectors, International Development Agencies such as World Bank, UNICEF, CARE, OXFAM, Action Aid and many others operating in India and abroad, institutes/centers for research in development, etc. On successful completion of this program, students can pursue the Ph. D. program, offered by the department, and provided they fulfill other requirements laid down by the University.

We have successfully placed more than 80% of students in 2008 and more than 50% passing out students of this year have already been offered job in various national and international organizations.

Course Director      Prof. A.K.Srivastava
Course Coordinator    Dr.D.R.Sahu

Master Degree in Social Engineering has four Semesters. The course is conducted through lectures and class discussions, debates, class assignments and project work involving fieldwork. For project work students from project groups and each group identify a social issue for in-depth study. Such identified issues are to be studied involving library research and fieldwork. The objective of the project work is to get a ‘book view’ as well as a ‘field view’ on social issues and policy interventions on them. Though each project group study a particular social issue, the pedagogy of the class is so organized that each project group’s learning is shared with the class and besides their own project work, students also learn from the projects done by other members of the class.
Eligibility Conditions

30 students will be admitted on merit basis. Admission is open to those who have obtained a Graduation degree with at least 50% or equivalent grade in any disciplines from recognized Universities in India and Abroad. Candidates with 60% and above marks will be given preference.

Project /Dissertation

Students shall be required to write a dissertation. Before submission of the dissertation the candidate has to present a seminar on the findings in the Department.

Evaluation

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<thead>
<tr>
<th>Component</th>
<th>Weightage</th>
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<tr>
<td>Mid-term</td>
<td>30%</td>
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<td>End-term</td>
<td>30%</td>
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<tr>
<td>Projectwork</td>
<td>30%</td>
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<tr>
<td>Class Participation</td>
<td>10%</td>
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Pass: 50% marks
First division: 60% marks in aggregate
First division with distinction: 75% marks

Syllabus

1ST Semester (2009-10 onwards)

SE I Social Engineering in India

- Social Engineering: Concept & Practices
- Socio-Economic-Political Scenario of India
- Social Exclusion & In-equality: Caste, Class, Tribe, Gender & Ethnicity
- Emerging Development Issues in Indian & Global context
- Impact of Globalization on India’s Socio-Economic-Political Fabric
- Social Engineering & Millennium Development Goal
  - (State, Market & Civil Society)

SE II NGO Management

- Formation and Setting up of NGO
- Types of NGO-Society, Company and Trust
- Registration of NGO
- Budgeting
- Accounting
- Income Tax Return
- Networking
- Log Frame Analysis
- Documentation

SE III  
Policy Framework of India
- Evolution of uniform legal framework in pre independent India
- and its impact on social fabric
- Indian constitution: fundamental rights, duties and responsibilities
- Directive Principles of state policy
- Social policies and reforms: implications, challenges and concerns
- Governance & Public administration
- Social Unrest & Human Rights: Issues & Legal Provisions relating to abuse,
- trafficking, atrocities, exploitation, communal violence, displacement, etc.

SE IV  
Social Research Methods- I
- Understanding Methodology
- Introduction to Research Methodology
- Scientific Paradigms
- Structuralism, Functionalism, Marx & Scientific Inquiry
- Ethnography, Historical & Comparative Method, Case & Survey Method
- Instrument Development Module
- Statistical Techniques & Revision of Basic Statistical Tools

SE V  
Management Information System
- Nature, Scope & Importance of Information Systems in Development
- Scope of MIS in Managing Organisations
- Major Management Challenges to Using & Building Information Systems
- Requirement of Information Systems in Global Environment & Development
- Business Value of Information Systems
- Ethics in Managing Information Systems
- Supply- Chain Management
- Globalisation & MIS
2\textsuperscript{nd} Semester

SE VI Development Planning
- Rural & Urban Plans / Programs in India (Public & Private sector)
- Bottom-up Planning Process (Need Assessment using PRA/PLA Technique)
- Micro Level Planning, Stakeholder Analysis & Role Delineation
- Sectoral or Multi-Sectoral Program /
- Project Planning using Logical Framework Analysis (LFA) &
- Objective Oriented Planning Process (ZOPP)
- Designing of Monitoring & Evaluation Plans
- Program Budgeting
- Grants Writing & Donor Negotiation

SE VII Sectoral Approach in Development
- Livelihood Promotion / Food Security
- Micro-Finance (Savings, Credit, Insurance Products, etc.)
- Reproductive & Child Health, STI/RTI/HIV/AIDS, Family Planning,
- Mental & Psycho-social well being
- Education
- Natural Resource Management: Agriculture, Watershed Management,
- Common Property Resource Management
- Local Self Governance

SE VIII Program / Project Implementation & Management
- Training Need Assessment (TNA) & Capacity Building
- Formulation of Issue Based Implementation Strategy & Execution
- Formulation & Execution of Communication Plans
- (BCC/IEC/Social Mobilization)
- Execution of Monitoring & Evaluation
- Plans using Conventional & Non-conventional Techniques
- Engagement with Public-Private System & Advocacy
- Partnership Management
- Social Auditing
- Documentation of Program Learning / Processes
- / Outputs / Outcomes / Impact

