

**Course: Major +2
Learning Through Consumer Culture**

Semester: II	Credits: 2	Subject Code: AMAJSOC223105	Lectures: 30
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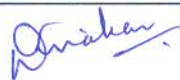


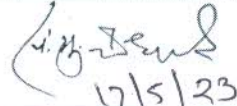
Course Learning Outcomes:

At the end of this course, learners will be able to:

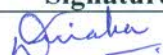
- CO1 - Illustrate major sociological debates around understanding social reality.
- CO2 - Demonstrate how our everyday life is socially constructed.
- CO3 - Develop multicultural and plural sensitivities.
- CO4 - Understand how global social systems impact the everyday life.

Unit 1: Food Cultures	15
<ul style="list-style-type: none"> • Why food is sociological • Fast Food Blues: Working in Global Food Economy • The cost of fast food: Mcdonaldization 	

Unit 2: Shopping Cultures	15
<ul style="list-style-type: none"> • Introduction: Why shopping matters • History of shopping • Shopping motivations and values, comparison and choice • Is shopping a social problem? 	

Board of Studies	Name	Signature	
Chairperson (HoD)	Prof. Vaishali Diwakar		
Faculty	Dr. Vaishali Joshi		
Faculty	Ms Manjita Kulkarni		
Subject Expert (Outside SPPU)	Prof. Sandip Choudhary		 17/5/23



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Sociology	Prof. Vaishali Diwakar	

Faculty	Dr. Anagha Tendulkar	<u>A.P. Pabli</u> 17/5/23	
VC Nominee (SPPU)	Dr. Chetana Desai		<u>Chetana</u> 17/5/23
Industry Expert	Dr. Triveni Mathur	<u>Triveni Mathur</u> 17/5/23	
Alumni	Ms. Aditi Sarkar		<u>AJS</u> 17/5/23



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Sociology	Prof. Vaishali Diwakar	<u>Diwakar</u>