

B.S.c., **ZOOLOGY**
SRI VENKATESWARA UNIVERSITY - TIRUPATI
FIRST YEAR – I SEMESTER
COURSE 1: INTRODUCTION TO CLASSICAL BIOLOGY

Theory

Credits: 4

5 hrs/week

Learning objectives

The student will be able to learn the diversity and classification of living organisms and understand their chemical, cytological, evolutionary and genetic principles.

Learning Outcomes

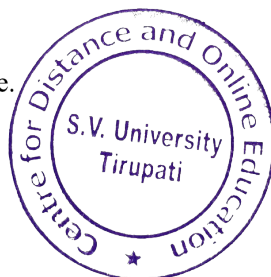
1. Learn the principles of classification and preservation of biodiversity
2. Understand the plant anatomical, physiological and reproductive processes.
3. Knowledge on animal classification, physiology, embryonic development and their economic importance.
4. Outline the cell components, cell processes like cell division, heredity and molecular processes.
5. Comprehend the chemical principles in shaping and driving the macromolecules and life processes.

Unit 1: Introduction to systematics, taxonomy and ecology.

- 1.1. Systematics – Definition and concept, Taxonomy – Definition and hierarchy.
- 1.2. Nomenclature – ICBN and ICZN, Binomial and trinomial nomenclature.
- 1.3. Ecology – Concept of ecosystem, Biodiversity and conservation.

1.4. Pollution and climate change.


DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Unit 2: Essentials of Botany.

- 2.1. The classification of plant kingdom.
- 2.2. Plant physiological processes (Photosynthesis, Respiration, Transpiration, phytohormones).
- 2.3. Structure of flower – Micro and macro sporogenesis, pollination, fertilization and structure of mono and dicot embryos.
- 2.4 Mushroom cultivation, floriculture and landscaping.

Unit 3: Essentials of Zoology

- 3.1. The classification of Kingdom Animalia and Chordata.
- 3.2 Animal Physiology – Basics of Organ Systems & their functions, Hormones and Disorders
- 3.3 Developmental Biology – Basic process of development (Gametogenesis, Fertilization, Cleavage and Organogenesis)
- 3.4 Economic Zoology – Sericulture, Apiculture, Aquaculture

Unit 4: Cell biology, Genetics and Evolution

- 4.1. Cell theory, Ultrastructure of prokaryotic and eukaryotic cell, cell cycle.
- 4.2. Chromosomes and heredity – Structure of chromosomes, concept of gene.
- 4.3. Central Dogma of Molecular Biology.
- 4.4. Origin of life

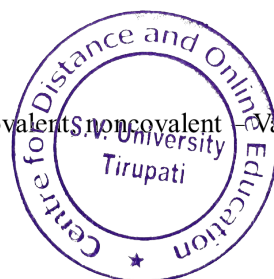
Unit 5: Essentials of chemistry

- 5.1. Definition and scope of chemistry, applications of chemistry in daily life.
- 5.2. Branches of chemistry

5.3. Chemical bonds – ionic, covalent, noncovalent – Vander Waals, hydrophobic, hydrogen bonds.

- 5.4. Green chemistry

50
DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

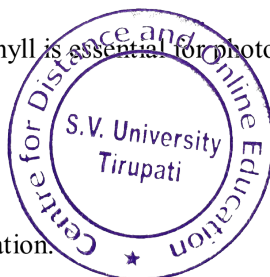
References

1. Sharma O.P., 1993. Plant taxonomy. 2nd Edition. McGraw Hill publishers.
2. Pandey B.P., 2001. The textbook of botany Angiosperms. 4th edition. S. Chand publishers, New Delhi, India.
3. Jordan E.L., Verma P.S., 2018. Chordate Zoology. S. Chand publishers, New Delhi, India.
4. Rastogi, S.C., 2019. Essentials of animal physiology. 4th Edition. New Age International Publishers.
5. Verma P.S., Agarwal V.K., 2006. Cell biology, genetics, Molecular Biology, Evolution and Ecology. S. Chand publishers, New Delhi, India.
6. Sathyanarayana U., Chakrapani, U., 2013. Biochemistry. 4th Edition. Elsevier publishers.
7. Jain J.L., Sunjay Jain, Nitin Jain, 2000. Fundamentals of Biochemistry. S. Chand publishers, New Delhi, India.
8. Karen Timberlake, William Timberlake, 2019. Basic chemistry. 5th Edition. Pearson publishers.
9. Subrata Sen Gupta, 2014. Organic chemistry. 1st Edition. Oxford publishers.

ACTIVITIES:

1. Make a display chart of life cycle of nonflowering plants.
2. Make a display chart of life cycle of flowering plants.
3. Study of stomata
4. Activity to prove that chlorophyll is essential for photosynthesis
5. Study of pollen grains.
6. Observation of pollen germination.

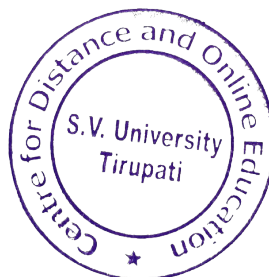

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

7. Ikebana.
8. Differentiate between edible and poisonous mushrooms.
9. Visit a nearby mushroom cultivation unit and know the economics of mushroom cultivation.
10. Draw the Ultrastructure of Prokaryotic and Eukaryotic Cell
11. Visit to Zoology Lab and observe different types of preservation of specimens
12. Hands-on experience of various equipment – Microscopes, Centrifuge, pH Meter, Electronic Weighing Balance, Laminar Air Flow
13. Visit to Zoo / Sericulture / Apiculture / Aquaculture unit
14. List out different hormonal, genetic and physiological disorders from the society


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

B.S.c., **ZOOLOGY**
SRI VENKATESWARA UNIVERSITY - TIRUPATI
FIRST YEAR – I SEMESTER
COURSE 2: INTRODUCTION TO APPLIED BIOLOGY

Theory _____ Credits: 4 _____ 5 hrs/week

Learning objectives

The student will be able to learn the foundations and principles of microbiology, immunology, biochemistry, biotechnology, analytical tools, quantitative methods, and bioinformatics.

Learning Outcomes

1. Learn the history, ultrastructure, diversity and importance of microorganisms.
2. Understand the structure and functions of macromolecules.
3. Knowledge on biotechnology principles and its applications in food and medicine.
4. Outline the techniques, tools and their uses in diagnosis and therapy.
5. Demonstrate the bioinformatics and statistical tools in comprehending the complex biological data.

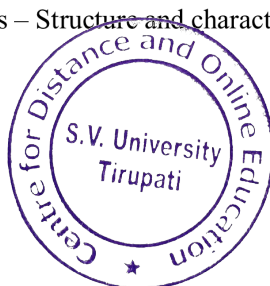
Unit 1: Essentials of Microbiology and Immunology

1.1. History and Major Milestones of Microbiology; Contributions of Edward Jenner, Louis

Pasteur, Robert Koch and Joseph Lister.

1.2. Groups of Microorganisms – Structure and characteristics of Bacteria, Fungi, Archaea and


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

1.3. Applications of microorganisms in – Food, Agriculture, Environment, and Industry.

1.4. Immune system – Immunity, types of immunity, cells and organs of immune system.

Unit 2: Essentials of Biochemistry

2.1. Biomolecules I – Carbohydrates, Lipids.

2.2. Biomolecules II – Amino acids & Proteins.

2.3. Biomolecules III – Nucleic acids -DNA and RNA.

2.4. Basics of Metabolism – Anabolism and catabolism.

Unit 3: Essentials of Biotechnology

3.1. History, scope, and significance of biotechnology. Applications of biotechnology in Plant, Animal, Industrial and Pharmaceutical sciences.

3.2. Environmental Biotechnology – Bioremediation and Biofuels, Biofertilizers and Biopesticides.

3.3. Genetic engineering – Gene manipulation using restriction enzymes and cloning vectors; Physical, chemical, and biological methods of gene transfer.

3.4. Transgenic plants – Stress tolerant plants (biotic stress – BT cotton, abiotic stress – salt tolerance). Transgenic animals – Animal and disease models.

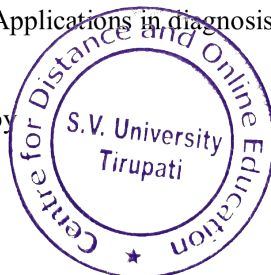
Unit 4: Analytical Tools and techniques in biology – Applications

4.1. Applications in forensics – PCR and DNA fingerprinting

4.2. Immunological techniques – Immunoblotting and ELISA.

4.3. Monoclonal antibodies – Applications in diagnosis and therapy.

50
DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Unit 5: Biostatistics and Bioinformatics

5.1. Data collection and sampling. Measures of central tendency – Mean, Median, Mode.

5.2. Measures of dispersion – range, standard deviation and variance. Probability and tests of significance.

5.3. Introduction, Genomics, Proteomics, types of Biological data, biological databases- NCBI, EBI, Gen Bank; Protein 3D structures, Sequence alignment

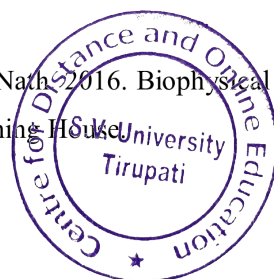
5.4. Accessing Nucleic Acid and Protein databases, NCBI Genome Workbench

REFERENCES:

1. Gerard J., Tortora, Berdell R. Funke, Christine L. Case., 2016. Microbiology: An Introduction. 11th Edition. Pearson publications, London, England.
2. Micale, J. Pelczar Jr., E.C.S. Chan., Noel R. Kraig., 2002. Pelczar Microbiology. 5th Edition. McGraw Education, New York, USA.
3. Sathyanarayana U., Chakrapani, U., 2013. Biochemistry. 4th Edition. Elsevier publishers.
4. Jain J.L., Sunjay Jain, Nitin Jain, 2000. Fundamentals of Biochemistry. S. Chand publishers, New Delhi, India.
5. R.C. Dubey, 2014. Advanced Biotechnology. S. Chand Publishers, New Delhi, India.
6. Colin Ratledge, Bjorn, Kristiansen, 2008. Basic Biotechnology. 3rd Edition. Cambridge Publishers.
7. U. Sathyanarayana, 2005. Biotechnology. 1st Edition. Books and Allied Publishers pvt. ltd., Kolkata.

8. Upadhyay, Upadhyay and Nath, 2016. Biophysical Chemistry, Principles and Techniques. Himalaya Publishing House University

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

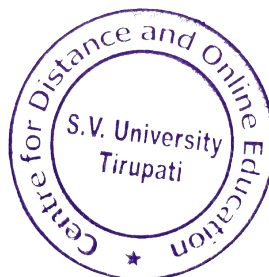
9. Arthur M. Lesk. Introduction to Bioinformatics. 5th Edition. Oxford publishers.

10. AP Kulkarni, 2020. Basics of Biostatistics. 2nd Edition. CBS publishers.

ACTIVITIES:

1. Identification of given organism as harmful or beneficial.
2. Observation of microorganisms from house dust under microscope.
3. Finding microorganism from pond water.
4. Visit to a microbiology industry or biotech company.
5. Visit to a waste water treatment plant.
6. Retrieving a DNA or protein sequence of a gene'
7. Performing a BLAST analysis for DNA and protein.
8. Problems on biostatistics.
9. Field trip and awareness programs on environmental pollution by different types of wastes and hazardous materials.
10. Demonstration on basic biotechnology lab equipment.
11. Preparation of 3D models of genetic engineering techniques.
12. Preparation of 3D models of transgenic plants and animals.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

B.S.c., **BOTANY**
SRI VENKATESWARA UNIVERSITY - TIRUPATI
FIRST YEAR – I SEMESTER
COURSE 1: INTRODUCTION TO CLASSICAL BIOLOGY

Theory _____ Credits: 4 _____ 5
hrs/week

Learning objectives

The student will be able to learn the diversity and classification of living organisms and understand their chemical, cytological, evolutionary and genetic principles.

Learning Outcomes

1. Learn the principles of classification and preservation of biodiversity
2. Understand the plant anatomical, physiological and reproductive processes.
3. Knowledge on animal classification, physiology, embryonic development and their economic importance.
4. Outline the cell components, cell processes like cell division, heredity and molecular processes.
5. Comprehend the chemical principles in shaping and driving the macromolecules and life processes.

Unit 1: Introduction to systematics, taxonomy and ecology.

- 1.1. Systematics – Definition and concept, Taxonomy – Definition and hierarchy.
- 1.2. Nomenclature – ICBN and ICZN, Binomial and trinomial nomenclature.
- 1.3. Ecology – Concept of ecosystem, Biodiversity and conservation.
- 1.4. Pollution and climate change.

Unit 2: Essentials of Botany.

- 2.1. The classification of plant kingdom
- 2.2. Plant physiological processes (Photosynthesis, Respiration, Transpiration, phytohormones).
Structure of flower – Micro and macro sporogenesis, pollination, fertilization and structure of mono and dicot embryos.

2.4 Mushroom cultivation, floriculture and landscaping.

Unit 3: Essentials of Zoology

3.1. The classification of Kingdom Animalia and Chordata.

3.2 Animal Physiology – Basics of Organ Systems & their functions, Hormones and Disorders

3.3 Developmental Biology – Basic process of development (Gametogenesis, Fertilization, Cleavage and Organogenesis)

3.4 Economic Zoology – Sericulture, Apiculture, Aquaculture

Unit 4: Cell biology, Genetics and Evolution

4.1. Cell theory, Ultrastructure of prokaryotic and eukaryotic cell, cell cycle.

4.2. Chromosomes and heredity – Structure of chromosomes, concept of gene.

4.3. Central Dogma of Molecular Biology.

4.4. Origin of life

Unit 5: Essentials of chemistry

5.1. Definition and scope of chemistry, applications of chemistry in daily life.

5.2. Branches of chemistry

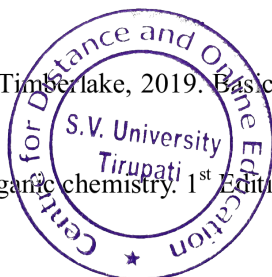
5.3. Chemical bonds – ionic, covalent, noncovalent – Vander Waals, hydrophobic, hydrogen bonds.

5.4. Green chemistry

References

1. Sharma O.P., 1993. Plant taxonomy. 2nd Edition. McGraw Hill publishers.
2. Pandey B.P., 2001. The textbook of botany Angiosperms. 4th edition. S. Chand publishers, New Delhi, India.
3. Jordan E.L., Verma P.S., 2018. Chordate Zoology. S. Chand publishers, New Delhi, India.
4. Rastogi, S.C., 2019. Essentials of animal physiology. 4th Edition. New Age International Publishers.
5. Verma P.S., Agarwal V.K., 2006. Cell biology, genetics, Molecular Biology, Evolution and Ecology. S. Chand publishers, New Delhi, India.
6. Sathyanarayana U., Chakrapani, U., 2013. Biochemistry. 4th Edition. Elsevier publishers.
7. Jain J.L., Sunjay Jain, Nitin Jain, 2000. Fundamentals of Biochemistry. S. Chand publishers, New Delhi, India.
8. Karen Timberlake, William Timberlake, 2019. Basic chemistry. 5th Edition. Pearson publishers.
9. Subrata Sen Gupta, 2014. Organic chemistry. 1st Edition. Oxford publishers.

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.

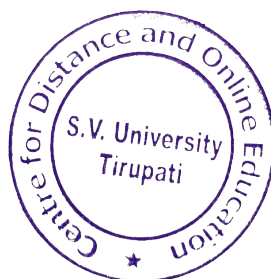


REGISTRAR
S.V. UNIVERSITY
TIRUPATI

ACTIVITIES:

1. Make a display chart of life cycle of nonflowering plants.
2. Make a display chart of life cycle of flowering plants.
3. Study of stomata
4. Activity to prove that chlorophyll is essential for photosynthesis
5. Study of pollen grains.
6. Observation of pollen germination.
7. Ikebana.
8. Differentiate between edible and poisonous mushrooms.
9. Visit a nearby mushroom cultivation unit and know the economics of mushroom cultivation.
10. Draw the Ultrastructure of Prokaryotic and Eukaryotic Cell
11. Visit to Zoology Lab and observe different types of preservation of specimens
12. Hands-on experience of various equipment – Microscopes, Centrifuge, pH Meter, Electronic Weighing Balance, Laminar Air Flow
13. Visit to Zoo / Sericulture / Apiculture / Aquaculture unit
14. List out different hormonal, genetic and physiological disorders from the society


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

B.S.c., **BOTANY**
SRI VENKATESWARA UNIVERSITY - TIRUPATI
FIRST YEAR – I SEMESTER – I I
COURSE 2: INTRODUCTION TO APPLIED BIOLOGY

Theory

Credits: 4

5 hrs/week

Learning objectives

The student will be able to learn the foundations and principles of microbiology, immunology, biochemistry, biotechnology, analytical tools, quantitative methods, and bioinformatics.

Learning Outcomes

1. Learn the history, ultrastructure, diversity and importance of microorganisms.
2. Understand the structure and functions of macromolecules.
3. Knowledge on biotechnology principles and its applications in food and medicine.
4. Outline the techniques, tools and their uses in diagnosis and therapy.
5. Demonstrate the bioinformatics and statistical tools in comprehending the complex biological data.

Unit 1: Essentials of Microbiology and Immunology

1.1. History and Major Milestones of Microbiology; Contributions of Edward Jenner, Louis

Pasteur, Robert Koch and Joseph Lister.

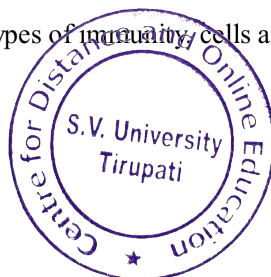
1.2. Groups of Microorganisms – Structure and characteristics of Bacteria, Fungi, Archaea and

Virus.

