

B.A(POLITICAL SCIENCE)

POLITICAL SCIENCE CONCEPTS, THEORIES AND INSTITUTIONS

I- B.A(POLITICAL SCIENCE) / I - Semester

As per Choice Based Credit System (CBCS)

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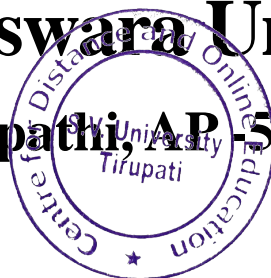
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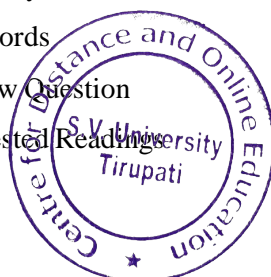
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I- B.A. POLITICAL SCIENCE

PAPER - I: Political Science : Concepts, Theories and Institutions

1. Introduction: Definition, Scope and Importance of Political Science
2. Approaches to the Study of Political Science: Liberal and Marxist
3. State – Nation and Civil Society
4. Sovereignty: Monism and Pluralism
5. Theories of Origin of the State; Social Contract and Evolutionary (Historical)
6. Concepts:
 - 6.1 Law: Sources of Law and Concepts of Rule of Law
 - 6.2 Liberty and Equality - Their Relationship
 - 6.3 Theories and Kinds of Rights
 - 6.4 Power and Authority
7. Ideologies: Individualism, Anarchism, Fascism and Socialism
8. Forms of Government:
 - a. Democracy: Direct and Indirect
 - b. Unitary and Federal
 - c. Parliamentary and Presidential
9. Theory of Separation of Powers
10. Organs of Government
 - a) Legislature:
 - i. Unicameral and Bi-cameral
 - ii. Powers and Functions
 - b) Executive :
 - i. Powers and Functions.
 - c) Judiciary :
 - i. Powers and Functions
 - ii. Independence of Judiciary and Judicial Review.

Books Recommended:

1. Principals of Political Science : Prof.A.C. Kapoor.
2. Grammar of Politics : Laski H.J.
3. Substance of Politics : A. Appadorai
4. Political Theory: Ashirvadam
5. Political Idologies: Their Origins and Impact, Baradar, Prentice Hall of Inida

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INDIAN GOVERNMENT AND POLITICS

I- B.A(POLITICAL SCIENCE) / II - Semester

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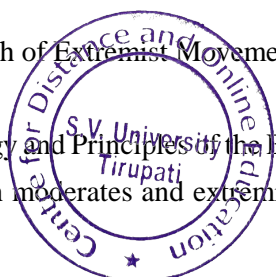
01 - 08

- 1.0 Aims and Objectives
- 1.1 Introduction
- 1.2 Essential qualities or requirements or Characteristics of a good Constitution
- 1.3 Evolution of Constitutionalism
- 1.4 Classification or Types of Constitutions
 - 1.4.1. Written and Unwritten Constitutions
 - 1.4.2. Unitary, Federal, Quasi-Federal and Confederal Constitutions
 - 1.4.3. Semi-federal Constitution
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- 2.1 Rise of Nationalism causes of the growth of National Consciousness
- 2.2 Foundation of the Indian National Congress
 - 2.2.1 Genesis of the Congress: Contribution of A.O. Hume
 - 2.2.2 Congress the Child of British Raj
 - 2.2.3 Popularity of the Congress: Was the Congress a National Organisation
 - 2.2.4 Methods of Early Congress
 - 2.2.5 Objects of Early Congress
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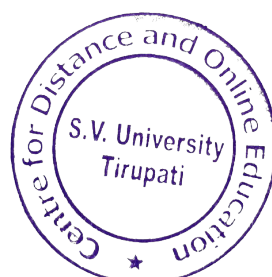
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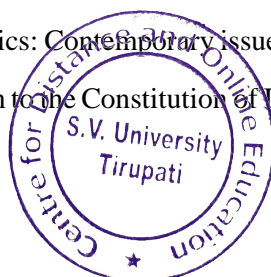

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B.A. - Political Science
INDIAN GOVERNMENT AND POLITICS

1. Salient Features of Indian Constitution a Comparative Perspective with the Constitutions of UK, USA and Switzerland.
2. Evolution of Indian Constitution – Nationalist Movement and Philosophical Foundations.
3. Indian Federation – Centre – State Relations – Recent Trends.
4. Fundamental Rights and Duties, Constitutional Remedies with special reference to Writes – Directive Principles of state policy.
5. President – Election, Powers and Functions – Prime Minister and Council of Ministers.
6. Parliament – Composition, Powers and Functions.
7. Judiciary – Supreme Court, Composition, Powers, Functions and Judicial Review- Judicial Activism.
8. Party System: National and regional Parties; Coalitional Politics
9. Election Commission – Electoral Reforms and voting Behavior.
10. State Government – Governor, Chief Minister and Council of Ministers – Powers and Functions.
11. Social and Economics Factors- Language, Religion, Caste and Regional identities.
12. Social movements: Agrarian, Working class, Women, Tribal, Dalit and Environmental.
13. Challenges to National Integration – Communalism and Terrorism

Books Recommended

1. Politics in India : Rajini Kothari
2. Indian Constitution : M.V. Pylee
3. Indian Government and Politics: S.S. Awasti
4. Introduction for Constitution of India: D.D. Basu
5. Indian Government and Politics: K.R. Acharya.
6. Indian Politics: Contemporary Issues and Concerns, Singh & Saxena
7. Introduction to the Constitution of India, 5th ed., Sharma



