

Program: B.A. **SPECIAL ENGLISH**

SRI VENKATESWARA UNIVERSITY - TIRUPATI

FIRST YEAR - I SEMESTER

PAPER – 1 FUNDAMENTALS OF SOCIAL SCIENCES

Learning objectives: The student will be able to understand the nature, various approaches, organs of the state, social perspectives and application of ICT.

Learning Outcomes: On successful completion of the course the student will be able to :

1. Learn about the nature and importance of social science.
2. Understand the Emergence of Culture and History
3. Know the psychological aspects of social behaviour
4. Comprehend the nature of Polity and Economy
5. Knowledge on application of computer technology

Unit – I – What is Social Science?

1. Definition and Scope of Social Science – Different Social Sciences
2. Distinction between Natural Science and Social Sciences
3. Interdisciplinary Nature of Social Sciences
4. Methods and Approaches of Social Sciences

Unit -II: Understanding History and Society

1. Defining History, Its Nature and Scope
2. History- A Science or an Art
3. Importance of History in the Present Society
4. Types of History and Chronology of Indian History

Unit – III – Society and Social Behaviour

1. Definition , Nature and Scope of Psychology
2. Importance of Social Interaction
3. Need of Psychology for present Society

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4. Thought process and Social Behavior

Unit – IV – Political Economy

1. Understanding Political Systems
2. Political Systems – Organs of State
3. Understanding over Economics - Micro and Macro concepts
4. Economic Growth and Development - Various aspects of development

Unit - V – Essentials of Computer

1. Milestones of Computer Evolution - Computer – Block Diagram, Generations of Computers
2. Internet Basics – Internet History, Internet Service Providers – Types of Networks – IP – Domain Name Services – Applications
3. Ethical and Social Implications – Network and Security concepts – Information assurance fundamentals
4. Cryptography – Symmetric and Asymmetric –malware – Fire walls – Fraud Techniques – Privacy and Data Protection

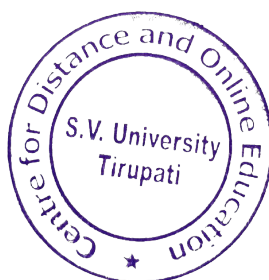
Reference Books

1. The social sciences: An Integrated Approach by James M. Henslin and Danniell F. Chambliss
2. The Wonder that was India – A.L.Bhasham
3. Introduction to Psychology – Morgan and King
4. Principles of Political Science – A.C. Kapoor
5. Contemporary Political Theory – J.C.Johari
6. M.L.Jhingam – Economic Development – Vikas, 2012
7. ML Seth – Macro Economics - Lakshminarayana Agarawal, 2015
8. Fundamentals of Computers by V. Raja Raman
9. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

Activities:

1. Group Project Work
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
8. Identify the types of malwares and required firewalls to provide security.
9. Latest Fraud techniques used by hackers.


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Program: B.A. **SPECIAL ENGLISH**

SRI VENKATESWARA UNIVERSITY - TIRUPATI

FIRST YEAR - I SEMESTER

PAPER – II PERSPECTIVES ON INDIAN SOCIETY

Learning objectives: The student is expected to demonstrate the significance of social sciences through better understanding of various fields of social experience and would be able to apply methods and approaches to social phenomena.

Learning Outcomes: On successful completion of the course the student will be able to :

1. Learn about the significance of human behavior and social dynamics.
2. Remembers the Indian Heritage and freedom struggle
3. Comprehend the philosophical foundations of Indian Constitution
4. Knowledge on Indian Economy

Unit – 1 – Man in Society

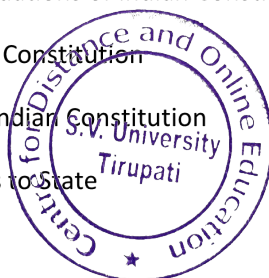
1. Human Nature and Real-Life Engagement
2. Social Groups and Social Dynamics
3. Individualism and Collectivism – Ethical Concerns
4. Human Life – Social Influence and Social Impact

Unit-II: Indian Heritage and Freedom Struggle in India

1. Cultural & Heritage sites of Tourism in India
2. Indian Dance, Music and Yoga
3. Rise of Nationalism Under British Rule in brief (1857-1947)
4. Contemporary history of India-integration of Princely States, abolition of Zamindari, formation of linguistic states

Unit – 3 – Indian Constitution

1. Philosophical Foundations of Indian Constitution
2. Elements of Indian Constitution
3. Study of Rights in Indian Constitution
4. Directive principles to State