1.3. Applications of microorganisms in – Food, Agriculture, Environment, and Industry.

1.4. Immune system – Immunity, types of immunity, cells and organs of immune system.


DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Unit 2: Essentials of Biochemistry

- 2.1. Biomolecules I – Carbohydrates, Lipids.
- 2.2. Biomolecules II – Amino acids & Proteins.
- 2.3. Biomolecules III – Nucleic acids -DNA and RNA.
- 2.4. Basics of Metabolism – Anabolism and catabolism.

Unit 3: Essentials of Biotechnology

- 3.1. History, scope, and significance of biotechnology. Applications of biotechnology in Plant, Animal, Industrial and Pharmaceutical sciences.
- 3.2. Environmental Biotechnology – Bioremediation and Biofuels, Biofertilizers and Biopesticides.
- 3.3. Genetic engineering – Gene manipulation using restriction enzymes and cloning vectors; Physical, chemical, and biological methods of gene transfer.
- 3.4. Transgenic plants – Stress tolerant plants (biotic stress – BT cotton, abiotic stress – salt tolerance). Transgenic animals – Animal and disease models.

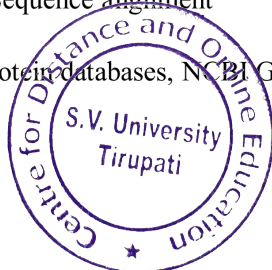
Unit 4: Analytical Tools and techniques in biology – Applications

- 4.1. Applications in forensics – PCR and DNA fingerprinting
- 4.2. Immunological techniques – Immunoblotting and ELISA.
- 4.3. Monoclonal antibodies – Applications in diagnosis and therapy.
- 4.4. Eugenics and Gene therapy

Unit 5: Biostatistics and Bioinformatics

- 5.1. Data collection and sampling. Measures of central tendency – Mean, Median, Mode.
- 5.2. Measures of dispersion – range, standard deviation and variance. Probability and tests of significance.
- 5.3. Introduction, Genomics, Proteomics, types of Biological data, biological databases- NCBI, EBI, Gen Bank; Protein 3D structures, Sequence alignment
- 5.4. Accessing Nucleic Acid and Protein databases, NCBI Genome Workbench


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

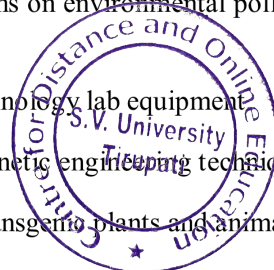
REFERENCES:

1. Gerard J., Tortora, Berdell R. Funke, Christine L. Case., 2016. Microbiology: An Introduction. 11th Edition. Pearson publications, London, England.
2. Micale, J. Pelczar Jr., E.C.S. Chan., Noel R. Kraig., 2002. Pelczar Microbiology. 5th Edition. McGraw Education, New York, USA.
3. Sathyanarayana U., Chakrapani, U., 2013. Biochemistry. 4th Edition. Elsevier publishers.
4. Jain J.L., Sunjay Jain, Nitin Jain, 2000. Fundamentals of Biochemistry. S. Chand publishers, New Delhi, India.
5. R.C. Dubey, 2014. Advanced Biotechnology. S. Chand Publishers, New Delhi, India.
6. Colin Ratledge, Bjorn, Kristiansen, 2008. Basic Biotechnology. 3rd Edition. Cambridge Publishers.
7. U. Sathyanarayana, 2005. Biotechnology. 1st Edition. Books and Allied Publishers pvt. ltd., Kolkata.
8. Upadhyay, Upadhyay and Nath. 2016. Biophysical Chemistry, Principles and Techniques. Himalaya Publishing House.
9. Arthur M. Lesk. Introduction to Bioinformatics. 5th Edition. Oxford publishers.
10. AP Kulkarni, 2020. Basics of Biostatistics. 2nd Edition. CBS publishers.

ACTIVITIES:

1. Identification of given organism as harmful or beneficial.
2. Observation of microorganisms from house dust under microscope.
3. Finding microorganism from pond water.
4. Visit to a microbiology industry or biotech company.
5. Visit to a waste water treatment plant.
6. Retrieving a DNA or protein sequence of a gene'
7. Performing a BLAST analysis for DNA and protein.
8. Problems on biostatistics.
9. Field trip and awareness programs on environmental pollution by different types of wastes and hazardous materials.
10. Demonstration on basic biotechnology lab equipment.
11. Preparation of 3D models of genetic engineering techniques.
12. Preparation of 3D models of transgenic plants and animals.

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

B.S.c., **CHEMISTRY**
SRI VENKATESWARA UNIVERSITY - TIRUPATI
FIRST YEAR – I SEMESTER
COURSE 1 : ESSENTIALS AND APPLICATIONS OF MATHEMATICAL, PHYSICAL AND CHEMICAL
SCIENCES

Hours: 5hrs/week

Credits: 4

Course Objective:

The objective of this course is to provide students with a comprehensive understanding of the essential concepts and applications of mathematical, physical, and chemical sciences. The course aims to develop students' critical thinking, problem-solving, and analytical skills in these areas, enabling them to apply scientific principles to real-world situations.

Learning outcomes:

1. Apply critical thinking skills to solve complex problems involving complex numbers, trigonometric ratios, vectors, and statistical measures.
2. To Explain the basic principles and concepts underlying a broad range of fundamental areas of physics and to Connect their knowledge of physics to everyday situations
3. To Explain the basic principles and concepts underlying a broad range of fundamental areas of chemistry and to Connect their knowledge of chemistry to daily life.
4. Understand the interplay and connections between mathematics, physics, and chemistry in various applications. Recognize how mathematical models and physical and chemical
5. Principles can be used to explain and predict phenomena in different contexts.
6. To explore the history and evolution of the Internet and to gain an understanding of network security concepts, including threats, vulnerabilities, and countermeasures.

UNIT I: ESSENTIALS OF MATHEMATICS:

9hrs

Complex Numbers: Introduction of the new symbol i – General form of a complex number – Modulus-Amplitude form and conversions

Trigonometric Ratios: Trigonometric Ratios and their relations – Problems on calculation of angles

Vectors: Definition of vector addition – Cartesian form – Scalar and vector product and problems

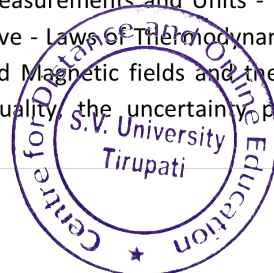
Statistical Measures: Mean, Median, Mode of a data and problems

UNIT II: ESSENTIALS OF PHYSICS:

9hrs

Definition and Scope of Physics- Measurements and Units - Motion of objects: Newtonian Mechanics and relativistic mechanics perspective - Laws of Thermodynamics and Significance- Acoustic waves and electromagnetic waves- Electric and Magnetic fields and their interactions- Behaviour of atomic and nuclear particles- Wave-particle duality, the uncertainty principle- Theories and understanding of


Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

UNIT III: ESSENTIALS OF CHEMISTRY: :

9hrs

Definition and Scope of Chemistry- Importance of Chemistry in daily life -Branches of chemistry and significance- Periodic Table- Electronic Configuration, chemical changes, classification of matter, Biomolecules- carbohydrates, proteins, fats and vitamins.

UNIT IV: APPLICATIONS OF MATHEMATICS, PHYSICS & CHEMISTRY:

9hrs

Applications of Mathematics in Physics & Chemistry: Calculus, Differential Equations & Complex Analysis

Application of Physics in Industry and Technology: Electronics and Semiconductor Industry, Robotics and Automation, Automotive and Aerospace Industries, Quality Control and Instrumentation, Environmental Monitoring and Sustainable Technologies.

Application of Chemistry in Industry and Technology: Chemical Manufacturing, Pharmaceuticals and Drug Discovery, Materials Science, Food and Beverage Industry.

UNIT V: ESSENTIALS OF COMPUTER SCIENCE:

Milestones of computer evolution - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications.

Ethical and social implications: Network and security concepts- Information Assurance Fundamentals, Cryptography-Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques- Privacy and Data Protection

Recommended books:

1. Functions of one complex variable by John.B.Conway, Springer- Verlag.
2. Elementary Trigonometry by H.S.Hall and S.R.Knight
3. Vector Algebra by A.R.Vasishtha, Krishna Prakashan Media(P)Ltd. 4.Basic Statistics by B.L.Agarwal, New age international Publishers
4. University Physics with Modern Physics by Hugh D. Young and Roger A. Freedman
5. Fundamentals of Physics by David Halliday, Robert Resnick, and Jearl Walker
6. Physics for Scientists and Engineers with Modern Physics" by Raymond A. Serway and John W. Jewett Jr.
7. Physics for Technology and Engineering" by John Bird
8. Chemistry in daily life by Kirpal Singh
9. Chemistry of bio molecules by S. P. Bhutan
10. Fundamentals of Computers by V. Raja Raman
11. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson


DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

STUDENT ACTIVITIES:

UNIT I: ESSENTIALS OF MATHEMATICS:

1: Complex Number Exploration Provide students with a set of complex numbers in both rectangular and polar forms. They will plot the complex numbers on the complex plane and identify their properties

2: Trigonometric Ratios Problem Solving Give students a set of problems that require the calculation of trigonometric ratios and their relations.

Students will solve the problems using the appropriate trigonometric functions (sine, cosine, tangent, etc.) and trigonometric identities.

3: Vector Operations and Applications Provide students with a set of vectors in Cartesian form.

Students will perform vector addition and subtraction operations to find the resultant vectors. They will also calculate the scalar and vector products of given vectors.

4: Statistical Measures and Data Analysis Give students a dataset containing numerical values.

Students will calculate the mean, median, and mode of the data, as well as other statistical measures if appropriate (e.g., range, standard deviation).

They will interpret the results and analyze the central tendencies and distribution of the data.

UNIT II: ESSENTIALS OF PHYSICS:

Concept Mapping

Divide students into groups and assign each group one of the topics.

Students will create a concept map illustrating the key concepts, relationships, and applications related to their assigned topic.

Encourage students to use visual elements, arrows, and labels to represent connections and interdependencies between concepts.

Laboratory Experiment

Select a laboratory experiment related to one of the topics, such as motion of objects or electric and magnetic fields.

Provide the necessary materials, instructions, and safety guidelines for conducting the experiment.

Students will work in small groups to carry out the experiment, collect data, and analyze the results.

After the experiment, students will write a lab report summarizing their findings, observations, and conclusions.

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

UNIT III: ESSENTIALS OF CHEMISTRY

1: Chemistry in Daily Life Presentation

Divide students into groups and assign each group a specific aspect of daily life where chemistry plays a significant role, such as food and nutrition, household products, medicine, or environmental issues.

Students will research and create a presentation (e.g., PowerPoint, poster, or video) that showcases the importance of chemistry in their assigned aspect.

2: Periodic Table Exploration

Provide students with a copy of the periodic table.

Students will explore the periodic table and its significance in organizing elements based on their properties.

They will identify and analyze trends in atomic structure, such as electronic configuration, atomic size, and ionization energy.

3: Chemical Changes and Classification of Matter

Provide students with various substances and chemical reactions, such as mixing acids and bases or observing a combustion reaction.

Students will observe and describe the chemical changes that occur, including changes in color, temperature, or the formation of new substances.

4: Biomolecules Investigation

Assign each student or group a specific biomolecule category, such as carbohydrates, proteins, fats, or vitamins.

Students will research and gather information about their assigned biomolecule category, including its structure, functions, sources, and importance in the human body.

They can create informative posters or presentations to present their findings to the class.

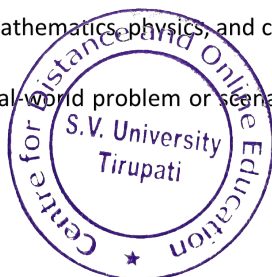
UNIT IV: APPLICATIONS OF MATHEMATICS, PHYSICS & CHEMISTRY

1: Interdisciplinary Case Studies

Divide students into small groups and provide them with interdisciplinary case studies that involve the interdisciplinary application of mathematics, physics, and chemistry.

Each case study should present a real-world problem or scenario that requires the integration of concepts from all three disciplines.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

2: Design and Innovation Project

Challenge students to design and develop a practical solution or innovation that integrates mathematics, physics, and chemistry principles.

Students can choose a specific problem or area of interest, such as renewable energy, environmental conservation, or materials science.

3: Laboratory Experiments

Assign students laboratory experiments that demonstrate the practical applications of mathematics, physics, and chemistry.

Examples include investigating the relationship between concentration and reaction rate, analyzing the behavior of electrical circuits, or measuring the properties of materials.

4: Mathematical Modeling

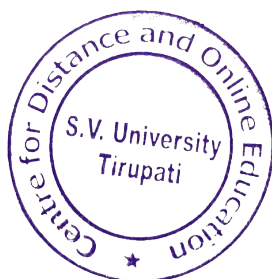
Present students with real-world problems that require mathematical modeling and analysis.

UNIT V: ESSENTIALS OF COMPUTER SCIENCE:

Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.

Identify the types of malwares and required firewalls to provide security. Latest Fraud techniques used by hackers.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

B.S.c., **CHEMISTRY**
SRI VENKATESWARA UNIVERSITY - TIRUPATI
FIRST YEAR – I SEMESTER – I I

Course 2: ADVANCES IN MATHEMATICAL, PHYSICAL AND CHEMICAL SCIENCES

Hours: 5 hrs/week

Credits: 4

Course Objective:

The objective of this course is to provide students with an in-depth understanding of the recent advances and cutting-edge research in mathematical, physical, and chemical sciences. The course aims to broaden students' knowledge beyond the foundational concepts and expose them to the latest developments in these disciplines, fostering critical thinking, research skills, and the ability to contribute to scientific advancements.

Learning outcomes:

Explore the applications of mathematics in various fields of physics and chemistry, to understand how mathematical concepts are used to model and solve real-world problems.

To Explain the basic principles and concepts underlying a broad range of fundamental areas of physics and to Connect their knowledge of physics to everyday situations.

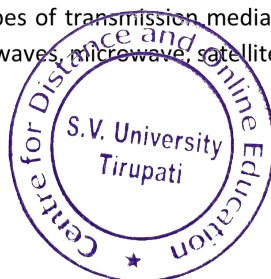
Understand the different sources of renewable energy and their generation processes and advances in nanomaterials and their properties, with a focus on quantum dots. To study the emerging field of quantum communication and its potential applications. To gain an understanding of the principles of biophysics in studying biological systems. Explore the properties and applications of shape memory materials.

Understand the principles and techniques used in computer-aided drug design and drug delivery systems, to understand the fabrication techniques and working principles of nanosensors. Explore the effects of chemical pollutants on ecosystems and human health.

Understand the interplay and connections between mathematics, physics, and chemistry in various advanced applications. Recognize how mathematical models and physical and chemical principles can be used to explain and predict phenomena in different contexts.

5 Understand and convert between different number systems, such as binary, octal, decimal, and hexadecimal. Differentiate between analog and digital signals and understand their characteristics. Gain knowledge of different types of transmission media, such as wired (e.g., copper cables, fiber optics) and wireless (e.g., radio waves, microwave, satellite)..


DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

UNIT I: ADVANCES IN BASICS MATHEMATICS

9hrs

Straight Lines: Different forms – Reduction of general equation into various forms –Point of intersection of two straight lines

Limits and Differentiation: Standard limits – Derivative of a function –Problems on product rule and quotient rule

Integration: Integration as a reverse process of differentiation – Basic methods of integration

Matrices: Types of matrices – Scalar multiple of a matrix – Multiplication of matrices – Transpose of a matrix and determinants

UNIT II: ADVANCES IN PHYSICS:

9hrs

Renewable energy: Generation, energy storage, and energy-efficient materials and devices. Recent advances in the field of nanotechnology: Quantum dots, Quantum Communication- recent advances in biophysics- recent advances in medical physics- Shape Memory Materials.

UNIT III: ADVANCES IN CHEMISTRY:

9hrs

Computer aided drug design and delivery, nano sensors, Chemical Biology, impact of chemical pollutants on ecosystems and human health, Dye removal - Catalysis method

UNIT IV: ADVANCED APPLICATIONS OF MATHEMATICS, PHYSICS & CHEMISTRY

9hrs

Mathematical Modelling applications in physics and chemistry Application of Renewable energy: Grid Integration and Smart Grids, Application of nanotechnology: Nanomedicine,

Application of biophysics: Biophysical Imaging, Biomechanics, Neurophysics,

Application of medical physics: Radiation Therapy, Nuclear medicine

Solid waste management, Environmental remediation- Green Technology, Water treatment.

UNIT V: Advanced Applications of computer Science

9hrs

Number System-Binary, Octal, decimal, and Hexadecimal, Signals-Analog, Digital, Modem, Codec, Multiplexing, Transmission media, error detection and correction- Parity check and CRC, Networking devices-Repeater, hub, bridge, switch, router, gateway.

Recommended books:

1. Coordinate Geometry by S.L.Loney, Arihant Publications

DIRECTOR
Centre for Distance and
Online Education (CDC)
Sri Venkateswara University
TIRUPATI - 517 502.



MAL
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

3. Matrices by A.R.Vasishtha and A.K.Vasishtha, Krishna Prakashan Media(P)Ltd.
4. "Renewable Energy: Power for a Sustainable Future" by Godfrey Boyle
5. "Energy Storage: A Nontechnical Guide" by Richard Baxter
6. "Nanotechnology: Principles and Applications" by Sulabha K. Kulkarni and Raghvendra A. Bohara
7. "Biophysics: An Introduction" by Rodney Cotterill
8. "Medical Physics: Imaging" by James G. Webster
9. "Shape Memory Alloys: Properties and Applications" by Dimitris C. Lagoudas
10. Nano materials and applications by M.N.Borah
11. Environmental Chemistry by Anil.K.D.E.
12. Digital Logic Design by Morris Mano
13. Data Communication & Networking by Bahrouz Forouzan.

STUDENT ACTIVITIES

UNIT I: ADVANCES IN BASIC MATHEMATICS

1: Straight Lines Exploration

Provide students with a set of equations representing straight lines in different forms, such as slope-intercept form, point-slope form, or general form.

