

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

| <b><u>BBA – V (HONS.)</u></b> |                                |
|-------------------------------|--------------------------------|
| <b>Course Title</b>           | <b>: COMMUNITY DEVELOPMENT</b> |
| <b>Course Number</b>          | <b>: BA (H) – 531</b>          |
| <b>Credit Hours</b>           | <b>: 03</b>                    |

**Objective**

This course develops the student to observe group relation and its importance in organizational setup with the distinction between functional and dysfunctional aspects. Sociology helps to learn and perform to meet the objectives and norms of an organization, and to interact purposefully with the groups for the success of business. This course will help the students of management to learn the recent trends in sociology.

Some of the important topics are culture, subculture their usefulness and functional importance, roles and status in an organization setup, social stratification etc. the subject tackles some of the challenges of globalization.

**Course Contents**

- 1. Definition of Sociology**
- 2. Scope of Sociology**
- 3. Sociology and Scientific Thoughts; Relationship of Sociology with other Social Sciences**
  - 3.1 Economies
  - 3.2 Psychology
  - 3.3 Political Science
  - 3.4 History
  - 3.5 Social Anthropology
- 4. Theoretical Perspective in Sociology**
  - 4.1 Why Different Perspective
  - 4.2 The Functional Perspective
  - 4.3 The Conflict Perspective
  - 4.4 The interactions Perspective
- 5. The Origin of Society**
  - 5.1 The Emergence of Man
  - 5.2 The Symbolic World
  - 5.3 Individual, Group and Society – Definition

- 5.4 Community – Definition
  - (a) Rural Community
  - (b) Urban Community
- 5.5 Culture – Meaning, Definition and Characteristics of Culture
- 5.6 Functional Role of Culture in Society

## **6. Socialization**

- 6.1 Definition, Objectives of Socialization
- 6.2 Process of Socialization
- 6.3 Agencies of Socialization
- 6.4 Groups – The Basic Social Unit

## **7. Ethnology – Definition , Meaning and Importance**

## **8. Social Institutions**

- 8.1 Definition and Characteristics
- 8.2 Types of Social Institutions
  - (a) Family
  - (b) Economic
  - (c) Educational
  - (d) Political
  - (e) Religious
- 8.3 Role in Social Institutions

## **9. Personality**

- 9.1 Definition
- 9.2 Personality and Culture

## **10. Social Change**

- 10.1 Definition, Meaning and Factors

## **Recommended Books**

1. Albert Wilhelm, Elements of Sociology, Heinemann Educational Books Limited, London, 1968.
2. Biesanz Mavis Hitunen, Richard Biesanz, Introduction to Sociology (Study Guide), Prentice Hall, Inc. New Jersey, 1973.
3. DeFleur Melvin L. Millian V. D. Antonio and Lois B. DeFleur, Sociology : Man in Society, Foresman and Company, London, 1972.
4. Jean, Stockard, Sociology: Discovering Society, Wadsworth, 2000.
5. Rand Jerry. D. Rose, Introduction to Sociology, Menally College Company Chicago, 1973.
6. Whitten Philips, Reading in Sociology: Contemporary Perspective, Harper and Raw Publishers, London, 1979, (2<sup>nd</sup> Edition).