Unit – 4. Indian Economy

1. Indian Economy - Features – Sectoral contribution in income
2. Role of Financial Institutions - RBI - Commercial Banks
3. Monetary and Fiscal Policies for Economic Development
4. Economic Reforms - Liberalization - Privatization- Globalization

Unit – 5 - Impact on Society & Analytics

1. Role of Computer, impact of Computers on human behavior, e-mail,
2. Social Networking- WhatsApp, Twitter, facebook, impact of Social Networks on human behavior.
3. Simulating, Modeling, and Planning, Managing Data, Graphing, Analyzing Quantitative Data,
4. Expert Systems and Artificial Intelligence Applications in the Social Sciences

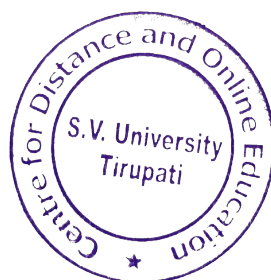
References

1. Introduction to Psychology – Atkinson RC
2. History of the freedom movement in India – Tarachand
3. India since Independence – Bipinchandra
4. Introduction to the Constitution of India D.D.Basu
5. S.K Misra & V.K Puri – Indian Economy, Himalaya Publishing House , 2015
6. Government of India, Economic Survey (Annual), New Delhi
7. Information and Communication Technology by APCCE
8. Computer Applications in the Social Sciences by Edward E. Brent, Jr. and Ronald E. Anderson

Activities:

1. Assignment
2. PPT Presentation, Participation in Webinars
3. Field visits
4. Group Discussion
5. Survey and Analysis
6. Charts and Poster presentation
7. Identify the peripherals connected to a system and label them as either Input or Output or both.
8. Identify the Operating System loaded in your system and compare the features with other existing Operating System.
9. Collect latest census data and draw a graph indicating the growth rate.
10. Predicting the risk of depression, substance dependency, drinking, obsessive compulsive disorders, and suicide using AI.


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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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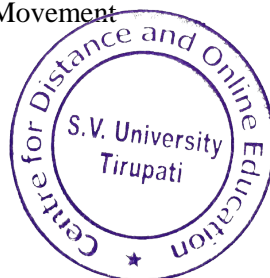
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History and Culture of Indian up to AD 1526

Unit I:

Influence of Geography on History – Survey of the Sources – pre-historic period Paleolithic. Mesolithic and Neolithic cultures – Role of Technology. Indus valley Civilization – Its characteristic features – Vedic culture – Early and later Vedic Period – Post-Vedic period Emergence of Varna and caste system – Rise of new Religious Movements-Jainism and Buddhism in 6th Century B.C. Impact on Society and culture.

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.

HISTORY AND CULTURE OF INDIA(1526-1946AD)

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

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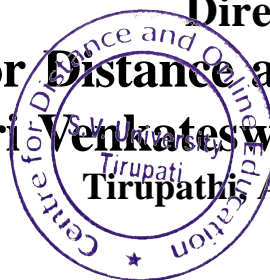
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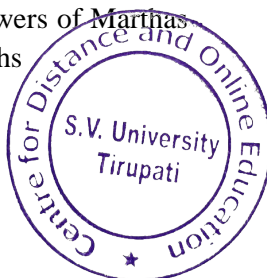
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- 1.0 Aims and objectives
 - 1.1 Introduction
 - 1.2 History of Mughal Empire
 - 1.2.1 Mughal dynasty
 - 1.2.2 Influence on the Indian subcontinent
 - 1.2.3 Urdu language
 - 1.2.4 Mughal society
 - 1.3 Brief Survey of Political history up to 1707AD
 - 1.3.1 Accession (February 14, 1556)
 - 1.3.2 Expansion of the Moghul Empire under Akbar
 - 1.3.3 Reign of Aurangzeb and decline of empire
 - 1.3.4 Moghul miniatures: 16th - 17th century AD
 - 1.4 Polity and Administration
 - 1.4.1 Land Revenue System of SherShah and Akbar.
 - 1.4.2 Changes introduced by Akbar in the Land Revenue System
 - 1.5 Social Composition
 - 1.5.1 Nobility
 - 1.5.2 Peasantry
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 - 1.6.2.1 Effects on the fortunes of the Moghul empire
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- 2.1 Advent of European Powers
- 2.2 Fall of Portuguese Power in India
- 2.3 Expansion and Consolidation of British Empire:
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- 2.8 Commercialization of Agriculture
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- 2.13 Keywords
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- 3.1 Introduction
- 3.2 Peasant Revolt
 - 3.2.1 The Peasants Revolt of 1381
 - 3.2.2 The Peasants Revolt - Wat Tyler meets King Richard-II
- 3.3 Tribal Revolt
 - 3.3.1 Tamar Revolts (1789-1832)
 - 3.3.2 The Kherwar Movement of the Santhals (1833)
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 - 3.3.4 Bokta Rising, Sardari Larai or Mukti Larai Movement of 1858-95
- 3.4 The revolt of 1857
 - 3.4.1 East India Company Expansion in India
- 3.5 Causes of the revolt
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- 3.6 Results of the revolt
- 3.7 Summary
- 3.8 Keywords
- 3.9 Review questions