Students will explore the properties and characteristics of straight lines, including their slopes, intercepts, and point of intersection.

2: Limits and Differentiation Problem Solving

Students will apply the concept of limits to solve various problems using standard limits.

Encourage students to interpret the results and make connections to real-world applications, such as analyzing rates of change or optimizing functions.

3: Integration Exploration

Students will explore the concept of integration as a reverse process of differentiation and apply basic methods of integration, such as the product rule, substitution method, or integration by parts.

Students can discuss the significance of integration in various fields, such as physics and chemistry


DIRECTOR
 Centre for Distance and
 Online Education (CDOE)
 Sri Venkateswara University
 TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

4: Matrices Manipulation

Students will perform operations on matrices, including scalar multiplication, matrix multiplication, and matrix transpose.

Students can apply their knowledge of matrices to real-world applications, such as solving systems of equations or representing transformations in geometry.

UNIT II: ADVANCES IN PHYSICS:

1: Case Studies

Provide students with real-world case studies related to renewable energy, nanotechnology, biophysics, medical physics, or shape memory materials.

Students will analyze the case studies, identify the challenges or problems presented, and propose innovative solutions based on the recent advances in the respective field.

They will consider factors such as energy generation, energy storage, efficiency, sustainability, materials design, biomedical applications, or technological advancements.

2: Experimental Design

Assign students to design and conduct experiments related to one of the topics: renewable energy, nanotechnology, biophysics, medical physics, or shape memory materials.

They will identify a specific research question or problem to investigate and design an experiment accordingly. Students will collect and analyze data, interpret the results, and draw conclusions based on their findings.

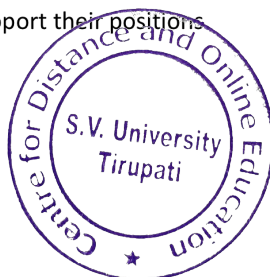
They will discuss the implications of their experimental results in the context of recent advances in the field.

3: Group Discussion and Debate

Organize a group discussion or debate session where students will discuss the ethical, social, and environmental implications of the recent advances in renewable energy, nanotechnology, biophysics, medical physics, and shape memory materials.

Assign students specific roles, such as proponent, opponent, or moderator, and provide them with key points and arguments to support their positions.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

UNIT III: ADVANCES IN CHEMISTRY:

Experimental Design and Simulation

In small groups, students will design experiments or simulations related to the assigned topic.

For example, in the context of computer-aided drug design, students could design a virtual screening experiment to identify potential drug candidates for a specific disease target.

For nano sensors, students could design an experiment to demonstrate the sensitivity and selectivity of nanosensors in detecting specific analytes.

Chemical biology-related activities could involve designing experiments to study enzyme-substrate interactions or molecular interactions in biological systems.

Students will perform their experiments or simulations, collect data, analyze the results, and draw conclusions based on their findings.

Case Studies and Discussion

Provide students with real-world case studies related to the impact of chemical pollutants on ecosystems and human health.

Students will analyze the case studies, identify the sources and effects of chemical pollutants, and propose mitigation strategies to minimize their impact.

Encourage discussions on the ethical and environmental considerations when dealing with chemical pollutants. For the dye removal using the catalysis method, students can explore case studies where catalytic processes are used to degrade or remove dyes from wastewater.

Students will discuss the principles of catalysis, the advantages and limitations of the catalysis method, and its applications in environmental remediation.

3: Group Project

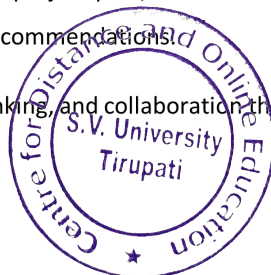
Assign students to work in groups to develop a project related to one of the topics.

The project could involve designing a computer-aided drug delivery system, developing a nano sensor for a specific application, or proposing strategies to mitigate the impact of chemical pollutants on ecosystems.

Students will develop a detailed project plan, conduct experiments or simulations, analyze data, and present their findings and recommendations.

Encourage creativity, critical thinking, and collaboration throughout the project.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

UNIT IV: ADVANCED APPLICATIONS OF MATHEMATICS, PHYSICS & CHEMISTRY

1: Mathematical Modelling Experiment

Provide students with a mathematical modelling experiment related to one of the topics. For example, in the context of renewable energy, students can develop a mathematical model to optimize the placement and configuration of solar panels in a solar farm.

Students will work in teams to design and conduct the experiment, collect data, and analyze the results using mathematical models and statistical techniques.

They will discuss the accuracy and limitations of their model, propose improvements, and interpret the implications of their findings in the context of renewable energy or the specific application area.

Assign students to analyze case studies related to the applications of mathematical modelling in nanotechnology, biophysics, medical physics, solid waste management, environmental remediation, or water treatment.

Students will discuss the mathematical models and computational methods used in the case studies, analyze the outcomes, and evaluate the effectiveness of the modelling approach.

Encourage group discussions on the challenges, ethical considerations, and potential advancements in the field. Students will present their findings and engage in critical discussions on the advantages and limitations of mathematical modelling in solving complex problems in these areas.

Group Project

Assign students to work in groups to develop a group project that integrates mathematical modelling with one of the application areas: renewable energy, nanotechnology, biophysics, medical physics, solid waste management, environmental remediation, or water treatment.

The project could involve developing a mathematical model to optimize the delivery of radiation therapy in medical physics or designing a mathematical model to optimize waste management practices.

Students will plan and execute their project, apply mathematical modelling techniques, analyze the results, and present their findings and recommendations.

Encourage creativity, critical thinking, and collaboration throughout the project.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



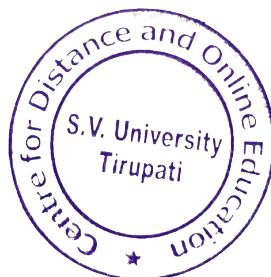

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

UNIT V: Advanced Applications of computer Science

Students must be able to convert numbers from other number system to binary number systems
Identify the networking media used for your college network

Identify all the networking devices used in your college premises.


DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

ప్రాచీన తెలుగు కవిత్వం

డిగ్రీ (జనరల్) / సెమిస్టర్ - I

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education

DIRECTOR

Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.

Sri Venkateswara University

Tirupathi AP-517 502



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

50
DIRECTOR
Centre for Distance and Online Education (CDOE)
Sri Venkateswara University,
TIRUPATI - 517 502.

Centre for Distance and Online Education
Sri Venkateswara University

Tirupathi, AP-517 502

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

విజయోస్తు

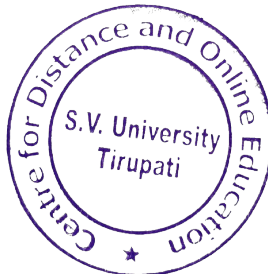
మమ్మీ అన్న మాటలో మమకారం కన్న
అమ్మ! అన్న మాటలో మాధుర్యం మిన్న
అమ్మ నుండి అలవడే అమృత భాష
ఆత్మీయతను పెంచే ఆంధ్ర భాష

మాధుర్యాన్ని పెంచే మాన్యభాష
రాగసుధలను రంగరించే రాష్ట్ర భాష
మమకారాన్ని పంచే మాతృభాష
తేనెలోలుకు భాష మన తెలుగు భాష

తెలుగు భాషను గౌరవిద్దాం
తెలుగు భాషలో మాట్లాడుదాం
తెలుగు జాతికి వన్నెతెద్దాం
ఇదే తెలుగుతల్లికి మనమిచ్చే సీరాజనాలు

- రచయితలు


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

జనరల్ తెలుగు / సెమిస్టర్ - 1 ప్రాచీన తెలుగు కవిత్వం

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషానంకృతులను, ఇతిహాసకాలంనాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు సుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. శ్రీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలో మెళకువలను గ్రహించగలరు.

పాఠ్య ప్రణాళిక

యూనిట్ - I

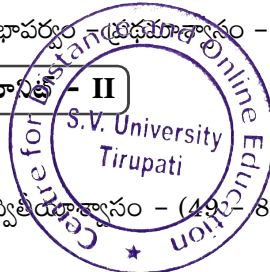
రాజనీతి - నన్నయ

మహాభారతం - సభాపర్వం - (ప్రథమాశ్వాసం - (26-57 పద్యాలు)

యూనిట్ - II

50
DIRECTOR
Centre for Distance and
Online Education (CD&OE)
Sri Venkateswara University,
TIRUPATI - 517 502

కుమారసంభవం - ద్వితీయాశ్వాసం - (492-86 పద్యాలు)



M.A.
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

యూనిట్ - III

ధామ్య ధర్మోపదేశము - తిక్కన

మహాభారతం - విరాటపర్వం - ప్రథమాశ్వాసం - (116 - 146) పద్యాలు

యూనిట్ - IV

పలనాటి బెబ్బులి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర - ద్విపద కావ్యం పుట 108 - 112 'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..

వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం ముద్రణ. వి. కె. స్వామి, బెజవాడ 1911.

యూనిట్ - V

సీతారావణ సంవాదం - మొల్ల

రామాయణము - సుందరకాండము - (40 - 87 పద్యాలు)

వ్యాకరణం

సంధులు: ఉత్ప, త్రిక, ద్రుతప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్వ, అనునాసిక సంధులు.

సమాసాలు: అవ్యయిభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అలంకారాలు:

అర్థాలంకారాలు: ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.

శబ్దాలంకారాలు: అనుప్రాస (వృత్త్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

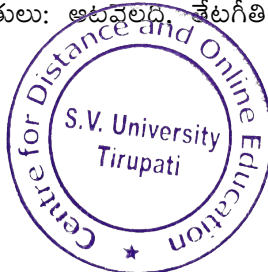
ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

జాతులు: కందం, ద్విపద; ఉపజాతులు: ఆటవలది, తేటగీతి, సీసం మరియు

ముత్యాలసరాలు


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

విషయ సూచిక
ప్రాచీన తెలుగు కవిత్వం

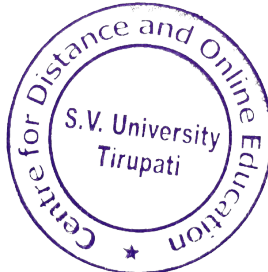
యూనిట్-1: రాజనీతి

1.1	ఉద్దేశం	1
1.2	కవి పరిచయం	1
1.3	మహాభారత ప్రాశస్త్యము	1
1.4	పాఠ్యభాగం	2
1.5	పాఠ్యభాగ పరిచయం	7
1.6	కఠిన పదాలకు అర్థాలు	7
1.7	ప్రతిపదార్థ : తాత్పర్యాలు	10
1.8	సందర్భ సహిత వ్యాఖ్యలు	17
1.9	పాఠ్యభాగ సారాంశం	19
1.10	ప్రశ్నలు - జవాబులు	22
1.11	సంగ్రహ ప్రశ్నలు	30
1.12	అభ్యాసం	31

యూనిట్-2: దక్షయజ్ఞం

2.1	ఉద్దేశం	33
2.2	కవి పరిచయం	33
2.3	పాఠ్యభాగము	34
2.4	పాఠ్యాంశ పరిచయం	39
2.5	ప్రతిపదార్థ : తాత్పర్యాలు	42
	సందర్భ సహిత వ్యాఖ్యలు	49
	పాఠ్యభాగ సారాంశము	

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University,
TIRUPATI - పాఠ్యభాగ సారాంశము



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

2.8	ప్రశ్నలు - జవాబులు	54
2.9	సంగ్రహ ప్రశ్నలు	63
2.10	అభ్యాసం	64

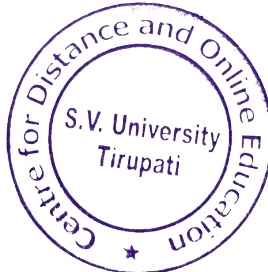
యూనిట్-3: ధౌమ్య ధర్మోపదేశం

3.1	ఉద్దేశం	67
3.2	పరిచయం	67
3.3	పాఠ్యభాగము	68
3.4	పాఠ్యభాగ పరిచయం	73
3.5	కఠిన పదాలకు అర్థాలు	73
3.6	ప్రతిపదార్థ - తాత్పర్యాలు	75
3.7	సందర్భ సహిత వ్యాఖ్యలు	80
3.8	పాఠ్యభాగ సారాంశము	82
3.9	ప్రశ్నలు -సమాధానములు	85
3.10	సంగ్రహ ప్రశ్నలు	91
3.11	అభ్యాసం	93

యూనిట్-4: పలనాటి బెబ్బులి

4.1	ఉద్దేశం	95
4.2	పరిచయం	95
4.3	పాఠ్యభాగము	96
4.4	పాఠ్యభాగ పరిచయం	104
4.5	కఠిన పదాలకు అర్థాలు	104
4.6	సందర్భ సహిత వ్యాఖ్యలు	108
4.7	పాఠ్యభాగం సారాంశం	108

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University,
TIRUPATI - పాఠ్యభాగం సారాంశం



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

4.8	వ్యాసరూప ప్రశ్నలు	113
4.9	సంగ్రహ ప్రశ్నలు	118
4.10	అభ్యాసం	120

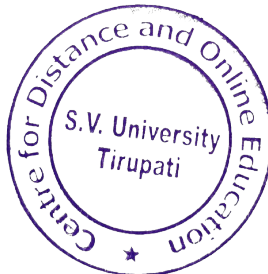
యూనిట్-5: సీతారావణ సంవాదం

5.0	ఉద్దేశం	121
5.1	కవియిత్రి పరిచయం	121
5.2	పాఠ్యభాగము	121
5.3	పాఠ్యభాగ పరిచయం	130
5.4	కఠిన పదాలకు అర్థాలు	130
5.5	సందర్భ సహిత వ్యాఖ్యలు	137
5.6	పాఠ్యభాగసారాంశం	139
5.7	ప్రశ్నలు సమాధానములు	144
5.8	సంగ్రహరూప ప్రశ్నలు	153
5.9	అభ్యాసం	156

యూనిట్-6: వ్యాకరణం

6.1	సంధులు	157
6.2	సమాసములు	162
6.3	అలంకారములు	167
6.4	ఛందస్సు	170


DIRECTOR
 Centre for Distance and
 Online Education (CDOE)
 Sri Venkateswara University
 TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

ఆధునిక తెలుగు సాహిత్యం

డిగ్రీ (జనరల్) / సెమిస్టర్ - II

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వవిద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP 517 502

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP - 517 502



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

జనరల్ తెలుగు / సెమిస్టర్ - II

ఆధునిక తెలుగు సాహిత్యం

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, అని విశిష్టతను గుర్తిస్తారు.
2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ లపై అవగాహన పొందుతారు.
3. భావకవిత, అభ్యుదయ కవితలక్షణాలను గుర్తించిన జాన్డాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, అవశ్యకతను గుర్తిస్తారు.
4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.

పాఠ్య ప్రణాళిక

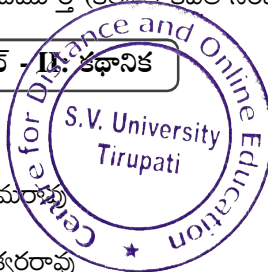
యూనిట్ - I: ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం : పరిచయం
2. కొండవీడు : దువూరి రామిరెడ్డి
(కవికోకిల గ్రంథావళి ఖండకావ్యాలు సక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం : అనిసెట్టి సుబ్బారావు (అగ్నివీణ కవితాసంపుటి నుండి)
4. తాతకో నూలుపోగు : బండరు ప్రసాదమూర్తి (కలవేత కవితాసంపుటి నుండి)

యూనిట్ - II: కథానిక

5. తెలుగు కథానిక : పరిచయం
6. భయం : కాళీపట్నం రామరావు
7. స్వేదం ఖరీదు....(కథ) : రెంటాల నాగేశ్వరరావు

50
DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

యూనిట్ - III: నవల

8. తెలుగు నవల : పరిచయం
9. రథచక్రాలు (నవల) : మహీధర రామోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) డా. యల్లాప్రగడ మల్లికార్జునరావు

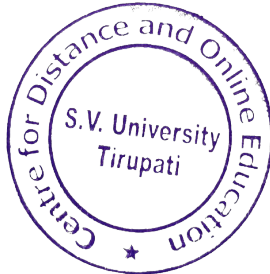
యూనిట్ - IV: నాటకం

11. తెలుగు నాటకం : పరిచయం
12. యక్షగానము (నాటిక) : ఎం.వి.ఎస్. హరనాథరావు
13. అపురూప కళారూపాల విధ్వంసదశ్యం యక్షగానము (సమీక్షా వ్యాసం) డా. కందిమళ్ళ సాంబశివరావు

యూనిట్ - V: విమర్శ

14. తెలుగు సాహిత్యం విమర్శ: పరిచయం
15. విమర్శ స్వరూప స్వభావాలు ఉత్తమ విమర్శకుడు లక్షణాలు


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

విషయ సూచిక
ఆధునిక తెలుగు సాహిత్యం

యూనిట్ - 1: ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం - పరిచయం

1.1	ఉద్దేశ్యం	1
1.2	పాఠ్యభాగం	1
1.3	పాఠ్యభాగ పరిచయం	7
1.4	ప్రశ్నలు - జవాబులు	8
1.5	సంగ్రహ ప్రశ్నలు	12
1.6	విద్యార్థులకు అభ్యాసం	16

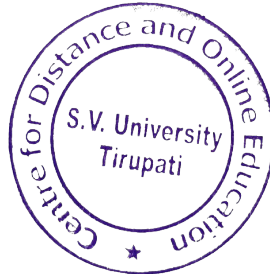
2. కొండవీడు

2.1	ఉద్దేశం	17
2.2	కవి పరిచయం	17
2.3	పాఠ్యభాగము	17
2.4	పాఠ్యభాగ పరిచయం	21
2.5	అర్థాలు	21
2.6	సందర్భ సహిత వ్యాఖ్యాలు	22
2.7	పాఠ్యభాగ సారాంశము	25
2.8	ప్రశ్న జవాబులు - వ్యాస రూప ప్రశ్నలు	26
2.9	సంగ్రహ ప్రశ్నలు	27
2.10	విద్యార్థులకు అభ్యాసం	28