POLITICAL THOUGHT

II- B.A(POLITICAL SCIENCE) / III - Semester

As per Choice Based Credit System (CBCS)

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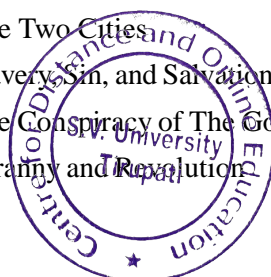
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II - B.A.(Political Science)
POLITICAL THOUGHT

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- a) Sources of Ancient Indian Political Thought
- b) Manu: Varnadharma and Dandaneeti
- c) Kautilya: State and Society
- d) Goutama Buddha: Dhamma and Sangha

Unit-II

2. Modern Indian Political Thought

- a) Gandhi: Ahimsa and Satyagraha
- b) Nehru: Democratic Socialism
- c) Ambedkar: Annihilation of Caste
- d) M.N. Roy: Radical Humanism

Unit-III

3. Western Political Thought

Plato, Aristotle, St. Thomas Aquinas, Machiaveeli, Thomas Hobbes,
John Locke, J.J. Rousseau, Jermy Benthom, J.S. Mill.
Hegel, Marx and Gramsci.

Books Recommended

- 1. Political Ideas in Ancient India : R.S. Sharma
- 2. Western Political Thought : Amal Kumar Mukopadhyay
- 3. A History of Political Thought : Sabine G.H.
- 4. Annihilation of Caste : Ambedkar G.H.
- 5. Modern Political Theory : Ebenezer W.
- 6. A History of Political Thought : Plato to Marx, Mukherjee & Kamswamy
- 7. Political Ideologies : Their Origins and Impact, Baradat, Prentice Hall of India.

INTRODUCTION TO PUBLIC ADMINISTRATION

II- B.A(POLITICAL SCIENCE) / IV - Semester

As per Choice Based Credit System (CBCS)

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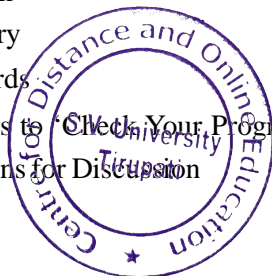
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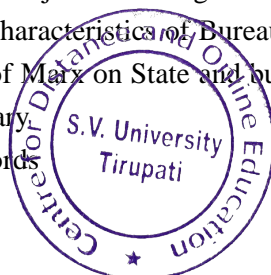
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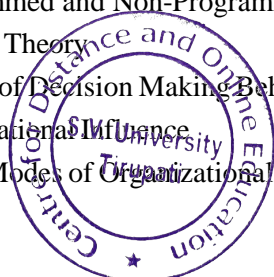
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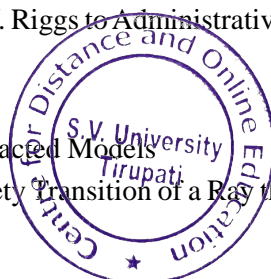
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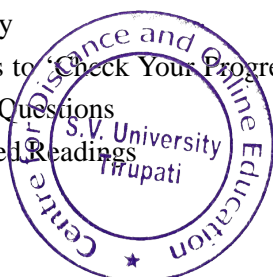
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Introduction to Public Administration

Block I: Introduction

1. Meaning, Nature, Scope and importance of Public Administration
2. State and Evolution of Public Administration
3. Relationships with other Social Sciences: With special reference to Political Science, Economics, Sociology, Psychology
4. Politics & Administration Dichotomy – Woodrow Wilson and F.J. Good know

Block II: Theories and Approaches

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6. Scientific Management Approach: Taylor
7. Bureaucratic Approach: Max Weber and Karl Marx
8. Human Relations Approach – Elton Mayo
9. Behavioural Approach: Herbert Simon
10. Socio – Psychological Approach: Hierarchy of Needs : Abraham Maslow; Theory X and Theory Y : Douglas Mc Gregor
11. Ecological Approach: Riggs

Block III: Concepts and Principles of Public Administration

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14. Communication and Public Relations

Block IV: Emerging Trends

15. New Public Administration : Minnowbrook I & II
16. Public Administration and Public Policy
17. New Public Management
18. Governance and Post Modern Public Administration

B.A(HISTORY)
HISTORY AND CULTURE OF
INDIAN UP TO AD 1526

I- B.A(HISTORY) / I - Semester
As per Choice Based Credit System (CBCS)

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History and Culture of Indian up to AD 1526

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Unit II:

A brief survey of political conditions in ancient India – Magadha, Alexander's Invasion and Mauryas – Ashoka's Dharma, Its nature and propagation – Mauryan Administration – Economy – Art and Architecture:

Unit III:

Post-Mauryan period in North India-A brief political survey of Kushans, Guptas, Pushyabhuti and Rajputs: Polity and Administration-Social Conditions-Caste System – position of Women-Economy,-Indian Feudalism Art-Architecture-Education, Literature, Philosophy, Science and Technology.

Unit IV:

A brief political survey of South India-Sangham Age-Satavahanas-Pallavas-Cholas-Chalukyas, and Rashtrakutas-Kakatiya and Vijayanagara-Polity and Administration, Society, Economy-Art and – Architecture.

Unit V:

Invasions of Arabs, Ghaznavids and Ghoris and Delhi Sultanate – A brief Political Survey, Polity and Administration under Delhi Sultanate, society, Composition of rural Society, Nobility-Status of Women, Economic and Technological developments. Agriculture-Industry-Trade and Commerce-Urbanisation, Art and Architecture-Fine Arts-Education and Literature.