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- 4.0 Aims and objectives
- 4.1 Introduction
- 4.2 Meaning of social change
- 4.3 Factors for social change
- 4.4 Christian Missionaries
- 4.5 Western Education
 - 4.5.1 Impact of English education on Indian Life and thought
- 4.6 Emergence of New Middle Classes
 - 4.6.1 Emergence of Middle class during British rule
- 4.7 Growth of press
 - 4.7.1 Impact of press on the religious, social and political arenas of India
- 4.8 Socio-Religion Reform Movements
 - 4.8.1 Brahma Samaj
 - 4.8.2 Arya Samaj
 - 4.8.3 Theosophical Society
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- 5.2 Indian National Movement
- 5.3 Factors for the growth of Nationalism
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- 5.5 Three Phases of Freedom struggle
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- 6.0 Aims and objectives
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- 6.2 Emergence of Communal trends
 - 6.2.1 Factors that led to Hindu Communalism
- 6.3 Partition of India
 - 6.3.1 India's Partition was Inevitable
- 6.4 Integration of Princely States to Indian Union
- 6.5 Summary
- 6.6 Keywords
- 6.7 Review Questions

History and Culture of India (1526-1950)NR

Unit – I

Survey of Sources

Establishment of Mughal Empire – Sur Interrugnam – Brief Survey of Political History up to 1707 AD – Polity and administration – Society-Social Composition-Ulema-Nobility-peasantry – artisans – Slaves-Status of Women –Economy: Agriculture Industries, Trade and Commerce Economic and Technology development.

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

Unit-II

Advent of European powers-Portuguese, Dutch, English and French Expansion and consolidation of British Empire-Wars-Diplomacy-Policies Pursued-Subsidiary Alliance – Doctrine of Lapse.

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)

Unit-III

Anti-Colonial Upsurga-Peasant and Tribal Revolts-1857 Revolt – Causes –Results and Nature.

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.

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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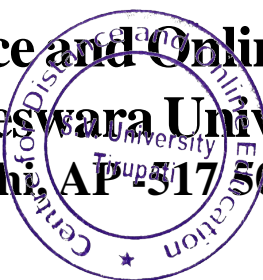


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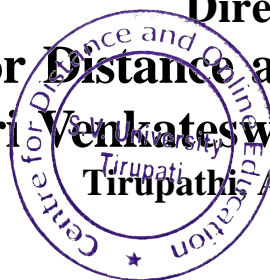
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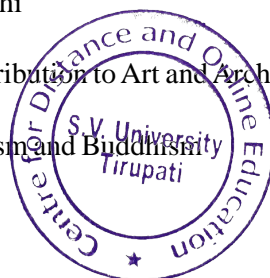


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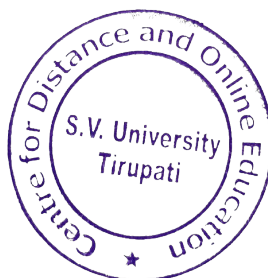
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History and Culture of Andhra Pradesh

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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:

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Political Consciousness in Telangana : Nizam Andhra Maha Sabha, Hyderabad
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Unit-VI:

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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.

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

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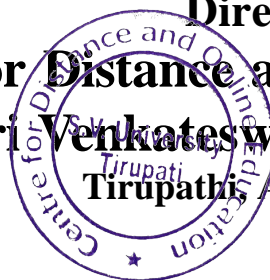
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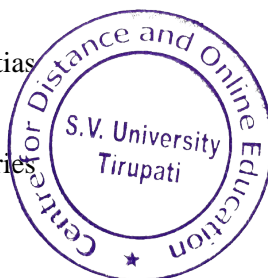
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Unit-II:

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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.