3. మాతృసంగీతం

3.1	ఉద్దేశం	29
3.2	కవి పరిచయం	29
3.3	పాఠ్యాంశం	29
3.4	పాఠ్యభాగ పరిచయం	38
3.5	అర్థాలు	38
3.6	సందర్భ సహిత వ్యాఖ్యాలు	39
3.7	పాఠ్యభాగ సారాంశము	39
3.8	ప్రశ్నలు - జవాబులు. వ్యాసరూప ప్రశ్నలు	43
3.9	సంగ్రహ ప్రశ్నలు	44

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

3.10	విద్యార్థులకు అభ్యాసం	46
3.11	పాఠ్యభాగంలోని వ్యాకరణాంశాలు	46

4. తాతకో నూలు పోగు

4.1	ఉద్దేశం	47
4.2	కవి పరిచయం	47
4.3	పాఠ్యభాగం	48
4.4	పాఠ్యభాగ పరిచయం	50
4.5	అర్థాలు	50
4.6	సందర్భ సహిత వ్యాఖ్యలు	51
4.7	పాఠ్యభాగ సారాంశము	52
4.8	ప్రశ్నలు - జవాబులు వ్యాసరూప ప్రశ్నలు	53
4.9	సంగ్రహ ప్రశ్నలు	54
4.10	విద్యార్థులకు అభ్యాసం	56

యూనిట్ - II : కథానిక

5. తెలుగు కథానిక - పరిచయం

5.1	ఉద్దేశ్యం	58
5.2	పాఠ్యభాగ సారాంశం	58
5.3	వ్యాసరూప ప్రశ్నలు - జవాబులు	62
5.4	వ్యాసరూప ప్రశ్నలు - జవాబులు	65

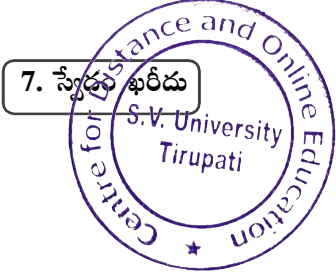
6. భయం (కథ)

6.1	ఉద్దేశం	67
6.2	రచయిత గురించి	67
6.3	పాఠ్యభాగం	68
6.4	పాఠ్యభాగ పరిచయం	85
6.5	పాఠ్యభాగ సారాంశం	85
6.6	ప్రశ్న జవాబులు : వ్యాసరూప ప్రశ్నలు	88
6.7	సంగ్రహ ప్రశ్నలు	90
6.8	విద్యార్థులకు అభ్యాసం	92

7. స్వేచ్ఛ భరీడు

7.1	ఉద్దేశ్యం	93
7.2	కవి పరిచయం	93
7.3	పాఠ్యభాగం	93
7.4	పాఠ్యభాగ పరిచయం	93

50
DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



MA
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

7.5	పాఠ్యభాగం సారాంశం	99
7.6	వ్యాసరూప ప్రశ్నలు	101
7.7	సంగ్రహ ప్రశ్నలు	103
7.8	విద్యార్థులకు అభ్యాసం	104

యూనిట్ - III: నవల

8. తెలుగు నవల - పరిచయం

8.1	ఉద్దేశ్యం	107
8.2	పాఠ్యభాగం	107
8.3	పాఠ్యభాగ పరిచయం	112
8.4	పాఠ్యభాగ సారాంశం	113
8.5	వ్యాసరూప ప్రశ్నలు	113
8.6	సంగ్రహ ప్రశ్నలు	119
8.7	విద్యార్థులకు అభ్యాసం	120

9. రథ చక్రాలు (నవల)

9.1	ఉద్దేశ్యం	121
9.2	రచయిత పరిచయం	121
9.3	పాఠ్యభాగం	122
9.4	పాఠ్యభాగ పరిచయం	223
9.5	వ్యాసరూప ప్రశ్నలు	223

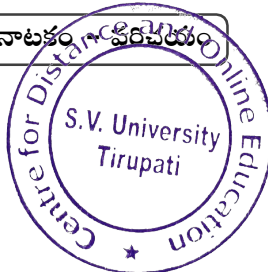
10. రథచక్రాలు - సమీక్ష

10.1	ఉద్దేశ్యం	253
10.2	పాఠ్యభాగ సారాంశం	253
10.3	పాఠ్యభాగ పరిచయం	258
10.4	వ్యాసరూప ప్రశ్నలు - జవాబులు	258
10.5	సంగ్రహ ప్రశ్నలు - జవాబులు	261

యూనిట్ - IV: నాటకం

11. తెలుగు నాటకం - పరిచయం

11.1	ఉద్దేశ్యం	265
11.2	పాఠ్యభాగం	265
11.3	పాఠ్యభాగ పరిచయం	268
11.4	వ్యాసరూప ప్రశ్నలు	269
11.5	సంగ్రహ ప్రశ్నలు	272



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

12. యక్షగానం (నాటిక)

12.1 ఉద్దేశం	273
12.2 కవి పరిచయం	273
12.3 పాఠ్యభాగం	274
12.4 పాఠ్యభాగ పరిచయం	298
12.5 పాఠ్యభాగ సారాంశం	299
12.6 వ్యాసరూప ప్రశ్నలు ప్రశ్నలు - జవాబులు	300
12.7 సంగ్రహ ప్రశ్నలు	311
12.8 విద్యార్థులకు అభ్యాసం	314

13. అపురూప కళారూపాల విధ్వంస దృశ్యం యక్షగానం

13.1 ఉద్దేశ్యం	315
13.2 పాఠ్యభాగం	315
13.3 పాఠ్యభాగ పరిచయం	320
13.4 పాఠ్యభాగ సారాంశం	320
13.5 వ్యాసరూప ప్రశ్నలు - జవాబులు	322
13.6 విద్యార్థులకు అభ్యాసం	326

యూనిట్ - V: విమర్శ

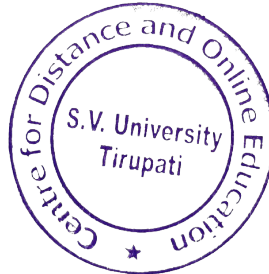
14. తెలుగు సాహిత్య విమర్శ - పరిచయం

14.1 ఉద్దేశ్యం	329
14.2 పాఠ్యభాగం	329
14.3 పాఠ్యభాగ పరిచయం	334
14.4 పాఠ్యభాగ సారాంశం	334
14.5 ప్రశ్నలు - జవాబులు (వ్యాసరూప ప్రశ్నలు)	334
14.6 సంగ్రహ ప్రశ్నలు	339
14.7 విద్యార్థులకు అభ్యాసం	342

15. విమర్శ - స్వరూప స్వభావాలు

15.1 ఉద్దేశ్యం	343
15.2 పాఠ్యభాగం	343
15.3 పాఠ్యభాగ పరిచయం	346
15.4 పాఠ్యభాగ సారాంశం	346
15.5 వ్యాసరూప ప్రశ్నలు - జవాబులు	347
15.6 సంగ్రహ ప్రశ్నలు	352
15.7 విద్యార్థులకు అభ్యాసం	352

DIRECTOR
Centre for Distance and
Online Education (CDOE)
S.V. University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

సృజనాత్మక రచన

డిగ్రీ (జనరల్) / సెమిస్టర్ - III

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati

Tirupathi, AP - 517 502

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



SD
DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University,
TIRUPATI - 517 502

Director



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

MA
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

జనరల్ తెలుగు / సెమిస్టర్ - III

సృజనాత్మక రచన

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకుంటారు.

తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం-పదం-వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప- లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మొరుగుపరచుకోగలరు.

3. భాషానైపుణ్యాలను అలవరుచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
5. సృజన రంగర, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.
6. అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

పాఠ్య ప్రణాళిక

యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం

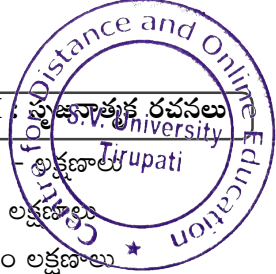
1. భాషా ప్రాథమిక అంశాలు : (భాష- నిర్వచనం, లక్షణాలు, ఆవశ్యకత ప్రయోజనాలు)
2. వర్ణం, పదం, వాక్యం : (లక్షణాలు, సామాన్య- సంయుక్త- సంశ్లిష్ట వాక్యాలు)
3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

50

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University,
TIRUPATI - 517 502.

యూనిట్ - II : సృజనాత్మక రచనలు

4. కవిత రచన : ఉత్తమ కవితా - లక్షణాలు
5. కథారచన : ఉత్తమ కథ - లక్షణాలు
6. వ్యాస రచన : ఉత్తమ వ్యాసం లక్షణాలు



M.A.

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

యూనిట్ - III: అనువాద రచన

7. అనువాదం- నిర్వచనం, అనువాద పద్ధతులు
8. అనువాద సమస్యలు - భౌగోళిక, భాషా, సంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసం - ఆంగ్లం నుండి తెలుగుకు, తెలుగు నుండి ఆంగ్లానికి ఒక పేరును అనువదించడం

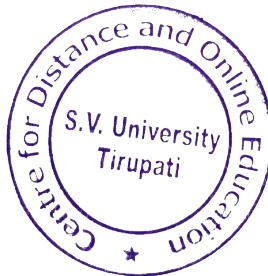
యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం: పరిచయం - పరిధి - వికాసం
11. వివిధ రకాల పత్రికలు , పరిశీలన - పత్రికా భాష - శైలి - వైవిధ్యం
12. పత్రికా రచన : (వార్తా రచన, సంపాదకీయాలు, సమీక్షలు - అవగాహన)

యూనిట్ - V: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్ట్రానిక్ మీడియా)

13. ప్రసార మాధ్యమాలు : (నిర్వచనం, రకాలు, విస్తృతి ప్రయోజనాలు)
14. శ్రవణ మాధ్యమాలు : (రచన, రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం)
15. దృశ్య మాధ్యమాలు : (రచన, వ్యాఖ్యానం(యాంకరింగ్), టెలివిజన్ రచన)


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

విషయ సూచిక సృజనాత్మక రచన

యూనిట్ - 1: వ్యక్తికరణ నైపుణ్యం

1. భాషా ప్రాథమిక అంశాలు

1.1	ఉద్దేశ్యం	3
1.2	పాఠ్యభాగం	3
1.3	పాఠ్యభాగ పరిచయం	10
1.4	పాఠ్యభాగ సారాంశము	10
1.5	వ్యాసరూప ప్రశ్నలు	12
1.6	సంగ్రహ ప్రశ్నలు	14

2. వర్ణం, పదం, వాక్యం

2.1	ఉద్దేశ్యం	17
2.2	పాఠ్యభాగం	17
2.3	పాఠ్యభాగ పరిచయం	21
2.4	పాఠ్యభాగ సారాంశము	21
2.5	వ్యాసరూప ప్రశ్నలు	21
2.6	సంగ్రహ ప్రశ్నలు	23

3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

3.1	ఉద్దేశ్యం	25
3.2	పాఠ్యభాగం	25
3.3	పాఠ్యభాగ పరిచయం	32
3.4	పాఠ్యభాగ సారాంశము	32
3.5	వ్యాసరూప ప్రశ్నలు	32
3.6	సంగ్రహ ప్రశ్నలు	38
3.7	విద్యార్థులకు అభ్యాసం	42

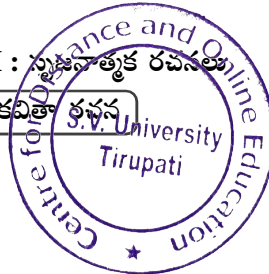
యూనిట్ - II : సృజనాత్మక రచనలు

4. కవితా రచన

4.1	ఉద్దేశ్యం	
4.2	పాఠ్యభాగం	
4.3	పాఠ్యభాగ పరిచయం	

50

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



MMA

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

45
48

4.4	పాఠ్యభాగ సారాంశము	48
4.5	వ్యాసరూప ప్రశ్నలు	49
4.6	సంగ్రహ ప్రశ్నలు	52

5. కథారచన

5.1	ఉద్దేశ్యం	55
5.2	పాఠ్యభాగం	55
5.3	పాఠ్యభాగ పరిచయం	60
5.4	పాఠ్యభాగ సారాంశము	61
5.5	వ్యాసరూప ప్రశ్నలు	61
5.6	సంగ్రహ ప్రశ్నలు	66
5.7	విద్యార్థులకు అభ్యాసం	70

6. వ్యాస రచన

6.1	ఉద్దేశ్యం	55
6.2	పాఠ్యభాగం	55
6.3	పాఠ్యభాగ పరిచయం	60
6.4	పాఠ్యభాగ సారాంశము	61
6.5	వ్యాసరూప ప్రశ్నలు	61
6.6	సంగ్రహ ప్రశ్నలు	66
6.7	విద్యార్థులకు అభ్యాసం	70
6.8	ప్రోజెక్టు వర్క్	80

యూనిట్ - III: అనువాద రచన

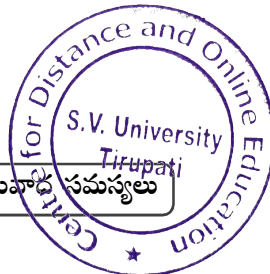
7. అనువాదం

7.1	ఉద్దేశ్యం	83
7.2	పాఠ్యభాగం	83
7.3	పాఠ్యభాగ పరిచయం	86
7.4	పాఠ్యభాగ సారాంశము	86
7.5	వ్యాసరూప ప్రశ్నలు	86
7.6	సంగ్రహ ప్రశ్నలు	91
7.7	విద్యార్థులకు అభ్యాసం	92

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.

8. అనువాద సమస్యలు

8.1	ఉద్దేశ్యం	93
8.2	పాఠ్యభాగం	93



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

8.3	పాఠ్యభాగ పరిచయం	104
8.4	పాఠ్యభాగ సారాంశము	104
8.5	వ్యాసరూప ప్రశ్నలు	104
8.6	సంగ్రహ ప్రశ్నలు	117
8.7	విద్యార్థులకు అభ్యాసం	118

9. అభ్యాసం

9.1	ఉద్దేశం	119
9.2	ఆంగ్లం నుండి తెలుగుకు అనువాదం చేయుట	119
9.3	తెలుగు నుండి ఆంగ్లంకు అనువాదం చేయుట	120
9.4	విద్యార్థులకు అభ్యాసం	120

యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)

10. ముద్రణామాధ్యమం

10.1	ఉద్దేశ్యం	123
10.2	పాఠ్యభాగం	123
10.3	పాఠ్యభాగ పరిచయం	126
10.4	పాఠ్యభాగ సారాంశము	126
10.5	వ్యాసరూప ప్రశ్నలు	127
10.6	సంగ్రహ ప్రశ్నలు	129
10.7	విద్యార్థులకు అభ్యాసం	130

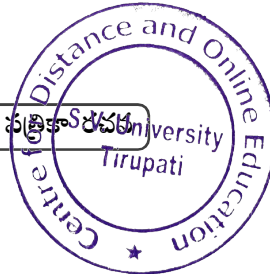
11. వివిధ రకాల పత్రికలు

11.1	ఉద్దేశ్యం	131
11.2	పాఠ్యభాగం	131
11.3	పాఠ్యభాగ పరిచయం	137
11.4	పాఠ్యభాగ సారాంశము	138
11.5	వ్యాసరూప ప్రశ్నలు	138
11.6	సంగ్రహ ప్రశ్నలు	142
11.7	విద్యార్థులకు అభ్యాసం	144

12. పత్రికారచన

12.1	ఉద్దేశ్యం	145
12.2	పాఠ్యభాగం	145
12.3	పాఠ్యభాగ పరిచయం	149

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

12.4 పాఠ్యభాగ సారాంశము	149
12.5 వ్యాసరూప ప్రశ్నలు	150
12.6 సంగ్రహ ప్రశ్నలు	152
12.7 విద్యార్థులకు అభ్యాసం	154

యునిట్ - V: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్ట్రానిక్ మీడియా)

13. ప్రసార మాధ్యమాలు

13.1 ఉద్దేశ్యం	157
13.2 పాఠ్యభాగం	157
13.3 పాఠ్యభాగ పరిచయం	159
13.4 పాఠ్యభాగ సారాంశము	159
13.5 వ్యాసరూప ప్రశ్నలు	159
13.6 సంగ్రహ ప్రశ్నలు	161
13.7 విద్యార్థులకు అభ్యాసం	162

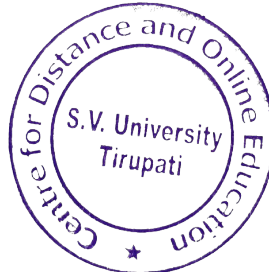
14. శ్రవణ మాధ్యమాలు

14.1 ఉద్దేశ్యం	163
14.2 పాఠ్యభాగం	163
14.3 పాఠ్యభాగ పరిచయం	170
14.4 పాఠ్యభాగ సారాంశం	170
14.5 వ్యాసరూప ప్రశ్నలు	170
14.6 సంగ్రహ ప్రశ్నలు	175
14.7 విద్యార్థులకు అభ్యాసం	176

15. దృశ్య మాధ్యమాలు

15.1 ఉద్దేశ్యం	177
15.2 పాఠ్యభాగం	177
15.3 యాంకరకు ఉండాల్సిన లక్షణాలు	182
15.4 పాఠ్యభాగ పరిచయం	184
15.5 పాఠ్యభాగ సారాంశం	184
15.6 వ్యాసరూప ప్రశ్నలు	184
15.7 సంగ్రహ ప్రశ్నలు	191
15.8 విద్యార్థులకు అభ్యాసం	192

DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

A Course in Communication and Soft Skills

*As per Choice Based Credit System (CBCS)
For Degree 1-Year/1-sem
Common to all Branches*