Unit VI:

Impact of Islam on Indian Society and culture-Bhakti and Sufi Movements Emergence of Composite culture.


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I- B.A(HISTORY) / II - Semester
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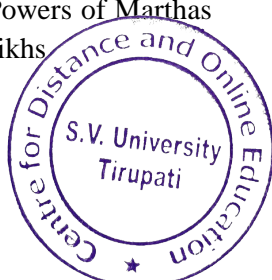
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History and Culture of India (1526-1950)NR

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Religion – Hindu – Muslim relations – Composite Culture. Education, Literature, Art, Architecture and Fine Arts.

Decline and Disintegration of Mughal Empire – Rise of Regional Powers-Marathas – Sikhs

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Economic policies and changes-Mercantilism and Free-trade policies-L and Revenue Steelemnts-Permanent-Ryotwari-Mahalwari Systems-Intrigation Commercialization of Agriculture-Condition of peasants-Famines-Decline of Cottage industries (de-industrialization)

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Unit-IV

Factors for Social Change-Christian Missionaries-Western Education-Emergence of New Middle Classes-Growth of press-Socio-Religion Reform Movements-Brahma Samaj-Arya Samaj-Theosophical Society-Ramakrishna Mission-Aligarh Movement-Self-Respect movements, Jyotiba Phule – Narayana Guru, Periyar and Dr. B.R. Ambedkar.

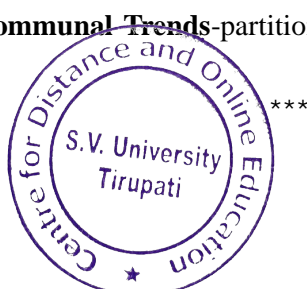
Unit-V

Indian National Movement – Factors for the growth of Nationalism – Indian National congress-Three Phases of Freedom struggle-revolutionary Movements-Left-Wing movement-Peasant and workers movements.

Unit VI

Emergence of Communal Trends-partition of India-Integration of Princely States into Indian Union.

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HISTORY AND CULTURE OF ANDHRA PRADESH

(from Satavahanas to 1956 A.D.)

II- B.A(HISTORY) / III - Semester

As per Choice Based Credit System (CBCS)

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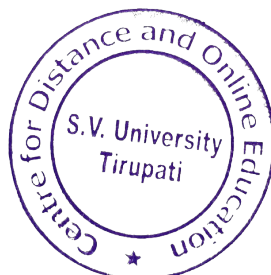
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History and Culture of Andhra Pradesh

Unit-I :

Influence of Geographical features on History, Sources-A Brief Survey of Political history from Satavahanas to Vijayanagara period-Socio-Economic-Cultural conditions under Satavahana, Kakatiya and Vijayanagara rulers-Growth and Spread of Jainism and Buddhism and their contribution to Art and Architecture.

Unit-II:

The Qutb Sahis-A Brief Survey of Political History-Society, Economy and Culture. The Asaf Jahis-A Brief Survey of their political history-Society, Economy and Culture-Salarjung's Reforms.

Unit-III:

Andhra Under Colonial Rule: Coming of European Merchant Companies-Conquest of Andhra by the British-Early Uprising-Administration-Land Revenue Settlements-Agrarian Conditions-Famines-Impact of Industrial Revolutions on Andhra Economy-Sir Thomas Munroe-Impact of 1857 Revolt In Andhra.

Unit-IV:

Social Reform and Literary Movements: Veeresalingam, Raghupathi Venkata-Ratnam Naidu, Gurajada Appa Rao, Komarraju Venkata Lakshmana Rao, Non-Brahmin, Adi Andhra, Dalit, Self-Respect Movements-New Literary Movements-Gurram Jashua, Boyi Bhimanna, Viswanatha Satyanarayana, Rayaprolu Subba Rao, Sri Sri.

Unit-V:

Freedom Movement in Andhra : Vandemataram, Home Rule, Non Co-Operation
Alluri Sitarama Raju – Rampa Rebellion 1922-24-Civil Disobedience and Quit India Movements.
Political Consciousness in Telangana : Nizam Andhra Maha Sabha, Hyderabad
State Congress, Razakars, Police Action and Accession of Telangana into Indian Union.

Unit-VI:

Leftist Movements in Andhra and Telangana : Peasant Armed Struggle – Tribal Uprisings-Komaram Bhimu-Bhoodan Movement.
Movement for Separate Andhra State: Andhra Mahila Sabha-Sree Bagh pact-Martyrdom of Potti Sree Ramulu-Formation of Andhra State,1953-Vishalandhra Movement-State's Re-organization Commission-Gentlemen's Agreement-Formation of Andhra Pradesh in 1956.

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HISTORY OF MODERN WORLD (1453-1945 AD)
II- B.A(HISTORY) / IV- Semester
As per Choice Based Credit System (CBCS)

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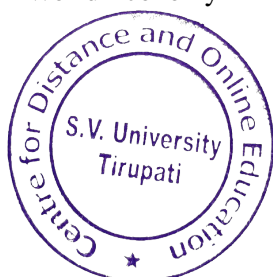


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Unit-I :

Characteristic features of Renaissance-Significance of Reformation and Counter Reformation movements in Europe-Geographical Discoveries and Rise of Colonialism, Mercantilism and Commercial Revolution-Emergence of Modern World Economy.