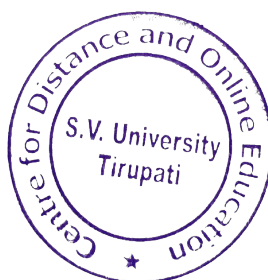
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I- B.A(POLITICAL SCIENCE) / I - Semester

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I- B.A. POLITICAL SCIENCE

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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

INDIAN GOVERNMENT AND POLITICS

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

As per Choice Based Credit System (CBCS)

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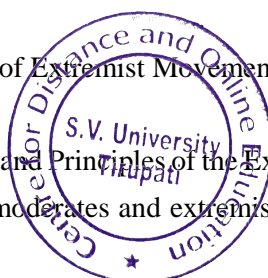
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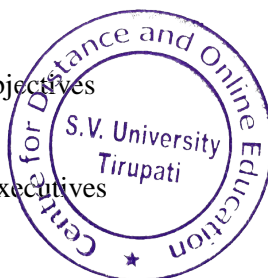
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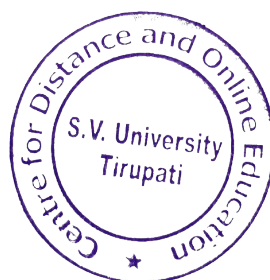
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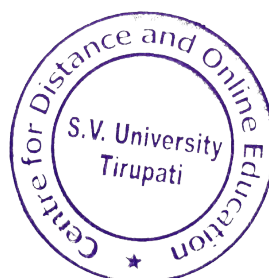
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B.A. - Political Science
INDIAN GOVERNMENT AND POLITICS

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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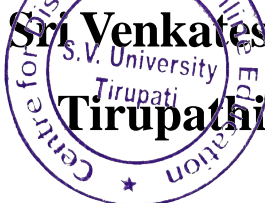

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II - B.A.(Political Science)
POLITICAL THOUGHT

Unit-I

1. Ancient Indian Political Thought

- 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 : Eschen W.
- 6. A History of Political Thought : Plato to Marx, Mukherjee & Ramaswamy
- 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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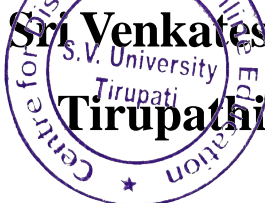

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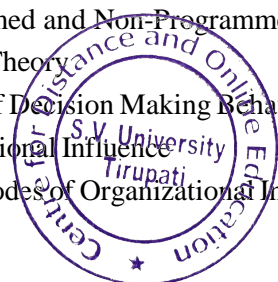
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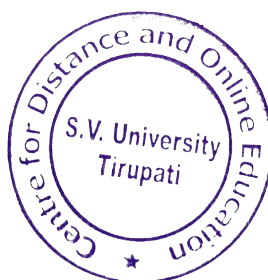
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Introduction to Public Administration

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. Goodnow

Block II: Theories and Approaches

5. Classical Approach : Henry Fayol, Gulick and Urwick
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

12. Administrative Planning
13. Leadership and Supervision
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

ప్రాచీన తెలుగు కవిత్వం

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డా॥ బి. అశోక్

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తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

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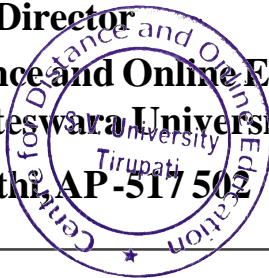
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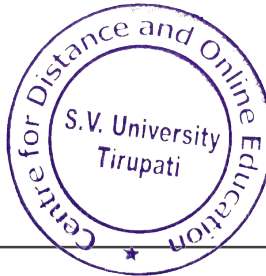
మమ్మీ అన్న మాటలో మమకారం కన్న
అమ్మ! అన్న మాటలో మాధుర్యం మిన్న
అమ్మ నుండి అలవడే అమృత భాష
ఆత్మీయతను పెంచే ఆంధ్ర భాష

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 నీరాజనాలు

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ప్రాచీన తెలుగు కవిత్వం

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.