Authors

Prof. V. Ravi Naidu

Dr. E. Gangadhar

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502

Sri Venkateswara University

Tirupathi, AP - 517 502

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

SD
DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502

Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP - 517 502

MMA
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

A Course in Communication and Soft Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

Unit-1: Listening Skills

- i. Importance of Listening
- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

Unit-2: Speaking Skills

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

Unit-3: Grammar

- a. Concord
- b. Modals
- c. Tenses (Present/Past/Future)
- d. Articles
- e. Prepositions
- f. Question Tags
- g. Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h. Error Correction

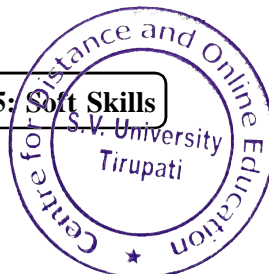
Unit-4: Writing

- i. Punctuation
- ii. Spelling
- iii. Paragraph Writing

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills

Unit-5: Soft Skills

SD
DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University,
TIRUPATI - 517 502



MMA
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Content

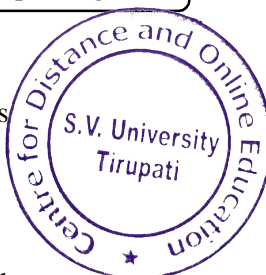
A Course in Communication and Soft Skills

Unit-1: Listening skills

1.0	Objectives	1
1.1	Listening Skills	1
1.2	Importance	2
1.2.1	Importance of Listening Skills	3
1.2.2	Ways to Improve Listening Skill	3
1.3	Techniques to Improve Listening	4
1.3.1	Characteristics associated with the Speaker and Listener	4
1.4	Process or Stages of Listening	5
1.5	Listening Modes	6
1.5.1	Advantages of Listening	7
1.5.2	Poor Listening Habits	8
1.5.3	Good Listening Habits	8
1.6	Types of Listening	9
1.7	Barriers To Listening	12
1.8	Effectiveness of Listening	14
1.8.1	Strategies for Effective Listening	16
1.9	Listening Comprehension	17
1.9.1	Listening to Sounds: Sounds of English Language	18
1.10	Exercises	19
1.11	Check your Progress	21
1.12	Outcomes	21
1.13	Exercise	22
1.14	Practice Exercises	22

Unit-2: Speaking Skills

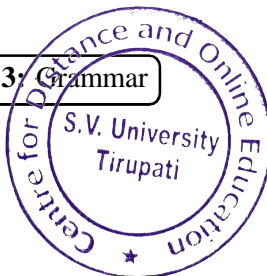
2.0	Objectives	25
2.1	Introduction	25
2.2	Essentials of Effective Speaking Skills	26
2.2.1	Principles of Speaking Skills	27
2.2.2	Improving Speaking Skills	27
2.3	Barriers of Speaking skills	28
2.3.1	Effectiveness of Speaking Skills	30




 REGISTRAR
 S.V. UNIVERSITY
 TIRUPATI

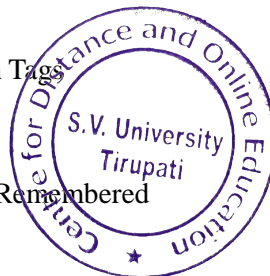
2.4	Sounds of English	30
2.5	Introduction To Phonetics	31
	2.5.1 The Sounds of English	32
	2.5.2 Task	33
2.6	Vowels	34
	2.6.1 Pure Vowels or Monophthongs	35
	2.6.2 Tasks	40
	2.6.3 Diphthongs	42
	2.6.4 Tasks	47
2.7	Consonants	48
	2.7.1 Double Consonant Letters	56
	2.7.2 Tasks	58
2.8	Word Accent	60
	2.8.1 Importance of Stress	61
	2.8.2 Aspects of Word Stress	61
	2.8.3 Rules of Word Stress	63
	2.8.4 Stress Shift According to Function	67
	2.8.4 Stress Shift According to Function	67
	2.8.5 Stress in Compound Words	67
2.9	Tasks	68
2.10	Accent/Stress and Rhythm in Connected Speech	69
	2.10.1 Rhythm in Connected Speech	70
	2.10.2 Strong/Weak Forms and Contracted Forms	71
2.11	Tasks	74
2.12	Intonation	75
	2.12.1 Objective Factors	76
	2.12.2 Tone Groups	76
	2.12.3 Some Important Points to be Remembered	80
2.13	Tasks	81
2.14	Outcomes	81
2.15	Check Out	81
3.0	Objectives	83
3.1	Importance of Grammar	84
3.2	Concord	85
	3.2.1 Rules for Concord	85
	3.2.2 Concord of Proximity	88

Unit-3: Grammar



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

3.2.3	The Basics of Subject-Verb Concord	89
3.2.4	Tasks	90
3.2.5	Check Out	93
3.3	Modals	94
3.3.1	List of Modal Verbs	94
3.3.2	Tasks	99
3.3.3	Check Out	101
3.4	Tenses (Present/ Past/ Future)	102
3.4.1	Present Tense	103
3.4.2	Past Tense	105
3.4.3	Future Tense	106
3.4.4	Tasks	108
3.4.5	Check Out	113
3.5	Articles	121
3.5.1	The Definite Article	122
3.5.2	The Indefinite Article	122
3.5.3	Indefinite articles with Incountable Nouns	123
3.5.4	Uses of Article ‘a’	124
3.5.5	Uses of Article ‘an’	125
3.5.6	Omission of Articles/Zero Article	125
3.5.7	Use of the Definite Article ‘the’	127
3.5.8	Omission of the Article ‘the’	128
3.5.9	Task	129
3.5.10	Check Out	132
3.6	Prepositions	136
3.6.1	Types of Prepositions	136
3.6.2	Unnecessary Prepositions	138
3.6.3	Other Uses of Preposition	138
3.6.4	Task (GATE 2018)	139
3.6.5	Check Out	142
3.7	Question Tags	144
3.7.1	Positive or Negative Question Tags	144
3.7.2	Intensive Pronouns	146
3.7.3	Relative Clauses	148
3.7.4	Some Important Points to be Remembered	150
3.7.5	Tasks	153
3.7.6	Check Out	



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

3.8	Reported Speech	155
3.8.1	Direct and Indirect Speech	155
3.8.2	Converting Direct Speech into Indirect Speech	157
3.8.3	Rules for Reported Speech	157
3.8.4	Tasks	166
3.8.5	Check Out	168
3.9	Active and Passive Voice	169
3.9.1	When to use Active and Passive Voice	169
3.9.2	Active to Passive Voice Rules For Conversion of Sentence	170
3.9.3	Tasks	173
3.9.4	Check Out	184
3.10	Degree of Comparison	187
3.10.1	Rules for Changing the Degrees of Comparison	190
3.10.2	Degrees of Comparison are Applicable only to Adjectives and Adverbs	192
3.10.3	Rules for Adjectives and Adverbs in Degrees of Comparison	194
3.10.4	Tasks	198
3.11	Outcomes	200

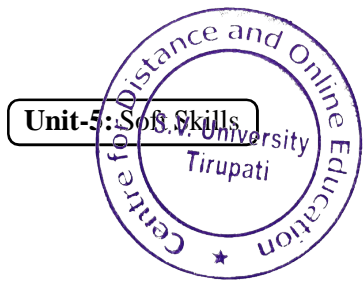
Unit-4: Writing

4.0	Objectives	201
4.1	Introduction	201
4.2	Significance Of Writing	203
4.2.1	Spelling	204
4.3	Tasks (SSC Codes)	207
4.4	Punctuation	212
4.4.1	Task	216
4.5	Paragraph Writing	217
4.5.1	Organising Principles of Paragraph Writing	218
4.5.2	Paragraph Development Techniques and Methods	220
4.5.3	Types of Paragraphs	222
4.5.4	Tasks	223
4.6	Outcomes	224
4.7	Check Out	224

Unit-5: Soft Skills

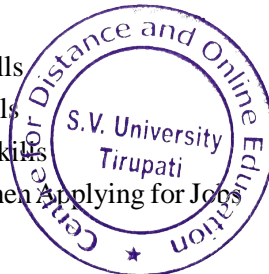
5.0	Objectives	229
5.1	Introduction	230
5.1.1	How it Works	230
5.1.2	Importance	230

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

5.1.3	Soft Skills List and Examples	231
5.1.4	Improvement of Soft Skills	232
5.1.5	Highlight your Soft Skills	233
5.2	SWOC	234
5.2.1	Personal SWOT Analysis	235
5.2.2	SWOT Questions to Ask Yourself	237
5.2.3	Determining the Outcomes	238
5.2.4	Taking Action	238
5.2.5	Why do A Personal SWOT Analysis?	238
5.2.6	When Should you Perform a Personal SWOT Analysis	241
5.3	Attitude	242
5.3.1	Definition of Attitude	242
5.3.2	Components of Attitude	244
5.3.3	Factors Influencing Attitude	246
5.3.4	Differences between Attitude and Behaviour	247
5.3.5	Differences between Attitude and Behavior	248
5.3.6	Attitude at Workplace	248
5.3.7	Effects of Positive Attitude	249
5.3.8	Effects of Negative Attitude	250
5.4	Emotional Intelligence	251
5.4.1	The 4 Dimensions of Emotional Intelligence (and a Chart)	253
5.4.2	Key Skills in the Emotional Intelligence Framework	254
5.4.3	Emotional Intelligence, IQ, and Personality Are Different	255
5.4.4	Emotional Intelligence Is Linked to Performance	256
5.4.5	Emotional Intelligence Can Be Developed	257
5.5	Telephone Etiquette	259
5.5.1	Essential Rules of Phone Etiquette	261
5.5.2	Customer Service Phone Etiquette	263
5.5.3	Ways to Improve Your Telephone Etiquette	265
5.6	Interpersonal Skills	266
5.6.1	Understanding Interpersonal Skills	266
5.6.2	Importance of Interpersonal Skills	267
5.6.3	How to Improve Interpersonal Skills	268
5.6.4	Highlight Interpersonal Skills when Applying for Jobs	268
5.7	Outcomes	270
5.8	Interview Questions	270




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

A Course in Reading & Writing Skills

*As per Choice Based Credit System (CBCS)
For Degree I-year / II-sem
Common to all Branches*

Authors

Prof. V. Ravi Naidu

Dr. E. Gangadhar

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP 517 502

**REGISTRAR
S.V. UNIVERSITY
TIRUPATI**

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

A Course in Reading & Writing Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

Unit-1

Prose : 1. How to Avoid Foolish Opinions Bertrand Russell

Skills : 2. Vocabulary: Conversion of Words

: 3. One Word Substitutes

: 4. Collocations

Unit-2

Prose : 1. The Doll's House

Katherine Mansfield

Poetry : 2. Ode to the West Wind

P B Shelley

Non-Detailed Text : 3. Florence Nightingale

Abrar Mohsin

Skills : 4. Skimming and Scanning

Unit-3

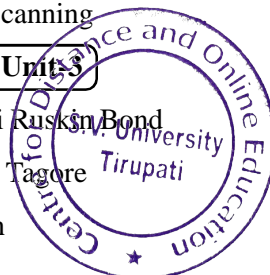
Prose : 1. The Night Train at Deoli Ruskin Bond

Poetry : 2. Upagupta Rabindranath Tagore

Skills : 3. Reading Comprehension

: 4. Note Making/Taking

50
DIRECTOR
Centre for Distance and
Online Education (CDO)
Sri Venkateswara University,
TIRUPATI - 517 502.



M.A.
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Unit-4

Poetry : 1. Coromandel Fishers Sarojini Naidu

Skills : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

Unit-5

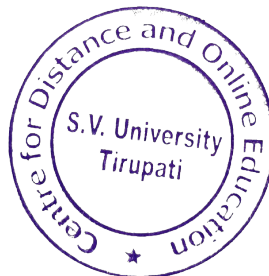
Non-Detailed Text : 1. An Astrologer's Day R K Narayan

Skills : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Content

A Course in Reading & Writing Skills

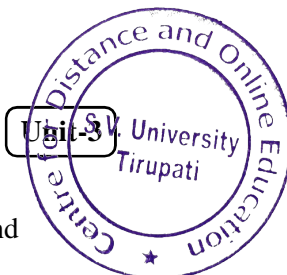
Unit-1

1.0	Objective	2
1.1	How to Avoid Foolish Opinions	2
1.2	Conversion	4
1.2.1	Exercises	7
1.2.2	Practice Exercises	9
1.3	Collocation	11
1.3.1	Types of Collocations	12
1.3.2	Exercises	15
1.3.3	Practice Exercises	18
1.4	One-Word Substitutes	21
1.4.1	Exercises	33
1.4.2	Practice Exercises	36
1.5	Outcomes	40

Unit-2

2.0	Objective	42
2.1	The Doll's House Katherine Mansfield	42
2.2	Ode to the West Wind	48
2.3	Florence Nightingale Abrar Mohsin	53
2.4	Skimming and Scanning	59
2.4.1	Skimming Reading for the Gist of a Text	59
2.4.2	Practice Exercises	62
2.4.3	Scanning	69
2.4.4	Practice Exercises	71
2.5	Outcomes	74
3.0	Objective	76
3.1	The Night Train at Deoli Ruskin Bond	76
3.2	Upagupta Rabindranath Tagore	82

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.

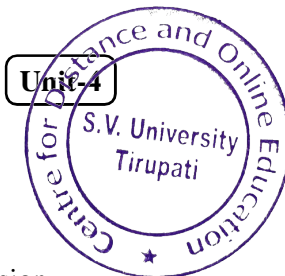


REGISTRAR
S.V. UNIVERSITY
TIRUPATI

3.3	Reading	88
3.3.1	Practice Exercises	95
3.4	Note Making/Taking	111
3.4.1	Note Making Format	112
3.4.1.1	The Procedure of Note Making	112
3.4.1.2	Points to Remember for Note Making Format	113
3.4.2	Importance of Note Taking	113
3.4.3	Purposes of Note Taking	113
3.4.4	Note Making vs Note Taking	114
3.5	Methods of Note Taking	114
3.5.1	Note Taking Methods	115
3.5.2	Outline Method	116
3.5.3	Cornell Method	117
3.5.4	Boxing/sentence Method	119
3.5.5	Charting Method	119
3.5.6	Mapping Method	120
3.5.7	Steps for Effective Notetaking	121
3.6	Effective Note Taking for Listening to Lectures	124
3.6.1	Suggestions for Efficient Notetaking	124
3.6.2	Steps for Effective Note Making	127
3.6.3	Methods of Note Making	128
3.6.3.1	Sequential or Linear Note-Making	128
3.6.3.2	Pattern of Note-Making or Mind-Mapping	129
3.6.3.3	Fishbone Diagram	129
3.6.4	Other Systems of Notemaking	130
3.6	Review Questions	131
3.7	Outcomes	132
4.0	Objective	134
4.1	Introduction	134
4.2	Coromandel Fishers	137
4.3	Expansion of Ideas / Proverb Expansion	137

50

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University,
TIRUPATI - 517 502.



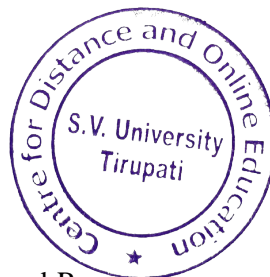
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

4.3.1	How to Write a Proverb Expansion or Expansion of an idea	137
4.3.2	Expansion of Ideas of some Famous proverbs and Idioms	139
4.3.3	Practice Exercises	142
4.4	Notices, Agendas and Minutes	143
4.4.1	Notice	143
4.4.1.1	Notice of a Meeting	143
4.4.1.2	Important Tips and Guidelines	144
4.4.1.3	Format / Template of Notice Writing	144
4.4.1.4	Specimen Notice	145
4.4.2	Agenda	146
4.4.2.1	Some Guidelines for Listing the Items below	147
4.4.2.2	Importance / Necessity of Agenda	148
4.4.2.3	Specimen Agendas	149
4.4.3	Minutes of the Meeting	149
4.4.3.1	Tips for Writing Minutes	150
4.4.3.2	Format of Meeting Minutes	151
4.4.3.3	Specimen of Minutes	153
4.4.4	Difference between Agenda and Minutes	155
4.5	Sample Meeting Notice, Agenda, and Minutes	155
4.6	Outcomes	157
4.7	Review Questions	158

Unit-5

5.0	Objective	160
5.1	Introduction	160
5.1.1	Characterisation Notes	166
5.1.2	Narrative Techniques	167
5.1.3	Figurative Language	167
5.1.4	Societal Satire	168
5.1.5	Arts and Professions	168
5.2	Resumes	168
5.2.1	Resume Contents	169
5.2.2	The Difference between C.V and Resume	169

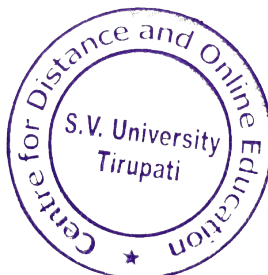
DIRECTOR
 Centre for Distance and Online Education
 S.V. University
 Tirupati - 517 502.