Unit-II:

Emergence of Nation States in Europe – Nature of Feudalism in Europe and Asia.

Unit-III:

Age of Revolutions-Glorious Revolution (1688)-American Revolution (1776)-French Revolution (1789)

Unit-IV:

Industrial Revolution and Rise of Capitalism-Impact on Asia and Africa-Meiji Restoration and Modernisation of Japan-Unification Movements in Germany And Italy.

Unit-V:

World between 1914-1945 Rivalry among colonial powers Imperialist Hegemony-Causes and consequences of first World War – World between the Wars – league of Nation, Fascism in Italy, Nazism in Germany, Militarism in Japan – Communist Movements in Russia and China.

Unit-VI:

Causes and consequences of Second World War – UNO.


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MICRO ECONOMICS

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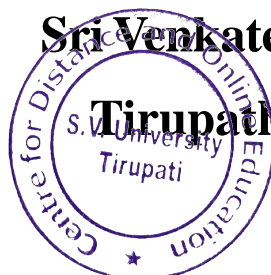
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I- B.A. Economics
PAPER - I: MICRO ECONOMICS

UNIT I: INTRODUCTION

Nature, Definition and scope of Economics – Methodology in Economics – Micro and Macro, Static and Dynamic, Normative and Positive – Indicatives and Deductive Analysis – Partial and General Equilibrium – Choice as an economic problem.

UNIT II : CONSUMER BEHAVIOUR

Utility Analysis – Cardinal and ordinal approaches – Law of Diminishing marginal utility, Law of Equi-marginal utility, Indifference curves – Properties of indifference curves – Price (Budget) line – Equilibrium of the consumer with the help of indifference curves. Demand Analysis – Law of demand – Elasticity of Demand – Price, Income and cross elasticities, Demand forecasting – Meaning and factors influencing demand forecasting – Consumer surplus – Engel curve.

UNIT III: THEORY OF PRODUCTION AND COSTS

Objectives of a firm – Production function – Concept of Cobb-Douglas production function – Isoquant – Factor substitution - Law of variable proportions, law of Returns to Scale – Expansion path – Different Concepts – of Revenue and Costs and their interrelation – Equilibrium of the firm – Break – Even analysis.

UNIT IV: MARKET STRUCTURE

Market forms – Perfect and Imperfect markets. Price Determination and Equilibrium of a firm and industry under perfect competition – Monopoly – Price determination under monopoly – Price discrimination – Monopolistic competition – Price determination. Oligopoly (Kinked demand curve).

UNIT V: FACTOR PRICING

Marginal productivity theory of distribution – Theories of wage determination – Wages and collective bargaining: Minimum Wage – Rent – Scarcity rent, Differential rent – Quasi rent. Interest – Classical, Neo-Classical and Keynesian theories – Profit – Dynamic, Innovations, Risk and Uncertainty theories.

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7. SKUDE – Study Material

MACRO ECONOMICS

I - B.A (ECONOMICS) / II - Semester

As per Choice Based Credit System (CBCS)

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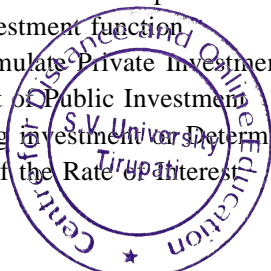
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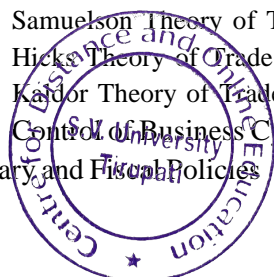
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B.A. - MACRO ECONOMICS

Module 1: NATIONAL INCOME

Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (DI), Per Capita Income (PCI), Real National Income (RNI) – Methods of Estimation of National Income (NI) – Measurement of National Income in India.

Module 2: THEORIES OF EMPLOYMENT

Classical theory of employment – Say’s law of markets – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest and the concept of Multiplier – Accelerator – Applicability of the Keynesian theory to the developing countries.

Module 3: MONEY AND THEORIES OF MONEY

Meaning, functions and classification of Money – Gresham’s law – R.B.I. Classification of Money – M1, M2, M3, M4 Theories of Money – Fisher’s quantity theory of Money, Cambridge approach (Marshall, Pigou, Robertson and Keynes).

Module 4: TRADE CYCLE AND INFLATION

Trade cycles – Meaning and definition – Phases of a trade cycle – Inflation – Definition – Types of Inflation – Causes and effects of inflation – Measures to control inflation.

Module 5: BANKING, STOCK MARKET AND INSURANCE

Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) – Concept of SEBI Stock Market – Meaning, functions and importance of Stock Market – Primary and Secondary Markets, Concepts of (a) Shares (b) Debentures, Insurance – Types of Insurance – Life Insurance and General Insurance – Functions of the Reserve bank of India – Methods of credit control – Quantitative and Qualitative Methods.


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INDIAN ECONOMY
II - B.A (ECONOMICS) / III - Semester
As per Choice Based Credit System (CBCS)

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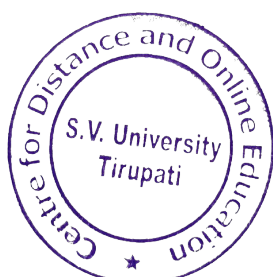
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II - B.A.(ECONOMICS)

PAPER III:INDIAN ECONOMY

NOTE: In this paper organizing a field study, or project work or assignment or Viva-Voca with a weightage of 20 marks is recommended. The theory paper should consist of 80 marks only.