పాఠ్య ప్రణాళిక

యూనిట్ - I

రాజనీతి - నన్నయ

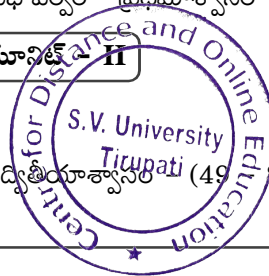
మహాభారతం - సభాపర్వం - ప్రథమాశ్వాసం - (26-57 పద్యాలు)

యూనిట్ - II

ఉక్తయజ్ఞం - నన్నెచోడుడు

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కుమారసంభవం - ద్వితీయాశ్వాసం (49-86 పద్యాలు)



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యూనిట్ - III

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

యూనిట్ - IV

పలనాటి బెబ్బలి - 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.

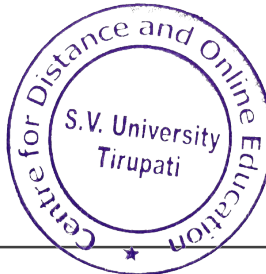
శబ్దాలంకారాలు: అనుప్రాస (వృత్త్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

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

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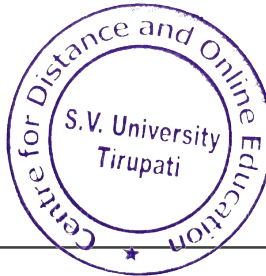
విషయ సూచిక
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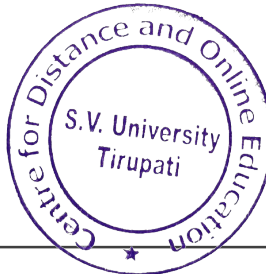
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ఆధునిక తెలుగు సాహిత్యం

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డా॥ ఎస్. సునీల్ కుమార్

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ఎస్. వి. విశ్వ విద్యాలయం

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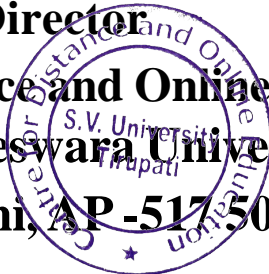
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అభ్యసన ఫలితాలు

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 గూర్చిన 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.

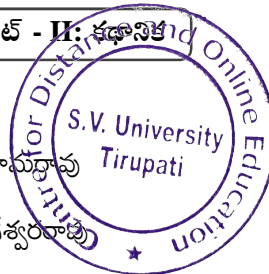
పాఠ్య ప్రణాళిక

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 (కలనేత కవితాసంపుటి నుండి)

యూనిట్ - II: కథానిక

5. తెలుగు కథానిక : పరిచయం
6. భయం (కథ) : కాశీపట్నం రామధావు
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7. నగం ఖండ్ (కథ) : రెంటాల నాగేశ్వరరావు



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యూనిట్ - III: నవల

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

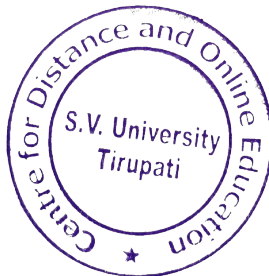
యూనిట్ - IV: నాటకం

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


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విషయ సూచిక
ఆధునిక తెలుగు సాహిత్యం

యూనిట్ - 1: ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం - పరిచయం

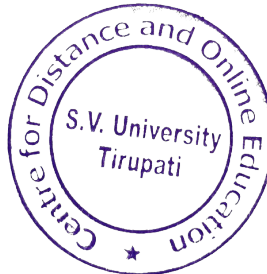
1.1 ఉద్దేశ్యం	1
1.2 పాఠ్యభాగం	1
1.3 పాఠ్యభాగ పరిచయం	7
1.4 ప్రశ్నలు - జవాబులు	8
1.5 సంగ్రహ ప్రశ్నలు	12
1.6 విద్యార్థులకు అభ్యాసం	16

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 సారాంశం	40
3.8 ప్రశ్న జవాబులు - వ్యాసరూప ప్రశ్నలు	42
3.9 సంగ్రహ ప్రశ్నలు	44



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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

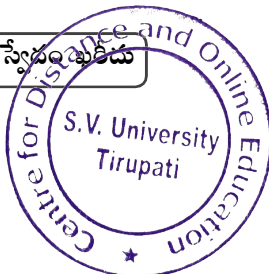
6. భయం (కథ)

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

7.1	ఉద్దేశం	93
7.2	కవి పరిచయం	93
7.3	పాఠ్యభాగం	93
7.4	పాఠ్యభాగ పరిచయం	99

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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