REGISTRAR
 S.V. UNIVERSITY
 TIRUPATI

5.2.3	Steps in Preparation of Resume	170
5.2.4	Hard vs. Soft Skills: What's the Difference?	175
5.3	Letter Writing	181
5.3.1	Types of Letters	183
5.3.2	Essentials of Effective Letter Writing	188
5.3.3	Types of Letter Format	190
5.3.4	Types of Business Letters	196
5.3.5	Writing a Complaint Letter	200
5.3.6	Writing an Apology Letter	202
5.3.7	Writing a Letter of Appeal	203
5.3.8	Writing an Invitation Letter	204
5.3.9	Writing a Resignation Letter	205
5.3.10	Writing a Letter of Recommendation	207
5.3.11	Exercises	208
5.3.12	Practice Exercises	213
5.4	Email Writing	214
5.4.1	Significance of Email	215
5.4.2	Elements of E-mails	216
5.4.3	Technique for Writing an E-mail	216
5.4.4	Types of Emails	217
5.4.5	Advantages of Email	220
5.4.6	Disadvantages of E-mail	221
5.4.7	Exercises	222
5.5	Review Questions	223
5.6	Outcomes	224


DIRECTOR
 Centre for Distance and
 Online Education (CDOE)
 Sri Venkateswara University
 TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

A Course in ***Conversational Skills***

*As per Choice Based Credit System (CBCS)
For Degree I - Year / III - Semester
Common to all Branches*

Authors

Prof. V. Ravi Naidu

Dr. E. Gangadhar

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupathi, AP -517 502

INSPECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University,
TIRUPATI - 517 502



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

A Course in Conversational Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

Unit-I

Speech: 1. Tryst with Destiny Jawaharlal Nehru

Skills: 2. Greetings

3. Introductions

Unit-II

Speech: 1. Yes, We Can Barack Obama

Interview: 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India
Knowledge at Wharton

Skills: 3. Requests

Unit-III

Interview: 1. Nelson Mandela's Interview With Larry King

Skills: 2. Asking and Giving Information

3. Agreeing and Disagreeing

Unit-IV

Interview: 1. JRD Tata's Interview With T.N.Ninan

Skills: 2. Dialogue Building

3. Giving Instructions/Directions

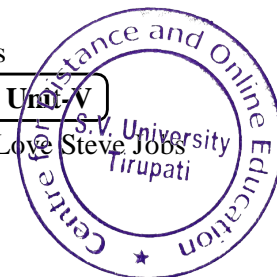
Unit-V

Speech: 1. You've Got to Find What You Love Steve Jobs

Skills: 2. Descriptions
TIRUPATI - 517 502.

3. Descriptions

4. Role Play



M.A.
REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Content

A Course in Conversational Skills

Unit-1

1.0	Objectives	2
1.1	Introduction	2
1.2	Speech: Tryst with Destiny Jawaharlal Nehru	2
1.3	Vacabulary	8
1.3.1	In Depth Reading Comprehension	25
1.3.2	Topics for Speech	25
1.4	Greetings	26
1.5	Introduction	31
1.5.1	Introducing Oneself and Others	32
1.5.2	Examples	33
1.5.3	Practice Exercises	36
1.5.4	Asking Questions and Giving Reply	38
1.5.4.1	Practice Exercises	40

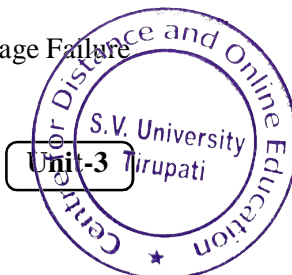
Unit-2

2.0	Objectives	44
2.1	Introduction	44
2.2	Speech: Yes, we can Barack Obama	45
2.3	Vocabulary	49
2.4	A Leader should know how to Manage Failure	49
2.5	Requests	55

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.

Unit-3

3.0	Objectives	
3.1	Introduction	



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

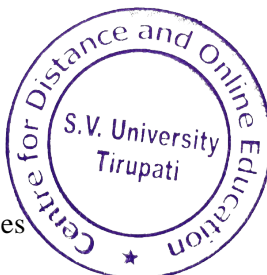
3.2	Nelson Mandela's Interview with Larry King	65
3.3	Asking and Giving Information	83
3.2.1	Practice Exercises	85
3.4	Agreeing and Disagreeing	87

Unit-4

4.0	Objectives	96
4.1	Introduction	96
4.2	JRD Tata's Interview with T.N.Ninan	96
4.3	Dialogue Building	101
4.3.1	Rules for Writing Dialogue	103
4.3.2	Activities	103
4.4	Giving Instructions/ Directions	107
4.4.1	Practice Exercises	113
4.4.2	Asking For and Giving Instructions	114
4.4.3	Practice Exercises	116

Unit-5

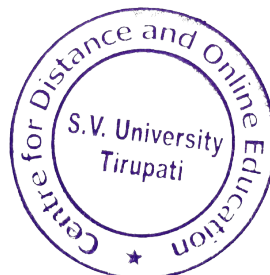
5.0	Objectives	118
5.1	Introduction	118
5.2	'You've got to find what you Love,'	118
5.3	Debae	124
5.3.1	Necessity of Debate	124
5.3.2	The Basic Debating Skills	124
5.3.3	Essentials of a Good Debate	125
5.3.4	Structure for Debate	127
5.3.5	Debate Vocabulary and Phrases	128
5.3.6	Exercises	129




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

5.4	Descriptions	133
5.4.1	Qualities of a Descriptive Essay	134
5.4.2	Format	134
5.4.3	Describing Places	134
5.4.4	Describing People	134
5.4.5	Describing Events	135
5.5	Role Plays	136
5.5.1	Examples	140
5.5.2	Practice Exercises	144


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Life Skill Course
Human Values and Professional Ethics
As per Choice Based Credit System (CBCS)
Common to all Branches

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

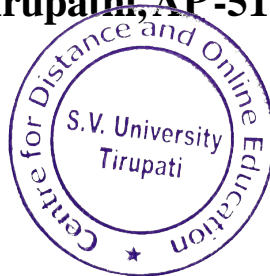
Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP-517 502


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Human Values and Professional Ethics

Learning Outcome

On completion of this course, the UG students will be able to:

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

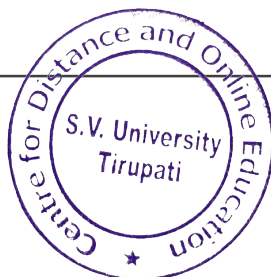
Unit-1: Introduction - Definition, Importance, Process & Classifications of Value Education

- Understanding the need, basic guidelines, content and process for Value Education
- Understanding the thought provoking issues; need for Values in our daily life
- Choices making - Choosing, Cherishing & Acting
- Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

Unit-2: Harmony in the Family - Understanding Values in Human Relationships

- Understanding harmony in the Family- the basic unit of human interaction
- Understanding the set of proposals to verify the Harmony in the Family;

50
DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



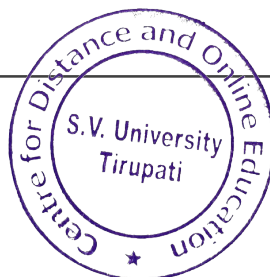
iii

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

- Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
- Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.
- Understanding the Problems faced due to differentiation in Relationships
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family.

Unit-3: Professional Ethics in Education

- Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- Understanding the concepts; Positive cooperation, Respecting the competence of other professions.
- Understanding about Taking initiative and Promoting the culture of openness.
- Depicting Loyalty towards Goals and objectives.



Content
Human Values and Professional Ethics

Unit-1: Introduction

1.0	Objectives	1
1.1	Introduction	1
1.2	Value Education	2
1.2.1	Effective Management of Value Education	4
1.2.2	Objectives of Value-Education	6
1.2.3	Significance of Value Education	7
1.2.4	Guidelines for Value Education	7
1.2.5	Importance of Value Education	8
1.3	Introduction to Values	9
1.4	Definition of Values	10
1.5	Classification of Value Education	12
1.5.1	Characteristics of Values	14
1.5.2	Types of Values	15
1.6	Human Values	15
1.6.1	Evolution of Human Values	16
1.6.2	Important Human Values	17
1.6.3	Types of Human Values	17
1.6.4	Universal Values	18
1.6.5	Cultural Values	18
1.6.6	Humanbeing in Bigger Order	19
1.6.7	Fundamental Values	20
1.7	Content of Value Education	20
1.8	Role of Value Education	21
1.9	Need for Value Education	22
1.9.1	Basic Guidelines for Value Education	25
1.10	Content and Process of Value Education	26
1.10.1	Preconditioning	26

1.10.2	Ways to Apply our Personal Core values in Daily Life	27
1.10.3	Ways to Select Choice Making	29
1.11	Prosperity as parts of Value Education	29
1.11.1	Physical Facilities for Animals and Humans	32
1.11.2	Basic Human Aspirations	35
1.11.3	Our State Today in Human Aspiration	36
1.11.4	Need for Right Understanding	37
1.11.5	Why is Happiness so Important to All of Us?	38
1.11.6	Differences between Prosperity and Wealth	38
1.11.7	SVDD, SSDD, SSSS	40
1.12	Outcomes	42
1.13	Review Questions	42
1.14	Multiple Choice Questions	43
Unit-2: Harmony in the Family		
2.0	Objectives	45
2.1	Introduction	45
2.2	Harmony	46
2.2.1	Harmony in Society	47
2.2.2	Extended Relationship from Family to Society	47
2.2.3	Harmony from Family to World Family	48
2.3	Harmony in Nature	48
2.4	Harmony in the family	49
2.4.1	Family is Basic Unit of Human Interaction	50
2.4.2	Family is a Natural Laboratory	50
2.5	Family is Basic Unit of all Interaction	50
2.5.1	Set of Proposals to Verify Harmony in Family	51
2.5.2	Justice (Nyaya)	51
2.5.3	Differentiation (Disrespect) in Relationships	52
2.5.4	Problems Faced Due to Differentiation in Relationships	54
2.6	Values in Relationships	55

2.6.1	Values in Human Relationships	56
2.7	Basics for respect and today's Crisis	57
2.7.1	Trust (Vishwas)	57
2.7.2	Respect (Samman)	59
2.7.3	Affection	60
2.7.4	Care	61
2.7.5	Guidance	61
2.7.6	Reverence	62
2.7.7	Glory	62
2.7.8	Gratitude	62
2.7.9	Love	63
2.7.10	Difference between Belief & Understanding	64
2.8	Comprehensive Human Goal: The Five dimensions of Human Endeavour	64
2.8.1	Comprehensive Human Goal	67
2.8.2	Five Dimensions of Human Endeavour	68
2.8.3	Prosperity in Families	69
2.8.4	Recyclability and Self-regulation in Nature	70
2.9	Universal Human Order	71
2.9.1	Right understanding in the Individuals is the basis for Harmony in the Family	72
2.10	Outcomes	72
2.11	Review Questions	73
2.12	Multiple Choice Questions	74

Unit-3: Professional Ethics in Education

3.0	Objectives	77
3.1	Introduction	77
3.2	Value Based Life and Profession	78
3.3	Professional Integrity	78
3.3.1	Professional Integrity in Business	79
3.3.2	Equality and Respect	80
3.3.3	Is Professional Integrity is Possible in Actual Working	80

3.3.4	Important of Professional Integrity in the Workplace	80
3.3.5	Tips for Maintaining Integrity	81
3.3.6	Demonstrate of Integrity in the Workplace	83
3.3.7	Examples of Integrity in the Workplace	83
3.4	Respect and Equality	84
3.4.1	Respect	84
3.4.2	Equality	85
3.4.3	Characteristic Features of Equality	85
3.4.4	Kinds of Equality	86
3.5	Privacy	89
3.5.1	Multiple Dimensions or Types of Privacy	89
3.5.2	Chief Contents or Aspects of Privacy	91
3.6	Privacy Law	94
3.6.1	Classification of Privacy Law	94
3.7	Building Trusting Relationship	95
3.7.1	How to Build Good Work Relationships	96
3.8	Positive Cooperation	98
3.8.1	Importance of Cooperation	99
3.8.2	Advantages of Cooperation	100
3.9	Ethical Competence	101
3.9.1	Salient Features of Competence in Professional Ethics	102
3.9.2	Respecting the competence of other professions	103
3.9.3	Fundamental Principles in Competence in Professional Ethics	103
3.10	Openness	104
3.10.1	Drivers of Openness in an Organization	105
3.11	Loyalty	108
3.11.1	Loyalty towards Goals and Objectives	108
3.11.2	Differing Concepts of Loyalty	108
3.12	Outcomes	110
3.13	Review Questions	110
3.14	Multiple Choice Questions	111

Life Skill Course
Indian Culture & Science
As per Choice Based Credit System (CBCS)
Common to all Branches

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP - 517 502


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Indian Culture & Science

Learning Outcomes

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

1. Understand the evolution of India's culture.
2. Analyze the process of modernization of Indian society and culture from past to future.
3. Comprehend objective education and evaluate scientific development of India in various spheres.
4. Inculcate nationalist and moral fervor and scientific temper.

Unit-I: Unity in Diversity in India

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity

The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, Important seasonal festivals

Unit-II: Social Reforms and Modern Society

Reforms by Basaveswara - Raja Rama Mohan Roy - Dayananda Saraswathi - Swamy Vivekananda - Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurrarnJashua (only reforms in brief, biographies not needed)

Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit-III: Science and Technology

Objectivity and Scientific Temper - Education on Scientific lines (Bloom's Taxonomy) - Online Education

Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Visit to a scientific institutions, local heritage sites, museums, industries etc


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Content

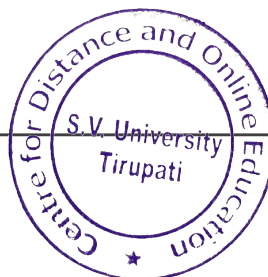
Indian Culture & Science

Unit-1: Indian Culture & Science

1.0	Objectives	1
1.1	Introduction	1
1.2	Indian Culture	2
1.3	Coexistence of Various Religions Since Ancient Times	3
1.3.1	Hinduism	3
1.3.2	Buddhism	8
1.3.3	Jainism	14
1.3.4	Atheism	24
1.3.5	Sikhism	26
	1.3.5.1 History and Beliefs	26
	1.3.5.2 The Sikh Identity	26
	1.3.5.3 The Sikh Scripture	27
	1.3.5.4 The Gurdwara	27
	1.3.5.5 The Sikh Way of Life	28
	1.3.5.6 Women	28
	1.3.5.7 Dietary Restrictions	29
	1.3.5.8 Other Religions	29
1.3.6	Islam	29
1.3.7	Christianity	39
1.4	The Bhakti	44
1.4.1	Types of Bhakti Cultures	47
1.4.2	Bhakti Saints	49
1.4.3	Impact of Bhakti Movement on Indian Society	50
1.5	Sufi Movements	51
1.5.1	Roots of Sufism	51
1.5.2	Origin of Sufism	52
1.5.3	Development of Sufism	52
1.5.4	Sufism in India	53
1.5.5	Orders of Sufism	54

50

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



MBA

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

1.5.6	Interaction between Hindu and Muslim Saints	58
1.5.7	Differences between Bhakti and Sufi Movements	58
1.6	The concepts	59
1.7	Achievements in Literature	62
1.8	Music	64
1.8.1	Treatises	65
1.9	Dance	65
1.9.1	Early Texts on Classical Dance	66
1.9.2	Basic Techniques in Classical Dance	68
1.10	Sculpture	70
1.11	Painting	76
1.12	Crafts Traditions	77
1.13	Cultural Diversity	79
1.14	Monogamy	81
1.15	Family	81
1.15.1	Advantages of Joint Family	82
1.15.2	Imbibing Values	83
1.16	Seasonal Festivals in India	83
1.17	Outcomes	86
1.18	Review Questions	86
1.19	Multiple Choice Questions	86
Unit-2: Social Reforms and Modern Society		
2.0	Objectives	89
2.1	Introduction	89
2.2	Reforms by Basaveswara	90
2.3	Raja Rammohan Roy	94
2.3.1	Contributions	95
2.3.2	Economic and Political Reforms	96
2.3.3	Religious Reforms	97
2.3.4	Brahmo Samaj	97
2.3.5	Synthetic Approach	97
2.3.6	Regeneration of Women	98
2.4	Dayananda Saraswathi	98
2.4.1	Religious Reforms	98

2.4.2	Opposition to Caste System and Untouchability	99
2.4.3	Sudhi Movement	99
2.4.4	Status of Women	99
2.4.5	Educational Reforms	100
2.4.6	Dayanand and Nationalism	100
2.4.7	Believer of Democracy	100
2.4.8	Importance of Village Administration	101
2.4.9	Nation Building Through Language	101
2.4.10	Dayanand Saraswati & Arya Samaj	101
2.5	Swami Vivekananda	102
2.5.1	Reforms	103
2.6	Mahatma Gandhi	106
2.6.1	Unconventional Techniques	107
2.6.2	Daridranarayan	107
2.6.3	Strain-free Nationalism	108
2.6.4	Abolition of Untouchability	108
2.6.5	Accepting Varnas and Denouncing Caste System	109
2.6.6	Reservation	109
2.6.7	Participation of Women	110
2.7	B. R. Ambedkar	110
2.7.1	Main Architect of Indian Constitution	110
2.7.2	Constitutional Morality	111
2.7.3	Democracy	111
2.7.4	Social Reforms	111
2.7.5	Factsheet	112
2.7.6	Methods Adopted to Remove Untouchability	113
2.7.7	Relevance of Ambedkar in Present Times	113
2.8	Reforms in Andhra by Vemana	114
2.9	Veerabrahmam	115
2.10	Gurajada Appa Rao	115
2.11	Kandukuri Veeresalingam	116
2.12	Gurram Jashuva	117
2.13	Modern Society	118
2.13.1	Characteristics of Modern Society	118

2.14	Family Unity	119
2.14.1	The Right to Family Unity	119
2.14.2	Different Kinds of Families and the Right to Unity	120
2.15	Community Service	121
2.15.1	Community Service Has a Number of Important Benefits	122
2.16	Social Harmony	122
2.16.1	Elements of Social Harmony	123
2.16.2	Importance of Social Harmony	124
2.17	Civic Sense	124
2.17.1	Importance of Civic Sense	125
2.17.2	Teaching about Civic Sense	126
2.18	Gender Sensitivity	126
2.18.1	Gender Stereotypes	127
2.18.2	Gender Roles	127
2.18.3	Gender Equality	127
2.18.4	Equal Treatment	127
2.18.5	Gender Mainstreaming	128
2.19	Equality	128
2.19.1	Features	129
2.19.2	Types of Equality	129
2.20	National Fervor	130
2.21	Outcomes	130
2.22	Review Questions	131
2.23	Multiple Choice Questions	131

Unit-3: Science and Technology

3.0	Objectives	135
3.1	Introduction	135
3.2	Scientific Objectivity	136
3.2.1	Objectivity as Faithfulness to Facts	137
3.2.2	The View from Nowhere	137
3.3	Scientific Temper	138
3.4	Education on Scientific Lines (Bloom's Taxonomy)	139
3.4.1	Online Learning	141
3.5	Developments of Technology	144

3.5.1	Scientific and Technological Developments in Ancient India	145
3.5.2	Scientific and Technological Developments in Medieval India	146
3.5.3	Advancement of Science and Technology is Observed in following Areas in Modern Time	147
3.6	Industry	148
3.6.1	Benefits of Increased R&D Spending	148
3.6.2	New Trends in Manufacturing	149
3.7	Agriculture	149
3.7.1	Objectives	153
3.7.2	Challenges faced by Technology in Modern Era	154
3.7.3	Impact of Science and Technology in Agricultural Sector	154
3.7.4	The Recent Innovations and Technologies in Agriculture	155
3.7.5	A new Era of Scientific Farming	157
3.7.6	G-tech to Propel Economy's Growth Trajectory	157
3.8	Medicine	158
3.8.1	New Advancements in Medical Research in India	160
3.8.2	Greatest Medical Achievements in India	161
3.9	Space	163
3.9.1	X-ray Astronomy	164
3.10	Alternate Energy	165
3.10.1	Current Scenario of Renewable Energy in India	166
3.11	Communication	167
3.12	Media through ages	170
3.12.1	The Rise of the Social Network	170
3.12.2	Social Media in Indian Politics	171
3.12.3	Social Media and Business	171
3.12.4	Social Media and Recruitment in India	172
3.12.5	Social Media and IPL	172
3.12.6	Limitations of Social Media in India	172
3.13	Outcomes	173
3.14	Review Questions	173
3.15	Multiple Choice Questions	174

Life Skill Course

Environmental Education

*As per Choice Based Credit System (CBCS)
Common to all Branches*

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



**Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP - 517 502**


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Environmental Education

Learning outcomes

On completion of this course the students will be able to

1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit-1: Environment and Natural Resources

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and water resources in India and their importance.
4. Biodiversity: Definition; importance of Biodiversity - ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
5. Levels of Biodiversity: Genetic, species and ecosystem diversity.