UNIT - 1

CONCEPTS OF DEVELOPMENT

Meaning of Economic growth and development – Measures of Economics Development – GNP, PCL, PQLI and HDI, Factors influencing Economic development – Sustainable development – Balanced and unbalanced growth – Choice of Techniques Labour intensive and capital intensive methods.

UNIT - 2

STRUCTURE OF THE INDIAN ECONOMY

Basic features – Natural Resources – Land, Water and Forest resources, Basic demographic features – Size and growth of the population – Age and sex composition Rural and Urban population – Occupational distribution – Population policy, National income in India – Trends and Composition – Poverty, Inequalities and unemployment Causes and consequences – Current Five Year Plan – Objectives, Mobilization and Allocation of Resources – New Economic Reforms – Liberalization, Privatization and Globalization in India – Inclusive Growth.

UNIT - 3

INDIAN AGRICULTURE

Nature and importance, Trends in agricultural Production and Productivity: factors determining productivity. Rural Credit – Micro Finance and Self Help Groups (SHGs) Agricultural price policy, Crop Insurance, Agricultural Infrastructure and food security.

(1) Agricultural Marketing in India, (2) Impact of Land reforms in India, (3) Provision of Agricultural credit to the tenants.



UNIT - 4

INDIAN INDUSTRY AND SERVICES

Structure and Growth of Indian Industry-Industrial policies of 1956 and 1991, Growth and problems of Small Scale Industry. Foreign Exchanges Management Act (FEMA): Disinvestment Policy in India – Foreign Direct Investment – Growing important of Service Sector in India – Banking Insurance, Information Technology, Education and Health.

UNIT - 5

ANDHRA PRADESH STATE ECONOMY

GSDP – Sectoral Contribution and Trends; Human Resources – Population Trends, Regional differentials – Demographic Dividend, Agricultural Sector – Land use and Cropping pattern = Impact of land reforms in A.P. Income and employment in Agricultural sector. Industrial Sector – Small Scale industries, Investment and employment in industrial sector, SEZs; Service Sector – Growth of income and employment in the service sector, Information, Technology (IT).


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PUBLIC FINANCE AND INTERNATIONAL ECONOMICS

II - B.A(ECONOMICS) / IV - Semester

As per Choice Based Credit System (CBCS)

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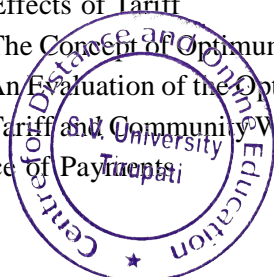
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 - 3.2.2 Importance of International Trade
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- 4.3 Balance of Payments



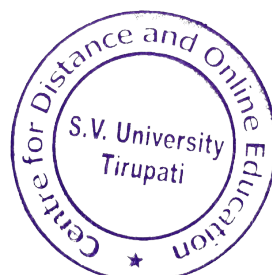
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 - 5.3.2 Recent Exim Policy
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II - B.A(Economics)

Public Finance & International Economics

Module 1: Public Finance and Taxation

Meaning and scope of public finance: Distinction between public and private finance. Principle of Maximum Social Advantage – Public goods vs Private goods – Sources of Public Revenue – (a) Taxes (b) Administrative Revenues (c) Commercial Revenues (d) Gifts and grants (e) Deficit Finance – Concept of fiscal deficit – Canons of taxation – (Adam Smith & Modern) – Impact, shifting and Incidence of Taxation, Effects of taxation - The concept of Value added Tax (VAT). Taxes – direct and indirect merits and demerits, Methods of taxations – Progressive proportional regressive and digressive.

Module 2: Public Expenditure and Public Debt

Meaning and Classification of public expenditure – Wagner’s Law – Peacock – Wiseman – Reasons for the growth of public expenditure – Wagner’s law – Peacock – Wiseman hypothesis – Public Debt – Classification of Public debt – Methods of debt redemption – Causes and effects of the growth of India’s Public Debt.

Module 3: Theories of International Trade

Inter – regional and International Trade – Importance of International Trade – Inter – industry trade – Intra – industry trade - Theories of International Trade – Theory of absolute advantage – Theory of Comparative costs and Hecksher-Ohllin theory. Terms of Trade – Gross Barter and Net Barter and Income terms of trade.

Module 4: Protection and Balance of Payments

Tariffs – Meaning and Definition of Tariffs – Types of Tariffs – Tariffs and their effects – Concept of Optimum Tariff – Balance of Payments – Disequilibrium in Balance of Payments – Measures to correct Disequilibrium – Depreciation.

Module 5: Foreign Trade in India

Recent trends in the composition and Direction of India’s foreign trade – Recent EXIM policy – changing role of IMF, IBRD – WTO – Impact of India – Concept of outsourcing.

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రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



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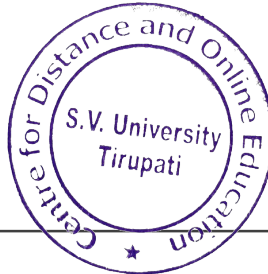
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అమ్మ! అన్న మాటలో మాధుర్యం మిన్న
అమ్మ నుండి అలవడే అమృత భాష
ఆత్మీయతను పెంచే ఆంధ్ర భాష

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

తెలుగు భాషను గౌరవిద్దాం
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ఇదే తెలుగుతల్లికి మనమిచ్చే నీరాజనాలు

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ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషానంకతలను, 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.