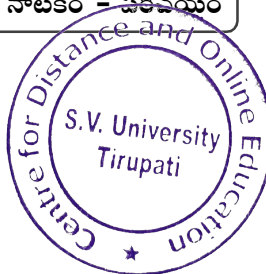
10. రథచక్రాలు - సమీక్ష

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	266
11.3	పాఠ్యభాగ పరిచయం	269
11.4	వ్యాసరూప ప్రశ్నలు - జవాబులు	269
11.5	సంగ్రహ ప్రశ్నలు - జవాబులు	272



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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

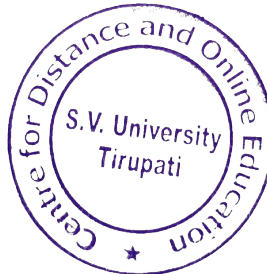
యూనిట్ - V: విమర్శ

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	350
15.6 సంగ్రహ ప్రశ్నలు	350
15.7 విద్యార్థులకు అభ్యాసం	352



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సృజనాత్మక రచన

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రచయితలు

డా॥ బి. అశోక్

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వవిద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502

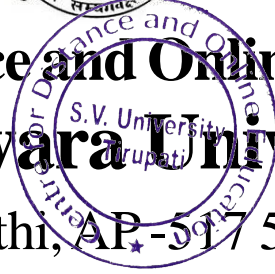


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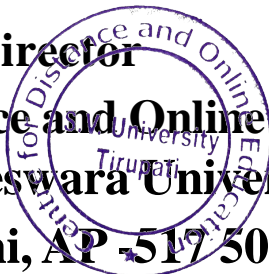
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సృజనాత్మక రచన

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-వాక్యం'ల 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

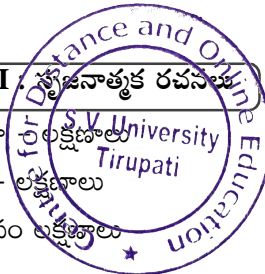
యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం

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 రచన

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

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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

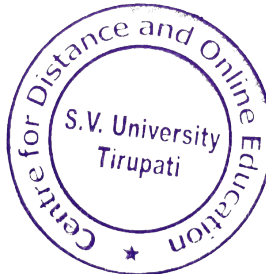
యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ప్రింట్ మీడియా)

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)

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విషయ సూచిక సృజనాత్మక రచన

యూనిట్ - 1: వ్యక్తీకరణ 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

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2.6	సంగ్రహ ప్రశ్నలు	23

3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

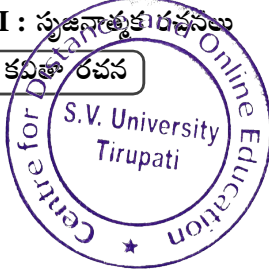
3.1	ఉద్దేశ్యం	25
3.2	పాఠ్యభాగం	25
3.3	పాఠ్యభాగ పరిచయం	32
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4.2	సృజనాత్మక రచనలు	
4.3	విద్యార్థులకు అభ్యాసం	

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5.4	పాఠ్యభాగ సారాంశము	61
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6.2	పాఠ్యభాగం	55
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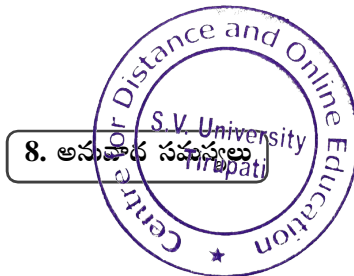
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10. ముద్రణామాధ్యమం

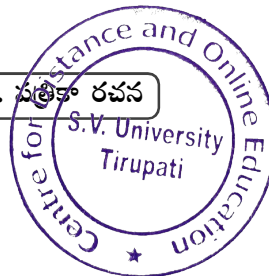
10.1	ఉద్దేశ్యం	123
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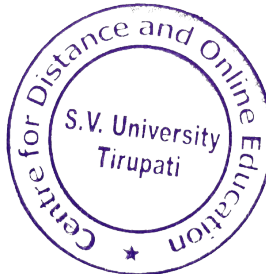
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A Course in Communication and Soft Skills

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. Attitude
- c. Emotional Intelligence
- d. Stephen's Etiquette
- e. Interpersonal Skills