Unit-2: Environmental Degradation and Impacts

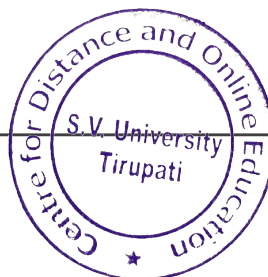
1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. **Deforestation:** Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming, ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.

7. **Threats to biodiversity:** Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit-3: Conservation of Environment

1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
3. **Solid waste management:** Control measures of urban and industrial waste.
4. **Conservation of biodiversity:** In-situ and ex-situ conservation of biodiversity.
5. **Environment Laws:** Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
6. **International agreements:** Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

50
DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

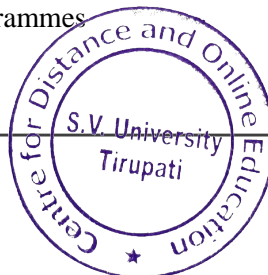
Content

Environmental Education

Unit-1: Environment and Natural Resources

1.0	Objectives	1
1.1	Introduction	1
1.2	Definitions of Environment	2
1.2.1	Classification of Environment	3
1.2.2	Components of Environment	3
1.2.3	Environmental Studies	5
1.2.4	Objectives of Environmental Education	6
1.2.5	Importance of the Environmental Studies	7
1.2.6	Scope of Environmental Education	8
1.2.7	Multidisciplinary Nature	9
1.2.8	Need for Public Awareness	11
1.3	Man as an Integral Product and Part of Nature	12
1.4	Land Resources	13
1.4.1	Land as a Resource	14
1.4.2	Land Degradation	14
1.4.3	Physical Properties of Soil	15
1.4.4	Landslides	16
1.4.5	Soil Erosion	17
1.4.6	Desertification	18
1.4.7	Environmental Impacts of Overgrazing	19
1.5	Forest Resources	20
1.5.1	Use of Forests	20
1.5.2	Importance of Forests	21
1.5.3	Over-exploitation of Forests	22
1.5.4	Forest Areas in India	22
1.5.5	Deforestation	24
1.5.6	Major Causes of Deforestation	24
1.5.7	Effects of Deforestation Environment and Tribal People	25
1.5.8	Afforestation Programmes	26
1.5.9	Timber Extraction	26


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

1.5.10	Effects of Mining Operations on a Forest and Tribal People	27
1.6	Water Resources	29
1.6.1	Uses of Water	30
1.6.2	Effects of Over-utilisation of Surface & Ground Water	30
1.6.3	Effects of Overutilisation of Ground Water	31
1.6.4	Conflicts Over Water	31
1.7	Biodiversity	32
1.7.1	Definitions	33
1.7.2	Types of Biodiversity	33
1.7.3	Importance of Biodiversity	35
1.7.4	Uses of Biodiversity	40
1.7.5	Values of Biodiversity	42
1.8	Levels of Biodiversity	43
1.9	Outcomes	46
1.10	Review Questions	46
1.11	Multiple Choice Questions	47
Unit-2: Environmental Degradation and Impacts		
2.0	Objectives	49
2.1	Introduction	49
2.2	Population Growth	50
2.2.1	Population Explosion	50
2.2.2	Impact on Environment	52
2.3	Land use Change	53
2.3.1	Direct Land use Change	54
2.3.2	Indirect Land use Change	55
2.3.3	Limitations of the Indirect Land use Change Concept	55
2.4	Land Degradation	56
2.4.1	Causes of Land Degradation	56
2.4.2	Prevention and Control Measures for Land Degradation	57
2.4.3	Soil Erosion	57
2.4.4	Desertification	59
2.5	Water Resources	59
2.5.1	Uses of Water	60
2.5.2	Effects of Over-utilisation of Surface & Ground Water	61
2.5.3	Construction of Dams	62

2.5.4	Floods	65
2.5.5	Drought	66
2.5.6	Conflicts Over Water	67
2.6	Deforestation	70
2.6.1	Major Causes of Deforestation	71
2.6.2	Effects of Deforestation Environment and Tribal People	72
2.6.3	Causes	73
2.6.4	Effects	74
2.7	Resources	74
2.7.1	Differences between Renewable and Non-renewable Resources	75
2.7.2	Non-Renewable Energy Resources	76
2.8	Pollution	78
2.8.1	Air Pollution	79
2.8.2	Water Pollution	85
2.8.3	Soil Pollution	89
2.8.4	Noise Pollution	91
2.8.5	Solid Waste	95
2.8.6	Human health and Economic Risks	97
2.9	Green House effect	97
2.9.1	Global Warming and Green House Effects	98
2.9.3	Ocean Acidification	101
2.9.4	Ozone Layer Depletion	102
2.9.5	Acid Rain (Acid Precipitation)	106
2.10	Threats to Biodiversity	109
2.11	Outcomes	110
2.12	Review Questions	111
2.13	Multiple Choice Questions	112

Unit-3: Conservation of Environment

3.0	Objectives	117
3.1	Introduction	117
3.2	Sustainability	118
3.2.1	Issues of Environmental Sustainability	118
3.3	Sustainable development	119
3.3.1	Goals of Sustainable Development	122
3.3.2	Threats to Sustainability	122

3.3.3	Sustainable Development with Judicious use of Land	125
3.3.4	Sustainable Development with Judicious use of Water	124
3.3.5	Sustainable Development with Judicious use of Forest Resources	125
3.3.6	Aforestration	126
3.4	Control Measures for Various Types of Pollution	128
3.4.1	Control of Air Pollution	128
3.4.2	Control of Automobile Pollution	128
3.4.3	Control of Water Pollution	129
3.4.4	Control of Soil Pollution	129
3.4.5	Control of Noise Pollution	130
3.4.6	Control of Thermal Pollution	130
3.5	Energy Resources	131
3.5.1	Growing Energy Needs	131
3.5.2	Types of Natural Resources	132
3.5.3	Use of Alternate Energy Sources	134
3.6	Solid Waste management	135
3.6.1	Increasing Industrialization and Rapid Urbanisation	136
3.6.2	Effects of Solid Waste Pollution	138
3.6.3	Measures for Safe Urban and Industrial Waste Disposal	138
3.7	Conservation of Biodiversity	140
3.8	Environment Laws	145
3.8.1	The Environment (Protection) Act, 1986	145
3.8.2	Wildlife Protection Act	146
3.8.3	Forest Conservation Act, 1980	148
3.9	International Agreements	150
3.9.1	Kyoto Protocol	150
3.9.2	Motreal Protocol	151
3.10	Environmental Movement	151
3.10.1	Bishnois of Rajasthan	152
3.10.2	Chipko Movement	153
3.10.3	Silent Valley	154
3.11	Outcomes	155
3.12	Review Questions	155
3.13	Multiple Choice Questions	156

Life Skill Course

Personality Enhancement & Leadership

*As per Choice Based Credit System (CBCS)
Common to all Branches*

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP - 517 502

50
DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Personality Enhancement & Leadership

Learning Outcomes

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

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

Unit-I

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

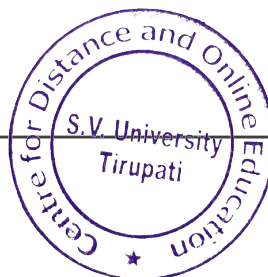
Unit-II

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit-III

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D. Tata


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Content

Personality Enhancement & Leadership

Unit-1

1.0 Objectives	1
1.1 Introduction	1
1.2 Personality	2
1.2.1 Nature of Personality	3
1.2.2 Characteristics of Personality	4
1.2.3 Foundations of Personality	4
1.2.4 Stages of Personality	5
1.2.5 Determinants of Personality	6
1.3 Personality Structure	8
1.4 Theories of Personality	9
1.5 Psychodynamics	13
1.5.1 Psychosexual Stages of Development	16
1.5.2 Freudian Psychodynamics	17
1.5.3 Jungian Psychodynamics	17
1.5.4 Positive Psychology	18
1.5.5 Psychoanalysis	19
1.5.5.1 Key Terms of Psychoanalytical Theory	19
1.5.5.2 Strengths of Psychoanalysis	20
1.5.5.3 Criticisms of Psychoanalysis	20
1.6 Psychodynamic Theory of Personality	20
1.6.1 Psychodynamic Treatment	22
1.6.2 Other Psychodynamic Theorists	22
1.6.3 Erickson Psychodynamic Theory of Personality	23
1.6.3.1 The Ego Psychology	23
1.6.3.2 The Epigenetic Principle	23
1.7 Social Cognitive Explanation	26
1.7.1 Main Tenets of Social Cognitive Theory	26
1.7.2 Albert Bandura's Social Learning Theory	26
1.7.3 Evaluation of Bandura's Theory	32

1.8	Definition of the Big Five Factors	32
1.8.1	Discovery of the Big Five in Cattell's Variable List	33
1.8.2	The Big Five Theory	34
1.8.3	Measurement of the Big Five Inventory (BFI)	36
1.9	Outcomes	39
1.10	Review Questions	40

Unit-2

2.0	Objectives	41
2.1	Introduction	41
2.2	Assessment of Personality	41
2.2.1	Need of Assessment	42
2.2.2	Purpose of Personality Assessment	43
2.3	Methods of Personality Assessment	43
2.3.1.	Personality Inventories	44
2.3.1.1	History of Personality Assessment	45
2.3.2	Projective Methods	48
2.3.2.1	History of Projective Methods	48
2.3.2.2	Types of Projective Tests	49
2.3.2.3	Evaluation of Projective Tests	51
2.3.3	Observational Methods	52
2.3.4	Self-Report Tests	52
2.3.5	Self Report Personality Test (Inventory)	55
2.3.5.1	Single-Traits Tests	57
2.3.5.2	Multidimensional Tests	57
2.3.5.3	Strength and Weakness of Self-Report Tests	57
2.3.5.4	Faking in Personality Inventories	58
2.3.5.5	Measures to Avoid Faking	58
2.3.5.6	Methods to Overcome Weaknesses in Self-Report Tests	59
2.4	Building Self confidence	60
2.4.1	Techniques of Self Confidence	61
2.5	Enhancing Personality skills	63
2.5.1	Importance of Personality Skills	64
2.5.2	Enhancing Personality Skills	64

2.5.3	Steps to Improve Personal Development Skills	65
2.5.4	Personal Development Skills in the Workplace	66
2.6	Outcomes	67
2.7	Review Questions	67
Unit-3		
3.2	Definition	70
3.2.1	Characteristics of Leadership	70
3.2.2	Nature of Leadership	71
3.2.3	Importance of Leadership	72
3.2.4	Need of Leadership	73
3.3	Leadership Types	73
3.4	Styles of Leadership	75
3.5	Leadership skills	79
3.5.1	Functions of Leader	80
3.5.2	Qualities of an Effective Leader	81
3.5.3	Leadership Skills	82
3.5.4	Qualities of Leadership	83
3.6	Building and Leading Efficient Teams	83
3.6.1	Team Development Stages	84
3.6.2	Different Types of Teams	84
3.6.3	Team Building	85
3.6.4	Importance of Building Strong Teams	86
3.6.5	Steps in Building Strong Teams	87
3.6.6	Team Activities	89
3.7	Leadership Qualities of Abraham Lincoln	90
3.8	Leadership Qualities of Mahatma Gandhi	91
3.9	Leadership Qualities of Prakasham Pantulu	92
3.10	Leadership Qualities of B.R. Ambedkar	93
3.11	Leadership Qualities of J.R.D. Tata	93
3.11.1	Leadership Skills	95
3.12	Outcomes	95
3.13	Review Questions	96

Skill Development Course
Office Secretaryship
As per Choice Based Credit System (CBCS)
Common to all Branches

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP-517 502


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Office Secretaryship

Learning Outcomes

By the successful completion of course, the student will be able to;

1. Understand the organizational hierarchy and outlines of functioning.
2. Comprehend the role of office secretaryship in a small and medium organization.
3. Acquire knowledge on office procedures and interpersonal skills.
4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.

Unit-I: Introduction

Introduction - Organisational structure of a small and medium organization - Types of offices - Kinds of secretaries - The scope of office secretaryship.

Unit-II: Office Secretary

The role of an office secretary - Duties and responsibilities - Usage of different devices - Flowchart and office manuals - Coordinating different wings of an office/organisation - Arranging common meetings - Operations of banking and financial services - travel and hospitality management services.

Unit-III: Office Procedures

Office procedures - Filing - Circulating files - Preparation of notes, circulars, agenda and minutes of meetings - Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

Content

Office Secretaryship

Unit-1: Introduction

1.0	Objectives	1
1.1	Introduction	1
1.2	Organisation	2
	1.2.1 Definitions of Organization and Organizing	2
	1.2.2 Elements of Organization	3
	1.2.3 Nature of Organization	6
	1.2.4 Importance of Organization	7
	1.2.5 Advantages of Organizing	7
	1.2.6 Principles of Organization	9
	1.2.7 Steps in the Process of Organisation	11
1.3	Organizations Structure	12
	1.3.1 Significance of Organization Structure	13
	1.3.2 Principles of Organization Structure	14
1.4	Types of Organizations	14
	1.4.1 Based on Organization Structure	14
	1.4.2 Based on Authority	19
1.5	Meaning and Definition of Office	22
	1.5.1 Office Work	24
	1.5.2 Office Activities	25
	1.5.3 Factors Contributing to the Growth of Office Work	26
	1.5.4 Types of Office	27
1.6	Secretary	28
	1.6.1 Appointment of a Secretary	30

1.6.2	Qualifications and Personal Qualities of a Secretary	31
1.6.3	Remuneration of a Secretary	35
1.6.4	Functions or Duties of a Secretary	35
1.6.5	Rights of a Secretary	36
1.6.6	Powers of a Secretary	36
1.6.7	Liabilities of a Secretary	37
1.6.8	Importance of Secretary	37
1.7	Types of Secretary	38
1.8	Scope of Secretary	40
1.9	Outcomes	43
1.10	Review Questions	43

Unit-2: Office Secretary

2.0	Objectives	45
2.1	Introduction	45
2.2	Role of an Office Secretary	46
2.3	Duties of Office Secretary	48
2.4	Responsibilities of Secretary	51
2.5	Usage of Different Devices	53
2.5.1	Brief Overview of Office Equipments	54
2.5.2	Brief List of Modern Office Technologies	55
2.5.3	Summary of the Advantages of Office Equipments	56
2.5.4	Meaning and Types of Mail	56
	2.5.4.1 Handling of Incoming Mail	57
	2.5.4.2 Handling of Outgoing Mail	59
	2.5.4.3 Handling of Electronic Mail	62
	2.5.4.4 Mail Room Equipment	63

2.6	Flow Chart	65
2.6.1	Straight-Line Flow of Work	66
2.6.2	Problems in Smooth Flow of Work	67
2.7	Office Manuals	68
2.7.1	Definition of Office Manual	68
2.7.2	Need for Office Manuals	69
2.7.3	Types of Office Manuals	69
2.7.4	Principles of Office Manuals	71
2.7.5	Steps in Preparation and Writing of Office Manuals	71
2.7.6	Advantages of Office Manuals	73
2.7.7	Disadvantages of Office Manuals	73
2.7.8	Revision and Distribution of Office Manuals	74
2.7.9	Distribution of Office Manuals	74
2.8	Coordinating Different Wings of an Office/Organisaton	74
2.9	Meeting - Meaning, Importance and Types of Meetings	77
2.9.1	Types of Meetings	77
2.9.2	Requisites of a Valid Meeting	79
2.9.3	Secretarial Duties Relating to Meetings	84
2.9.4	Terms Relating to Meeting	85
2.10	Services Provided by Banks	87
2.10.1	Other Common Facilities Provided by Banks	91
2.10.2	General Utility Services Provided by Banks	92
2.10.3	Terms Used in Banking Transactions	94
2.11	Modes of Travel	99
2.11.1	How to Make Railway Reservation	100

