

# **B.A., SOCIOLOGY**

## **(IV Semester Skill Enhance Courses Syllabus)**

### **IV SEMESTER**

#### **SEC-01: Public Health Consultancy**

#### **Course Learning Objectives**

After successful completion of this course, the students will be able to:

The aim of the Public Health Consultancy course is to provide students with the conceptual understanding, analytical competence, and professional skills necessary to work effectively as public health consultants. Ensure a thorough comprehension of the principles and scope of public health consultancy. Enhance your analytical abilities to identify and evaluate public health concerns. Students will acquire knowledge on how to use epidemiological, sociological, and policy analysis frameworks to examine health issues like infectious and non-infectious diseases, maternal and child health issues, environmental health risks, and health inequities. Develop the ability to communicate and report professionally. The main focus will be on preparing consultancy documents, policy briefs, monitoring and evaluation reports, and professional presentations that are tailored to diverse stakeholders.

#### **Course Outline**

#### **Course: Public Health Consultancy**

**32 (2hrs./week)**

##### **Unit – I: Introduction**

- a. Concept of health, illness, and Public health consultancy from a sociological perspective, and the social determinants of health (Class, Caste and Gender )Cultural determinant of Health (Belief, Nutrition and Environment)
- b. Public Health: Meaning, Importance
- c. Social Epidemiology and Community Health

##### **Unit – II: Health Communication Skills**

- a. Applying sociological knowledge to professional consultancy,
- b. Health communication, community outreach, and disaster management.
- c. Verbal Vs Non-Verbal Communication; Public Speaking; Using Audio-Visual aid in Communication; Written Communication

##### **Unit – III: Information Education and Communication (IEC);**

- a. Interpersonal Communication (IPC); Social and Behaviour Change Communication (SBCC)
- b. Students have to go to the field and intensely involve themselves in the following suggested areas. (Teachers can choose or modify as per local needs :) Sanitation, Personal Hygiene, Control of Infectious Diseases, Awareness about HIV/AIDS, Anti-tobacco Campaigns, Awareness about Alcoholism, Domestic Violence, Sexual Violence Geriatrics, Maternal and Child Health, Mental Health, Motor Vehicle Accidents, Lifestyle Diseases.

### **Suggested Readings**

1. Albert, Gary L. and R. Fitzpatrick (1994). Quality of Life in Health Care: Advances in Medical Sociology, Mumbai: Jai Press.
2. Annandale Allen (2001). The Sociology of Health and Medicine– A Critical Introduction, Cambridge: Polity Press
3. Bloom, Samuel W. (1963). The Doctor and His Patient, New York: Free Press.
4. Coe, Rodney M. (1970). Sociology of Medicine, New York: McGraw Hill.
5. Chloe Bird, Peter Conrad and Alan Fremont eds. (2000). Handbook of Medical Sociology, New York: Prentice Hall
6. Cockerham, William C. (1997). Medical Sociology, New Jersey: Prentice Hall
7. Conrad, Peter ed. (2005). Sociology of Health and Illness: Critical Perspectives, New York: Worth Publishing.
8. Dutta, P.R. (1955). Rural Health and Medical Care in India, Ambala: Army Education Press.
9. Madan, T.N. (1980). Doctors and Nurses, New Delhi: Vikas.
10. Ommen, T. K. (1978). Doctors and Nurses: A Study in Occupational Role Structures, Bombay: Macmillan Private Health Care in India, New Delhi: Sage.
12. Schwatz, Howard (1994). Dominant Issues in Medical Sociology, New York: McGraw Hill.
13. Venkataratnam, R (1979). Medical Sociology in an Indian Setting, Madras: Macmillan

**PATTERN QUESTION PAPER FOR SKILL ENHANCE COURSE EXAMINATION**  
**Pattern of question paper shall consist of Very short, Short and Long Answer Questions**  
**\*Note: Question Papers will be set both in English and Kannada**

**Question Paper Pattern**

**Time: 1.30 Hrs**

**Max. Marks - 40**

**(Title of the Course)**

**Note : Answer all Sections**

**I. Answer any FIVE questions in 2-3 sentences each (3x5=15)**

1. Q.
2. Q.
3. Q.
4. Q.
5. Q.
6. Q.
7. Q.

**II. Answer any Three questions in 10-12 sentences each (5x3=15)**

8. Q.
9. Q.
10. Q.
11. Q.
12. Q.

**III. Answer any ONE in 20-25 sentences each (10x1=10)**

- 13.Q
- 14.Q

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**Written Examinations : C3 = 40 Marks**  
**[C1: Marks for Test & 5 Marks for Assignment/Seminar ]C2:10 Marks for Test]:C1+C2 = 10 Marks**

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**TOTAL = 50 Marks**