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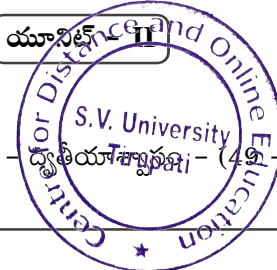
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యూనిట్ - II

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కుమారసంభవం - ద్వితీయాశ్వాసం - (49 - 86 పద్యాలు)



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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.

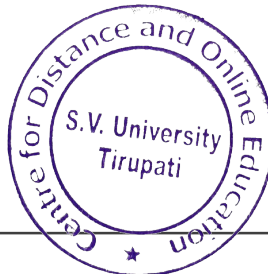
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ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

జాతులు: కందం, ద్విపద; ఉపజాతులు: ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు

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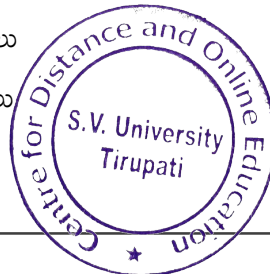
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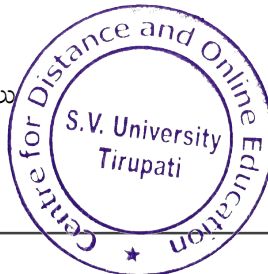
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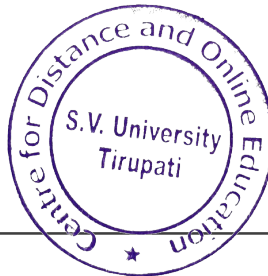
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ఆధునిక తెలుగు సాహిత్యం

డిగ్రీ (జనరల్) / సెమిస్టర్ - II

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



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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 జాన్సాన్ని 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.

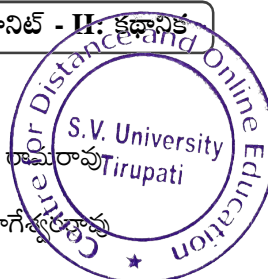
పాఠ్య ప్రణాళిక

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 (కలనేత కవితాసంపుటి నుండి)

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5. తెలుగు కథానిక : పరిచయం
6. దిశానిక : కాశీపట్నం రామరావు
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7. స్వేచ్ఛ : రెంటాల నాగేశ్వరరావు



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

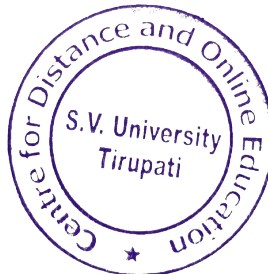
యూనిట్ - IV: నాటకం

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


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విషయ సూచిక
ఆధునిక తెలుగు సాహిత్యం

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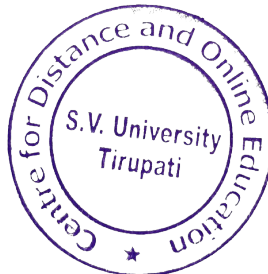
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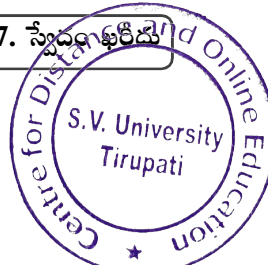
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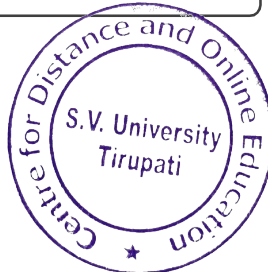
10.1	ఉద్దేశ్యం	253
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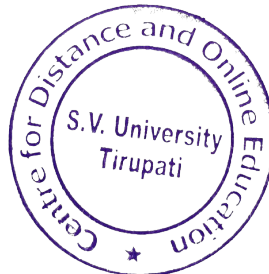
14. తెలుగు సాహిత్య విమర్శ - పరిచయం

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డిగ్రీ (జనరల్) / సెమిస్టర్ - III

రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502

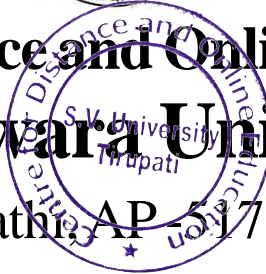


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అభ్యసన ఫలితాలు

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

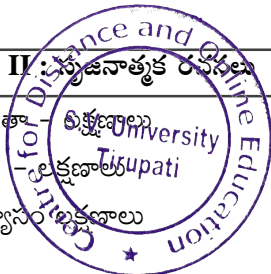
యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం

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

యూనిట్ - II: సృజనాత్మక రచనలు

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

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

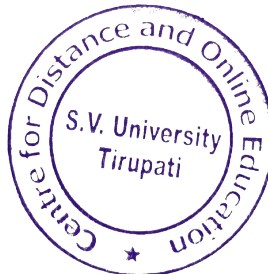
యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)

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)


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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

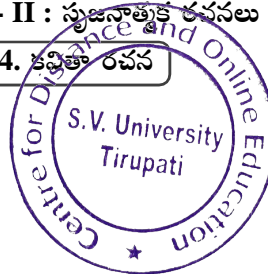
3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

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	విద్యార్థులకు అభ్యాసం	




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4.4	పాఠ్యభాగ సారాంశము	48
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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	ప్రాజెక్టు వర్క్	80