2.11.2	Air Travel	101
2.11.3	E-Ticket and Paper Ticket	103
2.11.4	Travel Agencies	103
2.11.5	Hotel Reservation	104
2.11.6	Itinerary	105
2.11.7	Organizing Travel	105
2.11.8	Tour Advance and Tour Claim	106
2.11.9	Overse as Travel Appangement	106
2.12	Outcomes	108
2.13	Review Questions	109

Unit-3: Office Procedures

3.0	Objectives	111
3.1	Introduction	111
3.2	Meaning of Procedure	113
3.2.1	Definition	113
3.2.2	Importance of Systems and Procedures	114
3.2.3	Benefits and Limitations of Systems and Procedures	114
3.3	Filing - Meaning, Importance and Essentials	115
3.3.1	Essentials of a Good Filing System	117
3.3.2	Classification of Filing - Alphabetical, Numerical, Geogr-Aphical, Subject, Chronological	117
3.3.3	Methods of filing- Horizontal and Vertical	122
3.3.4	E-Filing	124
3.3.5	Weeding out or Destruction of Old Records	128
3.3.6	Indexing	128
3.3.7	Filing Procedure	132

3.4	Notice	134
3.5	Circular	137
3.6	Preparation of Notice, Agenda and Minutes of Meeting	139
3.7	Press Note	147
3.7.1	Press Notes have the Force of Law	147
3.7.2	Press Notes are Subject to Judicial Review	149
3.8	Maintenance of Files and Records	149
3.8.1	Improve Records Management in Any Office	153
3.9	Maintenance of Inventory Records	154
3.9.1	Maintaining Inventory Records	157
3.10	Maintenace of Human Resource	163
3.10.1	Benefits of Cloud- Based Document Storage	165
3.10.2	Important Practices for Personnel Files	165
3.11	Maintenance of Financial Record	166
3.12	Confidential Files	169
3.13	Public Relations	170
3.13.1	Functions of Public Relations Department (Promotion Tools in PR)	171
3.13.2	Role of Public Relations in an Organisation	173
3.14	Outcomes	175
3.15	Review Questions	175

Skill Development Course

Advertising

*As per Choice Based Credit System (CBCS)
Common to all Branches*

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



**Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP - 517 502**


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Advertising

Learning Outcomes

After Successful completion of this course, the students are able to;

1. Understand the field of Advertising
2. Comprehend opportunities and challenges in Advertising sector
3. Prepare a primary advertising model
4. Understand applying of related skills
5. Examine the scope for making advertising a future career

Unit-1

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

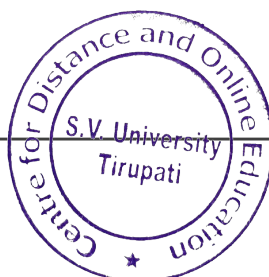
Unit-2


Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

Unit-3

Types of advertising - Basic characteristics of a typical advertisement - Reaching target groups - Local advertising - Feedback on impact of advertisement - Business promotion.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



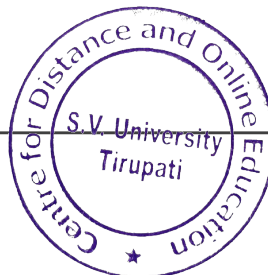

REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Content *Advertising*

Unit-1

1.0	Objectives	1
1.1	Introduction	1
1.2	Advertising	2
1.2.1	Meaning	2
1.2.2	Facts of Advertising	3
1.2.3	Definition	4
1.3	Characteristics of Advertising	5
1.3.1	Objectives of Advertising	6
1.3.2	Importance of Advertising	7
1.3.3	Purpose of Advertising	8
1.4	Functions of Advertising	9
1.4.1	Five M's of Advertising	10
1.5	Types of Advertising	13
1.5.1	Qualities of Advertising	19
1.5.2	Media of Advertising	19
1.5.3	Benefits of Advertising	20
1.5.4	Limitations of Advertising	22
1.6	Creative Advertising	23
1.6.1	Importance of Creative Advertising	24
1.6.2	Tools for Creative Advertisement	26
1.7	Factors determining opportunities of a product/service/Idea	26
1.7.1	New Product Design Process	27
1.7.2	Steps in Tapping Opportunities	31
1.8	Outcomes	33
1.9	Review Questions	33
1.10	Multiple Choice Questions	34


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Unit - 2

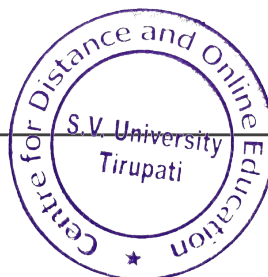
2.0	Objectives	37
2.1	Introduction	37
2.2	Advertising Agency	38
2.2.1	Characteristics of Advertising agency	38
2.2.2	Importance of Advertising Agency	39
2.2.3	Nature of Advertising Agency	40
2.2.4	Scope of Advertising Agencies	41
2.2.5	Types of Advertising Agency	42
2.2.6	Structure of Advertising Agency	43
2.3	Role and Responsibility of Advertising Agency	44
2.4	Scope of Work	46
2.4.1	Functions of Advertising Agencies	46
2.5	Ethical issues in Advertising	48
2.6	Identifying Target Groups	50
2.7	Laws in Advertising	51
2.8	Advertising Statutory Bodies operating Globally	53
2.9	Role of AAAI	56
2.10	Advertising Standatds Council of India (ASCI)	57
2.11	Outcomes	61
2.12	Review Questions	61
2.13	Multiple Choice Questions	62

Unit - 3

3.0	Objectives	65
3.1	Introduction	65
3.2	Types of Advertising	66
3.3	Basic Characteristics of a Typical Advertisement	70
3.4	Reaching Target Groups	73
3.5	Local Advertising	75
3.5.1	Types of Local Advertising	76
3.5.2	Advantages of Local Advertising	77
3.5.3	The process of Local Advertising	78

3.6	Feed-back on impact of Advertisement	79
3.6.2	The Positive Effects of Advertisement	80
3.6.3	The Negative Effects of Advertisement	80
3.7	Promotion	81
3.7.1	Characteristics of Promotion	81
3.7.2	Objectives of Promotion	82
3.7.3	Types of Promotion	84
3.7.4	Nature of Promotion	84
3.8	Marketing Communication	85
3.8.1	Importance of Marketing Communication	86
3.8.2	Elements of Marketing Communication	88
3.8.3	Promotional Activities	91
3.9	Promotion Mix	93
3.9.1	Objectives	93
3.9.2	Elements of Promotion Mix	94
3.9.3	Factors Affecting Marketing Promotion Mix	95
3.9.4	Role of Advertisement in Business Promotion	99
3.10	Outcomes	100
3.11	Review Questions	100
3.12	Multiple Choice Questions	101

50
 vi
 DIRECTOR
 Centre for Distance and
 Online Education (CDOE)
 Sri Venkateswara University
 TIRUPATI - 517 502.



MAL
 REGISTRAR
 S.V. UNIVERSITY
 TIRUPATI

Skill Development Course
Logistics and Supply Chain Management
As per Choice Based Credit System (CBCS)
Common to all Branches

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education
Sri Venkateswara University
Tirupati, AP - 517 502

50
DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Logistics and Supply Chain Management

Learning Outcomes

At the successful completion of the course, the student will able to;

1. Summarize relationship between marketing and Logistic Management
2. Understand the concepts of Supply Chain Management in connection with products.
3. Understanding various types of seller and suppliers
4. Evaluate best logistic method among all means of transport operations
5. Analysis of different distribution strategies - online and physical distribution
6. Compare the Logistics in National and International Scenario.
7. Design and develop new methods and models of Logistics in SCM

Unit-1: Introduction to Logistics and Supply Chain Management (SCM)

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century - Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

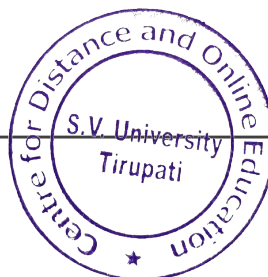
Unit-II: Logistics

Customer Selection - Process -Customer Service and Customer Retention - Relationship Management - Integrating Logistics and Customer Relationship Management

Unit-III: Supply Chain Management

Managing and Estimating Supply Chain Demand - Forecasting Techniques - Supplier Networks – Skills to Manage SCM - Recent Trends in SCM


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

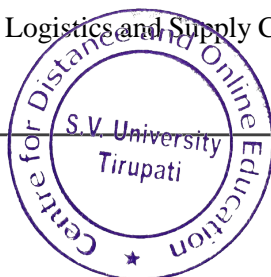
Content

Logistics and Supply Chain Management

UNIT -1

1.0	Objectives	1
1.1	Introduction	1
1.2	Definition and Concept of Logistics	2
1.2.1	Logistics in the World of Business	3
1.2.2	Origin of Logistics	3
1.3	Components of Logistics	4
1.3.1	Importance of Logistics	4
1.3.2	Functions of Logistics	5
1.4	Logistics Management	9
1.4.1	Types of Logistics Management	9
1.4.2	Nature and Scope of Logistics Management	10
1.4.3	Objectives of Logistics Management	11
1.4.4	Importance of Logistic Management	12
1.5	Structure of Logistics	12
1.5.1	Linkages and Relationships between Purchasing and Logistics	12
1.5.2	Types of Information Flow in Logistics Sector	15
1.6	Logistics Cost	16
1.7	Modes of Logistics	17
1.8	Logistics in 21st Century	19
1.9	Role of Supply Chain Management	21
1.10	Design and Development of Supply Chain Network	22
1.10.1	Factors that Influence Supply Chain Network Design Decisions	29
1.10.2	Benefits of Supply Chain Network Design	29
1.10.3	Role of Network Design in Supply Chain	30
1.10.4	Global Supply Chain Network Design Models	30
1.11	Different Types of Supply Chain Networks	30
1.11.1	Differences between Logistics and Supply Chain	31
1.12	Outcomes	33


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

1.13	Review Questions	33
1.14	Multiple Choice Questions	34
Unit -2		
2.0	Objectives	37
2.1	Introduction	37
2.2	Customers Selection	38
	2.2.1 Phases of Customer Development	40
2.3	Logistics Process	41
2.4	Customer Service in Logistics	44
	2.4.1. Elements of Customer Service	45
	2.4.2 Factors Why Customer Service in Logistics is of Utmost Importance	48
	2.4.3 Importance of customer-service in Logistics	50
2.5	Customer Retention	55
	2.5.1 Strategies to Improve Customer Retention	56
	2.5.2 Methods and Tools for Customer Retention	58
	2.5.3 Benefits of customer retention	59
	2.5.4 CRM and Customer Retention	60
	2.5.5 Reasons for Terminating Customer Relationship	61
2.6	Customer Relationship Management	61
	2.6.1 Importance of CRM	63
	2.6.2 Steps in implementing CRM	64
	2.6.3 Benefits of CRM	66
	2.6.4 CRM System can help your Business Today	67
	2.6.5 Components of CRM	68
	2.6.6 Types of CRM Technology	69
	2.6.7 CRM Examples in Practice	70
2.7	Different types of Logistics and Supply chain Relations	71
	2.7.1 Importance of Integrating CRM with SCM	73
	2.7.2 Requirements for Achieving Harmonious Relations in Logistics and Supply Chain	74
2.8	Outcomes	76
2.9	Review Questions	76
2.10	Multiple Choice Questions	77

UNIT-3

3.0	Objectives	85
3.1	Introduction	85
3.2	Supply Chain	86
3.2.1	Supply Chain Model	87
3.3	Supply Chain Management	88
3.3.1	Features of Supply chain Management	89
3.3.2	Components of Supply Chain Management	89
3.3.3	Efficient Functioning of Supply Chain	90
3.3.4	Principles of Supply Chain Management	91
3.3.5	Nature and Objectives of Supply Chain Management	91
3.3.6	Decision Areas in Supply Chain Management	94
3.3.7	Importance of Supply Chain Management	94
3.3.8	Process of Supply Chain Management	95
3.3.9	Goals of Supply Chain Management	96
3.3.10	Focus Areas in SCM	97
3.4	Demand Forecasting	100
3.4.1	Importance of Demand Forecasting	100
3.4.2	Main Roles of Forecasting in Supply Chain Management	101
3.4.3	Advantages of Demand Forecasting	101
3.5	Managing and Estimating supply Chain Demand	102
3.5.1	Importance of Demand Forecasting in Supply Chain	103
3.6	Forecasting Techniques	104
3.7	Suppliers Network	107
3.7.1	Supply Chain Networks	108
3.7.2	Benefits of Supplier Management	110
3.7.3	Key Factors Driving Supplier Management	111
3.7.4	Supplier Management Process	112
3.8	Skills to Manage SCM	113
3.8.1	Core Competencies a Supply chain Manager	118
3.9	Recent Trends in Supply Chain Management	120
3.10	Outcomes	124
3.11	Review Questions	124
3.12	Multiple Choice Questions	125

Skill Development Course

Disaster Management

As per Choice Based Credit System (CBCS)

Common to all Branches

Authors

Dr. M. Shanthi

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education

Sri Venkateswara University

Tirupati, AP - 517 502


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director
Centre for Distance and Online Education
Sri Venkateswara University
Tirupathi, AP - 517 502

DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.



REGISTRAR
S.V. UNIVERSITY
TIRUPATI

Disaster Management

Learning Outcomes

After successful completion of the course, the students are able to;

1. Understand the nature, cause and effects of disasters
2. Comprehend the importance of Disaster Management and the need of awareness
3. Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
4. Volunteer in pre and post disaster management service activities

Unit-I

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, Famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

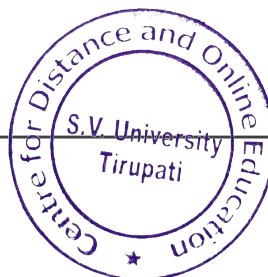
Unit-II

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.-Use of technology -Role of Citizens and Youth in the prevention.

Unit-III

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies.


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

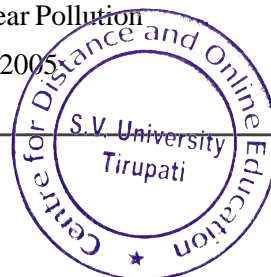
Content

Disaster Management

Unit-1

1.0	Objectives	1
1.1	Introduction	1
1.2	Disaster	1
1.3	Types of Disasters	2
1.3.1	Earthquakes	3
1.3.2	Tunami	5
1.3.3	Cyclones	7
1.3.4	Floods	10
1.3.5	Droughts	12
1.3.6	Landslides	14
1.3.7	Forest Fires	16
1.3.8	Famine	18
1.3.9	Pandemic	20
1.4	Man-made Disasters	28
1.5	Accidental Disaster	29
1.5.1	Fire Accidents	29
1.5.1.1	Fire Safety Precautions	30
1.5.2	Blasting	32
1.5.3	Rail Accidents	33
1.5.4	Aviation Accidents	34
1.5.5	Road Accidents	36
1.5.6	Boat Tragedies	37
1.6	Nuclear Pollution	39
1.6.1	Causes of Nuclear Pollution	39
1.6.2	Effects of Nuclear Pollution	40
1.6.3	Prevention of Nuclear Pollution	41
1.7	Disaster Management Act 2005	41


DIRECTOR
Centre for Distance and
Online Education (CDOE)
Sri Venkateswara University
TIRUPATI - 517 502.




REGISTRAR
S.V. UNIVERSITY
TIRUPATI

1.7.1	Scope and Objective	42
1.7.2	Criticism of the Disaster Management Act	43
1.8	Outcomes	43
1.9	Review Questions	43

Unit-2

2.0	Objectives	45
2.1	Induction	45
2.2	Causes and Immediate Effects of Disasters	46
2.2.1	Causes of Disasters	46
2.2.2	Effects of Disasters	48
2.3	Preparedness of Disasters	50
2.3.1	Measures of Disaster Preparedness	50
2.4	Precautions or Steps for Preparedness of Disaster Strikes by Communities	53
2.5	Dissemination of Information	54
2.5.1	Importance of Information	55
2.5.2	Nature of Dissemination of Information	55
2.5.3	Concepts of Dissemination	56
2.5.4	Channels for Disseminating Information	57
2.6	Role of National Disaster Management Authority	58
2.6.1	Evolution of NDMA	58
2.6.2	Functions and Responsibilities of NDMA	58
2.6.3	Institutional Framework for Disaster Management in India	59
2.6.4	Role & Responsibility of SDMA	59
2.6.5	Role & Responsibility of SEC	60
2.6.6	Role & Responsibility of DDMA	61
2.7	Role of Government and non Governmental Organizations in Protecting Human Livestock and Natural Resources	61
2.8	Use of Technology in Disaster Management	62
2.9	Role of Citizen in Prevention of Disaster	64
2.10	Role of Youth	65
2.11	Outcomes	66
2.12	Review Questions	66

Unit-3

3.0	Objectives	67
3.1	Introduction	67
3.2	Post Disaster Effects	68
3.3	Disaster Management Cycle	69
3.4	Procedures for Rehabilitation and Recovery	71
3.4.1	Rehabilitation	71
3.4.2	Types of Rehabilitation	72
3.4.3	Procedure for Rehabilitation	72
3.4.4	Procedure for Recovery	73
3.4.4.1	Disaster Recovery Plan	73
3.4.4.2	Disaster Plan	74
3.4.4.3	Benefits of Disaster Recovery Plan	75
3.4.4.4	Strategies and Tools for Disaster Recovery Plan	75
3.4.4.5	Steps of a Disaster Recovery Plan	76
3.5	Role of Volunteers in Disasters	77
3.6	Role of Safety Precautions	80
3.7	Preventive measures of Disaster	81
3.8	Collection- Filling-Storing of Information	83
3.8.1	Data Collection	83
3.8.2	Filling of Data	84
3.8.3	Storage of Information	85
3.8.3.1	Storage Management and Disaster Recovery	85
3.9	Case study	86
3.10	Outcomes	88
3.11	Review Questions	88