SE IX Social Research Methods- II
- Multiple Regression Analysis, Variance Analysis, Data Reduction:
- Factor Analysis, Data Classification: Cluster Analysis
- Scaling: Multidimensional Scaling
- Project presentations on data reduction & classification
- Quantitative & Qualitative Research
- Research Design
- Tools & Techniques in Social Research
- Sampling Procedure
- Collection, compilation & validation of data
- Operations Research
- Computer applications (Ms office)
- Data analysis (using SPSS package) & interpretation

SE X  Gender & Sexuality & Right Based Approach

- Concept of Gender
- Concept and History of Patriarchy
- Discrimination, Forms and Areas
- Feminist Perspectives
- Rights and Women’s Rights
- Capability Approach and Women
- Women and Health
- Women and Education
- Gender and Development
- Women and Globalization

3rd Semester

SE XI - Development Economics

- National Income
- Growth & Development
- Vicious circle of Poverty
- Human Dimensions of development
- Environment & Development
- Equilibrium of Natural Income and Employment
- Development & Finance
- Fiscal Policy for Equitable Growth
- Techniques of Monetary Management
- Theory of Comparative Advantage & gains from Trade
- Balance of Payments Policy
- Trade Policy
- Globalization & development
- Federal Fiscal Arrangements
- Economic Reforms in India
- Poverty, Unemployment and Disparities

SE XII - Human Resource Management and Organizational Behaviour

- Human Resource Management, Personnel Management,
- Employee Resourcing, Human Resource Planning,
- Job Analysis, Recruitment & Selection,
- Induction & Placement
- Employee Development Training & Development,
- Performance Management Career & Succession Planning
- Compensation Management, Job Evaluation Wage
- and Salary Administration Pay for Performance Employee Benefits
- Employee Mobility Promotions & Transfers Outplacement
- Managing the HR Function HRIS
- Trends in HR and the future of HRM

SE XIII  
**Social Marketing**

- Concept
- Micro Enterprise
- Backward & Forward Linkages
- Market Study & Linkages
- Customer Relationship & Management
- Supply Chain Management
- Product Design, Packaging, Advertisement & Value Addition
- The Indian rural market
- The role of middleman
- Research in rural markets
- Media habits of the rural masses
- Marketing of agricultural inputs and equipments
- Marketing of consumer durables and non-durables
- Marketing of services
- Agricultural marketing and marketing of handicrafts and handloom products

SE XIV  
**Health and Development**

- Well-being, Health as a concept, Definition by WHO
- Disease- Communicable Disease, Non Communicable
- Disease
- Methods to fight against disease
- System of Medicine, Allopathy, Homeopathy, Indian System of Medicine
- Health policies and practices in India. Declaration of 1978:
- Health for all by 2000
- Health care services
- National Family Health Survey
- Health care system/structure
- Health indicators, explanation and current status
- National Family Health Survey 3
- Community Health/Public Health
- National Reproductive and Child Health Program in India
SE XV - Education and development
- Importance of Education In Development
- Issues & Challenges of Education in India & Governance of Uttar Pradesh
- Right to Education Bill
- Importance of Measurement & Evaluation in Educational Development
- Status of Primary Education in India & Uttar Pradesh
- Sarva Shiksha Abhiyan Programme & Quality Education
- Issues & Challenges of Higher Education
- Education & Elimination Of Child Labour
- Social Audit, Survey & Research in Education
- Role of Civil Society in Education

4th Semester

SE XVI - Disaster Management
- Relevance of Environment Education in Present Scenario and Society
- Social Dimensions in relation to Environment and Sustainable Development and Role of different Actors & Stakeholders
- Socio-Culture aspects of Environment
- Impact of Environment Degradation (Disaster- Drought, Flood, Earthquake etc.)
- Introduction of Project management
- Contents of Project Management
- Project Cycle (Pre, During, Post)
- Need assessment (Preparedness/ Mitigation/ Response/ Relief/ Rescue/ Resettlement and Rehabilitation)
- Stakeholder Analysis
- Vulnerability Assessment & Situation Analysis
- Planning of Project (Goal, Objectives, Strategy, and activities, Budget, HR, Outputs and Outcomes etc.)
- Implementation & Execution (Phase wise activities, Milestones etc.)
- Monitoring, Evaluation, Impact Assessment
- Withdrawal Strategy
- Training and capacity Building of Human Resource
- Humanitarian Charter
- Sphere Guidelines
SE XVII  Corporate Social Responsibility

- Concept, principles and stages of CSR
- Theories and models of CSR
- CSR & PR perspectives
- CSR campaigns and corporate sectors
- Internal and external drivers of CSR
- Organizational Culture & CSR
- CSR & Customer Care
- Advantages and disadvantages of CSR
- CSR & Public-private partnership
- CSR and Non profit management

SE XVIII  Displacement, Rehabilitation & Resettlement

- Issues and Challenges of Development
- Development Induced Displacement
- Displacement and Rehabilitation Process in India
- Various Models of Rehabilitation
- Forms, Issues and Challenges of Rehabilitation
- Resettlement Program, Policy and Strategies in India
- Case Study

SE XIX  Project Work / Field work and Dissertation

SE XX  Viva voce