యునిట్ - III: అనువాద రచన

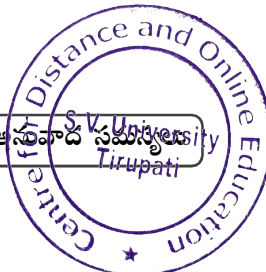
7. అనువాదం

7.1	ఉద్దేశ్యం	83
7.2	పాఠ్యభాగం	83
7.3	పాఠ్యభాగ పరిచయం	86
7.4	పాఠ్యభాగ సారాంశము	86
7.5	వ్యాసరూప ప్రశ్నలు	86
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8.3	పాఠ్యభాగ పరిచయం	104
8.4	పాఠ్యభాగ సారాంశము	104
8.5	వ్యాసరూప ప్రశ్నలు	104
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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

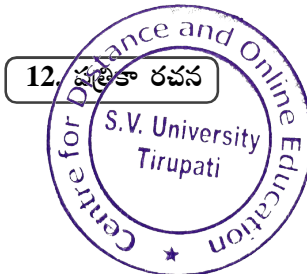
10.1	ఉద్దేశ్యం	123
10.2	పాఠ్యభాగం	123
10.3	పాఠ్యభాగ పరిచయం	126
10.4	పాఠ్యభాగ సారాంశము	126
10.5	వ్యాసరూప ప్రశ్నలు	127
10.6	సంగ్రహ ప్రశ్నలు	129
10.7	విద్యార్థులకు అభ్యాసం	130

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11.4	పాఠ్యభాగ సారాంశము	138
11.5	వ్యాసరూప ప్రశ్నలు	138
11.6	సంగ్రహ ప్రశ్నలు	142
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12.3	పాఠ్యభాగ పరిచయం	



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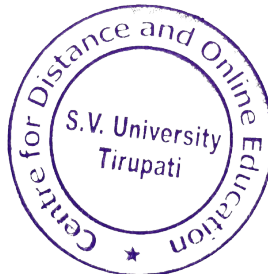
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*As per Choice Based Credit System (CBCS)
For Degree 1-Year/1-sem
Common to all Branches*

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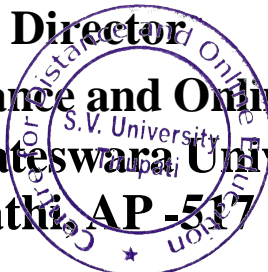
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A Course in Communication and Soft Skills

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

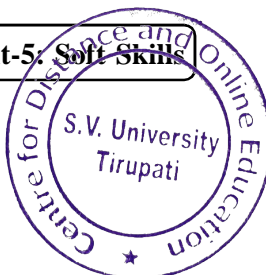
Unit-4: Writing

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

Unit-5: Soft Skills

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

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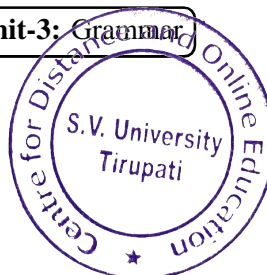
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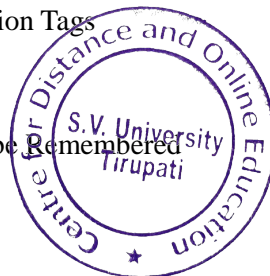
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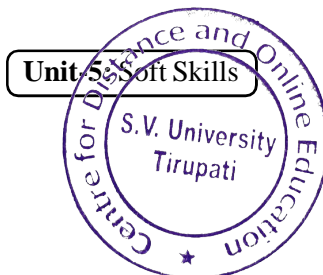
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A Course in Reading & Writing Skills

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

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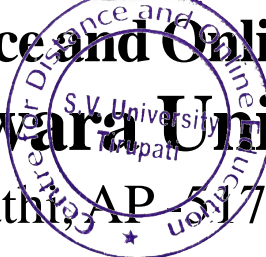


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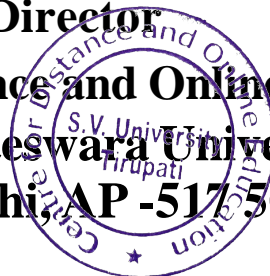
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A Course in Reading & Writing Skills

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

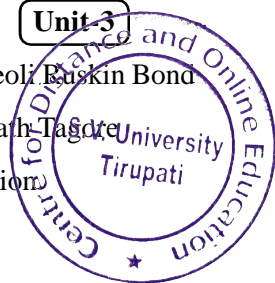
Prose : 1. The Night Train at Deoli Ruskin Bond

Poetry : 2. Ode to the West Wind

Skills : 3. Reading Comprehension

: 4. Note Making/Taking

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Unit-4

Poetry : 1. Coromandel Fishers Sarojini Naidu

Skills : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

Unit-5

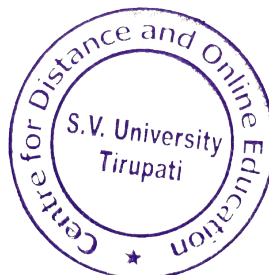
Non-Detailed Text : 1. An Astrologer's Day R K Narayan

Skills : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence


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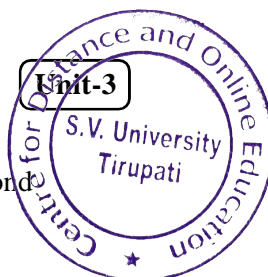
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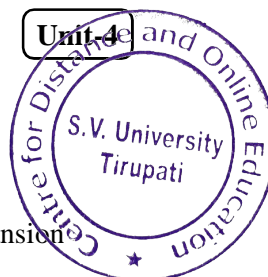
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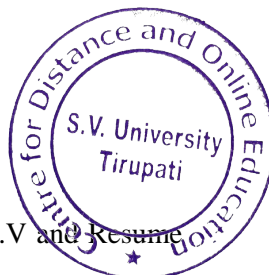