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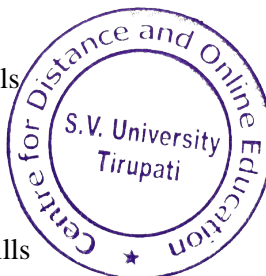
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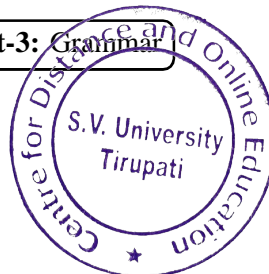
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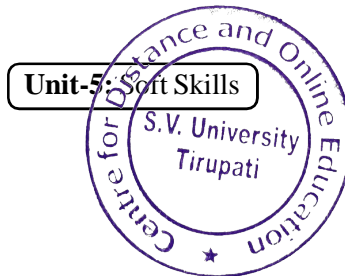
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A Course in Reading & Writing Skills

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

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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

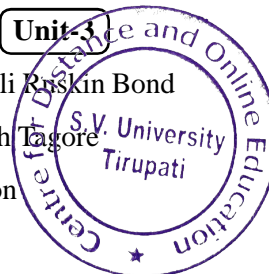
Prose : 1. The Night Train at Deoli Ruskin Bond

Poetry : 2. Upagupta Rabindranath Tagore

Skills : 3. Reading Comprehension

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

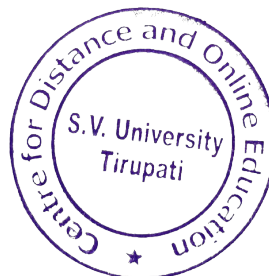
Non-Detailed Text : 1. An Astrologer's Day R K Narayan

Skills : 2. Curriculum Vitae and Resume

: 3. Letters

: 4. E-Correspondence


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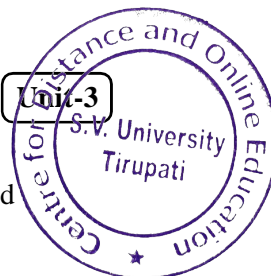
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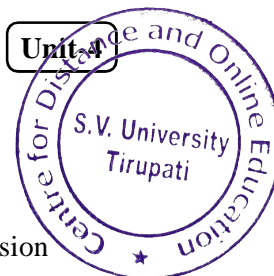
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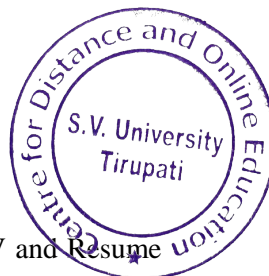
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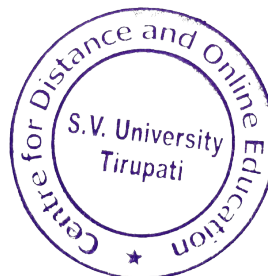
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A Course in ***Conversational Skills***

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

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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

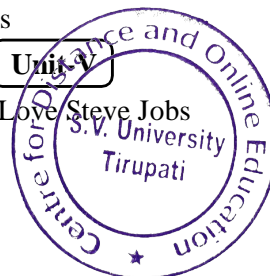
3. Giving Instructions/Directions

Unit-V

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

Skills: 2. Debates

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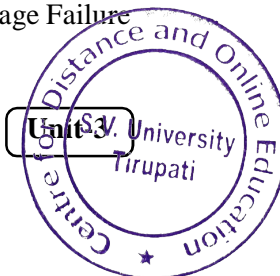
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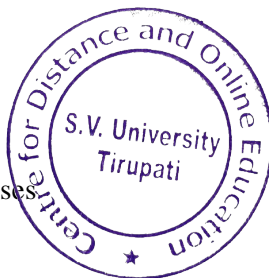
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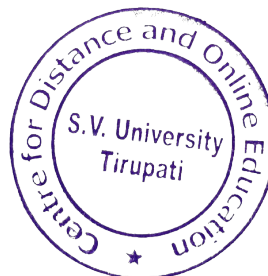
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Life Skill Course
Human Values and Professional Ethics
As per Choice Based Credit System (CBCS)
Common to all Branches

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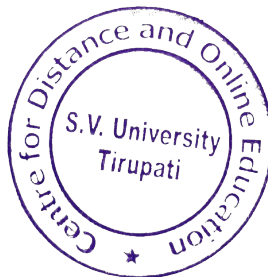
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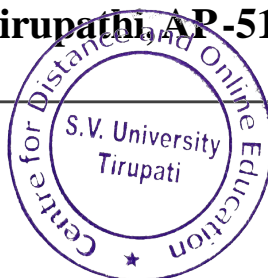
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Human Values and Professional Ethics