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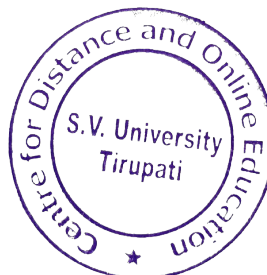
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A Course in **Conversational Skills**

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

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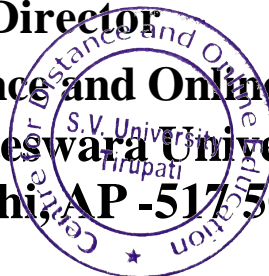
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A Course in Conversational Skills

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

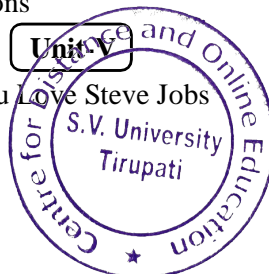
Skills: 2. Dialogue Building

3. Giving Instructions/Directions

Unit-V

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

Skills: 2. Debates
3. Descriptions
4. Role Play



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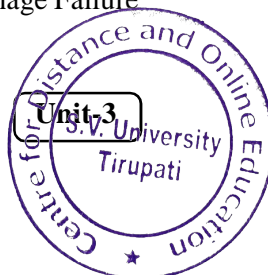
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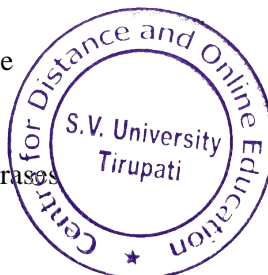
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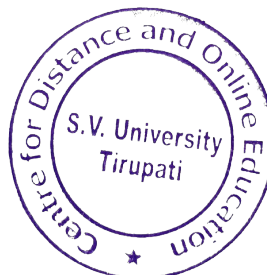
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Life Skill Course
Human Values and Professional Ethics
As per Choice Based Credit System (CBCS)
Common to all Branches

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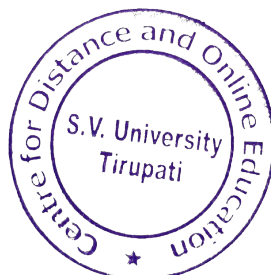
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Human Values and Professional Ethics

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;

- 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.

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Life Skill Course
Indian Culture & Science
As per Choice Based Credit System (CBCS)
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Authors

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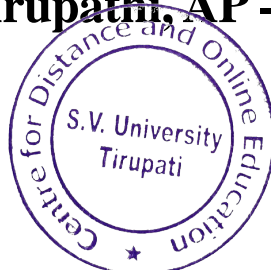
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Indian Culture & Science

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

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Life Skill Course

Environmental Education

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

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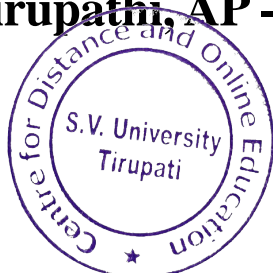
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Environmental Education

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.

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Life Skill Course

Personality Enhancement & Leadership

*As per Choice Based Credit System (CBCS)
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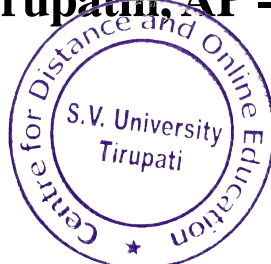
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Personality Enhancement & Leadership

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

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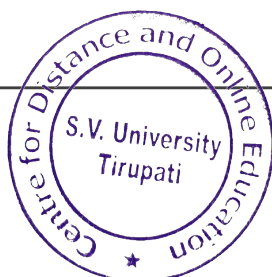
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Skill Development Course
Office Secretaryship
As per Choice Based Credit System (CBCS)
Common to all Branches

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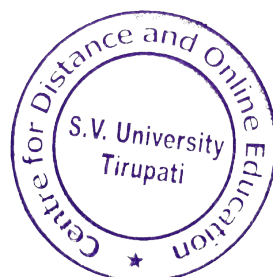
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Office Secretaryship

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.

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Skill Development Course

Advertising

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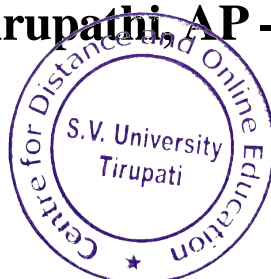
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Advertising

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.

Content *Advertising*

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

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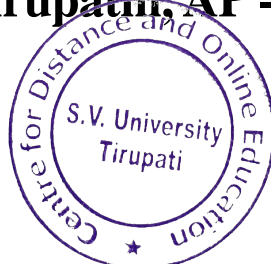
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Logistics and Supply Chain Management

Learning Outcomes

At the successful completion of the course, the student will be 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

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Logistics and Supply Chain Management

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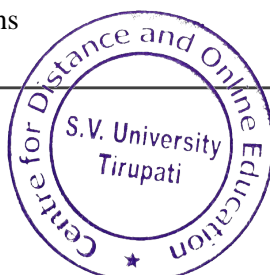
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Skill Development Course

Disaster Management

As per Choice Based Credit System (CBCS)

Common to all Branches

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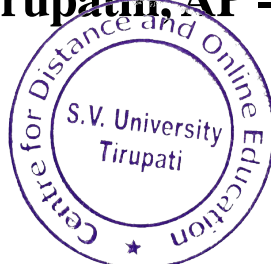


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Disaster Management

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.

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