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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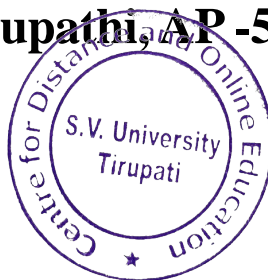
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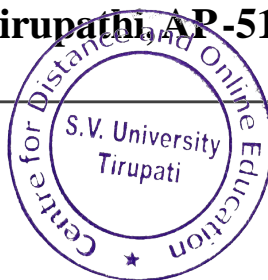
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Indian Culture & Science

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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Environmental Education

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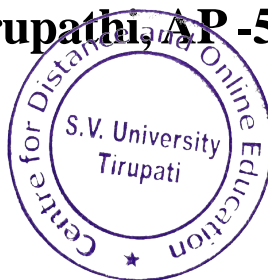
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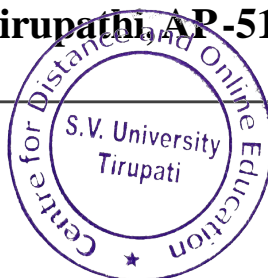
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Environmental Education

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.

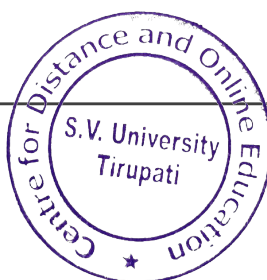
7. **Threats to biodiversity:** Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

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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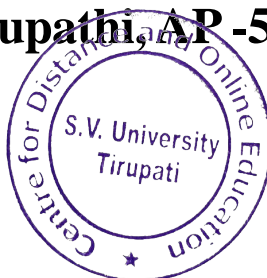
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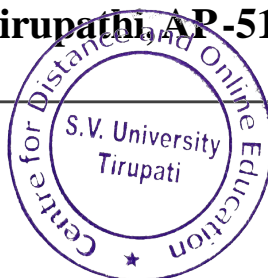
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Personality Enhancement & Leadership

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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Skill Development Course
Office Secretaryship
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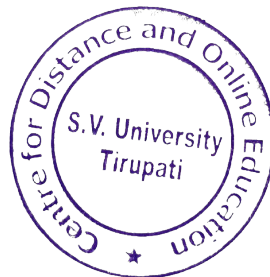
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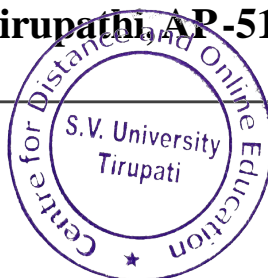
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Office Secretaryship

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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Office Secretaryship

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Advertising

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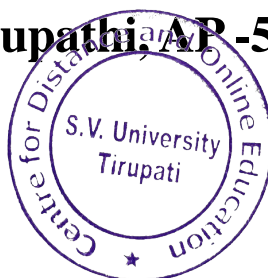
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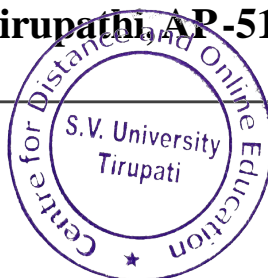
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Advertising

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)

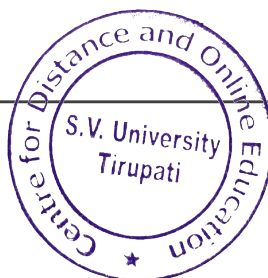
Unit-3

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

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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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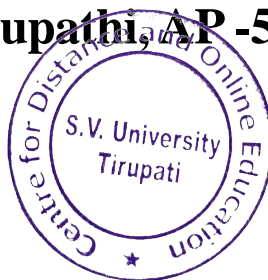
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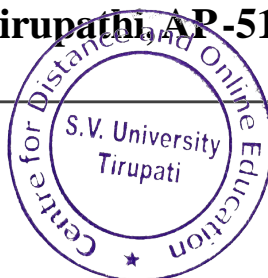
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Logistics and Supply Chain Management

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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Skill Development Course

Disaster Management

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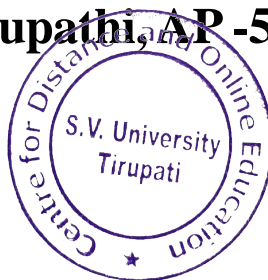


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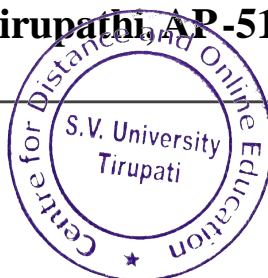
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Disaster Management

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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